



THE HILLS OF
HEADWATERS
TOURISM ASSOCIATION

STRATEGIC OVERVIEW
2014-2015



Moving into 2014/15

The shift in focus for the Hills of Headwaters that has taken place since 2013 has resulted in some significant traction in regards to tourism development and continues to support and enhance the work being done in partnership with our municipal and industry stakeholders.

There are a number of significant opportunities to further solidify tourism as a regional economic development pillar, and to leverage new initiatives to further enhance the sector, and the Association's model as we move into the 2014/15 fiscal year.

Key priorities in 2014/15

The equine events of the TO2015 Pan Am Games are fast-approaching, and HHTA has developed a Pan Am strategy for leveraging the legacy of the Games. For 2014/15 HHTA will focus significant efforts on developing tactics and implementing strategic undertakings to deliver on this strategy.

As well, HHTA will be introducing a new industry programming & marketing model in 2014/15 that will further expand the work identified as part of our regional industry engagement pillar. An on-the ground stakeholder strategy will be essential in its success.

Key areas of focus

**MUNICIPAL
PARTNERSHIPS &
ECONOMIC
DEVELOPMENT**

**REGIONAL
INDUSTRY
ENGAGEMENT**

**PRODUCT
DEVELOPMENT**
Food | Arts/Culture/Heritage |
Festivals & Events | Outdoor |
Touring | Equine

**MARKETING &
COMMUNICATIONS**

**CENTRAL
COUNTIES
ALIGNMENT**

**LONG-TERM
FUNDING &
SUSTAINABILITY
OPPORTUNITIES**

Municipal Partnership & Integration

- Town of Caledon – PanAm Local Host Committee
- Town of Shelburne – EDC tourism sub-committee
- Town of Grand Valley – EDC committee
- Economic development liaison – Town of Caledon EDC, County of Dufferin (Dufferin.biz)
- Regular Council updates & delegations
- Assessment & exploration of current municipal partnerships to ensure organizational sustainability

Regional Industry Engagement

- Host tourism workshops & learning sessions to engage tourism industry operators
- Work with regional tourism operators to identify and engage “leading with the best” tourism operators for 2014/15
- Continue working with regional tourism operators to encourage alignment with CTC and Ontario Signature Experience Collections
- Working with other community groups (ie HCIA, Federations of Agriculture, Eat Local Caledon, Arts groups) re synergies & leveraging of opportunities
- Explore & recommend opportunities to work with tourism sector industry associations (ie FOBBA, OCTA, FEO etc)

Product Development

EQUINE

The Headwaters Equine Leadership Group (HELG) will continue to implement their work plan (with the support of the Ontario Trillium Foundation) to support tourism & equine economic development for the Headwaters region.

ARTS & CULTURE

Explore opportunities for regional cultural asset mapping.

Engage industry to support opportunities for promoting Headwaters as a destination for the arts.

Doors Open 2014 programming will continue as part of the provincial initiative.

OUTDOOR TOURING

Work with regional conservation authorities to develop a collaborative strategy to leverage outdoor and recreational opportunities & programming to support experiential tourism development.

FOOD & CULINARY

Culinary tourism working committee established.

Developing seasonal culinary events to support “field to fork” philosophy:
TASTE OF MAPLE
March 28-April 13

TASTE OF THE HARVEST
October 17 to November 2nd

Headwaters Pan Am strategy

- To brand & position Headwaters as Horse Country
- To support our communities and business operators through legacy tourism development that will live well beyond the duration of the TO2015 Pan Am Games
- To provide a memorable experience to visitors by leveraging and promoting our unique ancillary experiences, which will support the positioning of Headwaters as a sophisticated, rural destination, just a short drive from Canada's largest urban centre.

Headwaters Pan Am strategy

Regional signage

In partnership with HELG, explore opportunities for erecting gateway and community signage showcasing the region as Horse Country.

Tourism ambassador program

Explore opportunities to work with educational institutions to develop & implement a region-wide tourism ambassador program.

Local food

Host a region-wide contest to develop a signature food & beverage for the events of the TO2015 Pan Am Games. Link together local producers, restaurants & culinary tourism.

Arts & culture

Unveil a signature image for Headwaters Horse Country as the result of regional art contest. Consider options for regional, national & international equine art shows.

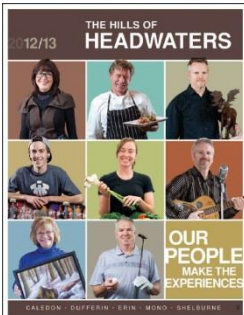
Outdoors trails & heritage

Explore opportunities for partnership with Pan A m Path, a multi-use path that will connect Toronto's trails and create an active living legacy for the Games..

Marketing & Communications



- Cross-platform digital content curating utilizing HHTA website as primary content archive.
- Expand communications through a variety of digital platforms based on 2013/14 results.
- Development of rich media content to support communications strategy.
- Publication of annual Visitor Guide through public/private partnership.
- Local market communications strategy based on new partnership with Metroland media.
- Expand editorial library and market reach through regional partnerships & shared content development.



Central Counties Alignment

- Representation on CCT Board of Directors
- Headwaters representation on Marketing, Partnership & Product Development Committees
- Regional, dedicated CCT field representative for Headwaters region to support product development & alignment
- Identify opportunities to apply for Central Counties partnership funding to extend Headwaters initiatives

Long term funding & sustainability

- Leverage core organizational revenue to access funding & grants opportunities, where feasible
- Continue to partner with other community & business organizations to take advantage of synergies & cost-savings:
 - Office leasing
 - Administrative staffing
 - Database & CRM management tools
 - Editorial content & rich media content
 - Website development & infrastructure