



KEY INFORMATION REPORT

Planning & Economic Development Services

October 21, 2024

SUBJECT: SDG Tourism Strategic Plan Update

BACKGROUND:

This report serves to update Council on the progress of the Tourism Strategic Plan project, budgeted for 2024. SDG Tourism, with support from Cornwall Tourism, have engaged Alphabet Creative, Brain Trust, and CMK Consulting to develop a comprehensive strategy aimed at guiding tourism development in our region.

FUNDING:

SDG Counties successfully secured \$25,000 in funding from the Tourism Development Fund, which will cover 50% of the project costs. The remaining costs will be split between SDG Counties and the City of Cornwall.

PROJECT PHASES:

Phase 1: Research and Analysis (September 2024 - October 2024)

- Asset inventory and assessment.
- Establish a Strategic Plan Working Group.

Phase 2: Consultations and Workshops (October 2024 - November 2024)

- One-on-one interviews.
- 3 Visioning sessions. (Invitation can be found on page 2 of this report.)

Phase 3: Draft Strategy Development (November 2024 - January 2025)

- Presentation of findings, observations, and recommended actions for feedback.

Phase 4: Final Strategy (February 2025)

- Delivery of the final strategy and roadmap for implementation.



KEY OUTCOMES:

This strategic and collaborative approach will look at tourism development through a regional lens, and will achieve the following:

- A clear vision and mission statement for our organization.
- Demonstration of tourism's value to our local communities and interest holders.
- Identification of key opportunities and a detailed plan of action to assist organizations and interest holders in implementation.



TOURISM VISION SESSIONS

YOU'RE INVITED!

Your input is invaluable as we strive to enhance this place we call home.

A GREAT PLACE TO LIVE IS A GREAT PLACE TO VISIT!

The United Counties of Stormont, Dundas, and Glengarry's Tourism division, with support from Cornwall Tourism are working towards a five-year tourism strategic plan.

The Working Committee invites you to one of three interactive community conversations to discuss tourism development opportunities to enhance community well-being and the visitor economy.

These facilitated gatherings will be interactive and offer you an opportunity to contribute ideas and suggestions to help inform the new five-year tourism strategy. Sessions will highlight stories from local business owners and community champions who see the opportunities associated with strategic tourism development.

ALL ARE WELCOME!

Attend any session that suits your preference, regardless of where you live!

Monday, October 28
Saunders Hydro Dam Visitor Centre
2500, Second St W, Cornwall
1:30 PM – 3:00 PM

Sir John Johnson Manor House
19692 William St, Williamstown
6:00 PM – 7:30 PM

Tuesday, October 29
McIntosh Country Inn and Conference Centre
12495 2 Hwy E, Morrisburg, ON K0C 1X0
9:30 AM – 11:00 AM

Register online: <https://whereontariobegan.ca/tourism-strategic-plan/>