

## Midland Tourism

- The Southern Georgian Bay Chamber of Commerce was the DMO for the four (4) area municipalities of Midland/Penetanguishene/Tay Township/Tiny Township
- By 2012, Penetanguishene/Tiny/Midland have all dropped their funding to the Chamber for Tourism
- Midland operated its own Visitor Information Centre at the Town Dock in 2012 during the summer and at the North Simcoe Sports and Recreation Centre for the remainder of the year.
- The Chamber will produce a Guide in 2013 and Midland is participating
- Midland has participated in an exercise called ‘Charting Tourism in Your Community’ along with Penetanguishene, Tiny and Tay. Gary Molnar facilitated these sessions that led to municipal input into a variety of tourism activities from a municipal perspective
- On October 30, Christine Anderson facilitated a workshop with a focus group representing various aspects of the Huronia Tourism industry. Based on this feedback, the four (4) municipalities will consider the next step in this process that will include a meeting with all tourism partners in an effort to determine the most appropriate role for the four (4) municipalities. This will ultimately lead into a Tourism symposium to be hosted by Tay Township in 2013 as part of the Huronia Economic Initiative.
- Midland is planning to continue the Visitor Information Centre operations in 2013 and expand our municipal role in special events and working closely with Tourism Simcoe County, RTO7 and our partners in Tourism in Huronia.