

Tourism Simcoe County Pilot Project: Oro-Medonte Township

Cycling Open House





Project

- Tourism Simcoe County Pilot Project
- Oro-Medonte 1st municipality
- Industry led – Barrie Cycling Club + others
- Collaboration



Why Simcoe County?

- ***Opportunity*** – Industry Trends
- ***Tourism & Economic Development*** – County-wide potential
- ***RT07*** – leverage \$
- ***Safety*** – Trail access



Why Oro-Medonte?

- ***Infrastructure*** – Existing Assets (Roads, Forests/Trails)
- ***Opportunity*** – Existing Events, Cyclists, Businesses
- ***Tourism & Economic Development*** – World Class
- ***Safety***
- ***Quality of Life***

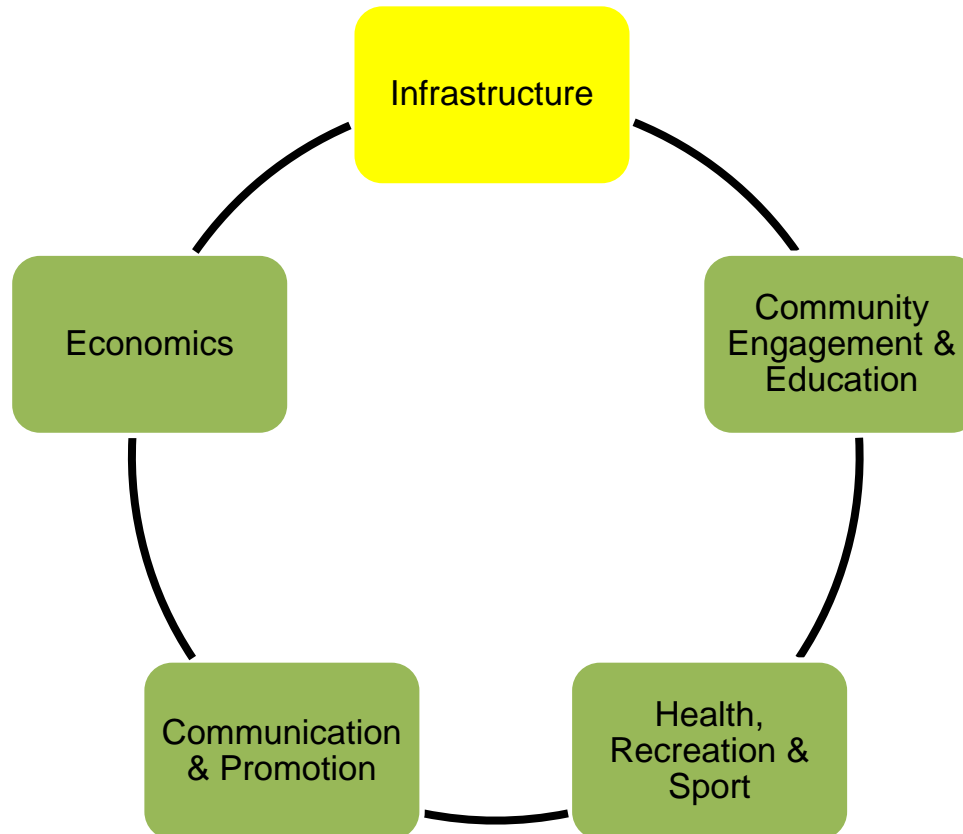


Cycling Strategy

- Cycling strategy will be developed based on best practices and 5 pillars that are important to the community, businesses and cyclists



Pillars of Cycling Strategy



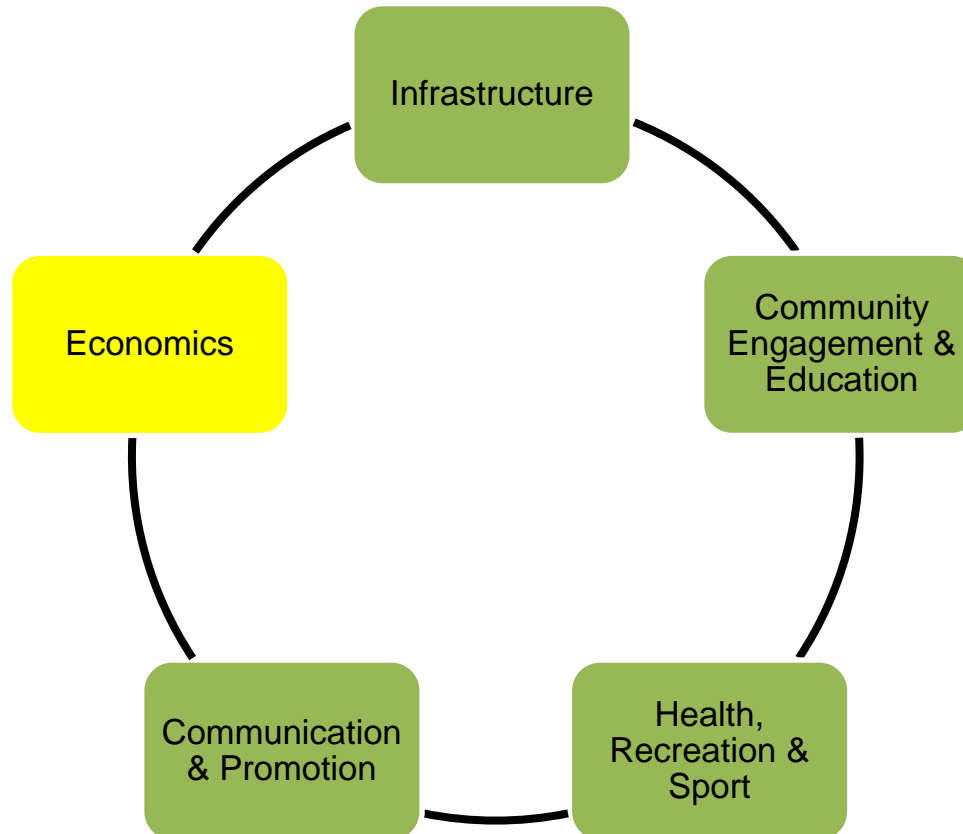


Infrastructure

- Paved roads with existing cyclist-mapped routes
- Low volume of vehicle traffic on roads
- Best practices from other counties/townships
- Copeland & County Forests for Mountain Biking
- Linking Township Businesses
- Utilizing County mapping
- Unique & world class landscapes and trails



Pillars of Cycling Strategy



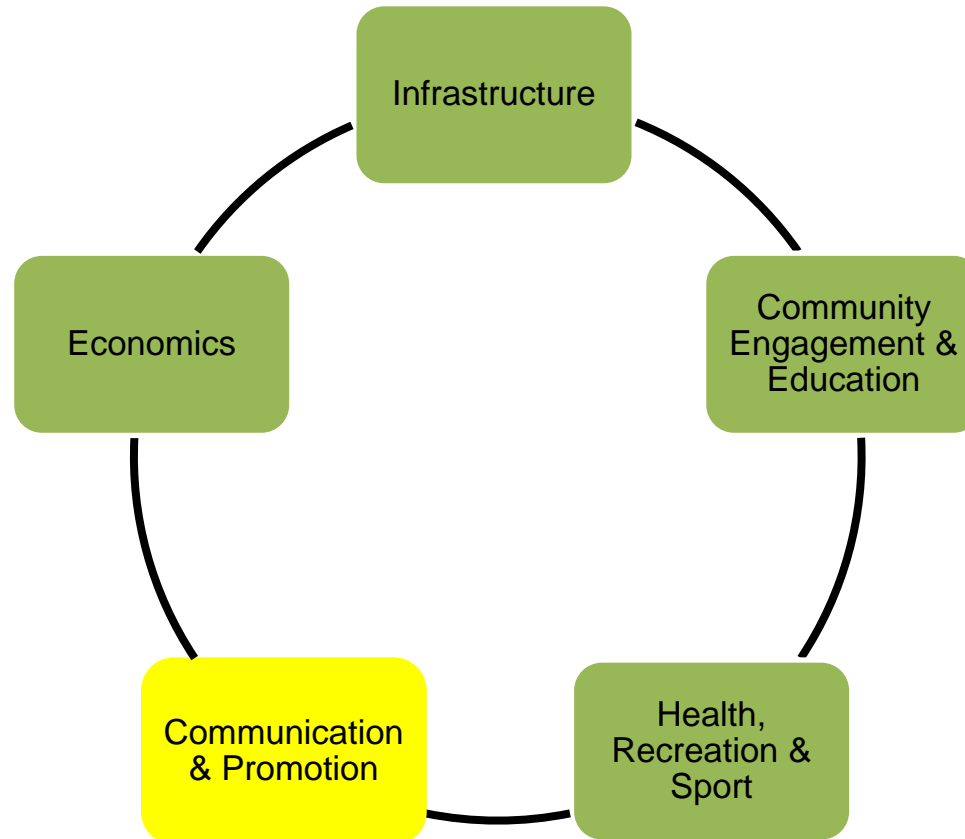


Economics

- Tourism/economic development for local community & businesses
- Visitors spend money & create jobs
- Leverage existing assets & events
- Growing interest in cycling & cycling tourism
- County, Ontario's Lake Country, Township & businesses supporting Cycle Tourism



Pillars of Cycling Strategy



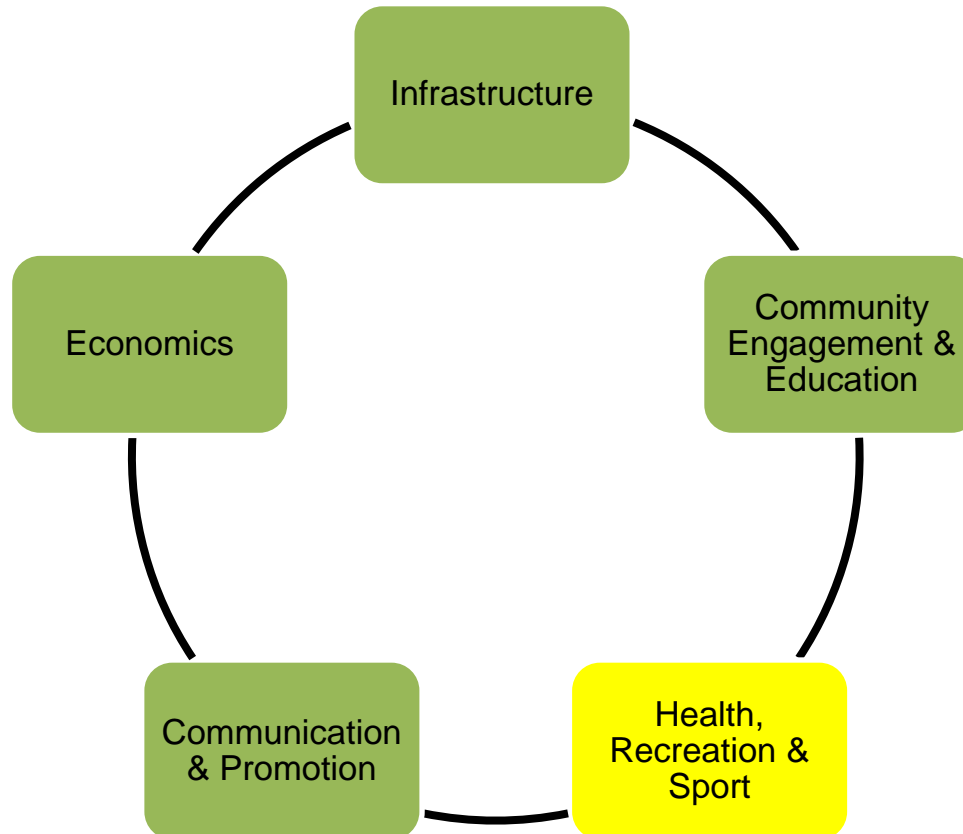


Communication & Promotion

- Website
- Consumer shows
- Welcome Cyclist
- Road signage of approved road routes
- Maps: routes, businesses, attractions, points of interest, etc.
- Word of Mouth



Pillars of Cycling Strategy



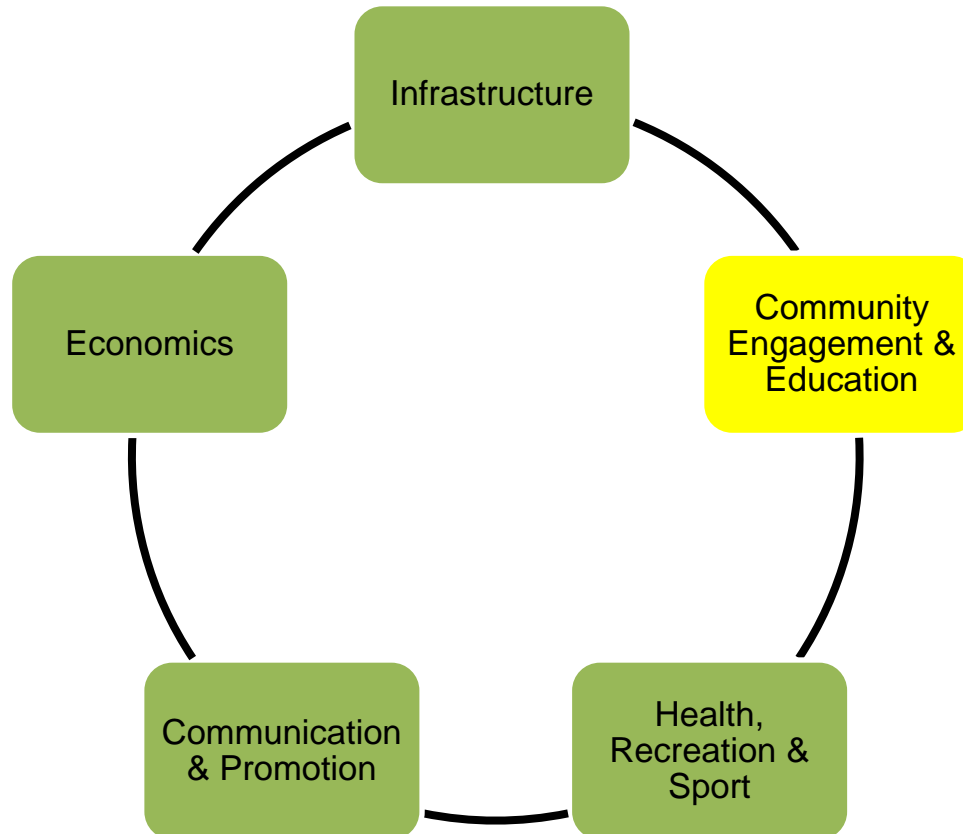


Health, Recreation & Sport

- Active transportation options for residents
- Work with Simcoe County District Health Unit to develop community awareness of the benefits of cycling
- Increase safety through approved road routes, route signage



Pillars of Cycling Strategy





Community Engagement & Education

- Community consultation and outreach
- Work with OPP, 'Share the Road', CAA to develop/deliver community public awareness & cyclist education programs
- Share the Road signage to educate cyclists and community on safest routes



Work Completed/In Progress

Initial meetings - cycling stakeholders
(cycling clubs, cyclists, County,
businesses, Chamber)

Three types of cycling identified

- Recreational - Road + Mountain
- Road - close to market ready
- Mountain - to be further developed



Work Completed/In Progress

Vision:

'To provide world class cycling experiences for all'



Work Completed/In Progress

Draft short term road cycling plan developed

- Identified 3 road routes + rail trail
- Mapping – County – consistent with Tourism Simcoe County look
- Consumer Show attendance
- Benchmark Research



Work Completed/In Progress

Ontario Trillium Foundation Funding –
2yrs - \$219K

BruceGreySimcoe Funding – \$12K

Tourism Simcoe County - Welcome
Cyclist registration





What's Next?

- Ongoing Community Consultation/Open Houses
- Finalize initial road routes
- Identify road standard best practices (signs, maintenance, construction etc.)
- Hire Coordinator
- Install signs



What's Next?

- Develop/implement education program
- Produce & distribute road cycling maps
- Develop website
- Initiate Mountain Biking partnerships & strategy development
- Attend consumer shows



Useful Links

- Tourism Simcoe County: www.experience.simcoe.ca
- Welcome Cyclists: www.welcomecyclist.ca
- Share the Road: www.sharetheroad.ca