



## Almaguin Umbrella Survey Summary

### What was your favourite thing about the evening at Highlander Brew Co?

networking with other community minded people the convivial atmosphere- the let's go get em dynamic Community participation great gathering, how can yu go wrong, good folks, good food. The round table discussions regarding assets in the Highlands. It was great to get people sharing their thoughts and providing input. The number of people that showed up and the new faces around the tables. The facts and figures comparing the regions surrounding us. The facts about where visitors dollars go. Networking. All the victuals were great, but the best part of the evening was the bringing together of stakeholders to build on the growing sense of potential for the region if we work together. The value of people being together to move the area forward is always a favourite and to have great sustenance, well that was such a bonus. talking with other area businesses Good environment for networking. Sampling of food and beverages seeing many interested people food Seeing collaboration begin to happen, just from bringing everyone together. Seeing the great turnout. Gregor's fritters. The feeling of community coming together, for a common vision. Great turnout- good food- great presentation and information shared with everyone- good presenters- nice ambiance ( a bit hot though), good food and beer! great way to promote local assets. Meeting new people and connecting with people I already know! Greg's Hors D'Oeuvres runs a close second. I'm sure the beer was wonderful too but I don't drink it. Powerpoint and people , new and young Opportunity to meet new faces and to network Hope for Almaguin to be recognized The amount of people that showed up to support our community. And of course the beer and food. Mingling with other business owners. Hearing from area businesses about their specialties. - Networking with other area business owners; amazing to the variety of ventures. - Presentation providing interesting facts/figures about tourism in Almaguin Highlands vs. the rest of ON. Chance to network, fun & food integrated with 'meeting / consultation The concept Exciting to see so many turn out and have a common goal of working as a group to improve tourism in our area.....

## What did you take away from the gathering?

Valuable information & hope- the feeling like this could be the start of community being more involved in defining their future, an opening for ecotourism in a more popular definition of us being a more natural destination for families and small group activities (vs big toys and boats of Muskokas) - We need a coordinated, consolidated effort to better market the Almaguin Highlands, differentiate it from neighbouring areas, highlight its unique offerings. - There are, unfortunately several different perspectives on how best to move forward with this marketing effort, which at first glance, presents challenges in reaching this goal. Energy ready to move forward. The awareness that there are people and resources within my community I am not aware of, that can enhance or support a dream or vision I may have. Some business cards, new contacts and hopefully some new local friends we can start to share business experiences with. some items and events that were identified were not known to me. nice to see the passion that is shared from so many community members! Hope that Almaguin becomes more recognized and more business will use the name Almaguin Highlands when they advertise When I was involved in CAEDA we came up with a free directory that folks could keep in their locations to share with visitors and locals - it contained almost all of the local tradespeople, businesses, services, etc. The problem was keeping it all updated. So we came up with a website containing the same info. Again the issue was keeping the information up to date. We need to find a way to centrally locate all of this information, for little or no cost, and keep it updated. There is plenty happening in Almaguin but not communicated to tourists especially There is a lot of confusion on which is the best way to work together and what is the best avenue for all... There are a lot of "take charge" type people and everyone must be on the same page and pulling in the same direction to make it work. Also the future in getting to tourists is in technology and not directories or phone books or even business cards There is a chance that the communities may work together We really need a central group and listing and more gatherings such as this one The Almaguin Highlands needs to be represented more efficiently. when Todd was a wee fella he broke the province up into his idea of what was what, he picked this area as "WHERE I WANT TO LIVE" I ALSO WANT TO LIVE HERE AND CONTINUE LIVING HERE, we speak often about remember when... we used to hike in to One a Day lake, have a peaceful day...remember when... we used to skinny dip... etc etc "Where WE live" its all about balance We really DO need an organized and collective approach to marketing the area not only to tourists but to the local population as well. Lots of connections and I saw that the community's talents, skill and beauties are very scattered. that there seems to be a desire to co-operate. Too many have their own agenda. Still not sure what the primary focus is. Many ideas still processing here A vision of a great future for the Almaguin Highlands. that we still have no regional representation or organization that can promote Almaguin Highlands as a whole unit. Alignment.....There are many of us who have been meeting and working towards alignment in our geographic area. The value of being identified as one geographic area... beautiful Almaguin Highlands, beside Algonquin Park, just north of Muskoka has been our theme. To this end we chose to start by aligning with other businesses in the region, we are marketers, we are invested and we love our community. From this meeting I saw that there are more that feel the same. The villages of Almaguin need to retain their uniqueness and showcase their diversity while being seen as part of a great geographic area. I can also see from this meeting that projects done with the greater good in mind can result in the tide rising. Also, great venues....introduce wonderful sensations for the taste buds and that is priceless. I thought that there appeared to be new enthusiasm but some question about whether it was going to be the same old

thing... we really might be " the next Muskoka ", for better or worse Community members want to get involved. The constant search for development new umbrellas hampers the expansion and changes being made of the existing newly found cooperation between many of the business and community partners throughout the Almaguin Highlands.. A sense that folks are willing to partner Hope for our area That the forces may be aligning to actually do something. I do think there is a lack of information on activities/attractions in Almaguin. As well there is reluctance to identify major businesses that bring substantial economic benefit to South River unless they pay. We need to identify Almaguin & what it offers. Every little community has things as put forth at the meeting. We need to focus on what makes us unique. Summarized as Algonquin access. Wild. That is what will bring people here. Then they can reach out to other activities. If your business is good product, good service at competitive price you will bring in people. Word of mouth. If you partner with good people it enhances the experience. Its nice to dream & if dreaming, go big. But need to be realistic. 1 site, enhanced & inclusive.

A region-wide brand is important.

Agree: 29

Unsure: 6

Disagree: 0

We need to do more to help people plan successful events.

Agree: 30

Unsure: 3

Disagree: 1

We need to do be more informed about the resources and events in our community.

Agree: 32

Unsure: 3

Disagree: 0

We need to bring our marketing resources (events, maps, trails, parks, etc.) together across the Almaguin region..

Agree: 32

Unsure: 2

Disagree: 1