

Almaguin Community Umbrella

Together, We're Better



Vision: Guided by the wisdom of our region and it's people together we grow into our full potential. Almaguin Highlands is widely recognized as a thriving, prosperous place to live, work, explore and discover.

Mission: Increasing awareness of our regions appeal, we attract new visitors and businesses, generating economy and growing the success of community events. We share an inclusive, region-wide vision of the benefits of visiting and living in the Almaguin Highlands showcasing all regional events, businesses, attractions and experiences.

Why our Collective Involvement Matters: The Umbrella Project is an alliance of communities, organizations and residents, working in harmony, to put our skills, talents and abilities together to nourish growth of the visitor economy of Almaguin Highlands. Building trust, excitement and igniting passion in our communities we will better meet the needs of residents and visitors.

Who is behind this project? Everyone in Almaguin supports the vision for a thriving community. PARC, the not-for-profit association for the promotion of Arts, Recreation and Culture invites community groups 'Under the Umbrella' to form an advisory council, making decisions by consensus to see how we can work together to achieve a common goal. We are led, not by any one organization, but by project vision and mission. Project participants agree to an open door policy which will allow others to join the project at any time.

Project Overview: The Umbrella Project is informed by community input to create a comprehensive regional website and handheld application that informs residents and visitors to our region of events, attractions, experiences and opportunities to explore and discover. The design focuses on removing barriers to ongoing contribution and adapts over time to meet the needs of visitors and residents of Almaguin today and into the future.

The Umbrella Project: Join the movement for a united Almaguin.

Project Steps:

1. Ask the community, “**What makes Almaguin Special?**”. Gather insights to identify needs and dreams of community members and visitors with a community survey to identify our strengths, assets and opportunities.
2. **Paint a complete picture of our region.** Put all our events, businesses and regional assets throughout Almaguin on one website and hand-held application so that residents and visitors can get the information they need in one place. To bring together every community’s assets - trails, artist studios, social and recreation groups, parks, farmers markets, events and businesses, etc.
3. **Share an Almaguin-wide brand** that emphasizes what the community and our guests say makes us special; a brand with a legacy that will rival Muskoka or Algonquin Park.
4. **Create an online event planner.** Make it easy for community groups and event planners to access the regions talent, event planning resources, volunteers and community groups, and stages (including parks and community centres) to make it easy to plan successful events.

Fundraising Goal: \$7500 in financial contributions and \$5000 in-kind contributions will help the project access funds with Explorer’s Edge (our regional tourism marketing organization), Federal and Provincial sources to complete the project at no further financial cost.

How can you participate:

1. **Spread the word.** Tell others the benefits of combining our efforts. Support the project with your voice. Put up posters and join the email tree to help get the word out about Umbrella events. Email info@almaguinumbrella.com to get involved.
2. **Make a donation.** Contribute to the success of the project by making a financial contribution, in-kind donation (or both!) - [cheques payable to PARC Association](#). Donations of \$40 or more receive a ticket to the Wrap Party reception featuring live music, eats and Highlander Brews on Nov 29th at Highlander Brew Co. Learn more about Investor Rewards at <http://almaguinumbrella.com/investor-rewards/>
3. **Attend Umbrella Events!** Next up is the Wrap Party, Nov 29th at Highlander Brew Co. Tickets are \$30 and available at 100 Ottawa Ave., South River, Ontario or at the door.
4. **Host an Umbrella event** for your community, association or group.
5. **Involve your association or group** in an Advisory Council gathering.

Learn more:

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