

To our valued members and stakeholders,

The South Georgian Bay Tourism Association is committed to providing tourism asset information for our valued guests and advocating for local businesses and stakeholders before elected officials at municipal, county, and provincial levels.

Our board of directors represents five different municipalities, spanning from Meaford to Wasaga Beach and across two different counties. I look at this vast area as a whole because we all rely on each other to make South Georgian Bay a beautiful area to visit, work and play.

Our municipalities are in a difficult situation this week with regional lines dividing us. Businesses are suffering due to recent zone changes and restrictions by our regional health units. Although their intentions are in the right place, I think we can all agree that the implementation of the current restrictions are frustrating and unfair to many businesses and stakeholders within our industry.

When one of our municipalities falls short - our entire region falls short, and if we don't act together the effects will be felt long term. The businesses within South Georgian Bay are resilient and are proof that the entrepreneurial spirit cannot be weakened. You have pivoted, adapted, and gone above and beyond what has been asked of you.

Southern Georgian Bay Tourism Association is your voice - the only member driven, representative organization that has direct ties to *your* local municipalities and beyond. Our board is here not only to listen, but to act - and we need your input to serve you and your business to the best of our abilities.

This week, we will be issuing letters to municipal and regional governments on behalf of South Georgian Bay tourism businesses - expressing your concerns regarding the restrictions you face in continuing your business operations. I ask that you take the time to express your thoughts directly to our board by emailing: info@southgeorgianbay.ca

Our organization has had many operational changes recently and our future is very bright. Your current board of directors is eager and willing to meet any challenges head on.

Our goals for 2021 include:

- Connecting and engaging with our members and stakeholders to ensure that the process of how we collectively handle growth in our tourism areas includes input from everyone.
- Offering membership for 2021 at no cost with opportunities to expand your reach at competitive rates.
- Continued sharing of information such as government funding and marketing opportunities.
- Board committees that require direct input from stakeholders.
- An open and accessible board of directors.



We have all faced incredible odds this past year - from Meaford to Wasaga Beach, Grey/Bruce to Clearview. Your association truly understands the challenges that cause you concern each and every day. Your strength is unyielding and if we stick together, we can ensure the continued success of everyone.

Please share this message with your colleagues and on behalf of the board of directors, thank you for your time. We look forward to hearing from you.

Kevin Johnston

Chair of Board, South Georgian Bay Tourism Association
Owner/Head Co-ordinator, Collingwood Adventure Voyages / OSM Adventure Travel