

VISITOR MANAGEMENT TASK FORCE

FINAL REPORT

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HOW WE GOT HERE



March 2021: Memo: Scenic Area Strategy Update

April 2021: Notice of Motion: Destination Management Plan

July 2021: Officer, Tourism and Culture hired

September 2021: Project Manager, Community Projects hired

January 2022: Staff Report: Visitor Management Task Force

April 2022: First Task Force Meeting

November 2022: Final Task Force Meeting



STAKEHOLDER ENGAGEMENT



Biggest challenges identified:

- Garbage and litter
- Lack of access to public parking
- Poor visitor conduct and trespassing
- Speeding in Community Safety Zones (CSZ)
- Excessive traffic

Other emerging themes:

- Issues of overcrowded parking at trailheads
- Increased demand on park and CAs
- Interest in more permanent parking restrictions on roads
- Perceived lack of access to public restrooms
- Request for more bylaw enforcement visibility
- Engagement of visitors at destinations
- Need for more wayfinding and info signage



TASK FORCE OBJECTIVES

1. Increase access to washroom facilities
2. Draw visits to underserved locations through activations
3. Develop a mobile-friendly tourism information solution
4. Experiment with parking solutions and partnerships
5. Identify and research funding opportunities to support visitor management objectives
6. Participate in Service Planning exercises



Objective 1:

Increase washroom facility access

- Extension or addition of portable washrooms
- Washroom wayfinding signage



Objective 2:

Draw visits to underserved locations

- ParkBus pilot program
- Caledon Art Crawl
- Activations at Caledon Village Market, Bolton Summer Market

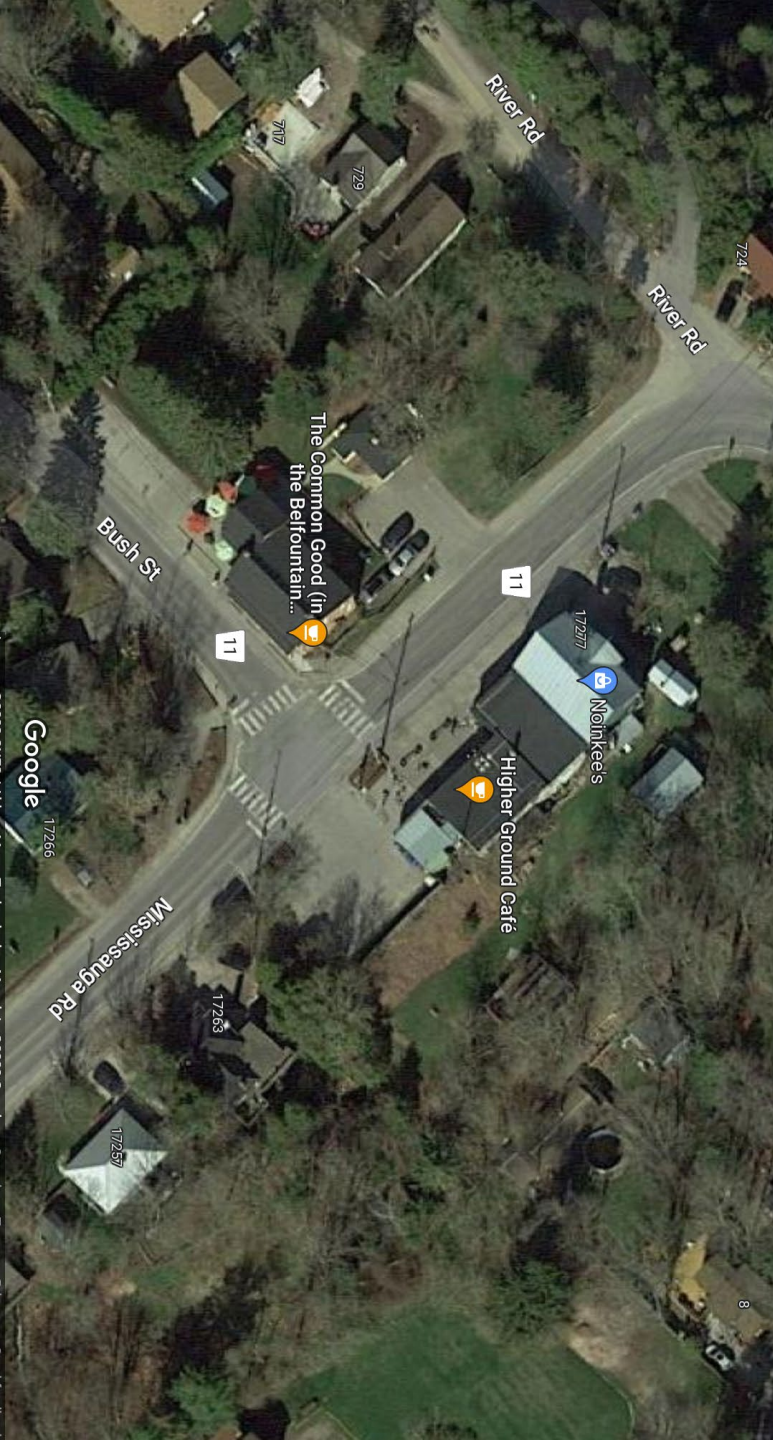


Objective 3:

Develop a mobile-friendly tourism solution

- New tourism website designed to be more navigable by mobile phone
- Explore need for tourism app
- QR code addition to Visit Caledon brochure
- Increase activity and responsiveness on Instagram





Objective 4:

Experiment with parking solutions

- Rental of Belfountain Public School Parking Lot on weekends from August to October
- 10 supplementary signs in hamlet core
- Park Bus Program, reducing demand for parking spaces



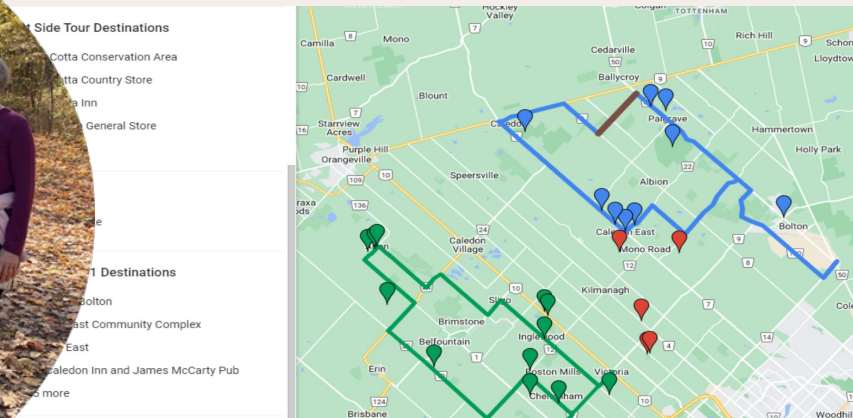
Objective 5:

Identify funding opportunities to support Task Force priorities

- FedDev Ontario Tourism Relief Funding for "Fall for Caledon" campaign
- Pilot "Ask Me" and other activations at events



Whether you call it *harvest time*, *autumn*, *sweater weather*, *spooky season*, or just *fall* - the most colourful time of year is here - and we've got you covered for day trip and weekend getaway ideas! Explore our features on craft breweries and cideries, orchards, pumpkin patches and more, and see why Caledon is the GTA's ultimate fall destination!



CALEDON

EXPERIENCES | PLACES | TRIP IDEAS | EVENTS | BEFORE YOU GO |



The #CaledonCraft 6-Pack Challenge

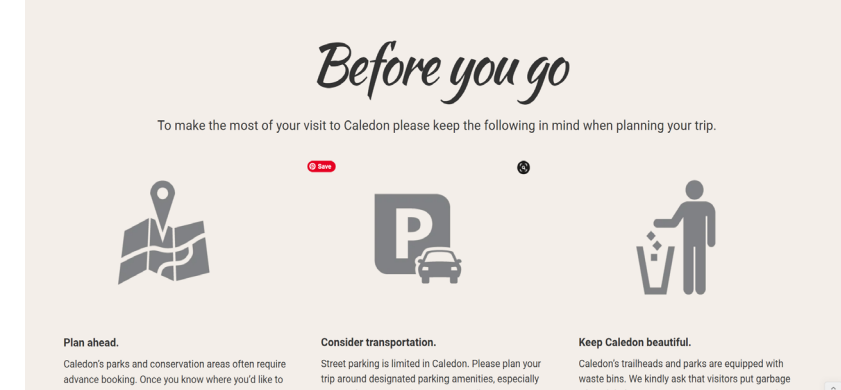
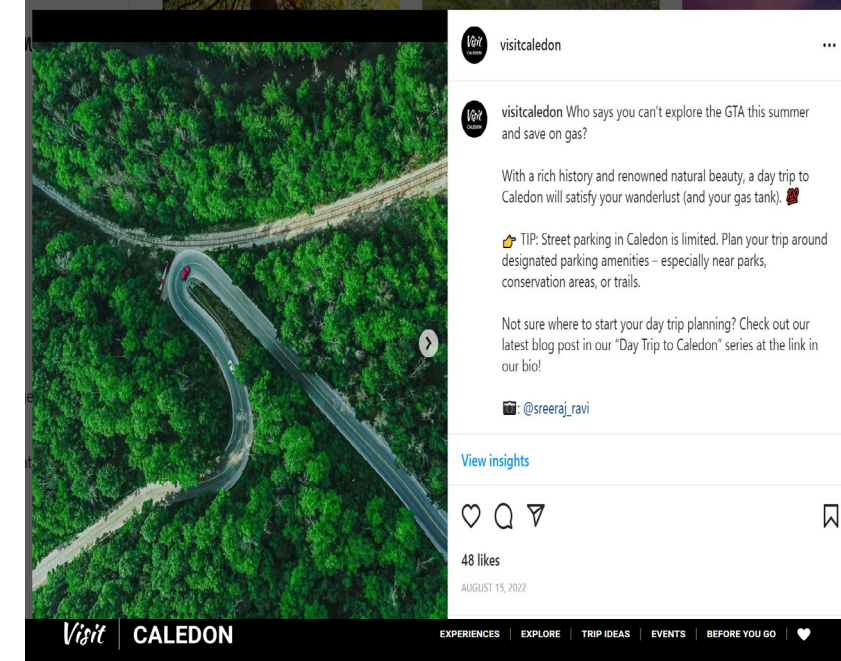
#FallForCaledon Driving Routes

Pumpkin Patches

Apple Picking

Other Objectives

- **Participate in town-wide Service Planning exercises**
 - Maintain relations with Visitor Management Task Force members for future park and Conservation Area management planning
- **Reduce waste on trails**
 - Affix "Report It" messaging on trash receptacles to solve overflow
- **Improve visitor etiquette and knowledge**
 - Seasonal "Know Before You Go" Instagram campaign
- **Reduce traffic congestion**
 - Paid duty OPP Officers patrolling during highest volume weekend (Thanksgiving weekend)



What's Next?

- Continue 2022 program offerings
- Expand on successful pilot programs
- Incorporate successful program offerings into service level improvements
- Continue to maintain and grow relationships with stakeholders

