

TOURISM DESTINATION MANAGEMENT PLAN

OUR ASK

That the Minister of Sport convene a joint meeting of the Ministry of Sport, Ministry of Tourism, Ministry of the Environment and Town of Wasaga Beach.

The Town of Wasaga Beach requests that the Minister:

- Collaborates with the Town and Minister of Tourism and Minister of the Environment, Conservation and Parks to identify new sport, tourism and recreational experiences that could be offered at Wasaga Beach Provincial Park and Town facilities, including our new \$60-million NHL size, twin pad arena.
- Convenes a joint meeting of the Ministry of Sport, Ministry of Tourism, Ministry of the Environment, Conservation and Parks and the Town of Wasaga Beach to explore and advance four (4) time-sensitive opportunities. Specifically, the Town would like to collaborate with the province to:
 1. **Organize** and host an annual Summer Beach Games beginning in 2025/2026.
 2. **Explore** enhancements to the existing Nordic Centre, which is part of Wasaga Beach Provincial Park, that would enable it to become a Winter Olympic event training site.
 3. **Develop** the Town's new \$60-million, twin-pad NHL-size arena into a winter Olympic event training facility – beginning with a site visit and assessment for sledge hockey – as part of work that is currently being done to develop a winter sports hub or centre of excellence at Horseshoe Valley in partnership with Freed Developments.
 4. **Identify** new sport and tourism experiences that could be delivered at Town facilities, including new ways the Town can support the important work of the ministry and Canadian Sport Institute Ontario.



Why is this important?

This will leverage existing assets in our community, grow tourism in the province, and create jobs and economic opportunities across our Town and region for years to come.

These actions also support and leverage the Town's beachfront redevelopment and Downtown Redevelopment Master Plan. Our goal is to concurrently drive supply (first-class hotels and other short-term accommodations) and demand (for higher-value, multi-day tourism experiences) to transform Wasaga Beach into a more resilient, all-season Ontario destination.

Our Opportunity

- Wasaga Beach offers considerable assets, good winter conditions and an easy commute compared to other communities. We are ideally suited with our sandy beach, warm water and the Nottawasaga River.
- Every summer, millions of people flock to Wasaga Beach and thousands participate in recreational beach sports, from spike ball and volleyball to soccer, rowing, paddle boarding, waterskiing, and more. We have hosted numerous triathlon events and an annual recreational beach volleyball tournament.
- The Town has recently launched its new Tourism Destination Management Plan, which is a blueprint to guide the Town in growing tourism. We are laser-focused on driving tourism through new, collaborative sports and live music activations, events and experiences.
- In 2024, to demonstrate its commitment to this approach, the Town approved a new armslength corporation to drive the development of demand-generating sports and live music experiences: Wasaga Beach Sports and Entertainment Inc.
- Wasaga Beach Sports and Entertainment will move forward in parallel with the redevelopment of the Town's iconic beachfront and implementation of the Town's Downtown Development Master Plan in 2024/2025, which will see the construction of an awardwinning beachfront hotel – just minutes away from the Town's new \$60-million twin pad arena.
- The Ontario Winter Games held in Orillia in 2020 offer a blueprint for what is possible.



\$60M

Amount the Town has invested in building a new NHL-size, twin-pad arena and library

ALIGNING WITH PROVINCIAL PRIORITIES

Supports the Province's priorities to grow tourism, create jobs and build a stronger Ontario.

Our Challenges

- Cross-ministerial collaboration