



Clearview Township Administration Centre
217 Gideon Street, Stayner ON L0M 1S0
www.clearview.ca

FOR IMMEDIATE RELEASE

Clearview Township's Sustainable & Strategic Tourism Plan

CLEARVIEW, ON February 14, 2023 – At a special meeting of Clearview Council on February 9th the Clearview Sustainable & Strategic Tourism Plan was received by Council as part of the Township's strategic planning process.

Acting as a roadmap for the next 5 years, the Sustainable & Strategic Tourism Plan provides strategic objectives and tactics, addresses issues identified by staff and assists with increasing efficiencies and effectiveness with community partners. The plan will allow the Parks and Recreation Department to be results-oriented when making tourism decisions.

In 2022, BC Hughes Inc. was contracted to work on the project with the Department of Parks & Recreation. A major component of the planning process was stakeholder engagement, where feedback was gathered from the community, tourism operators and stakeholders through a variety of methods. Clearview Township's Sustainable and Strategic Tourism goals, vision and mission form the basis of the plan:

Our Goals:

- Provide guidance and prioritize tourism tasks.
- Explore how we best attract visitors to support and benefit the local economy and strengthen the local community.
- Recommend ways to embrace opportunities to boost tourism through destination and experience development.
- Consider the resources required to support tourism activities in the Township.
- Show appreciation for the natural environment and well-being.

Our Vision:

"To be a distinctive Ontario community showcasing the charm of rural living, small town authenticity, rugged natural beauty, all positioned close to the mountain and beaches, and with a flourishing food and farming culture scene".

Box 200, 217 Gideon St. • Stayner, Ontario L0M 1S0 T: 705.428.6230 F: 705.428.0288

www.clearview.ca

Our Mission:

“Together, with our community stakeholders, we work to generate economic prosperity through tourism, while being sustainable, and providing visitors as well as locals with recreational opportunities and enhanced quality of life”.

To learn more about Tourism in Clearview Township visit www.discoverclearview.ca, to view the Sustainable & Strategic Tourism Plan visit www.clearview.ca/tourism-plan.

- 30 -

For more information, please contact:

Amanda Murray

Community, Culture & Tourism Coordinator
(705) 428-6013 ext. 504
amurray@clearview.ca

Terry Vachon

Director of Parks & Recreation
(705) 428-6013 ext. 502
tvachon@clearview.ca