

Township of North Huron

Dear Councilors:

The Huron County Economic Development committee believes small towns must look at tourism as a way to survive.

I believe Wingham could have a tourist attraction by turning the previous customs area at the Museum into an Alice Munro Centre and during the summer have a Tea Room.

With a proper designed Alice Munro Centre Wingham has the opportunity to advertise a world renowned attraction.

The Friends of the Museum have funds to start the renovation and Leo Sanders as our carpenter.

We know we need to fund raise and we are committed to do so.

We would appreciate any funding council would provide. The \$1,000 you presently provide only covers cleaning supplies.

I have agreed to chair the committee for the Alice Munro Centre. Bill Farnell, Dixie Lee Arbuckle, Peter Gray, Jackie Riggs, Judy Lyons & Catharine McDonald will continue to do displays and carry out open house activities.

As Ron Sanders states "In order to move tourism, arts and culture planning and development forward we need to act quickly."

We look forward to your response.

Sincerely

Verna Steffen

Steps to be taken:

1. Approval for an Alice Munro Centre space.
2. If approved I will meet with Alice Munro for approval and artifacts.
3. If 1 and 2 are approved then proceed with the redesign of the customs area.

HELP

1. We need assistance in applying for a Trilium Grant.
2. Help us in applying to Huron County Economic Development for funding.
3. Assist us in applying for other sources of funding.

Wingham Advance Times

& Entertainment

Economic development seeking tourism, arts and culture businesses for task force

FOR THE ADVANCE TIMES

GODERICH - The Huron County economic development board, along with the County of Huron economic development department is forming a tourism, arts and culture enabling task force. This group will exist on an interim basis and provide industry intelligence, support and feedback to county staff to ensure innovative and effective programming is developed.

"The County of Huron is committed to growing and developing the tourism, arts and culture sector of the local economy," says Ron Gaudet, County of Huron director of economic development. "We recognize that the knowledge and experience of

entrepreneurs and volunteers working in this sector are critical to the success of this effort."

Working on behalf of the Huron County economic development board and in co-ordination with the economic development department, the Huron County tourism, arts and culture enabling task force will:

- Assist with the promotion of the tourism, arts and culture sector as a critical pillar to the county's overall success;
- Engage and develop sector leadership;
- Work with the Huron County municipalities that have identified tourism, arts and culture as a key sector within their local economic development strategies;

- Assist with the formatting and development of the Ontario West Coast guide with a view to encourage and utilize current best practices;
- Assist with the assessment of the county's branding and its future direction;
- Assist with the assessment of social media and its usage to promote the sector and its activities;
- Seek input from industry and develop metrics for the purpose of assessing and measuring outcomes;
- Work with industry leaders to determine the most practical and effective way to ensure the arts, culture and tourism sector is organized and active in its future direc-

tion; and,

- Other duties as may be determined by the HCEDB.

"We plan to have this task force up and running early in the new year," says Gaudet. "In order to move tourism, arts and culture planning and development forward we need to act quickly."

The task force will be comprised of no less than two Huron County economic development board members and three to seven sector representatives. Members will be chosen through a competitive process based on business type, geographic location, experience and background. Anyone who is interested in applying is requested to email a letter of interest to tourism@huroncounty.ca by Dec. 31.