



HONEY HARBOUR

BR+E

Honey Harbour Business Retention & Expansion Report 2015



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ACKNOWLEDGEMENTS

Acknowledgements

The leaders!

We would like to thank the Township of Georgian Bay, for their vision and leadership in this project.

Thank you to the Council members of the Township of Georgian Bay for their vision to approve this project in one of their communities.

The accomplishers!

We would like to thank the local business owners who encouraged their peers to participate and complete the surveys and interviews.

The project team!

A special thank you to the Ontario Ministry of Agriculture, Food and Rural Affairs, for their dedication to monthly meetings, for jumping in to assist with interviews, and for their ideas and support. Excluding those already listed above, they also include:

- Stephen Morris and Catherine Oosterbaan, Ontario Ministry of Agriculture and Food (OMAFRA), and Ministry of Rural Affairs (OMAFRA)

We would also like to thank the OMAFRA for their financial assistance with this project.

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EXECUTIVE SUMMARY

The Ontario BR+E program is an important economic development tool which supports the local business community by listening and responding to local challenges and opportunities. The Honey Harbour BR+E project was initiated in 2014 by the Township of Georgian Bay Department of Communication and Economic Development. The project fulfills one action of the Township of Georgian Bay Community Based Economic Development Strategy 2014-2017.

The Honey Harbour BR+E was led by the Township of Georgian Bay's Communications and Economic Development Department in partnership with the Ontario Ministry of Agricultural, Food and Rural Affairs (OMAFRA). A total of 77 businesses were identified and 47 completed both the survey and interview process. The aggregate results have been compiled in this document and are reported following the heading 'The Honey Harbour BR+E Project'. They include an overview of the local business climate, future plans of business owners, business development challenges and opportunities, information on business development markets, workforce development including hiring and training, community economic development, as well as community specific and sector specific tourism and retail responses.

The surveys identified numerous strengths and positive insights of Honey Harbour as a place to do business and highlights new opportunities and areas of further development. Following the aggregated data analysis, and in consultation with Township staff, five key areas have been identified:

1. Build partnership between local business owners and seasonal residents to solidify and enhance business opportunities.
2. Improve relationship between government and business to foster new areas of growth
3. Invest in the development of a vibrant local community for businesses, cottagers, tourists and residents.
4. Develop a talented, motivated and committed workforce to support business development and expansion.
5. Develop and implement an effective communications strategy to promote local businesses and community awareness.

The Honey Harbour BR+E project demonstrates Council's commitment to strengthening the local business community and the survey results have reinforced that Honey Harbour is a desirable location to do business while acknowledging that there are areas of importance to be addressed. The Action Plan presented in this document is the first step to addressing the opportunities identified through the business interviews. It is presented as an invitation of the business community at large to work together, with the Township, to build a vibrant local economy.



COMMUNITY OF HONEY HARBOUR OVERVIEW

The community of Honey Harbour is a unique geographical area within the District of Muskoka that poses several challenges from a business development perspective.

Honey Harbour is geographically isolated in terms of being surrounded by water on all three sides, and with a single roadway in or out of the community. Port Severn, the nearest community, is approximately 12 km east.



Honey Harbour is the gateway to the 30,000 Islands of Georgian Bay and is a major access point for seasonal residents that access their cottage from the 18 local marinas

Honey Harbour is also part of the Georgian Bay UNESCO Biosphere Reserve, one of only 16 such designated areas in Canada. This designation identifies it as an ecologically significant region that promotes sustainability and conservation.

The community has a permanent population of 268 based on Municipal Poll Data. The local seasonal population is approximately 10,360 based on seasonal resident statistics for the Township of Georgian Bay found in the Muskoka District's Second Home Study 2013. This approximation was confirmed with local real estate, marine and construction businesses.

Along with boosting one of the largest marine sectors per population and geographical areas, Honey Harbour hosts 18 marina/marina repair services, 21 construction businesses, 5 retail estate offices and 9 resorts/ rental cottages/trailer parks, and 1 bed & breakfast.

A major challenge for economic development is the lack of geographical land available for business and residential growth. In addition, topographical conditions makes it difficult to bring water and sewer into the community, and past unorganized growth has created unique situations that still need to be resolved. An example is a current business property in the downtown hub that draws its water from a neighbour's house two doors away.

Other challenges include narrow, multi-use roadways that have large construction vehicles competing with school buses and elementary children walking from one school to another. As well, there are several businesses challenged by an ecological 'Lily Pond' in the middle of a visible industrial/marine zone.

From a resale perspective, there is a 'mishmash' of property line infringements that happened previous to the current building department. Some of these situations have been resolved but many are still outstanding. These challenges could have a bearing on the 'saleability' of a business, creating difficulties for both the owner and from an economic development perspective as well.



Finally, due to the small permanent population size and unique topography, both the low speed and spotty Internet connections are a challenge in other business areas of the Community.

BR+E BACKGROUND

What is a BR+E project?

Business Retention and Expansion (BR+E) is a community-based economic development strategy with a focus on "taking care of, nurturing and supporting" businesses already existing in the community.

The BR+E programme was developed by the Ontario Ministry of Agriculture and the Ministry of Rural Affairs (OMAFRA) and has been successfully utilized in 220 communities in Ontario since 1997. The programme uses an in depth, four stage process to assist communities in developing and implementing concrete action plans.

Stage 1 Project Planning and Business Survey Development

This stage involves establishing project financing, gathering a leadership team and project coordinator to formulate a work plan, selecting businesses to be interviewed and fine-tuning the survey to gather the most relevant information for the community

Stage 2 Immediate Follow-up of Red Flag Issues

This stage is about responding to specific business issues that may be critical to a business remaining or expanding in the community.

Stage 3 Data Analysis and Recommendations

In stage three, communities utilize a secure and confidential BR+E web-based application (e-pulse) to record, store and aggregate the results from their community's business survey. The survey data is then analyzed by the community and forms the basis for development of recommended action plans.

Stage 4 Public Meeting and Implementation

Stage four of the BR+E programme recommends hosting a public meeting to communicate the results of the project to the broader community. This meeting also acts as the "kick-off" to implementation of the recommended action plans that address the issues and opportunities. This stage also includes ongoing monitoring and tracking of action plans.

Why is it important?



The health of communities relies on strong businesses that can sustain and create jobs. Supporting the development and growth of local businesses is fundamental in order to grow and sustain our communities, the region and Ontario's rural economy. The BR+E programme combines both short-term and long-term objectives.

Short-Term Objectives

- Build stronger relationships with existing businesses
- Demonstrate and provide community support for local businesses
- Address urgent business concerns and issues
- Improve communication between the community and local businesses
- Retention of businesses and jobs where there is a risk of closure

Long-Term Objectives

- Increase the competitiveness of local businesses
- Job creation and new business development
- Establish and implement strategic actions for local economic development
- Stronger viable local economy

THE HONEY HARBOUR BR+E PROJECT

The Honey Harbour BR+E initiative was very well received in the local business community with 47 businesses participating or sixty-one (61%). The 47 businesses represent a cross section of the local business community by size, location and industry.

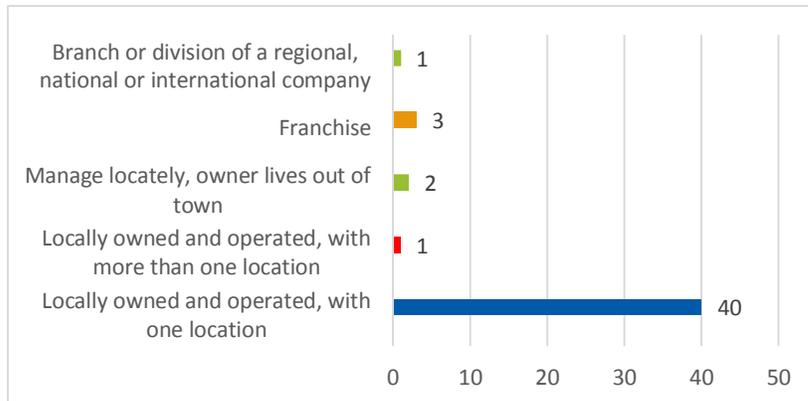
All 47 businesses completed a base retention survey and Honey Harbour community specific questions. In addition, The Ontario BR+E program includes a series of sector specific surveys to address topics unique to different business sectors. The topic areas we focused on were retail/service, tourism and added questions specific to marinas as they comprise one of the largest business sectors in Honey Harbour.



HONEY HARBOUR BUSINESS INDUSTRY PROFILE

The BR+E survey was filled out by 47 out of 77 businesses identified or 61% of the businesses.

Participant Profile – Figure 1



Overwhelmingly, 85.1% of Honey Harbour’s businesses who completed the survey, are locally owned and operated.

Of those:

- 91% of the owners are involved in the day-to-day operation of the business
- 77% of the owners are residents of the community

Business Plan

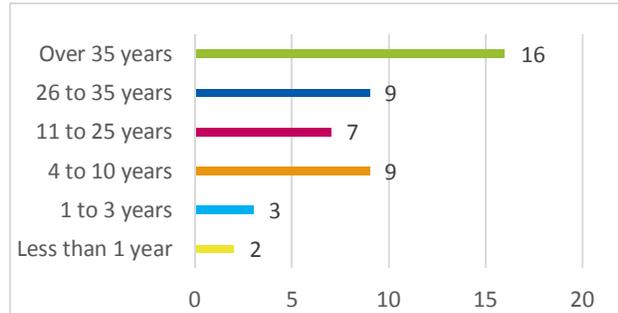
Forty-three businesses responded to this question with 43.9% stating ‘Yes’ and 56.1% stating ‘No to having a business plan. Of the businesses stating ‘Yes’:

- 43% had updated their plan within the last year
- 19% within 1 to 3 years
- 24% within 4 to 5 years
- 14%, 5 years or greater

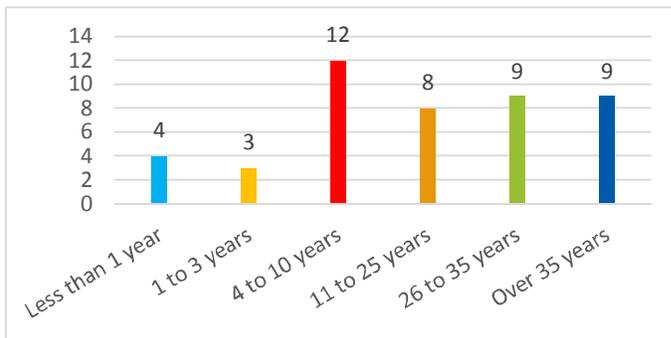


Years of Business Operation in the Community – Figure 2

A positive sign of business stability is the fact that 89% of the businesses who responded have been in operation 4 years or more.



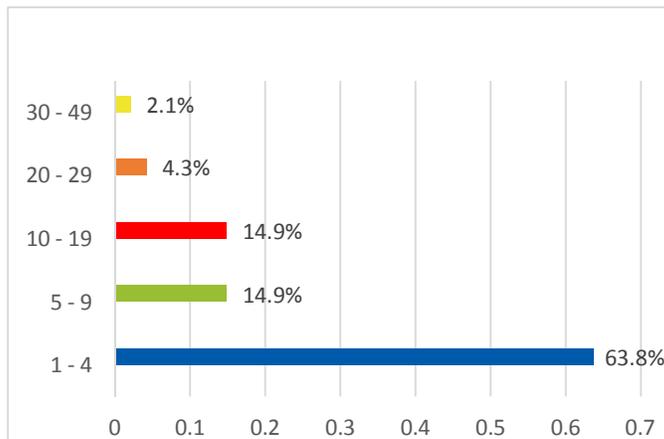
Years Current Owner/Owners have been operating their Business – Figure 3



This chart again shows a strong stability of leadership within the businesses that responded.

However, there are a number of business owners looking at retiring in the near future without a ‘next generation’ to take over the operation. This could be a significant concern for the community.

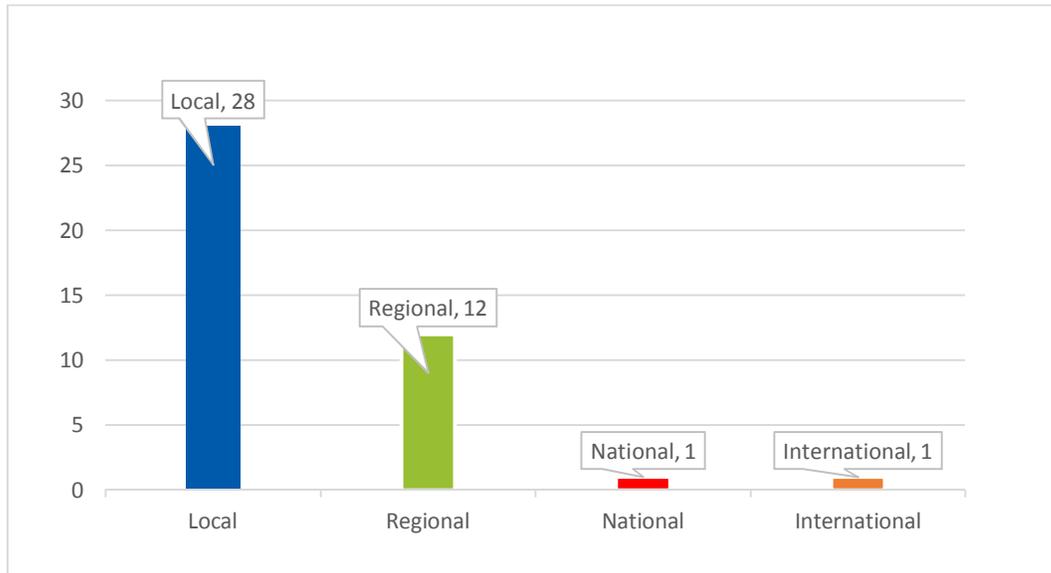
The number of employees, including owner/owners that work at their location – Figure 4



A large majority of businesses (63.8%) identified having between 1 and 4 employees. This includes themselves and possibly a spouse working at their location. However, 14 businesses have 5 to 19 employees, with an additional 2 having 20 and 29 and 1 with 30 to 49 employees. Even using the bottom range, there would be 207 staff working in Honey Harbour. This number represents 47 or the 77 businesses who responded.



Primary market of local businesses – Figure 5



In interviews with businesses, they considered their local market to be the GTA and surrounding area and their regional market to be all of Ontario.



RESULTS OF HONEY HARBOUR BR+E

This section of the Report presents a summary of the BR+E Retention and Honey Harbour community surveys and includes a high level analysis of the sector specific surveys. The Ontario BR+E Retention survey was completed by the 47 participants and consists of seven sections; business climate, future plans, business development, workforce development, tourism, retail and community. The locally created Honey Harbour questions were also answered by all participants.

BUSINESS CLIMATE

The retention survey highlights that a significant majority of businesses (82%) believe that Honey Harbour is a fair to excellent place to do business while 33.3 % have a more negative view over the past 3 years. The top barriers to expansion for existing businesses is availability of space and land, and water/wastewater capacity. The top-ranked amenities are the library, the fire department, the police and garbage. The areas of challenge are culture, parks and open spaces, and recreation.

The Business Climate results are as follows:

General impression of Honey Harbour as a place to do business – Figure 6



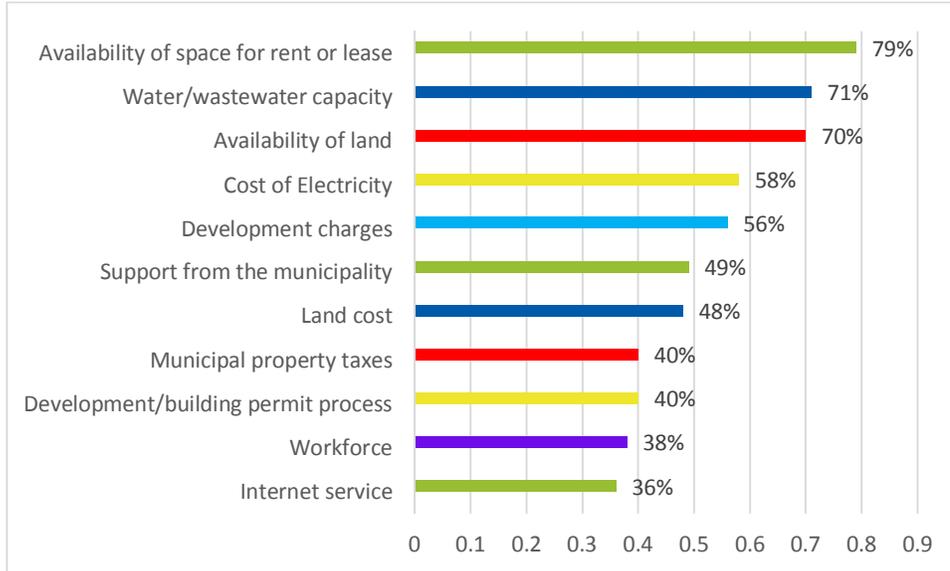
Change of attitude regarding doing business in this community in last 3 years – Chart 1

There was 100% response rate with businesses stating:

- 18.8% stating 'Yes, more positive'
- 33.3% stating 'Yes, more negative'
- 47.9% stating 'No change'



Top 10 barriers to expansion for existing businesses – Figure 7



Rating of Community Services

There was a low response rate to a majority of the questions in this section as many of the businesses had never heard of or had any interaction with a majority of these services.

Community Futures

A significant portion of the businesses had never heard/dealt with Muskoka Community Futures (85%) while another 11% having a negative view and 4% had a fair view of their service.

SEGBAY Chamber of Commerce

A large number of businesses (23) had no interaction with the Southeast Bay Chamber of Commerce (SEGBAY). Of those who did, 25% rated their experience as 'Poor' while 75% rate their experience as Fair, Good or Excellent.

Simcoe Muskoka Workforce Development Board

The majority of businesses (79%) had never heard of the Workforce Development Board or of their annual labour market reviews of the region. Of those who did, 13% identified their service as 'Poor', while 2% identified their service as either "Fair" or "Good"

Muskoka Small Business Enterprise



A majority of the businesses (87%) had never heard of MSBE or if they had, they hadn't had any contact with them. Of those that did, 3 identified the service as 'Poor', 1 as 'Fair', 1 as 'Good', and 1 as 'Excellent'.

Township of Georgian Bay Planning, Engineering, Zoning and Building Permits

This question garnered a higher response rate with 38% 'Poor', 28% as 'Fair', 32% as 'Good' and 2% as 'Excellent'.

Township of Georgian Bay Economic Development Services

Fifty (50%) percent of respondents have not had any involvement with the Township's Economic Development Services. Of those who have, 34% rated it 'Poor', 9% 'Fair', 2% 'Good' and 2% 'Excellent'.

Simcoe Muskoka Health Unit

Again, a high non-response rate as many businesses owners declared that they had not had any involvement with the agency. Of those that did, 15% rated it as 'Poor', 19% as 'Fair', 10% as 'Good' and 2% as 'Excellent'.

Education Facilities

Seventy-Seven (77%) percent of respondents had no comment on Post-Secondary education and those that did rated it 'Poor' (13%), 'Fair' (3%) and 'Good' (2%). Elementary and Secondary schools were included together and 55% did not have any relationship or opinion on the schools while 12% stated they were 'Poor', 13% felt they were 'Fair', 17% stated they were 'Good', and 2% stated 'Excellent'.

Additional Community Services – Chart 2

These community based community services have been rated hierarchically based on percentage businesses who either identified them as 'Fair, Good or Excellent'.

 LIBRARY	100%
 FIRE	92%
	86%



 POLICE	
 GARBAGE	85%
 SNOW REMOVAL	65%
 ROAD REPAIR	60%
 RECREATION	43%
 Parks and Open Spaces	34%
 CULTURE	24%

Best opportunities for the local business climate	Recommendations to improve local business climate
<ul style="list-style-type: none"> • Market to seasonal residents and annual visitors • Working collaboratively together cross-sector • Upgrade business facades • A clean and welcoming village environment • Ensure basic amenities (washrooms, sidewalks, Wi-Fi) • Georgian Bay Biosphere Reserve 	<ul style="list-style-type: none"> • Create communication tools to engage and provide feedback from seasonal residents and annual visitors. • Develop mentorship program between seasonal residents, local businesses and organizations. • Provide timely communications to customers (sales, services, events)



-
- | | |
|--|---|
| <ul style="list-style-type: none">• Embrace the 'Green Wave/Economy' | <ul style="list-style-type: none">• Promote positive and timely momentum in addressing business concerns and or opportunities.• Collaborative approach to marketing both for skilled and unskilled labour. |
|--|---|

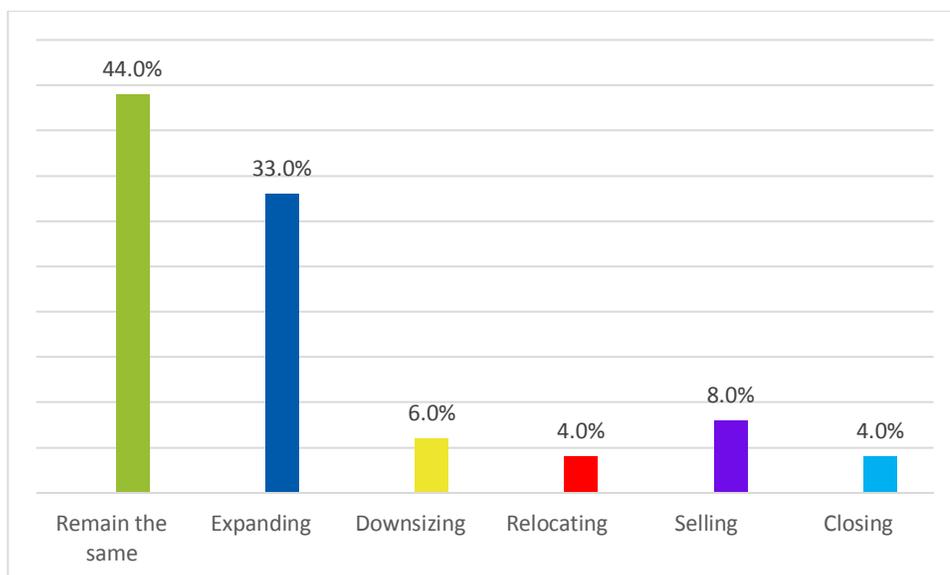


FUTURE PLANS

Over the next 18 months, 46% of businesses plan to remain the same while 32% are looking to expand and 22% are either looking to downsize, relocate, sell and/or close. During interviews, owners shared their deep concern over the long term stability of the community and their ability to attract skilled labour to a community lacking a vibrant cultural or community hub.

The Future Plan results are as follows:

Business over the next 18 months – Figure 8



Downsizing

Of three businesses looking to downsize, 2 stated it will lead to a decrease in workforce and all 3 stated that it will lead to a decrease in services to customers. Two of the businesses stated that if they were to receive assistance, it may prevent them from downsizing. One business stated that it wouldn't have any impact in the decision.

Relocating

Two businesses are looking to relocate. One is considering moving out of the community and one is in the midst of exploring options. One business stated that assistance would be valuable to either preventing or assisting with a relocation within the community.

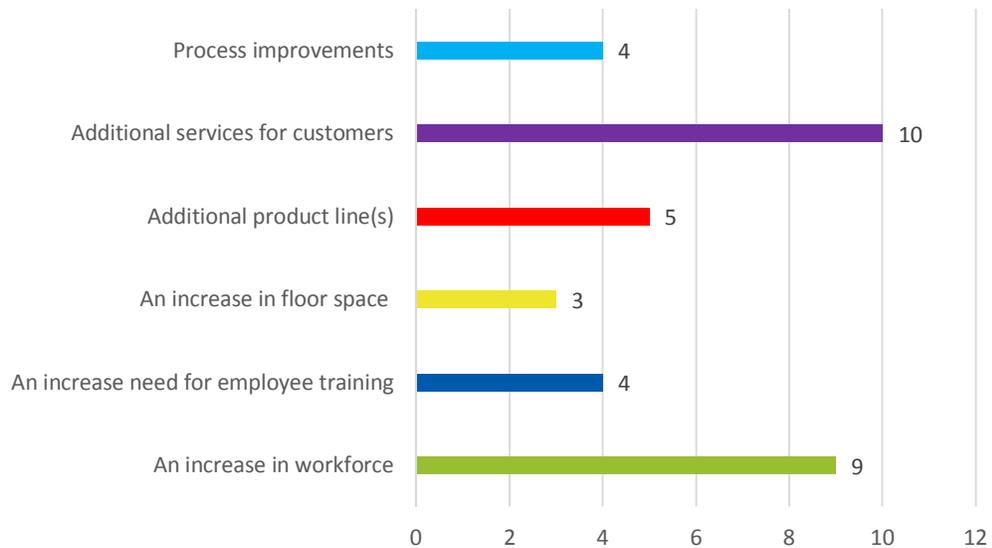


Selling

Of the four (4) businesses responding, 2 are selling due to retirement, 1 due to lack of profits, 2 stated for personal reasons and 1 stating other. Businesses were able to select more than one option. Three (3) businesses stated that they have a succession plan in place. All 3 businesses stated that they do not require any assistance with their succession plan. One (1) business would like assistance/information on selling their business.

Expansion – Figure 9

The highest degree of change comes from those wishing to expand. The following 16 businesses responded and were able to make multiple choices.



The expansion will create 19 new positions and the need for an additional 20,600 sq. ft. of floor space. Five (5) of 16 businesses that responded are planning to access Federal or Provincial programs/services to assist with the expansion. Fourteen (14) of the 16 businesses responding would like to receive information on potential Federal or Provincial programs/services that might assist with their expansion. Nine (9) businesses have identified that they are experiencing difficulties with their expansion plans and feel that the community could potentially provide some assistance to support their expansion plans.

Closure



One (1) business owner stated their business was going to close without re-opening in another location and stated that any assistance would not prevent the closure of their business.

BUSINESS DEVELOPMENT

In regard to industry sector outlook, 73% of business owners responding have stated that their sector is either stable or growing. As well, 69% businesses expect next year's projected sales to remain the same. Twenty-nine (29%) are unsure or expect some decline.

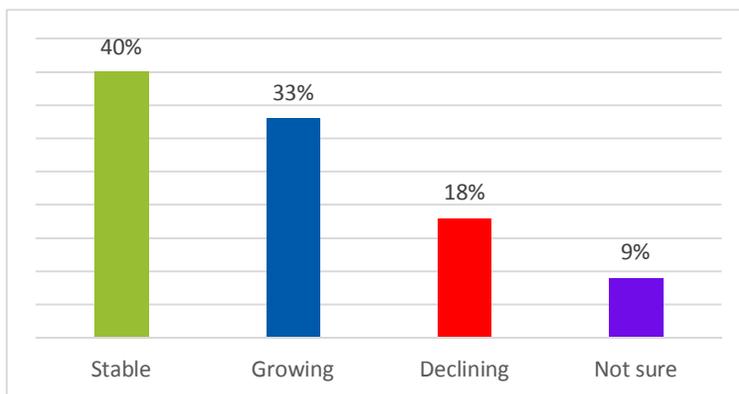
Currently, the rate businesses use technology is 26% for high to very high use, 43% for moderate, and 31% for low to very low. The greatest technological barrier that businesses are experiencing is Internet speed.

As far as networking and working collectively with other businesses, 18 businesses would be interested in networking and information sharing, 16 in joint marketing, 15 in joint purchasing and 12 in joint training.

As far as facilities, 81.6% own their buildings. For those that lease, only two plan to renew while seven are not planning to renew. Although only nine businesses state that community Wi-Fi benefitted their business, 19 businesses asked to see it expanded within the community.

The Business Development results are as follow:

Outlook for Industry Sector – Figure 10

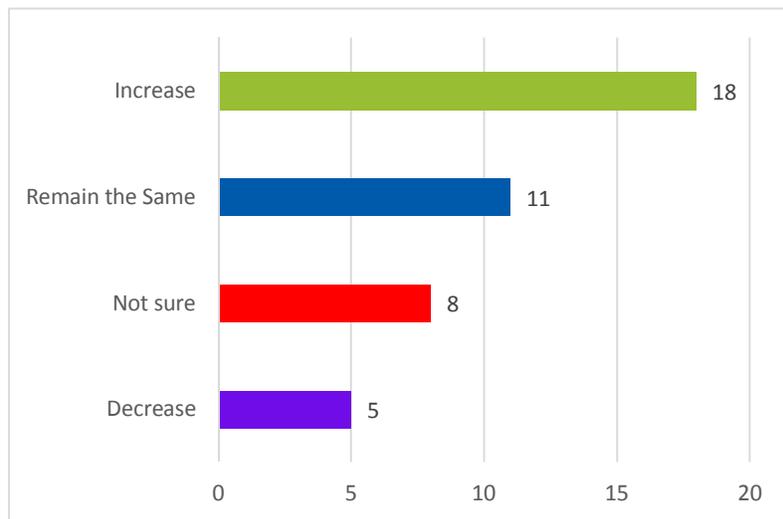


The outlook for a majority of industry sectors represented in the community are considered very stable with 1/3rd of all businesses expecting growth. This is in alignment with the number of businesses looking to expand over the next 18 months.



Projected Sales in Next Year Expected – Figure 11

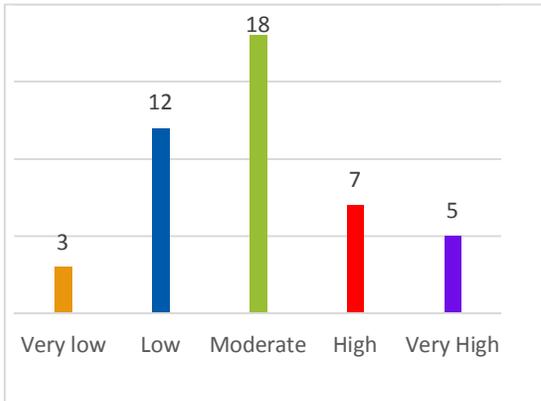
Again, projected sales for next year are in alignment with the rate of business and industry expansion over the next 18 months. Areas of opportunity exist to help assist those businesses who are not sure, as well as support those businesses that are expecting a decline or decrease in sales. There may be diversification possibilities or mentorship possible to assist them in growing their business.



Technology



Rate businesses use technology – Figure 12

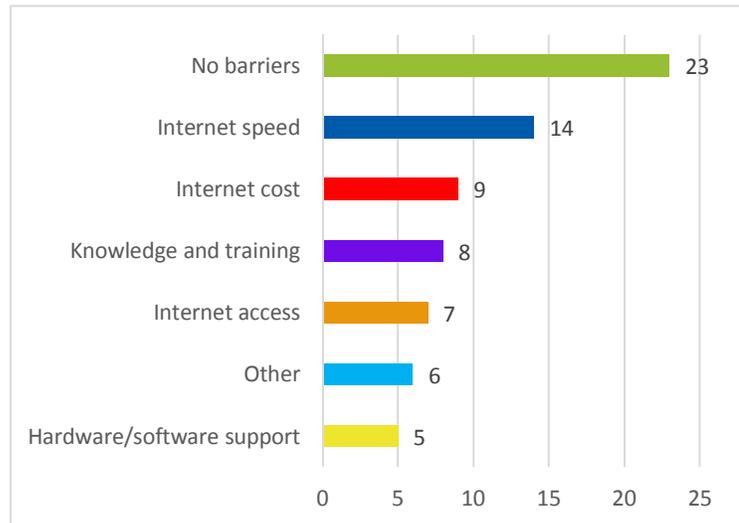


Based on interviews, the rate of technology use is going to expand drastically over the next 5 to 10 years. Many of the current owners are looking to retire opening the door to younger, more technology comfortable entrepreneurs to take over. Also, these numbers are 'skewed' based on geography as a number of reporting businesses are in Internet 'snail' zones making it difficult for them to take advantage of the technology available to their business.



Current technological barriers being experienced by local businesses - Figure 13

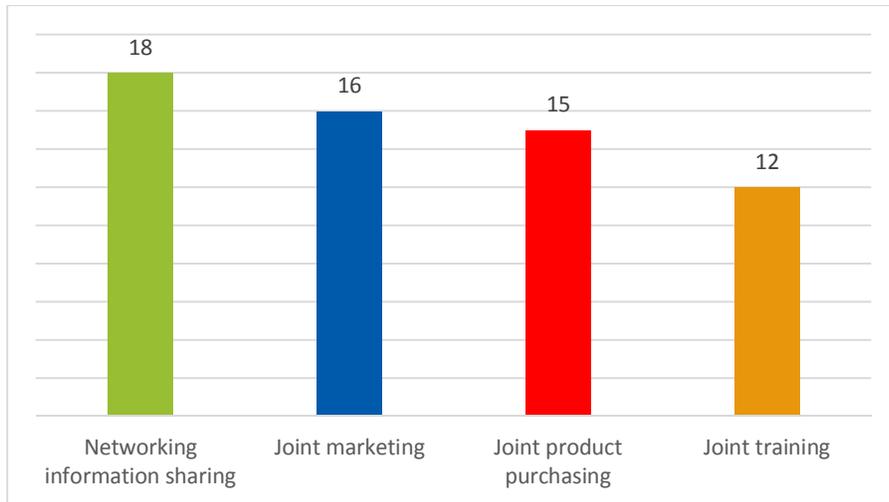
Internet speed is one of the greatest barriers experienced in Honey Harbour. There are some areas where the speeds are acceptable but many other locations where high-end businesses have to walk around the building to find a signal so their POS machine will accept payment.





Businesses interested in working collectively with other the businesses in the community to pursue the following – Figure 14

Of the business that participated, the results are as follows:



Facilities

Of the businesses participating in this survey, 81.6% own their building as opposed to 18.4% that lease. Of those that lease, 2 will expire this year, 4 next year, 2 in 2 to 3 years and 1 over 3 years from the time of the survey. Furthermore, only 2 business expect to renew their lease while 7 have stated that they will not be renewing.



Wi-Fi Technology

Out of the 41 businesses who answered this question, 12 provide Wi-Fi service to their guests. None the businesses charge for this service.

In terms of their business benefitted from the public Wi-Fi, 9 businesses stated that they have benefitted while 28 businesses have stated no benefit. Businesses were asked if they would like to see it expanded and 19 said ‘Yes’ while 8 said ‘No’.



WORKFORCE

In terms of workforce, over the last 3 years 72% of businesses reported retaining the same number of employees, while 17% increased and 11% decreased for a net gain of 16 employees.



The main challenges identified in recruiting and retaining labour was the ability to attract new employees to the region, availability of qualified workers and stability of the workforce. The main challenges identified through survey and interviews from a labour market perspective are:

- Seasonal nature of the work
- Transportation
- Childcare (the last childcare provider in the community is retiring in June 2016)
- Adequate/affordable housing
- 'Spotty' Internet service
- Seasonal nature of work
- Distance to drive if living out of the community
- Lack of community activities especially shoulder and winter season for both themselves and their family.
- Concern over long-term stability of elementary schools

Workforce Changes

Over the past 3 years, 72% of the number of employees have remained the same while 17% (27 employees) have increased and 11% (9 employees) have decreased.

Rate following factors in Honey Harbour in terms of meeting your business needs – Chart 3

	Poor	Fair	Good	Excellent
Availability of qualified workers	21	13	2	0
Stability of the workforce	19	12	4	0
Ability to attract new employees	20	9	4	0
Ability to retain new employees	15	13	6	1

Engagement of New Employees

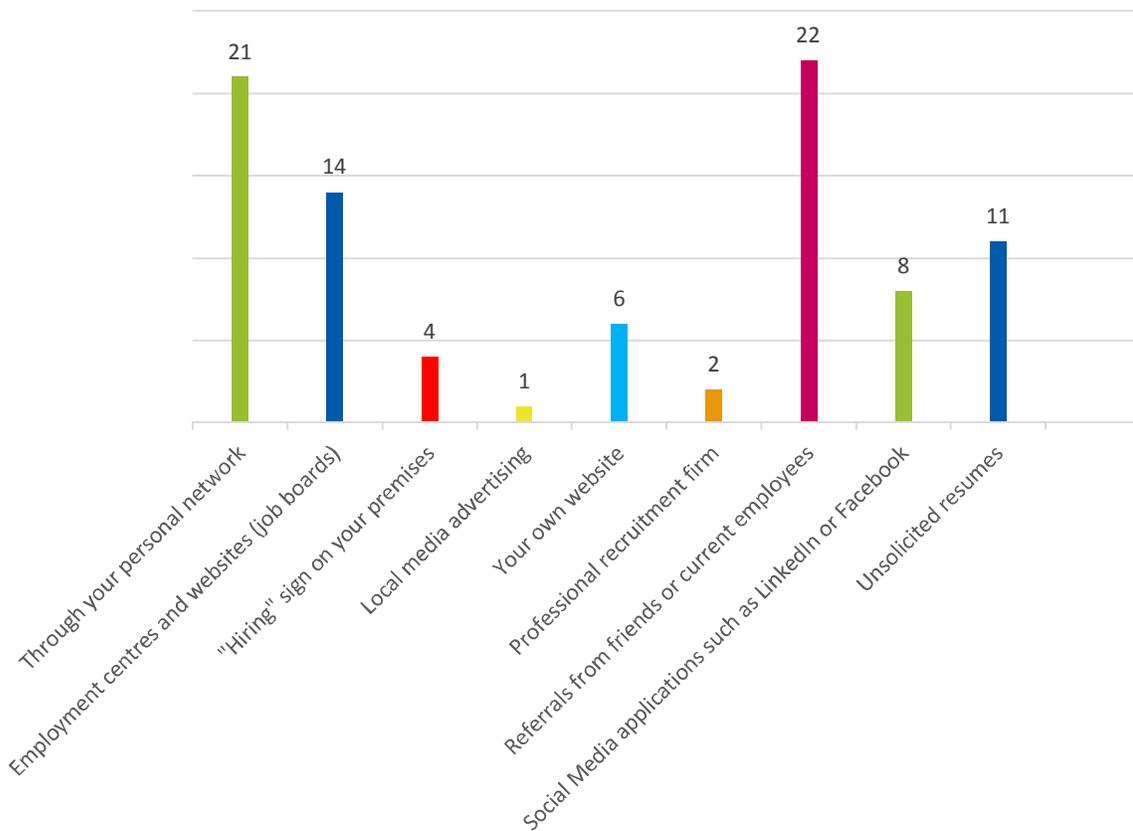


Of the 45 business who answered this question, 18 (45%) stated 'Yes' to having difficulty hiring new employees. The issues identified were because of:

- Lack of appropriate skills or training 12 (34%)
- Lack of relevant experience 12 (34%)
- Too few applications 6 (17%)
- Other 5 (14%)

As well, businesses stated that 52% of their difficulties hiring were 'Community' related while 48% were 'Industry' related.

Recruitment Techniques – Figure 15



Retention of Employees

Of the businesses that answered this section (37), 13 or 35.1% said 'Yes' to having difficulties retaining employees while 24 or 64.9% said 'No'. Of the businesses saying 'Yes', the reasons they identified are:



-
- Seasonal 13 (68%)
 - Wages 3 (16%)
 - Competition 1 (5%)
 - Other 2 (11%)

A majority of the businesses (79%) stated that they do not participate in any sort of co-op, internship or apprenticeship programs while 21% identified that they participate. Of those businesses who do not participate, 8 would be interested in further information.

Training Programs

Currently 14 businesses participate in some sort of external training and 9 reported barriers for themselves or their employees to receive the necessary training. Twelve businesses stated that there are training programs/topics that would be beneficial to themselves and or their employees.

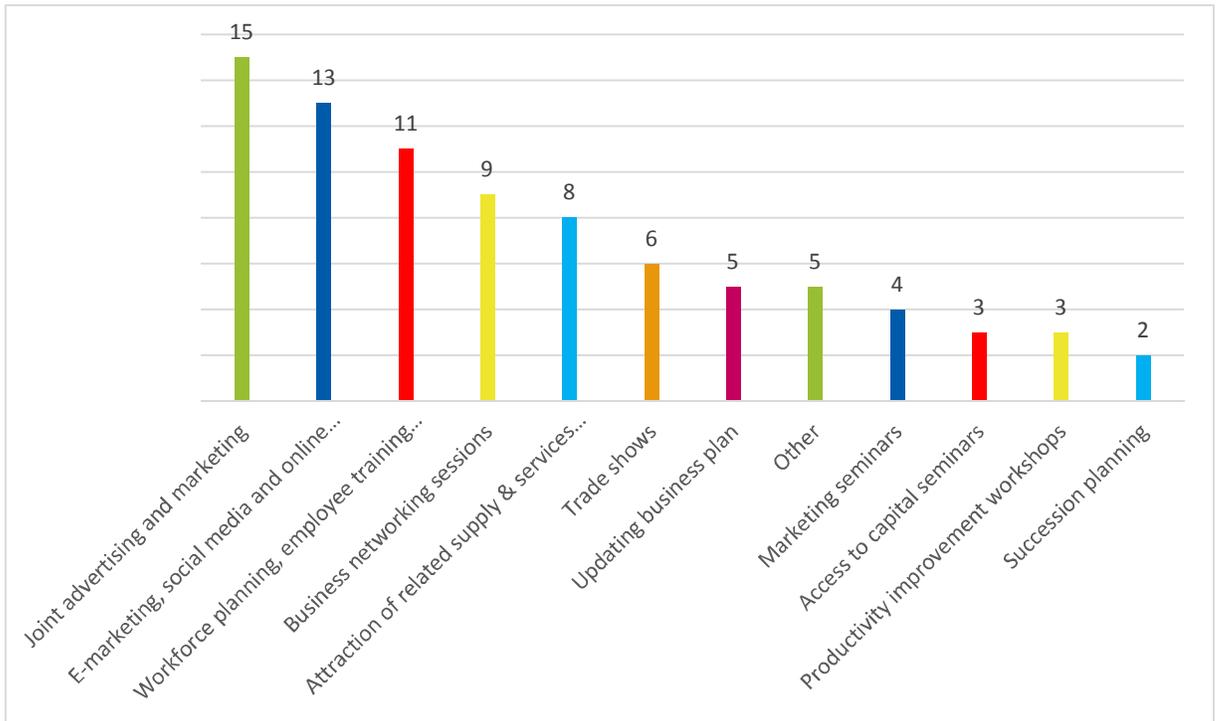
Job Fairs

The Township of Georgian Bay hosts job fairs. Thirty-four (83%) have never participated in a job fair while 7 (17%) have participated.

COMMUNITY DEVELOPMENT

Two business have indicated two additional businesses are considering moving to the community. Both have agreed to provide contact information and one of the businesses has agreed to be a contact. Top opportunities to assist businesses have been identified as joint advertising and marketing, E-marketing, social media and online content and workforce planning, training and attraction.

Assistance Opportunities to Support Businesses – Figure 16





RETAIL – SECTOR SPECIFIC

The top conditions rated as ‘Poor’ for the Honey Harbour Hub were public amenities such as parks and public washrooms; window displays; sidewalks and pedestrian environments; street furniture such as street lights, benches and waste containers; and parking. The one positive attribute identified was the lack of graffiti and litter. As for community events, only 36% of businesses responding said that they increased their business sales.

The Retail survey results are as follows:

Top Conditions rated as ‘Poor’ for the Honey Harbour Hub

- | | |
|--|-----|
| ● Public Amenities (parks, fountains, washrooms) | 75% |
| ● Window Displays | 73% |
| ● Sidewalks, pedestrian environment | 71% |
| ● Street Furniture (lights, benches, waste containers) | 68% |
| ● Parking | 66% |
| ● Way Finding/Tourism Directional Signage | 66% |
| ● Hwy Signage | 65% |
| ● Exterior Appearance of Facades | 62% |
| ● Accessibility for People with Disabilities | 56% |
| ● Street Banners | 54% |
| ● Plantings, trees, flower boxes | 51% |

Top positive attributes of the Honey Harbour Hub

- | | |
|-------------------------------|-----|
| ● Lack of Graffiti and Litter | 71% |
|-------------------------------|-----|

Community Events

Fourteen (36%) of the respondents say that events/festivals increase their business sales.

Price Point

Most businesses stated that they have an average/mid-point price point (55%) with 32% stated that they had products and services at all price points, while 13% stated they had a high-end price point.

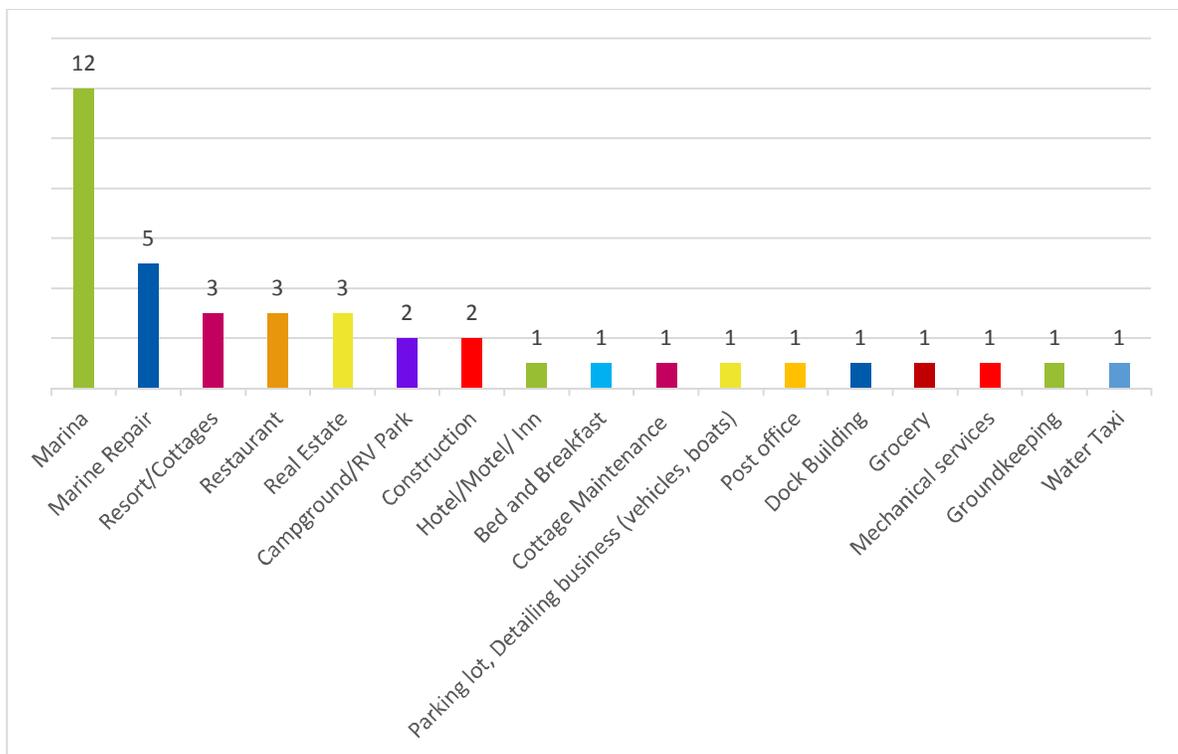


TOURISM – SECTOR SPECIFIC

There was a diverse range of businesses that identified themselves within the tourism sector. A large majority of the responses came from the marine sector. Most of their market research came 'In-House' and from sector associations, conferences, the Ontario government and regional tourism organizations. When asked if financial support from the Township would make a difference, 45 % were 'Unsure', while 33 % said 'No' and 21 % said 'Yes'.

The Tourism results are as follows:

Businesses that identified themselves as 'Tourism Businesses' – Figure 17



Asked whether their business had the potential of expanding into other seasons, 13 businesses answered 'Yes'. Target markets for these tourism related businesses were mostly Ontario (30) and 'Local – within a 100 km (28) although a number also specified national (10) and the USA (13).

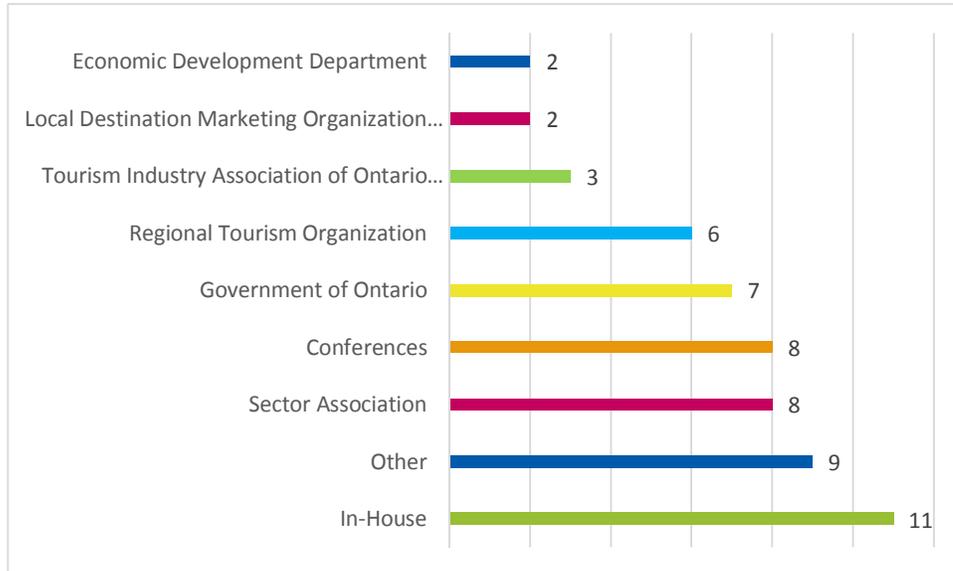
Tourism Agencies



When asked if these businesses have any involvement with local tourism agencies, only 3 businesses stated 'Yes' to participating with RTO 12.

Marketing Research – Figure 18

The following is where local businesses gathered their marketing research from:



Township of Georgian Bay

When asked whether it would make a difference if the Township offered any financial assistance to their business, a majority (45%) state they were unsure while 33% stated 'No' and 21% stating 'Yes'.



INTERVIEWS – SUMMARY OF RESULTS

Numerous interviews were conducted over a three month period. Interviews and surveys with business owners were part of the BR+E project. Interviews with summer and 3 season cottagers also took place on an ad-hoc basis, as well as conversations with locals and newcomers to the community. The feedback is as follows:

LOCALS VS COTTAGERS VS NEWCOMERS

There is a deeply imbedded divisiveness between these three unique segments of the community that has festered over many years. As well, each of the groups has several 'strong' personalities that are entrenched in their position and or leadership status. Some changes have taken place recently that offers an opportunity to create a more co-operative environment.

COMMUNITY VS MUNICIPALITY

Where there seems to be agreement between all three parties is around their frustration with local municipal staff and municipal processes. The community feels that they have been overlooked for decades by the Township in favour of Port Severn.

LOCAL COMMUNITY

Business owners were very vocal about the lack of a collaborative response with the municipality around issues like property lines, buildings with no wells, businesses that seem to be getting special attention at the expense of those not being able to get a response when calling for information and the fact that they have additional bylaws specific to their area.

COMMUNICATIONS

A significant issue raised by business owners, as well as locals and cottagers is the lack of timely 'local news'. Due to Honey Harbour's geographical location, none of the large newspapers cover this community. As well, only the Township's E-News can be found online.

Currently the community has 4 options:

1. The **Gazette** is a monthly newsletter that is targeted to the local residents. It has a high business advertising component with a community events column and usually one or two articles of local interest. It has a readership of approximately 1,500 households and is distributed in Honey Harbour, Port Severn and other nearby townships.
2. The **Bulletin** has two editions, Spring and Summer with a distribution rate of over 4,000. It's target audience is the seasonal population. Both the Gazette and the Bulletin are clean, professionally produced documents.



3. The **Hoots Honey Harbour** is an annual magazine and directory targeted at the cottage sector. It has some wonderful and interesting information although is not 'time sensitive' in terms of current community issues.
4. Over the last 6 months, the **Township of Georgian Bay E-News** mentioned Honey Harbour once per issue in its ad for free community Wi-fi. The only other two times the community was mentioned was for large items collection by the Cognashene Cottagers Association in July's issue and Canada Day Festival in June's issue. The Honey Harbour BR+E Project was not mentioned over the 3 months the project was active.

COMMUNITY ORGANIZATIONS/GROUPS

There are two community groups at present:

1. One Happy Harbour which is a new group of business leaders who have been gathering to see how they might support the community.
2. Honey Harbour Community Co-op, a co-operative non-profit organization that has been incorporated for the last 15 years and organizes and hosts 3 annual events a year; Canada Day Festival, the Honey Harbour Jazz Festival and the Honey Harbour Winter Festival.

Although both groups main focus is different, there is an opportunity for both of them to work together on common issues. As well, since the co-operative is already incorporated and has a healthy track record of activities, collaboration may be able to happen around funding opportunities. In terms of this project's 'next steps', the One Happy Harbour group and the Honey Harbour Community Co-op could consult and decide on which action items they might be able to move forward in partnership with the Township of Georgian Bay.



RESEARCH – SUMMARY OF RESULTS

The following summary of independent research that was done as part of this project.

COMMUNITY RECOGNITION

In researching community recognition and promotion at Six Mile Lake Provincial Park campground, staff did not mention Honey Harbour as a possible destination. When asked about places to visit, White Falls, Big Chute and Bala Falls were recommended destinations.

SIGNAGE

Signage is a significant issue for the community. One of the two major road signs on Hwy 400 has the community name in small letters and on the 'off ramp' too far down the turn off that it is easy to miss. The 2nd turnoff to Honey Harbour on Hwy 400, South Bay Rd., does not mention Honey Harbour either going north or south. Also, if driving south on Hwy 400 and taking the South Bay Rd. exit, there is no sign at the turn off to tell you which direction to go to Honey Harbour. The only sign there is to the Landfill site. At South Bay Rd. coming south from Six Mile Provincial park there is also no sign indicating the direction of Honey Harbour at the 4 way stop sign. As well, there is no sign indicating the direction to Honey Harbour coming south onto Honey Honey Rd. 5. From Hwy 400. All of these are major intersections and visible signage is a valuable asset. Finally, there is no sign directing people to Honey Harbour when coming into Honey Harbour from South Bay Rd. The only sign indicator is the Honey Harbour Library sign.

Signage for businesses is chaotic, especially coming north onto Port Severn Rd N. Signage is posted on a large rock in various sizes, some with direction and mileage information and some without. Driving down Honey Harbour Rd. 5 to the community, many of the signs are partially hidden by overgrown weeds while others are old and dingy; not presenting an attractive image in terms of marketing and business promotion.

Find Way signage is beautifully designed however some people commented on how difficult it was to read due to their size and low positioning. Also, many are without directional indicators making it hard to know where a particular attraction is located. An example would be Lily Pond.

PARKS CANADA – BEAUSOLEIL ISLAND

Parks Canada offers 2 Day Trippers to Beausoleil Island. Each of the boats carries a limited amount of people, between 8 and 10 comfortably. They make 5 return trips a day with one trip returning the next day for those staying in cottages. Tickets can be bought online or at Parks Canada's Visitor's Centre at Lock 45 in Port Severn. Tickets are not sold in Honey Harbour therefore people on day trips thinking that they can buy tickets onsite will be asked to return to Port Severn. Their site identifies 3



water taxis as other options. The Park also receives visitors via Park Bus, a bus service that runs usually twice a week and brings a limited number of passengers. Base on the capacity of the Day Trippers, water taxis and visitors using the Park Bus, the Park is not a major economic driver for the community.

ART/CULTURAL COMMUNITY

In researching the cultural community, the community itself has a very small number of artists and or artisans; not enough, at this moment in time to become an economic driver for the community. Having said that, there are opportunities for the resorts and cottages to have educational programs in the shoulder season to increase annual business revenue.



MARKETING – SUMMARY OF RESULTS

The village of Honey Harbour does not have a formal marketing strategy, nor funding or staff to either advocate or develop professional marketing materials. In reviewing regional marketing organizations, as well as Google and YouTube search engines, it is evident that a more comprehensive plan needs to be developed and implemented to collectively showcase the community and its businesses in a more thoughtful and favourable light.



The following is a summarization of the findings:

Georgina Bay Development Destination Partnership was initiated after the Ministry of Tourism identified Georgian Bay as one of its destination icons in Ontario in 2005/2006. A committee was formed and an application was developed and funded for a 3 phase, 5 year project to create 11 'tours' on their website <http://visitgeorgianbay.com> as well as signage GEORGIAN BAY COSTAL ROUTE . In all, the project received \$247,000 to market the region. The results for Honey Harbour is the identification of 2 destinations for the region, one is the National Park and the other is Picnic Island on their website.

SEGBAY – Southeast Georgian Bay Chamber of Commerce is a regional Chamber of Commerce that represents the Townships of Georgian Bay, West Severn and East Tay. Its mandate is to serve its business members. Several local businesses are prominently featured in its annual marketing booklet that is widely distributed in the area.

Muskoka Tourism – There are a number of links to Honey Harbour highlighted on this website, some being time sensitive events. Some information on this site needs to be updated and or expanded. An example is that under 'Suggested Driving Tours – Muskoka Rugged Coast', it highlights Beausoliel Island but doesn't let visitors know that it is only accessible by water and that they need to reserve seating on the Day Tripper or rent a water taxi in advance. As well, under 'Where to Stay – Winter Accommodations', it states under 'Georgian Bay' that you can winter skate at the community park. In consultation with various community members, the ice rink has inconsistent ice quality over the past few years and has not been fully operational.





Google is by far the most used search engine in the world. In viewing Google's landing page for Honey Harbour, there are 9 links to Honey Harbour with the first one and last link being, www.honeyharbour.net with its owner now not living in the community and updating it randomly. The next 3 links are to general type sites for weather and tourism. Another 3 are business links and one Facebook and being Wikipedia.

Facebook is one of the most popular 'free' social media tools available on the web at this moment in time. The page with the most likes is HoneyHarbourGeorgianBay and is hosted/managed by Tina Gataveckas from Elm Cove Cottages. The second most popular site is under 'Places' HoneyHarbour which has been visited 8,483 times and only has 4 posts. Also, there is nowhere on the site that identifies the owner.

YouTube video site is a thoroughly mixed bag of mostly personal, getting the most views, economic development and local businesses. Most of the videos are poor quality and don't represent the community well.



The **Bulletin and Gazette** are glossy, professionally done newsletters with good graphics and content. The Bulletin is published twice a year and distributed to over 4,000 cottagers. The Gazette is published monthly and is distributed to approximately 1,200 year-round residents in the region. The Gazette does promote local community events but is limited to mail-outs and neither is available on the web.

Honey Harbour Service Directory is published annually by the Honey Harbour Community Co-operative. The majority of the businesses reside in Honey Harbour. In reviewing local market racks in August and September, it was noted that virtually no copies of the Directory were available. The Directory is not found online making printed copies the only directory tool available. Also, as a result of the BR+E project, it was noted that some of the information was 'dated'. The Co-operative accepted the feedback and will update the Directory for 2016 and review distribution numbers and strategy.

HOOTS Honey Harbour is a 192 page booklet that is professionally printed and available for the members of the Honey Harbour Association. The booklet is well organized and easy to read. It highlights association activities, provides information updates, shares local history, along with providing an event calendar and information on membership. It is distributed to its members and is currently not available online.

Finally in reviewing websites, www.honeyharbour.com is owned by a private citizen who has made their contact information private and has no identification or contact on the website to identify



them. The site is being used for personal postings. As well, www.honeyharbour.ca is not available to purchase. Reasons unknown at this time.

SUMMARY OF MARKETING RESULTS

In summary, there are numerous opportunities in which to improve marketing for the community. Currently, members of One Happy Harbour have taken on the role investigating the various websites and Facebook pages to identify partnership opportunities, as well as purchasing and or adding new sites.



OPPORTUNITIES

Creating a vibrant community that supports business owners incorporates many different elements including, but not limited to those listed below. Based on conversations and interviews, here are some opportunities worth considering. Building positive relationships through understanding and respect is one of the key elements in moving forward. It will be the main driver in mobilizing the three groups (Honey Harbour Community Co-op, the Honey Harbour Association and the One Happy Harbour) to operate in a unified manner on areas and issues of common concern. Within that framework, there are many sub-categories including those listed below.

RELATIONSHIP BUILDING

There is an opportunity to build a more positive and interactive relationship between the local and seasonal population who make up approximately 97.5% of the population. This can be done by focusing on areas of agreement and then identifying the best method of addressing the challenges or opportunities. The process would need to take into account the needs and desires of both groups and to have a 'detached' facilitator assist to see how they could benefit from both a social and economic perspective. The process should lead to two distinct visions, one for the Georgian Bay island communities and one for the community as they are two unique regions and communities. Also a show of appreciation from both sides would go a long way into honouring each other's contribution. Possibilities include a bbq hosted by the local businesses at one of the waterfront locations near the end of the summer thanking them for their business while another might be the cottage community creating some sign of appreciation that acknowledges the time and contribution of the local community during their stay but for the work they do in the off season that ensures their next visit will be rewarding.

EDUCATION

There is an opportunity for the community, in partnership with either industry trade associations, colleges or universities to develop and host educational programs in the community.

Examples of larger programs could be research component or eco-learning experience tied to Biosphere Reserve and or to advocate/host for a Marine Management Certification Program in partnership with both Georgian College and Boating Ontario. The program could run on a flexible schedule during the off season and have local marine owners as course leaders or guest speakers. There could be a 'one season' apprenticeship program that would have potential graduates working as assistant managers providing a win/win scenario for both marinas and students.

There are numerous types of adhoc courses that could range anywhere from one to seven days. Examples could be the Canadian Power and Sail Squadrons Boat Course; the Art of Fishing on the Bay; and art and music programs. The list is endless. The key is identifying what people are



interested in learning including; the time of year, week and day which would work best. Identify area partners to host and experience leaders to teach.

Finally, there is a need for marinas to come together to advocate and promote marine mechanic programs and opportunities for unskilled labour as yard crew and dock runners.

FITNESS/TRAILS

Honey Harbour has the opportunity to be a health and fitness hub for cottagers. The Hive has taken the lead by providing morning yoga and massages on their deck. The Delawana has the potential for a dynamic fitness facility on the water that could cater to guests, cottagers, local and corporate clients. Bike and walking trails would be another draw to the community. Working with marinas and other interested parties, bike storage opportunities could draw more cottagers into the community, especially during the week days. Communication with the District of Muskoka around signage and possible expansion on the roads would help ensure safety and more moderate travel speeds. Finally, identify local residents and cottagers who have fitness training and are willing to lead programs and courses could increase the diversity of the programming that could be offered.



COMMUNICATION

As a way of promoting events, weekly sales, and provide simple updates on both cottage and community activities, a weekly newsletter could be distributed through the marina's, the Library, the local stores and the Post office as a 'pick up'. A 'hard copy' method of communication is extremely important for this region as internet access is limited, at best, for most cottagers once they are in the community. Another complementary option is to develop a vibrant community website and Facebook page that would allow cottagers to stay connected in the off season and be able to plan their stay much more effectively in advance.

TRAINING OPPORTUNITIES

There is an opportunity to do some concurrent education and training for both businesses and the Township in areas such as human resources, health and safety, marketing, etc.

The Township could offer a session to local businesses on the Bidding/Tendering process. This process would help local businesses compete for contracts while the Township honours the rules and regulations within the Municipal Act.



PROACTIVE BUSINESS ATTRACTION

Once a vision for the community has been completed, there is an opportunity to proactively promote the type of businesses and services that would enhance the community. Based on the type of business and or whether they would be year-round or seasonal, a determination can be made whether to promote the idea to an individual entrepreneur or to a larger retailer who may consider having short term seasonal store and is able to reabsorb inventory in main store.

SERVICE AND COMMUNITY DEVELOPMENT OPPORTUNITIES

The community could apply for a Katimavik project that would bring a group of youth from all across Canada to Honey Harbour. They could work on community improvement projects like landscaping, business facades, building and renovations projects, along with hosting community and children's activities. It would be a skill building opportunity for the youth and the community, including local youth, businesses and residents.

COMMUNITY CENTRE

Based on Pope Francis call that the Catholic Church serve not only its members but people from all faiths and walks of life, there is an opportunity to create the Our Lady of Mercy Catholic Elementary School into a community hub that could promote community gatherings, as well as recreation, educational and training opportunities. With the student population decreasing to an unsustainable level, it is important that the community be proactive to ensure that this community asset is not lost. Families with young children are an important element of the labour market and therefore should be an important community facility that business owners should support.

COMMUNITY ACTIVITIES

Community activities are at the heart of a vibrant community and an attraction to both cottagers and local community members. There may be an opportunity for the municipality and the local community to partner in hiring a summer student to organize activities in the community. Cottages who were interviewed stated that they would like to see more activities during the week when the waterways aren't as busy. They also stated that they were interested in live music weekdays, especially on waterfront patios between the hours of 4 to 7 pm. There is an opportunity for each of the local waterfront restaurants to promote music one day a week.





CROSS COMMUNITY SUPPORT

Often there is a ‘there’s vs mine’ attitude when it comes to supporting seasonal vs local programs or events. Open dialogue between the three groups could open up possibilities that neither group had considered. An example might be the Honey Harbour Day Camp whose numbers have been decreasing over the years. One large marine owner stated he would be more than willing to work with the group to promote the program to his guests. The type of creative collaborative thinking could assist a valued historical program to continue for those seasonal residents who wish to use it.

PROPOSED RESPONSE (ACTION PLAN)

The Honey Harbour BR+E project has identified strengths and challenges for doing business in Honey Harbour. Through the interview process, business owners provided their ideas on ways to improve business. The suggestions spanned opportunities that relation to improvements in individual businesses, local organizations and government. In response to the survey results, the Township has have developed a draft action plan to address opportunities to strengthen the local business climate. This draft action plan includes five key areas and suggests partners to assist in the completing the tasks.

The Honey Harbour BR+E project is successful because of the partnerships and participation of business owners, local community groups, Township staff, local community members and seasonal residents. Improving the local business climate will take a continued collaboration. The action plan in the five key areas described below is an invitation for government, businesses, community organizations and community members to continue to work together to build a vibrant, stronger and more resilient Honey Harbour economy.

The five key areas are:

1. Build partnership between local business owners and seasonal residents to solidify and enhance business opportunities.
2. Improve relationship between government and business to foster new areas of growth
3. Invest in the development of a vibrant local community for businesses, cottagers, tourists and residents.
4. Develop a talented, motivated and committed workforce to support business development and expansion.
5. Develop and implement an effective communications strategy to enhance local businesses and community awareness.

Actions to address these areas are:

ACTIONS

1. Build partnership between local business owners and seasonal residents to solidify and enhance business opportunities.					
Actions		Potential Partners Potential Leads	Potential Timeline	Municipal Budget	Priority
a.	<p>Survey seasonal residents and document results as to their needs, wants and desires.</p> <p>Provide an evaluation component so as to determine:</p> <ul style="list-style-type: none"> • Quality of business services/products provided • Potential business opportunities • Dollars spent • Number of visits to the community and for what purpose. 	Honey Harbour Co-op Cottage Associations Township of Georgian Bay	Annual/ Winter Tax Bill Mid-February for survey link (Annually)	In Kind access from Municipal Survey Monkey including staff time to create survey	High
b.	As part of a community engagement process, survey results of seasonal residents will be presented to the local business community and cottage associations as part of an ongoing reporting process derived from the BR+E project.	Honey Harbour Co-op One Happy Harbour Cottage Associations	Annual/ Spring	N/A	High
c.	Develop a criteria/list/trends of seasonal needs for commissary, supplies and equipment for the seasonal residents and traveling public to support inventory investments for business owners.	Honey Harbour Co-op One Happy Harbour Cottage Associations	Annual/ Spring	N/A	High
d.	Annual event to acknowledge the contribution that seasonal residents make to the local economy.	One Happy Harbour	Annual/ Summer	N/A	Medium
e.	Annual event to acknowledge the contribution that local businesses provide during 'summer' season	Cottage Associations	Annual/ Summer	N/A	Medium
f.	Develop a mentorship program that partners seasonal residents with local business owners and or community projects that will result in successful, local businesses and a more vibrant community.	Honey Harbour Co-op /One Happy Harbour SEGBAY Chamber of Commerce	Summer 2017	OTF Seed Funding (Application April 2017)	High



2. Improve relationship between government and business to foster new areas of growth

Actions		Potential Partners Potential Leads	Potential Timeline	Municipal Budget	Priority
a.	Work collaboratively with local business to create solutions to pre-existing zoning and development.	Township of Georgian Bay (Planning Department)	Ongoing	N/A	High
b.	Conduct information sessions on municipal programs, Requests for Proposals, Tendering process and other grant opportunities.	Township of Georgian Bay	Annually	N/A	Medium
c.	Conduct local training and development initiatives in the community of Honey Harbour during a time when the business community can attend. Cater training needs and development initiatives to match the business portfolio of Honey Harbour (Marina, Service, SME's).	One Happy Harbour Township of Georgian Bay Muskoka Futures Muskoka Small Business SEGBAY Chamber, FedNor	Ongoing	N/A	Medium
d.	Identify District, Provincial and Federal SME priorities and: <ul style="list-style-type: none"> Identify areas of alignment Possible business development opportunities Possible community development opportunities 	Township of Georgian Bay OMAFRA Muskoka Futures MSBC, FedNor	Annually	N/A	High
e.	Advocate and facilitate provincial and federal funding opportunities for programs that support local business and community development.	Township of Georgian Bay One Happy Harbour Honey Harbour Co-op Muskoka Futures	Ongoing	N/A	High
f.	Recognize the 'Hub' as a "Downtown Community' for Funding considerations and apply for funding where appropriate for: <ul style="list-style-type: none"> Downtown revitalization Facade improvements Collaborative Way-finding Signage Product Development 	Township of Georgian Bay OMAFRA FedNor	2017-2019	N/A	High



3. Invest in the development of a vibrant local community for businesses, cottagers, tourists and residents.

Actions		Potential Partners Potential Leads	Potential Timeline	Municipal Budget	Priority
a.	<p>Complement the waterfront development project taking into consideration for following comments that were made in the BR+E initiative into consideration during the planning stages.</p> <ul style="list-style-type: none"> • Build at least 2 public washrooms, one wheelchair accessible. • Open up Library public washroom during daytime hours and install and building entrance camera for security. (people are concerned about safety, public health matters around exterior washroom locations) 	<p>Township of Georgian Bay</p> <p>Township of Georgian Bay</p>	<p>2017 (In Process- Application submitted)</p> <p>2016</p>	<p>HHWP</p> <p>\$500</p>	<p>High</p> <p>High</p>
b.	<p>Invest in the community public space, including a new concrete arena ice pad, an arena ice roof for protection and install of plastic boards currently in storage.</p>	<p>Township of Georgian Bay FedNor</p>	<p>2017 (In Process- Application submitted)</p>		<p>High</p>
c.	<p>Identify opportunities to encourage business owners to partner and participate in a community cleanup, removal of unwanted non-functioning items, conduct minor repairs and upgrade building facades. (Communities in Bloom, Pitch In, Social engagement community clean ups)</p>	<p>District of Muskoka Honey Harbour Co-op One Honey Harbour</p>	<p>Annually Spring</p>	<p>N/A</p>	<p>Medium</p>
d.	<p>Expand distribution and update content of Honey Harbour Service Brochure.</p>	<p>Honey Harbour Co-op Township of Georgian Bay</p>	<p>Annually Spring</p>	<p>Access to e- news and</p>	<p>High</p>



				municipal social media	
e.	Encourage membership and stronger relationship with SEGBAY Chamber of Commerce to support marketing and promotion of Honey Harbour as a vibrant community.	SEGBAY Honey Harbour Co-op Township of Georgian Bay Muskoka Futures Explorers Edge	Ongoing	N/A	Medium



4. Develop a talented, motivated and committed workforce to support business development and expansion.

Actions		By Who (Lead & Supports)	Timeline	Municipal Budget	Priority
a.	Implement an annual Grade 7 and 8 seminar in local elementary schools on the various career opportunities within the marine and construction sector	One Honey Harbour HH Public School Our Lady of Mercy	In consultation with schools	N/A	Medium
b.	Engage local high schools to promote marine, construction and technical skills and apprenticeship opportunities	One Honey Harbour SMCDSB SMDSB, TLDSB	In consultation with schools	N/A	Medium
c.	Identify certification requirement for WSIB, Insurance certification and accreditation of the Marina Sector	Boating Ontario		N/A	Medium
d.	Advocate for Marine Management Certification Program (MMCP) in partnership with Georgian College and Boating Ontario.	One Honey Harbour Township of Georgian Bay Boating Ontario Georgian College	2017	To be determined	Medium
e.	Bring educational opportunities such as MMCP to consider facilitating workshops, sessions and certification in Honey Harbour.	One Honey Harbour Honey Harbour Co-op Township of Georgian Bay	Ongoing	To be determined	High
f.	Continue to expand Broadband Infrastructure to influence online learning for business development and online studies that support the Marina Community.	Township of Georgian Bay Muskoka Community Network Interactive North Muskoka Futures FedNor	Ongoing	N/A	High



5. Develop and implement an effective communications strategy to enhance local businesses and community awareness.

Actions		By Who (Lead & Supports)	Timeline	Municipal Budget	Priority
a.	Develop and implement an effective communications strategy to enhance local businesses and community awareness.	One Honey Harbour Honey Harbour Co-op Township of Georgian Bay Explorers Edge	Spring 2016	Funding through Explorers Edge	High
b.	Brand Honey Harbour and be consistent in Brand recognition in both the business and local community. Branding would include the development of a logo presents well in both colour and b/w and can be easily used as logo on business websites and promotional materials.	One Honey Harbour	Spring 2016	\$1,000	High
c.	Build a relationship with regional newspapers and online news sites. Submit local articles and Letters to the Editor on a regular basis.	One Honey Harbour Honey Harbour Co-op Cottage Associations SEGBAY	Ongoing	N/A	High
d.	Create a professional engaging online presence in all web and social media programs accessing a BEAM Grant through Muskoka Community Network for design, development and implementation of a website including content, mobile applications and operational business applications where applicable.	One Honey Harbour Honey Harbour Co-op Muskoka Community Network	Spring - Fall 2017	5,000	High
e.	Advocate that regional/provincial organizations, whose role it is to support businesses in the community, attend at least one meeting annually in the community and that they personally take one day	One Honey Harbour Township of Georgian Bay	Annually	N/A	High



	to make a personal introduction.				
f.	Partner and delivery a 'community awareness' program annually, every spring, to Six Mile Provincial Park staff	One Honey Harbour	Spring 2016	N/A	High



APPENDIX I

MARKETING REVIEW FINDINGS

The following is a summary of findings has been broken up into two components, one being organizations that either have a mandate or receive funding to promote the community of Honey Harbour and the other reporting community 'web presence' as of September 2015.

The organizational information and or visuals were directly taken from their website or found in 'hard copy' promotional materials. The follow is not a positive or negative reflection of the organization or community online status but rather a 'snap shot' in time of level and type of promotion of Honey Harbour currently presents to both visitors, guests and cottagers.

REGIONAL

GEORGIAN BAY DEVELOPMENT DESTINATION PARTNERSHIP

In reviewing Georgian Bay Development Destination Partnership mandate and marketing of Honey Harbour, it was noted that only one business and one park were promoted. As well, when reviewing signage, no 'Costal' sign directing people to visit Honey Harbour was located. Based on the website it seems apparent that the project still receives funding but from whom and for 'what' is unclear.

The following is taken directly off their website:

The Georgian Bay Development Destination Partnership promotes Georgian Bay as the largest fresh water bay in the world boasting 2,000 km of shoreline all based in Ontario. Georgian Bay includes 2 UNESCO World Biosphere Reserves, one being 30,000 Islands

The opportunities identified for further development in the Honey Harbour region are:
Aboriginal culture experiences

- Honey Bees
- 30,000 Islands – Further promotion of sailing, power-boating and kayaking

Project Background

In 2005/2006. The Ministry of Tourism announced 7 destination icons in Ontario, two of those being Georgian Bay & Muskoka. Funding would be available through Ministry of Tourism Investment Development Office (IDO). Georgian Bay partners came together to establish pla

The goal was to develop, position and communicate Georgian Bay as an **ICON tourism destination** in Ontario; thereby enhancing economic and community benefits while respecting local traditions and environment.



Phase I – 2005/6

- Coastal Route Project initiated – focus on product development
- 5 tours: Beaches, Motorcycle, RV, Marine Heritage, Scenic Vistas
- 2 product packages: Outdoor Adventure, Top 10 attractions
- Presentations around Georgian Bay garnered support
- 5 Year Strategic Plan created

Phase II – 2007/8

- Website created and populated, French website created
- 2 tours: Experience Nature (soft adventure), Marine Cruising
- Best Practices/Criteria & Market Segments for each tour
- Customer Service training/education about Coast Route Tour
- Summer Visitor Survey
- 3 Clusters: Tobermory-Meaford, Meaford-Midland, Parry Sound-Manitoulin
- Some media coverage/ members place ads in guidebooks

Phase III – 2009/10

- Website update (Photo/Video, mapping, Itineraries)
- Consumer Newsletters sent out
- Industry website created, 2 Industry newsletters sent out
- Packaging Workshops & Customer Service offered
- Summer Visitor Survey – shorter & more completes (1340)
- Signage Policy & draft sign design
- Media coverage higher, rack cards, Locals Know Campaign, Travel Media Assoc. of Canada (TMAC) munch & mingle

The goal was to develop 11 tourism products and develop signage



The Georgian Bay Development Destination Partnership (GBDD) funders for the project were:

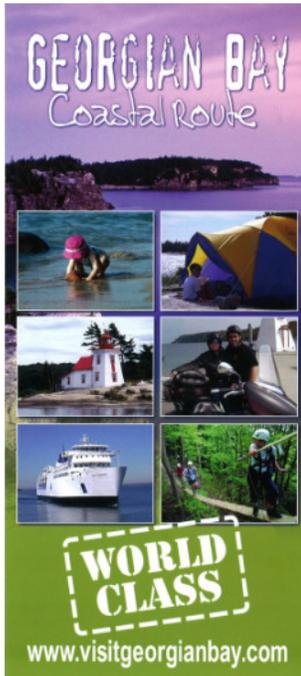
Fednor, Government of Canada, Provincial Government as well as several regional organizations.

GBDD Marketing Materials

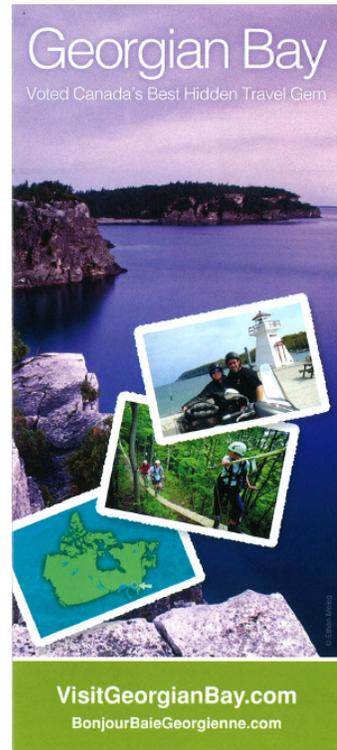


Marketing included Rack cards and Brochures.

Rack Card



Brochure



Initial Funding Provided:

- Phase I – 2005/06
IDO: \$45K, Partners \$22K
- Phase II – 2007/08
IDO: \$60K, Partners \$22K
- Phase III – 2009/10
IDO: \$76K, Partners \$22K

Grey County as “banker” flows all project expenditures

Annual Grey County contribution = \$3K



Results

The results for Honey Harbour is as follows:

The screenshot shows the website visitgeorgianbay.com with the following content:

- Header:** visitgeorgianbay.com, Killarney, GEORGIAN BAY COASTAL ROUTE
- Navigation:** Home, Things to Do, Places to Stay, Places to Eat, Communities, How to Find Us, Contact Us
- Date:** 22 August 2015
- Map:** Map of Georgian Bay with Lake Huron and Toronto marked.
- Search Bar:** Search [input field]
- Language:** English | Français
- Left Sidebar (Green Buttons):** Motorcycle Touring, Go RVing, Best Beaches, Discover Lighthouses & Marine Heritage, Experience Nature, Outdoor Adventure, Top Ten Things to See & Do, Scenic Vistas, Cruising, Experience Winter, Golf Tour, Media
- Main Content Area:**
 - Search Results:**
 - Top Ten Things to See & Do**
 - Kayak Georgian Bay Islands National Park**
Location(s): [MOR] (no image available)
 - Spend a day at Georgian Bay Islands National Park: Beausoleil Island**
Location(s): Beausoleil Island [MOR]
 - Places to Stay**
 - Campgrounds**
 - Picnic Island Resort Inc.**
Location: Honey Harbour [MOR] (no image available)
 - Picnic Island Resort Inc.**
Location: Honey Harbour [MOR] (no image available)
- Footer:** Logos for Canada, FedNor, Ontario (Northern Ontario Development Fund Corporation), ONTARIO (You're to discover), and Bruce Grey Simcoe (ALWAYS ON SEASON).
- Copyright:** ©2015. All rights reserved. Georgian Bay Destination Development Partnership. Photo Credits/Disclaimers/Privacy Statement



SOUTHEAST GEORGIAN BAY CHAMBER OF COMMERCE (SEGBAY)

SEGBAY is a very active Chamber of Commerce that is unique in its regional nature. It covers partial areas in 1 District and 2 Counties due to the natural geographical and transportation hub, as well as rural nature and low population density of the area.

In reviewing the SEGBAY website, it was noted that Honey Harbour is not identified unless there happened to be a specific event that was posted. When Honey Harbour was 'Googled', SEGBAY did not appear on the first 3 pages of listings.

The following is what appears on the website:

On the 'About Us Page':

It should be noted that Honey Harbour or the Georgian Bay Islands National Park is not mentioned on the 'About Page'.

MISSION STATEMENT

The objective of the Southeast Georgian Bay Chamber of Commerce shall be to promote and improve trade and commerce and the economic, civic and social welfare of the district while preserving the environment.

WELCOME CENTRE

Look for this sign (*Picture of sign with company information that is hosted in front of the visitors centred*). The Muskoka Tourism and SEGBAY Chamber of Commerce welcome centre is on Highway 400 Exit 156 at Port Severn, right next to the Petro Canada Travel Centre. Food, fuel, travel information, picnic area and washrooms. Snowmobile & ATV staging area.

We are:

1. 142 Km (85 miles) north of Toronto
2. 90 minutes away from Lester B. Pearson International Airport
3. 5.5 hours from Detroit
4. 2.5 hours from North Bay
5. Only 20-30 minutes from Midland, Orillia, Barrie, Bala, and Parry Sound
6. Only 20 minutes from the ski resorts of Horseshoe Resort and Mount St. Louis Moonstone to fabulous dining and accommodations, exquisite resorts, hotels and winterised cottages in the southeast Georgian Bay region!



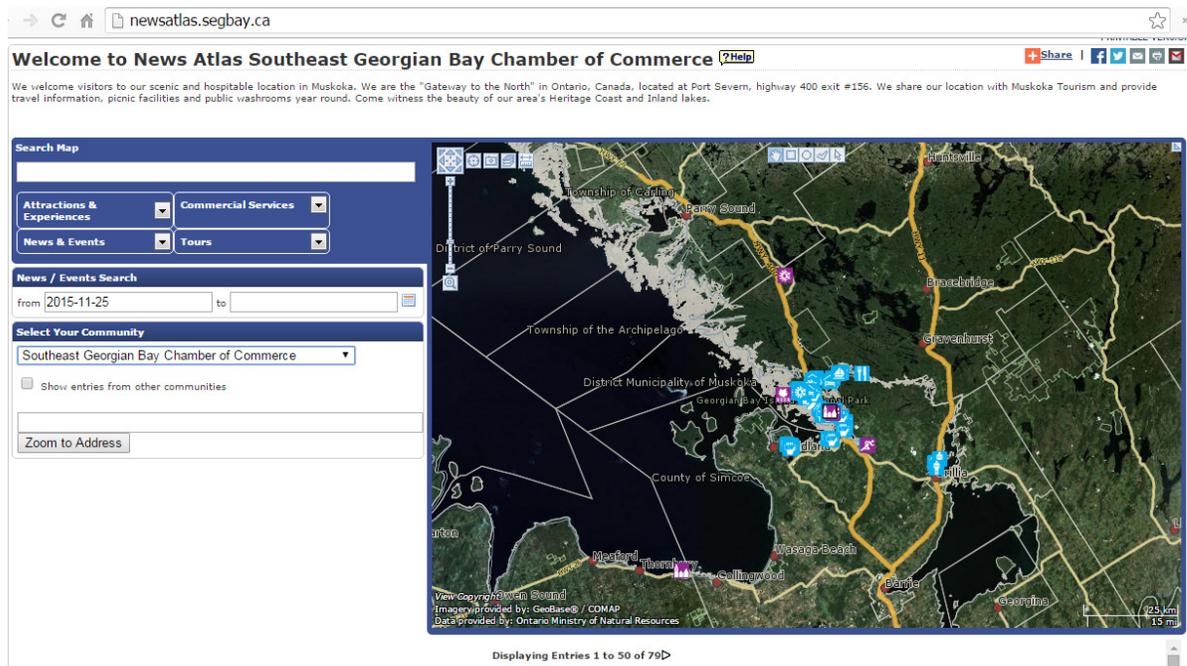
7. A short drive to many Provincial Parks like Six Mile Lake, Awenda, Matchedash, Massasauga, Gibson Crown Reserve, Oastler, Bass Lake, French River, Killbear, Killarney, and a scenic 90-minute drive to Ontario's iconic Algonquin Provincial Park

Attractions include:

- The UNESCO Georgian Bay Biosphere Reserve starts right here, where the Trent Severn Waterway go into Georgian Bay,
- Severn Sound, a watershed in Simcoe County, boasts some of the finest fishing,
- Port Severn Municipal Park and Splash Pad, public boat launch ,
- Tour the steamship SS Keewatin in Port McNicoll,
- Visit the Coldwater Farmer's Market,
- One-of-a-kind Big Chute Marine Railway

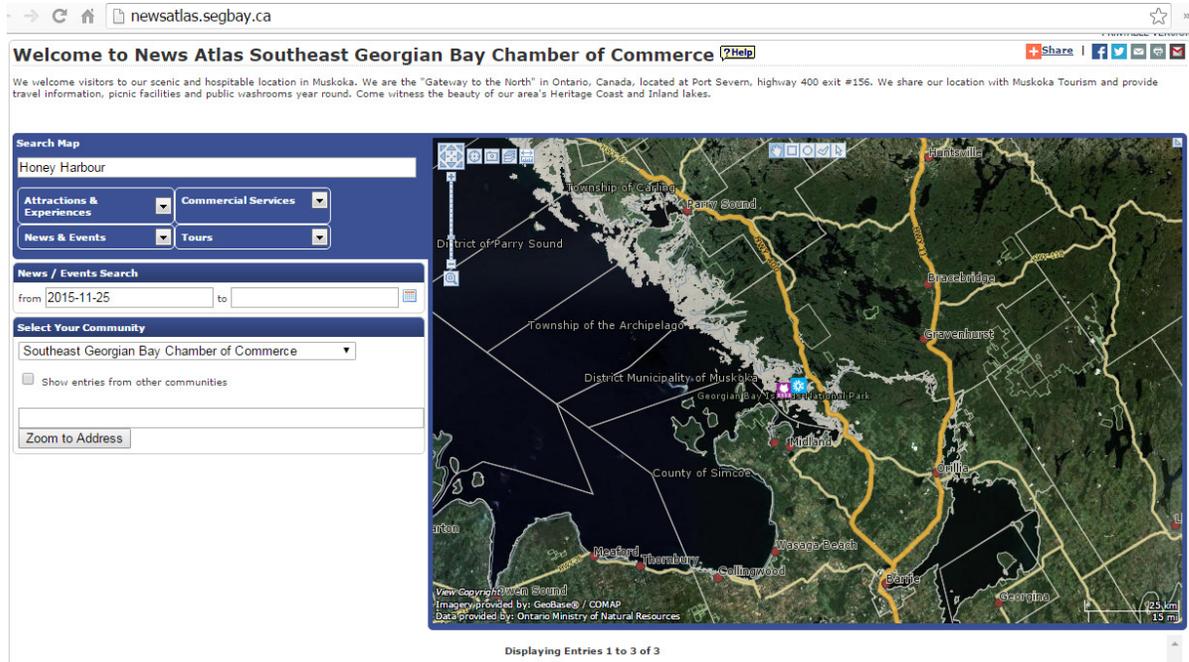
MAPS

When you select 'map' on the front page of the website, your first impression of the area is:





When searching 'Honey Harbour', the following appears:



Honey Harbour Water Taxi's Link

When you click on the 'Honey Harbour Water Taxi's' link on the front page of SEGBAY's website, the following appears in this order:

[Busy Bee Taxi](#)

City/Town: Midland

Main Phone: 705-526-2424

[Central Taxi](#)

City/Town: Midland

Main Phone: 705-526-2626

[CnC Marina - Water Taxi, Honey Harbour](#)

Main Phone: 705-756-3231

[Coldwater Taxi](#)

City/Town: Coldwater

Main Phone: 705-686-3444



Georgian Bay Water Taxi, Honey Harbour

Main Phone: 705-756-2324

Honey Harbour Boat Club - Water Taxi, Honey Harbour

Main Phone: 705-756-2411

Website Address: <http://www.hhbc.ca>

Ontario Northland Bus Service

City/Town: Port Severn

Main Phone: 705-538-2941

Ontario Northland Bus Service

City/Town: Coldwater

Main Phone: 705-686-3327

Website Address: <http://www.northlander.ca>

The DayTripper - Georgian Bay Islands National Park Passenger Boat, Honey Harbour

Main Phone: 705-526-8907



MUSKOKA TOURISM

The following is a snapshot of when, where and how Honey Harbour has been promoted on the Muskoka Tourism website. The numerical numbers has been kept but the information has been organized as to where it can be found on the website.

EVENTS

1. [Honey Harbour Santa Claus Parade](#)

(Events)

Come to the **Honey Harbour** Santa Claus Parade. Parade starts at 1pm ...

Created on 28 November 2015

2. [Honey Harbour Winterfest](#)

(Events)

Come to the **Honey Harbour** Park for Winterfest. Enjoy a fabulous Georgian Shore lunch. Dog sled rides / Entertainment for the Kids / Skating Time: 1am to 2pm This event is organized by the Honey Harbour Co-op.

Created on 12 February 2016

THINGS TO SAY & DO

3. [Santa Claus Parades in Muskoka](#)

(Things to See & Do)

... 8 11am **Honey Harbour** November 29 1pm MacTier December 6 5pm

Created on 30 October 2015

4. [Best Ways to Experience Fall Colours in Muskoka](#)

(Things to See & Do)

... Lake of Bays Midland Tours in Port Severn Island Queen Cruise in Parry Sound On the Island Georgian Bay Island National Park in **Honey Harbour** is Muskoka' ...

Created on 15 September 2015

PACKAGES & DEALS

5. [Ontario Fall Colour Report](#)

(Packages & Deals)

... and Baysville) Muskoka Lakes (Bala, Port Carling and Windermere) Georgian Bay (Port Severn, **Honey Harbour** and MacTier) Algonquin Park If you are looking for packages & specials, ...

Created on 23 September 2014

7. [Canada Day Weekend in Muskoka](#)



(Packages & Deals)

... Canada Day Festivities **Honey Harbour**: June 27, 10am to 3pm, Honey Harbour Park Landing
Dwight: June 27, 11am to 3pm, Dwight Beach Gravenhurst: July 1, 11am to 1pm, Gull Lake
Park ...

Created on 05 June 2013

PLAN YOUR TRIP

9. [MUSKOKA'S RUGGED COAST](#)

(Plan Your Trip)

... west on Muskoka Road 48 to Muskoka Road 5 Right on Muskoka Road 5
to **Honey Harbour** Return down Muskoka Road 5 to Port Severn Tour Highlights: The incredible
Big Chute Marine Railway, which ...

Created on 16 October 2011

10. [BY CAR](#)

(Plan Your Trip)

... to Barrie - View Map here Follow through Barrie: If going to Georgian Bay
Township, **Honey Harbour**, Port Severn and Georgian Bay Islands National Park: Follow Highway
400 N through Barrie, keep right ...

Created on 16 October 2011

SERVICES & ASSOCIATIONS

8. [Georgian Bay](#)

(Service & Associations)

... movement of vessels up to 30 metres long. You too can be touched by this township's
dramatic scenery and landmarks, by visiting their three distinct and hospitable communities,
Port Severn Hone ...

Created on 26 October 2011

11. [MUNICIPALITIES](#)

(Service & Associations)

The District of Muskoka Muskoka stretches from the vast wilderness of Algonquin Park in the
east to the rugged windswept shores of the Georgian Bay Islands in the west. Muskoka is
comprised of the following ...

Created on 03 October 2011

12. [Muskoka Real Estate Services](#)

(Service & Associations)

Own a piece of heaven in Muskoka Muskoka Realtors RE/MAX Baywatch Ltd.
2587 **Honey Harbour** Road P.O. Box 118 Honey Harbour, ON P0E 1E0
www.georgianbaycottages.com 1-866-540-5900 info@georgianbaycottages.com ...

Created on 03 October 2011



WHERE TO STAY

6. [Ontario Winter Resorts](#)

(Where to Stay)

... Georgian Bay Nearby Activities: No matter where you stay, you are never too far from winter fun! Outdoor skating: Baxter Ward Community Centre, **Honey Harbour** Park Cross Country Skiing: Wye Marsh Snowshoeing: ...

Created on 30 December 2013

13. [Hotels, Cottages and Resorts in Georgian Bay](#)

(Where to Stay)

... and **Honey Harbour** directly on the sparkling shores of Georgian Bay, you will find many hotels, cottages, resorts, and attractions that will make your trip to Georgian Bay a memorable one. Georgian Bay ...

Created on 03 October 2011

OUTDOOR ADVENTURES

14. [Points of Interest in Muskoka](#)

(Outdoor Adventures)

... islands. www.gbbr.ca Georgian Bay Islands National Park From **Honey Harbour** to Twelve Mile Bay, you'll discover the spectacular rugged beauty of the Canadian Shield. (705) 526-9804 ...

Created on 03 October 2011

15. [Experience Muskoka's Spectacular Parks](#)

(Outdoor Adventures)

... m **Honey Harbour** north to Twelve Mile Bay. Beausoleil Island is the largest park island and the hub of visitor adventures. On the south end of Beausoleil Island you'll find waterfront cabin rentals, shoreline...

Created on 03 October 2011

PICNIC PLACES & PARKS

16. [Honey Harbour Park](#)

(Change the Title / PICNIC PLACES & PARKS)

PICNIC PLACES & PARKS

Created on 16 October 2013

17. [Honey Harbour Park](#)

(Change the Title / PICNIC PLACES & PARKS)

PICNIC PLACES & PARKS

Created on 16 October 2013

18. [Honey Harbour Park Landing](#)



(Change the Title / PICNIC PLACES & PARKS)
PICNIC PLACES & PARKS
Created on 16 October 2013

DRIVING TOURS

19. [Muskoka's Rugged Coast: Big Chute & Georgian Bay](#)
(Change the Title / DRIVING TOURS)
DRIVING TOURS
Created on 01 October 2013



HONEY HARBOUR WEB PRESENCE REVIEW

WEBSITES

In reviewing Google, these are the 9 websites on their landing page and their ranking when searching Honey Harbour, ON.

1. [Honey Harbour, Ontario](http://honeyharbour.net) <http://honeyharbour.net> News and information site that shares news on an occasional basis and has an events calendar. It also offers excellent links to community.
2. [Travel to Honey Harbour on Southern Georgian Bay](http://www.visitgeorgianbay.com/honey-harbour.cfm) <http://www.visitgeorgianbay.com/honey-harbour.cfm> identifies only 2 sites in Honey Harbour as described above under the Georgina Bay Development Destination Partnership.
3. [Honey Harbour, Ontario - 7 Day Weather Forecast](#)
4. [Honey Harbour Tourism - TripAdvisor](#)
5. [Delawana Resort](#)
6. [Honey Harbour, Ontario Cottage Rentals, Honey Harbour](#)
7. [Georgian Bay, Ontario - Wikipedia, the free encyclopedia](#)
8. [Honey Harbour, Canada | Facebook](#) - Founded on 25 April 2011 - Photos & news about Honey Harbour & Area, with a focus on local & greater environment. Administrator: Tina Gataveckas
9. [Attractions in Port Severn Honey Harbour Georgian Bay](#) – This site is run by South Bay Cove Marine and has two links to Honey Harbour. One link is to the national park and the second to <http://honeyharbour.net>

FACEBOOK

PAGES

[HoneyHarbourGeorgianBay](#) – 373 likes Founded on 25 April 2011 - Photos & news about Honey Harbour & Area, with a focus on local & greater environment. Administrator: Tina Gataveckas
[HoneyHarbourCoop](#) – 48 likes

PLACES

[Honey Harbour](#) – 252 likes – 8,483 visits – Four posts, several pictures and no contact information to identify owner of the page.



YOUTUBE VIDEOS

ECONOMIC DEVELOPMENT

[HONEY HARBOUR WATERFRONT DEVELOPMENT PLAN](#) – 1687 VIEWS – 2015

TOURISM

[HONEY HARBOR, ONTARIO, CANADA](#) - 4,981 views – 2008 – Virtual Canada – A short (54 second) video showcasing Honey Harbour to potential visitors. End abruptly.

[HONEY HARBOUR - GEORGIAN BAY](#) - 4,017 views – 2008 – BoatsBeachesAndBars - Amateur video which has someone talking and showing pictures of his feet and talking about Nautilus Marina

[INTO HONEY HARBOUR](#) – 401 views – 2009 – BoatsBeachesAndBars - Short amateur video sharing his boating experience coming into Honey Harbour. Dark, overcast sky

[HONEY HARBOUR 2009](#) – 965 views – 2009 - BoatsBeachesAndBars – Video highlighting Honey Harbour where Nautilus and Picnic Island are mentioned.

MUSIC

[Honey Harbour, Ontario](#) – 517 views – Songsurfer Corporation – Music video with video of Honey Harbour region.

COMMUNITY ACTIVITIES

["HONEY HARBOUR & ALL THAT JAZZ", AUGUST 10TH, 2013, WITH PIERRE LEFAIVE & SUNNYSIDE UP!](#) – 178 views – Tina

RECREATION

[GEORGIAN BAY PIKE- HONEY HARBOUR AREA](#) - 2,668 views, 2013 – Music only watching someone fish

[Ultimate Fishing Town Honey Harbour, Georgian Bay, Muskoka](#) – 2,094 views – 2011 Tina

[WATERCROSS IN HONEY HARBOUR](#) – 793 views – Jared Dixon showcases a Ski-doo Mxx 700, a Ski-doo Formula ss 670, and a Polaris Indy 500 on water. No talking or sound, just sound of machines.

Environmental

[BIODIVERSITY IN SOUTH BAY, HONEY HARBOUR AND AREA IN GEORGIAN BAY, MUSKOKA, CANADA](#) – 400 views – 2013 - Tina

[PILEATED WOODPECKER IN HONEY HARBOUR, GEORGIAN BAY](#) – 40 views – 2013 - Tina



LOCAL BUSINESSES

[PICNIC ISLAND, HONEY HARBOUR](#) - 4,096 views – 2009 – BoatsBeachesAndBars - Difficult to watch, no voice over and high winds in the background.

[MAIN ESTATE LAMBERT ISLAND HONEY HARBOUR, GEORGIAN BAY BARRIE REAL ESTATE TOURS](#) – 474 Views – 2015 - Armin & Annemarie Grigaitis

[394 ISLAND 630 HONEY HARBOUR ONTARIO BARRIE REAL ESTATE TOURS](#) – 273 views – 2015- Armin & Annemarie Grigaitis

[BOAT LAUNCH BAYVIEW PARK HONEY HARBOUR HALLS COTTAGES ON](#) – 518 views – 2010 - Yellow Pages – Professional video with some blurring images

[HALLS COTTAGES - HONEY HARBOUR](#) – 482 views – 2010 – Yellow Pages – same video as above.

COMMUNITY FUN/PLAYFUL

[HONEY HARBOUR 2015](#) – 58 views – Straight Shooter Band – Fun, upbeat pictures put to music. Long in length but initial song is upbeat and engaging.

RANKING ON YOUTUBE

(Front Page- Honey Harbour, ON) – Many are amateur videos and may not represent the community most positively.

1. Honey Harbour Waterfront Development Plan
2. Honey Harbour, Ontario – Music Video
3. 394 Island 630 Honey Harbour Ontario Barrie Real Estate Tours
4. Picnic Island, Honey Harbour
5. Honey Harbour – Georgian Bay
6. Honey Harbour, Ontario Canada
7. Georgian Bay Pike – Honey Harbour Area
8. Into Honey Harbour
9. 2 Island 1830 Honey Harbour Ontario Barrie Real Estate Tours HD Video Tours
10. Honey Harbour Public School Stop Motion
11. Main Estate Lambert Island Honey Harbour, Georgian Bay Barrie Real Estate Tours
12. Honey Harbour 2015
13. Honey Harbour Boat Traffic
14. Time Lapse Flight – Collingwood to Honey Harbour
15. Gapro Weekend in Honey Harbour
16. Honey Harbour Motage 2009
17. Honey Harbour 2009