



Annual Work Plan

Name: Melissa Crannie **Job Title:** Tourism Marketing Coordinator

Department: Community Services

Division: Community Development and Marketing



Projects

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Snowen Sound Frolics			Status: Proceeding as Anticipated		
<p>✓ Strategic Priority: Safe City</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other: Click or tap here to enter text.</p>	<p>Provide a safe, free, municipality-significant four-week Winter Activation.</p> <p>Promote healthy outdoor activity, our city’s natural amenities, and Owen Sound as Where You Want to Live.</p> <p>Digital and traditional media, including radio and print, are to be utilized for marketing.</p> <p>Stakeholder: Community, Visitors</p>	<p>Project Charter/RACI When To Use</p> <p>✓ Link to completed RACI: Click or tap here to enter text.</p> <p><input type="checkbox"/> Link to completed Project Charter: Click or tap here to enter text.</p> <p>✓ N/A</p>	<p>People: M. Crannie</p> <p>P. McGrath</p> <p>Approved Budget: Operating budget</p> <p>Other: Click or tap here to enter text.</p>	<p>Click or tap here to enter text.</p>	<p>Planning and development Winter of 2022</p> <p>Execution Jan, Feb 2023</p> <p>Procurement Timing: 2023-01-01</p> <p>Click or tap here to enter text.</p> <p>Completion Date: 2023-02-28</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Savour Owen Sound			Status: Proceeding as Anticipated		
<p>✓ Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p><input type="checkbox"/> Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other:</p>	<p>Increase participation for the 2023 – 10th Anniversary. Add upbeat, shortened profiles, and open invitations to participate. Restaurants to offer \$50 gift certificates. Savour Skillet awarded for 3rd year.</p> <p>Prix-fixe menu specifically for SOS from local Restaurants.</p> <p>Marketing mainly through social media, paid ads & radio with limited print.</p> <p>Stakeholder: Local food establishments, radio advertisers</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: P. McGrath</p> <p>Approved Budget: Operating budget</p>		<p>Planning and development Winter of 2022</p> <p>Execution Feb – Mach 2023</p> <p>Procurement Timing: 2023-01-14</p> <p>Completion Date: 2023-03-31</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Scotiabank Hockey Day in Canada – Owen Sound 2023			Status: Complete		
<p><input checked="" type="checkbox"/> Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p><input type="checkbox"/> Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other:</p>	<p>An anticipated 4-day Event from January 18 to 21 in Owen Sound.</p> <p>Support Events Coordinator in the successful execution of the event through tourism efforts: Marketing, content creation, design work, creatives, photography, on-site social media, and duties as assigned.</p> <p>Tourism staff on-site with deliverables, promo items, and Owen Sound branded apparel for sale.</p> <p>Stakeholder: Sportsnet Scotiabank Local Businesses City Staff Neighbouring Municipalities Greater Community City Residents</p>	<p>Project Charter/RACI When To Use</p> <p><input checked="" type="checkbox"/> N/A</p>	<p>People: M. Crannie</p> <p>P.McGrath</p> <p>J. Wright</p> <p>C. McArthur</p> <p>Approved Budget: Operating budget</p>		<p>Procurement Timing: 2022-11-01</p> <p>Completion Date: 2023-01-22</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: Corkscrew City Tour			Status: Proceeding as Anticipated		
<p>✓ Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p><input type="checkbox"/> Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other: Click or tap here to enter text.</p>	<p>Corkscrew City Tour planned & self-guided event. Creating increased tourism draw, optimizing sustainability, add additional value to the festival.</p> <p>Paid, pre-booked.</p> <p>The aim is to enhance our tourism offerings, underscore our rich history, and “own” the Prohibition era from a tourism standpoint.</p> <p>Stakeholder: Coffin Ridge River District Mudtown Station Local Food & Beverage Tone Yoga Merchants Grey County RTO7 Roxy Theatre</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: M Crannie P. McGrath</p> <p>Approved Budget: Operating Budget</p>		<p>Completion Date: 2023-07-05</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: The Salmon Tour			Status: Not Yet Commenced		
<input checked="" type="checkbox"/> Strategic Priority: Service Excellence <input type="checkbox"/> Master Plan <input type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	<p>Four-week promotion of Owen Sound Salmon Tour.</p> <p>Coordinate advertising, media coverage & marketing for self-guided tours.</p> <p>Update/revise the current brochure/map.</p> <p>Stakeholder: Sydenham Sportsmen Association Indigenous Groups</p> <p>Grey County Grey Sauble Conservation Authority</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: M Crannie P. McGrath</p> <p>Approved Budget: Operating budget</p>		<p>Completion Date: 2023-10-16</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: The Sound Waterfront Festival			Status: Not Yet Commenced		
<p>✓ Strategic Priority: Collaborative City</p> <p><input type="checkbox"/> Master Plan</p> <p>✓ Committee / Council Requested</p> <p><input type="checkbox"/> Legislated</p> <p><input type="checkbox"/> Capital Project</p> <p><input type="checkbox"/> Other:</p>	<p>A proposed two-day Event is July 1 - 2, 2023. featuring arts and culture, Indigenous music and crafts, Canada Day fireworks, musicians, food trucks, children's activities, a tribute to Canadian Music, recognition and features of Women in Music, exhibits, and rail travel history.</p> <p>Stakeholder: Local food, Beverage, musicians, artists, and vendors.</p>	<p>Project Charter/RACI When To Use</p> <p>✓ N/A</p>	<p>People: M Crannie J Wright P. McGrath</p> <p>Approved Budget: Operating budget</p> <p>Other:</p>		<p>Completion Date: 2023-07-02</p>

Rationale	SMART Goal (Description)	RACI	Resources	Risks/ Mitigation	Milestones
Project Name: 2022 Service Review			Status: Proceeding as Anticipated		
<input checked="" type="checkbox"/> Strategic Priority: Service Excellence <input type="checkbox"/> Master Plan <input checked="" type="checkbox"/> Committee / Council Requested <input type="checkbox"/> Legislated <input type="checkbox"/> Capital Project <input type="checkbox"/> Other:	Participation in the cont. 2022 Service Review to examine the City services to assess the current program and service delivery model and explore alignment to the strategic plan and legislative requirements to ensure services are being provided effectively Stakeholder: City Staff, City Residents	Project Charter/RACI When To Use <input checked="" type="checkbox"/> N/A	People: City Managers Office SLT Managers and Supervisors Front Line Staff Consultant Approved Budget: \$100,000 Other:	The impact on staff workload is unknown upon completion of this work plan.	To be determined and administered by Project Team Leader Procurement Timing: 2022-02-02 Completion Date: 2023-03- 31

Core Service Tasks

Task Name	Description	Resources	Barriers/ Mitigation Tactics	Key Result
<p>Tourism Marketing Monthly Outline</p>	<p>Tourism Marketing Plan respecting monthly events, campaigns, activations, and promotions.</p> <p>This will include paid media and earned media.</p> <p>Partner with Grey County Tourism re: Fam tours for media outreach</p> <p>Stakeholder: Grey County RTO7</p>	<p>People: M. Crannie</p> <p>P. McGrath</p> <p>Approved Budget: Operating budget</p>	<p>Review completed tasks, discuss upcoming tasks, and communicate and improve direction where needed</p>	<p>Successful workflow and optimal Tourism Marketing results</p>
<p>Social Media Digital Engagement</p>	<p>Strategize, generate, schedule, and monitor Tourism, Events & Attractions' social media pages (Facebook, Twitter, Instagram, Tik Tok, YouTube).</p> <p>Create monthly scheduled content.</p> <p>Deliver informative monthly tourism news & events update via email subscription.</p> <p>Increase followers and engagement in each category.</p>	<p>People: M. Crannie</p> <p>P. McGrath</p> <p>Approved Budget: Operating budget</p>		<p>Up-to-date information, marketing, and interactions through the City's social media channels.</p>

	<p>Track stats, report to committee/council through year-end wrap-up.</p> <p>Owen Sound staff assists when students are not available to do the weekly bulletin.</p> <p>Promote, update and highlight Owen Sound's placement online.</p> <p>Work with the Events Facilitator, and CD & M Manager to create a shared timetable for posts on Tourism Events & Attractions social media outlets.</p> <p>Partner with Grey County Tourism re: Fam tours for media outreach</p> <p>Stakeholder: Click or tap here to enter text.</p>			
<p>Website Update</p>	<p>Finalize project: Transfer, update/refine new Tourism web pages, coordinate with main City site.</p> <p>Post fresh content & photos seasonally, including highlighting unique aspects of the City and attractions, and new festivals, through visuals.</p> <p>Add more local, personalized hidden gems from a tourism</p>	<p>People: M. Crannie P. McGrath</p> <p>Approved Budget: Operating budget</p>	<p>Up-to-date information, the accuracy of links, content, and ease of navigation/use</p>	<p>To offer accurate information to attract visitors to our city</p>

	<p>aspect, through modernization and storytelling.</p> <p>Strengthen City's presence on RTO7, (i.e. Google, Trip Advisor, Destination Canada, Canada Travel, Camping Canada, Pet-Friendly Ontario, ON Attractions, Ontario Tourism, Visit Grey, the Great Tastes of Ontario culinary experience passport and other featured online digital resources) source other online platforms where Owen Sound can be featured.</p> <p>Stakeholder: Greater Community</p>			
GIS, Maps, Apps – Digital Tours	<p>Revise and update all digital Maps.</p> <p>Stakeholder: Greater Community</p>	<p>People: M. Crannie P. McGrath K. Boyce</p> <p>Approved Budget: Operating budget</p> <p>Other: Click or tap here to enter text.</p>		Digital accessibility to enhance the City's tour offerings
Publications	<p>Brochures: Update, reprint, and post online (downloadable)</p>	<p>People: M. Crannie P. McGrath</p>		To provide accurate information to attract and retain visitors to our city.

	<p>Restaurant Guide</p> <p>Owen Sound Maps & Attractions – Harrison Park</p> <p>Corkscrew City Promotional Piece</p> <p>Owen Sound Art Scene</p> <p>Distribution – Brochure Swaps, Visitor Centre, local businesses, City Events, mailouts.</p> <p>Stakeholder: Local Business Advertisers</p>	<p>Approved Budget: Operating budget</p>		
<p>Visitor Centre Operations</p>	<p>Preparation of Visitor Centre for 2023 season opening.</p> <p>Assist HR/CD&M Manager with student recruitment.</p> <p>Coordinate training, scheduling, and supervision of Tourism staff.</p> <p>Organize and conduct a 2-3 training program for Visitor Centre. Include a 1-day familiarization tour, focused on Owen Sound.</p> <p>Enroll staff in Grey County FAM tour (regional focus, 2 days... we assist with the Owen Sound leg of the tour).</p>	<p>People: M. Crannie Tourism Ambassadors P. McGrath P. Coulter</p> <p>Approved Budget: Operating budget</p> <p>Other: Click or tap here to enter text.</p>		<p>To provide in-person tourism information, accurately printed materials, souvenirs, available facilities, and market to clients visiting our city.</p>

	<p>Follow-up meetings/support/training if required over summer/fall.</p> <p>Ensure adequate stock of print material, and postcards at the Visitor Centre.</p> <p>Utilize the Point of Sale (POS) System iPad w/ stand for visitor tracking and enhanced tourism experience – online guest book.</p> <p>Plan activities geared towards kids/families and local tourism. Encourage families to the Tourism Centre and Harbour for various experiences put on by Tourism Staff pending provincial Regulations.</p> <p>Collection of postal codes via in-house monthly draw & subscription to tourism newsletter. The data collected supports targeted Marketing initiatives.</p> <p>Tourism Ambassadors present at local events and in our community offering information, activities, & promotional items.</p> <p>Stakeholder: Grey County Neighbouring municipalities</p>			
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<p>Promote Owen Sound Events</p>	<p>Coordinate staff to attend select festivals and events in City and region to promote Owen Sound. (i.e.: included, but limited to Summerfolk, Salmon Derby, City Events, Harbour Nights, Harbourfest, Movie Nights, RD Events, Concours D'Elegance, etc.)</p> <p>Stakeholder: Partnerships with local businesses</p>	<p>People: M. Crannie Tourism Ambassadors</p> <p>Approved Budget: Operating budget</p>		<p>To support City Events by providing on-site tourism information, accurately printed materials, and souvenirs to clients visiting our city events.</p>
<p>Retail plan</p>	<p>Market Owen Sound brand with souvenirs and promotional items, including glassware, water bottles, apparel, magnets sporting logo and/or lifestyle logo, postcards, & local authors' books. etc. Also, promotional pieces for events, groups, city ambassadors, students, etc.</p> <p>Educate and enhance our local Black History, Indigenous and historical offerings.</p> <p>Include TOM merchandise for sale and sell Owen Sound merchandise at the TOM.</p> <p>Include online retail and promotions for increased annual sales.</p>	<p>People: M. Crannie P. McGrath</p> <p>Approved Budget: Operating budget</p>		<p>Ease of use of our retail systems and increased annual merchandise sales</p>

	<p>Introduce a portable on-site Moneris machine to allow for merchandise sales at events.</p> <p>Establish pricing and distribution.</p> <p>Stakeholder: Local authors, & artists. CWHC Grey County</p>			
<p>Support and collaborate with Grey County on Tourism and Culture Initiatives</p>	<p>Align Economic Development Tourism & Culture Initiatives. Leverage partnerships with Grey County for Tourism opportunities: Tourism Week activities, integration of media influencers with marketing campaigns, Visitor Centre & Tourism Ambassador opportunities.</p> <p>Development of packages and itineraries, support events; Outdoor Adventure (i.e., Cycling Tourism Development- Great Lakes Waterfront Trail, accentuate Riverfront and Harbourfront use), Food/Culinary, and Arts & Culture.</p> <p>Continue Tourism Talks throughout the year.</p>	<p>People: M. Crannie P. McGrath</p> <p>Approved Budget: Operating budget</p>		<p>To align our goals with the County, enhance and activate the City's offerings and be active in our community.</p>

	Support and collaborate on 2022 messaging and initiatives. Stakeholder: Grey County RTO7			
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