

Press Release

Tuesday, September 27, 2016 a meeting of the members of the Huron Tourism Association (HTA) was called. The following motion was on the floor and was carried.

Since 1990, the Huron Tourism Association, representing tourism industry stakeholders, has worked with the professional tourism marketers of the Huron County Planning and Development Department to sell Huron County tourism, under the brand “Ontario's West Coast”, to sustain and grow the tourism industry for the benefit of everyone in Huron County.

The spring 2016 restructuring of the economic development effort of Huron County has left the Huron Tourism Association without the authority, the financial and human resources, and a position of redundancy in effort verses the Huron County Economic Development Department.

Therefore, moved by director Steve Buchanan and seconded by director John McHenry, the Board of Directors of Huron Tourism Association is recommending to the membership of Huron Tourism Association to dissolve and the current assets and liabilities of the Association be distributed as required by law.

The membership voted in favour of the motion because it is clear that the work of tourism promotion is primarily Huron County's responsibility. Under the new structure these responsibilities were downloaded to the HTA.

Previous to 2016 HTA received equivalent of over \$200,000 in staff support and funding combined.

As of 2016, without consult or feedback, the HTA was reduced to \$10,000 and no County staff support. HTA no longer has the funds or human resources to effectively move tourism into the future.

One of the major concerns to the members present is the County's plan to review “Ontario's West Coast” as it's brand.

Other concerns are grant writing, which is essential to the success of HTA but are only accessible by the County.

We encourage the public to contact the county councillors to address any concerns they may have in regards to keeping Ontario's West Coast on the map and in the forefront of prospective tourists. County Council contact information can be accessed at <http://www.huroncounty.ca/county-council/contact-information/>