



Agenda
Economic Development Committee
February 27, 2026 9:30 AM

Meeting Details

In Person: 758070 2nd Line East, Mulmur ON, L9V0G8
Virtual Teams Meeting Link: [Join the meeting now](#)
Meeting ID: 269 336 224 180 73
Passcode: ua3rG9Uj

1. **Call to Order**

2. **Minutes of the Previous Meeting**

Recommendation: That the minutes of January 8, 2026 be approved.

3. **Disclosure of Pecuniary Interests**

If any member has a disclosure of pecuniary interest (direct or indirect) they can declare the nature thereof now, or at any time during the meeting

4. **Administration**

4.1 **Central Counties Tourism: Rebecca Landman**

4.2 **Mulmur 175**

- a) **Family Day Winterfest Recap**
- b) **Bruce Trail End-to-End Badges**
- c) **March Break Community Days**
- d) **Maple Madness**
- e) **Mulmur 175 Celebration BBQ**

5. **Information Items**

5.1 **CCT Funding Opportunities**

6. **Items For Future Meetings**

6.1 **Dufferin County EDC**

7. **Adjournment**

Recommendation: That the meeting adjourns at _____ a.m. to meet again on _____ @ 9:30 a.m. or at the call of the Chair.



**Economic Development
Committee Minutes
January 8, 2026 – 9:30 AM**

Present: Daryl Stansfield, Chair
Kim Lyon
Savannah Rogers
Diana Morris
Roseann Knechtel, Secretary

Regrets: Lisa Thomson

1.0 Call to Order by the Secretary

The Secretary called the meeting to order at 9:36 a.m.

2.0 Appointment of a Chair

Moved by Rogers Seconded by Lyon

That Daryl Stansfield be appointed Chair of the EDC Committee for the year 2026.

Carried.

3.0 Approval of the Agenda

Moved by Lyon and Seconded by Rogers

That the agenda be approved.

Carried.

4.0 Minutes of the Previous Meeting

Moved by Morris and Seconded by Lyon

That the minutes of December 17, 2025 are approved.

Carried.

5.0 Disclosure of Pecuniary Interests - None

6.0 Administration

6.1 Mulmur 175

a) Swag and Handouts

Members reviewed the Swag and Handout materials created to date. Direction was given to allow for all colour options in the 175 Store and to investigate alternative mug options in a larger size.

b) Family Day Winterfest

The Secretary confirmed the sponsorship of a cookie decorating station as part of the event.

c) Bruce Trail End to End

Savannah Rogers provided an update on the Bruce Trail End-to-End Challenge that is set to commence in the Spring. Members agreed to get quotes for badges.

d) March Break Community Days

Members discussed providing a complementary feature such as hot chocolate or children's craft. The Secretary will reach out to the Ski Club to confirm.

e) Maple Madness

Members discussed volunteering opportunities to flip pancakes, as well as asking the Rosemont District Fire Association.

f) Township Event Names

Members discussed possible names for the event and agreed to the "Mulmur 175 Celebration BBQ".

5.1 2025 EDC Year-End Report

Members reviewed and amended the report for submission to Council.

5.2 Dufferin County EDC - Deferred

6.0 Items For Future Meetings

6.1 Mulmur 175:

- a) Family Day Winterfest Recap
- b) March Break Community Days
- c) Maple Madness
- d) Spring Market
- e) Township Event

6.2 Dufferin County EDC

7.0 Adjournment

Moved by Stansfield and Seconded by Rogers

That the Economic Development Committee adjourns the meeting at 10:38 a.m. to meet again on February 27, 2026 at 9:30 a.m. or at the call of the Chair.

Carried.

QUICK TIPS

Connect with us!



Central Counties Tourism is responsible for the strategic development and marketing of the regions of York, Durham and Headwaters as visitor destinations.

Our mission is to increase tourism in the region by promoting and developing unique and competitive tourism products that attract high yield visitors from outside the Central Counties region and builds a stronger, more competitive tourism industry within the region.

To that end, we are committed to supporting our members through partnership & product development, strategic marketing, research and collaboration.



Available Resources:

Partner Support

- Partnership Funding Program
- Learning Lab - Online Training
- Visitor Growth Plans - Facilitation Support
- Wayfinding Plans - Facilitation Support
- Festival & Events Survey Kit

Marketing Support

- Press Release Distribution
- Photography
- Co-op Advertising
- Blog Articles
- YDH Event Calendar
- Social Media Influencers

Research Support

- Visitor Research Program
- Geofencing Research Tool
- Hotel Data Reports
- Municipal Overnight Visitor Analysis
- ... and more.

To learn about these resources and more, contact your region's Industry Relations Manager:

York Region | Sara Sterling
ssterling@centralcounties.ca

Durham Region | Lisa John-Mackenzie
ljohn-mackenzie@centralcounties.ca

Headwaters Region | Rebecca Landman
rlandman@centralcounties.ca

Contact **Tom Guerquin, Research and Development Manager**, at tguerquin@centralcounties.ca to find out how these valuable research tools can help you gain a stronger understanding of who your visitor is and how to better reach them.

centralcounties.ca | yorkdurhamheadwaters.ca | 905.940.9999

Central Counties Tourism | **LEARNING LAB**

TOURISM ROUTE DEVELOPMENT
TOURISM NOW!
TOURISM AMBASSADOR
TOURISM GRANT WRITING
SOCIAL MEDIA MARKETING
INCLUDE ME™

QUICK TIPS

Social Media & Tagging

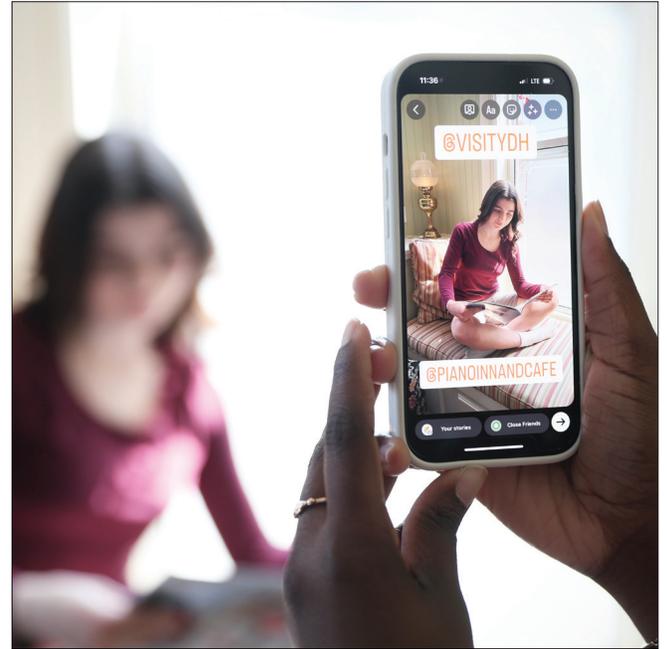


@visitYDH (our consumer account)

Tag @visitYDH in your posts and stories - this gives us permission to repost and share your exciting events with our **consumer** audience.

@centralcountiestourism (our B2B account)

Tag @centralcountiestourism in your posts and stories - this gives us permission to repost and share your business news with other **stakeholders**.



Using geotags or image tags in conjunction with location hashtags can enhance your visibility more by ensuring your posts are also seen by people at or near your location. Even for local businesses that are e-commerce focused, geotags and location hashtags are useful tactics you can leverage to connect with your surrounding community.

Tips for Tagging:

- Boost engagement.
- Elevate your brand's profile.
- Introduce your business to new audiences.



Tag a Business or Person

Tagged businesses or individuals can see and share your post, doubling the exposure of your content.



Geotagging

View what others are posting about your business, event or region by searching by location.



Location Hashtags

Use a location hashtag as a promotional tool to offer incentives to customers who visit your business or event.

Engage with social media influencers that have tagged your location to help promote your business.

For assistance, contact your region's Industry Relations Manager or our Digital Media Marketing Manager.

Marketing Manager | Jessica Elliott
jelliott@centralcounties.ca

York Region | Sara Sterling
ssterling@centralcounties.ca

Durham Region | Lisa John-Mackenzie
ljohn-mackenzie@centralcounties.ca

Headwaters Region | Rebecca Landman
rlandman@centralcounties.ca





INFORMATION

FAMILY DAY WINTERFEST REPORT

February 27 2026

Event: Family Day Winterfest
Location: Mansfield Outdoor Centre
Date: February 16th, 2026
Time: 9:30 AM – 3:00 PM

Overview

Participants began arriving at approximately 9:00 a.m. to register for day passes. By late morning, around 11:00 a.m., interest and attendance increased. The largest demographic consisted of families with children.

The colouring pages, bookmarks, and stickers were very well received, and many parents showed enthusiasm for the Bruce Trail End-to-End Challenge. Many of the parents took extra colouring pages and crayons to take home. Parents frequently encouraged their children to participate in outdoor activities with the Bruce Trail End-to-End challenge. Numerous visitors also took photos of the event calendars, many of them being interested in the Maple Madness event, coming this April.

Older guests showed strong interest in the history board featuring Mulmur's heritage and often shared personal stories about being long-time residents.

Feedback and Improvements

Despite the variety of materials available, few visitors picked up the driving tour or the historical pamphlet. Many guests asked whether a detailed trail map was available, particularly those new to the area. There were additional inquiries about brochures describing upcoming events beyond what was listed in the event calendar. Some visitors also sought more information on the history of the Mansfield Outdoor Centre, which was not displayed on the history display board.

Interest in merchandise was limited. While some visitors commented positively on the mugs, this did not result in purchases. For future events, improved merchandise presentation may be beneficial. Perhaps an extra table with a stand or a mannequin that can better display the merchandise.

The table was small for the amount displayed, especially for the colouring pages.



A woman with glasses and a white cardigan with black bows stands on the left side of the table.

A woman wearing a pink beanie, a plaid shirt, and a scarf stands on the right side of the table, gesturing towards the items.

RED OAK TREE WAS PLANTED ON OCT 19 2003 TO COMMEMORATE THE 100,000TH STUDENT TO EXPERIENCE OUTDOOR EDUCATION AT MANSFIELD OUTDOOR CENTRE

Historical text and photos on the bulletin board, including a section titled 'Royal Decree'.

UNESCO logo on the bulletin board.

EVENT CALENDAR table with columns for months from JAN to DEC.

SPRING MARKET poster for May 30th.

MAPLE MADNESS poster for April 11th, 2026.

QR code for a black hat.

QR code for a black t-shirt.

Various posters on the wall including 'Family Time', 'YARNISH', 'BIRDING WORKSHOPS', and 'FAMILY DAY WINTERFEST'.

MOUNTAIN BIKER'S RESPONSIBILITY CODE poster.

CROSS COUNTRY RESPONSIBILITY CODE poster.

Trail etiquette posters for Cross Country Ski Trails and Fat Bike Trails.

MULMUR 175 SCHEDULE / BUDGET

DATE	EVENT	ORGANIZER	EVENT SPECIFIC FEATURE	Comment	BUDGET
February 16 (Family Day)	Family Day WinterFest	Mansfield Outdoor Centre	Cookie Decorating	Waiting for Invoice.	\$300
TBD	A Timeline of Dufferin Exhibit	MoD			
March 16-20 (March Break)	Community Days	Mansfield Ski Club	Set up table display. Check inventory throughout the week.	No response.	
April 11th	Mulmur's Maple Madness	4M Maple	Pancakes and hot drinks		\$300
May 2nd	Mulmur Hill Tree Sale	Township			
May 2nd	175 Race	North of 89 Alliance	Drinks / Snacks	New!	\$100
May 30th	Annual Spring Market	Township	175 Table and Swag for Sale	Date Set	\$100
TBD	Dufferin County Forest Tour	Dufferin County			
June - Date TBD	Strawberry Festival	Maple Grove Market	TBD		\$300
July 4th	Historical Dominion Day Baseball Tournament	Men's League	TBD		\$100
TBD	Authors in the Hills	Author's in the Hills Committee	TBD		\$300
Sept 26th	Community BBQ / Terra Nova Courts Grand Opening	Township			\$2,500
October 17th	Hops in the Hills	Mansfield Outdoor Centre	TBD		\$300
November 11th	Remembrance Day	Women's Institute	Exhibit on Local Veterans		\$100
TBD	High Tea in Violet Hill	Mrs Mitchells	Historical speakers or live music	Waiting for Confirmation from Mrs Mitchells	
November - December	Christmas in Rosemont	Rosemont General Store (Sarah O'Borne)	TBD		\$300
EXPENSES: Booth Supplies	Book Marks		Ordered 4 @ 200 each		\$200
	Stickers		Ordered 5 stickers @ 500 pieces each		\$100
	History Pamphlet		Printed internally		\$0
	Driving Tour		Printed internally		\$0
	Bruce Trail End to End Badges		Inventory: 120 Hiking in Mulmur Badges	QUOTE: For 500 badges	\$855
	Pens		Inventory: 300 Green / 21 White		\$0
	Colouring Sheets		Printed internally		\$0
	Crayons		Ordered 144 boxes for \$40 on Amazon		\$40
	175 Hats and Swag for Table Display		50 Hats to be sold online and at events		\$770
	Mugs		108 Mugs ordered to be sold online and at events		\$1,200
SALE REVENUE	175 Store Sales				\$107
	175 Hats		3 sold		\$60
	175 Mugs		1 sold		\$15

TOTAL EXPENSES	\$7,865
TOTAL REVENUE	\$182
BUDGET	\$7,500
VARIANCE	-\$183

CUSTOM PATCH QUOTE : DUFFERIN HI-LAND END-TO-END

Quote pricing is guaranteed until March 01, 2026.

January 30, 2026

Thank you for the opportunity to quote on your patch. I have included the following prices based on the sample artwork and comments you provided. We can create a proof for you, but I wanted to send you our pricing first to see if it fits your budget. I recommend a larger size than 2.5" overall, as the design you have provided would need more significant simplification at that size.

- **The final proof will dictate the size and embroidery coverage.**
- We may need to modify elements of your artwork for the stitching process, but we will ensure that we maintain the spirit of your design.
- I have quoted a few sizes and quantities, as the price break can be substantial. All quotes are guaranteed for 30 days.
- We will match any Canadian competitor's price; forward their quote to us.



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ACCEPT ALL

ESSENTIAL ONLY

Based on your supplied information, we suggest:

CUSTOMIZE

Name of Patch: Dufferin Hi-Land End-To-End

Variation #1 : 2.5" Overall

Size	2.5"w x 2.5"h (2.5" overall)	Quantity	Price 
Embroidery Coverage	85%	500-999	\$1.26 ea.
Num Colours	9 or less colours	1000-1999	\$1.06 ea.
Backing	Standard - Plastic		
Border	Green Merrow		
Fabric	White Twill		

Variation #2 : 3" Overall - Recommended Size

Size	3"w x 3"h (3" overall)	Quantity	Price 
Embroidery Coverage	85%	500-999	\$1.71 ea.
Num Colours	9 or less colours	1000-1999	\$1.41 ea.
Backing	Standard - Plastic		
Border	Green Merrow		
Fabric	White Twill		

[Learn more about custom embroidered patches](#)

Delivery - Approximately 3-5 weeks once final proof and order are confirmed.

Shipping and handling costs will be determined once size and quantity have been finalized and your order has been confirmed. All quoted shipping fees are subject to change due to fluctuations of shipping rates. [Learn more.](#)

GST/HST IS NOT INCLUDED in the above prices.

RUSH orders are available with a 10% fee, courier shipping fees & no delivery guarantee.

Once you approve your proof, we will ask for a **\$50.00 (+GST) non-refundable deposit**. This deposit secures your place in our production queue and will be applied toward your final order total.

You can pay by **credit card, PayPal, or e-transfer**, whichever is most convenient for you!

Please note: if you decide to cancel your order after paying the deposit, this amount will act as a cancellation fee. Once you've approved your sample and we've moved into production, we're no longer able to cancel the order, as everything will be in motion.

If you have any questions at all, we're happy to help!

This quote was carefully prepared for you by Braydon.

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MAPLE MAADNES

APRIL 11TH, 2026

@ 4M MAPLE

Maple Syrup Demonstrations

Pancakes

Maple-Themed Activities

Free Entry

10AM-1PM

716092 1st Line E Mulmur



**4M - Mikoliew Mach Mulmur
Maple Company**

MULMUR 175TH ANNIVERSARY

SPRING MARKET

FRESH HARVEST • LOCAL FLAVOURS • HANDMADE GOODS



MAY 30TH

**9 AM – 3 PM @
SUPERBURGER**

- FREE to all vendors
- Bring your own table/tent
- No electrical hookups
- Register by May 15, 2026,
at www.mulmur.ca

REGISTER AT WWW.MULMUR.CA

Mulmur 175 Celebration BBQ

		Responsibility	Draft Budget
Date	September 26 2026		
Time	12pm start		
Location	Township Office		
Target Attendance	100 people		
Town Crier	Andrew Welch		\$200-300
Singers	O Canada - Primrose Elementary School	Savannah	?
	John Ireland – Mulmur Song	Roseann	Confirmed
Opening Remarks	Land Acknowledgement	Diana	?
	Donaldson Recognition	Staff	\$0
	Ribbon Cutting	Staff	\$10
Mascots	Barrie	Kim	\$210/hr for 1 \$260/hr for 2
	Primrose Puma	TBD	?
	Orangeville Princess	Lisa to get quote	?
BBQ	Food Options TBD	TBD	\$700
Ice Cream	First Choice: Chapmans	Kim to contact Irene regarding donation.	10 Coupons Provided
	Second Choice: Ice Cream Food Truck	To be paid by the municipality	\$500
175 Booth	Hand Outs and Swag Purchase	Staff	\$0

Tree Planting	1 sugar maple – 10ft tall at Township Office	Donation confirmed from Somerville Nurseries	\$0
Commemorative Plaque		Lisa	\$200
Games	Corn Hole	Lisa	-
	Putting Green	Diana	-
	Pickleball Tournament	TBD	-
Music	Speaker with playlist	Staff	\$0
		TOTAL DRAFT BUDGET	\$1,800-\$2,500



CENTRAL COUNTIES TOURISM

2026-2027 Partnership Program

Eligible & Ineligible Expenses

INTRODUCTION

CCT's Partnership Program is generously funded by the Government of Ontario. As such, there are restrictions on expenses that the CCT portion of the partnership is permitted to support. This document contains overarching ineligible expenses along with eligible expenses for each of the four different partnership streams for fiscal 2026-2027.

COMPLETELY INELIGIBLE EXPENSES

- Insurance
- Office expenses including, but not limited to:
 - Office supplies
 - Permanent staff costs
 - Rent/Lease
 - Overhead costs
 - Offsite storage
- Website maintenance
- Previously existing app subscriptions and similar costs
- CCT research and core marketing cost-sharing programs
- Industry and other membership fees

Note, ineligible expenses may not be billed through a third-party supplier. For example, a graphic designer may not bill for a Canva subscription. If you are unsure of any expenses, contact Katie at kryalen@centralcounties.ca.

Destination Development Projects

Eligible Expenses

- Expertise – paying someone to facilitate the development/planning process
- Graphic Design – for logo, collateral, etc.
- Printing
- Equipment* – Things you need to purchase to implement your experiences
- Wayfinding signage
- Website, app and other new technology development/implementation costs
- Marketing & Communications including:
 - Any paid advertising (print, radio, television, social)
 - Familiarization tours
 - Graphic design costs
 - Printing and or production costs**
- Sport tourism and major conference bid support
- Sales mission support

**Note: CCT's portion of equipment purchase can't be capital, however the partner portion can be including, but not limited to bricks and mortar buildings and equipment costing more than \$5,000 that will last more than 5 years.*

2026-2027 CCT Partnership Program – Eligible/Ineligible Expenses

High Impact Festivals and Events & Small Business/Organization Marketing Support

Eligible Expenses (have to be focused on +40km audiences)

- Paid advertising including, but not limited to:
 - Print
 - Radio
 - Television
 - Social
 - Digital
 - Billboards
- Familiarization tours
- Graphic design costs
- Printing and/or production costs for out-of-region marketing:
 - Brochures
 - Videography
 - Photography**

*** NOTE: any photography funded through partnership must be uploaded to the CCT Image Bank, as per our [Partnership Program Photography Policy](#).*

Introduction

Product and destination development provide high return on investment for all visitor-facing businesses within a community because they drive people year-round and actively get them to visit many places throughout the municipality. The provincial tourism strategy, developed by TIAO, recognizes that RTOs are best suited to support and take the lead on product/destination development opportunities.

CCT is moving away from large out-of-region marketing support partnerships for one-day events and focusing instead on product development projects and those designed to improve destination readiness.

This document outlines the available partnership opportunities and the guidelines to be eligible for partnership. Please note that the below is subject to funding from the Ministry.

Summary of the 2026-2027 Partnership Program

- 1) All Stakeholders must connect with their respective Industry Relations Manager prior to receiving the link to the application:
 - a. York: Sara Sterling ssterling@centralcounties.ca
 - b. Durham: Lisa John-Mackenzie ljohn-mackenzie@centralcounties.ca
 - c. Headwaters: Rebecca Landman rlandman@centralcounties.ca
- 2) Four Project Streams
 - a. CCT Partnered Projects
 - b. Destination Development Projects
 - c. High Impact Festivals & Events
 - d. Small Business/Organization Marketing Support
- 3) There will be **one main intake** at the end of April for Destination Development Projects and High Impact Festivals & Events Applications. Both types of projects require considerable planning, meaning stakeholders will already know their plans and budgets. If there are remaining funds after the first intake, a second intake will be planned for July and will be confirmed on the CCT website no later than June 1.
- 4) Applications for the Small Organization Marketing Support stream will be continual with applications being reviewed monthly until the funds are exhausted.
- 5) Up to \$25,000 in matched funds for CCT Partnered & Destination Development Projects
Up to \$10,000 in matched funds for High Impact Festivals & Events
Up to \$ 2,000 in matched funds for Small Organization Marketing Support

- 6) \$300,000 total funding available for CCT Partnered Projects, Destination Development Projects and High Impact Festivals & Events
\$ 79,000 total funding available for Small Business/Organization Marketing Support

CCT Partnered Projects

These are projects that CCT staff are actively involved in and/or have been identified as supporting its seasonal focus, development goals, etc. In essence, CCT, in partnership with various stakeholders, is leading the development and execution of each project. All projects, including budget, are approved by the Partnership Committee.

Destination Development Projects

Destination Development Projects are designed to assist organized route, municipal, BIA, and DMO partners develop or revitalize a project. Recommended Destination Development projects include, but are not limited to:

- Wayfinding
- Development of historic/public art/etc. walking routes
- Development of new visitor technologies like QR codes, apps, etc.
- Development of new routes and/or passport programs designed to showcase the destination
- Efforts to increase investment that grows the visitor economy
- Offsetting the cost of strategic planning

Any of the above organizations that have plans to invest in any of the above (or other) projects designed to make your destination more visitor-ready, please reach out to your Industry Relations Manager to discuss your project and receive the application.

Projects are evaluated on:

- Their focus on driving visitation throughout the municipality / region
- Their ability to extend length of stay and encourage overnight visitation
- The longevity of the project (ongoing ROI)
- The availability of the project to the consumer with year-round being the best, off/shoulder season second best
- The number of active partners participating in and/or benefiting from the project

A list of eligible expenses can be found [here](#).

High Impact Festivals & Events

With a goal of increasing visitor length of stay and having visitors explore more of the municipality and region, eligibility requirements to access funds for out-of-region marketing are very stringent to ensure that maximum ROI is achieved for the community. These include:

- Programming that spans a minimum of two days
- Past visitation data (postal code collection, geofence reports) that validates a minimum of 500 attendees travelling more than 40kms one way
- Past attendance greater than 2,000 total
- A minimum of one (1) Stay & Play package listed on a partner accommodator website or social media channels. For smaller communities, this can be B&Bs, campgrounds or roofed accommodations outside of the municipality
- A minimum of three (3) partners (restaurants, retailers, attractions) posting attendee perks on-site and on their websites and social media.
- Prominent "Things to do" and/or "Stay & Play" section of the event website with links to the above partners as well as the municipal tourism page (if applicable), regional tourism page (if applicable) and YorkDurhamHeadwaters.ca.

Available funding for this stream will be limited to matching out-of-region marketing support, in an effort to drive additional visitation. A list of eligible expenses can be found [here](#).

Small Business/Organization Marketing Support

Eligibility: Owner/Operators of establishments/experiences in downtowns or rural settings, providing products / experiences that cater to the leisure traveller (specialty retail, breweries, wineries, cideries, agritourism providers, non-chain restaurants/cafés/bakeries, B&B's and other micro-accommodations, etc.). Festivals and events are not eligible.

Description: Up to \$2,000 in matching funding to support paid marketing programs geared towards growing visitation (40km+). One application per small business. The funding is intended to increase the ability of the partner to extend reach and length of their consumer marketing programs and is not campaign specific. This program will have its own simplified application and intake will be continuous

Prerequisites:

- Business / organization must be listed with Central Counties Tourism and actively listing their programs / events on the CCT calendar
- At least one owner/operator of the company must complete the Tourism Ambassador Program (found in the [CCT Learning Lab](#))
- At least one owner/operator of the company must complete the Social Media Marketing Program (found in the [CCT Learning Lab](#))