

# EVERYTHING YOU NEED TO KNOW ABOUT: Community Services



CS includes: Parks, Recreation Facilities Operations & Programming, Fire Services, Volunteer Coordination, Park Planning, Urban Forestry &

## Tourism, Culture, Community Development & Festivals

### NUMBER OF STAFF

1 Manager of Tourism, Culture, Community Development & Festivals  
Tourism - 1 full time; 7 part time  
Theatre - 1 full time, over 100 volunteers  
Culture - 1 half time



### WHAT DO WE DO?

- Elora Fergus Tourism Visitor Services – responsible for the marketing and promotion of tourism and cultural product in Centre Wellington.
- Solicit and host travel writers to cover events that leverage our marketing of Centre Wellington.
- Theatre – Provide quality rental space for live performances to a wide variety of community groups, charitable organizations, small businesses and independent artist-entrepreneurs that include full box office service and front-of-house services.
- Theatre presenting series which includes researching artists/groups, hires talent, promotes event.
- Community Development & Culture – Liaison for cultural groups and organizations. Implemented a Cultural Action Plan that identified 3 themes – People, Places & Potential and 33 specific actions in 7 areas.

### KEY FACTS



- Over 1200 cultural assets in Centre Wellington including 132 festival and events
- Over 90,000 visitor inquiries were generated between 2015 to 2018
- Gross annual Theatre box office revenues in 2014 was \$161,735.00; in 2018 to date \$254,398.00
- Water Buggy – Over 3 major festivals in 2018, an equivalent of 25,600 water bottles were eliminated by using municipal water through the water buggy
- Participated in over a ¼ million dollar social media campaign. Investment by Township was \$25,000.00

### CURRENT & UPCOMING PROJECTS

- Ongoing partnership with RT04 (Regional Tourism Organization 4) to help Elora & Fergus achieve its vision “To become Ontario’s idyllic experience showcasing our natural setting, heritage towns and arts and culture”.
- Report card update for the Cultural Action Plan from 2013 that identified 33 action items.
- Fergus Grand Theatre – 5 presenting shows in the current 2018/2019 calendar year. Bought by the municipality, marketed to the community.
- Community Impact Grants and Annual Specific Grants: Administration, process, and allocation of funding.
- Organization and hosting of professional development workshops and seminars for local and regional tourism stakeholders. Three workshops planned for 2019.

# TOP 5 QUESTIONS ASKED



## 1. What are some trails we can explore and where are they located?

Our trails are located in various areas such as: Victoria Park Elora, Upper Grand Gorge Trailway, Elora Cataract Trailway, the new Aboyne Loop at the WCM, Cotton Tail Trail, Confederation Park in Fergus including the Riverwalk, Bissell Park Board Walk

## 2. How can we learn more about the history of Elora & Fergus?

For Genealogy and history check out the Wellington County Museum & Archives, and the Elora Information Centre has self-guided walks available. We have a self-guided historical story board tour in both communities.

## 3. Where is the best place for a family picnic and is there swimming (ie. splash pad)?

Outside of the 3 GRCA properties ( Belwood Lake, Elora Gorge Park, Elora Quarry) we would recommend, Bissell Park in Elora, Confederation Park in Fergus, Templin Gardens, Victoria Parks in both Elora and Fergus.

For swimming and splash pads visit O'Brien Park, Elora Gorge Park Splash Pad and Millburn Blvd. Park Splash Pad. Belwood Lake and Elora Quarry have swimming. Don't forget –Stait Park in Fergus or South Ridge Park in Elora are amazing all accessible family parks.

## 4. What events/festivals going on?

Which month/week?! Annually there is approximately 132 events and festivals in CW. Both the Elora Information Centre and the Chamber of Commerce in Fergus can provide most up to date info on events in the area. The County of Wellington FE guide includes all activities in County including CW. Check out the calendar of events on [www.centrewellington.ca](http://www.centrewellington.ca)

## 5. Where is it ok to park, will I have to pay?

Parking is free in both Fergus and Elora. Fergus does have a 3 hour limit to parking surrounding the Fergus Marketplace located on Queens St. West. Both communities have municipal parking lots as well as on street parking for free.