



TOURISM & SPECIAL EVENTS ADVISORY COMMITTEE

COMMITTEE INFORMATION AND APPLICATION CRITERIA

The Tourism and Special Events Advisory Committee meets monthly on the third Thursday of every second month at 2:00 p.m. in the Classroom at Town Hall. Agendas are typically circulated a week in advance of the meeting.

Mandate:

This Committee advises Town Council on issues and opportunities to support the growth, development and promotion of events and tourism as economic, community and cultural drivers in Wasaga Beach. Furthermore, the Tourism and Events Advisory Committee advises the Beachfront Management Board on issues and opportunities to support the growth and development of events and tourism as economic, community and cultural drivers in the designated Beachfront Area as outlined within the Board's Terms of Reference.

Members are encouraged to possess knowledge of and have experience in tourism, social media, digital marketing, media familiarization tours and public relations.

The Committee is comprised of seven members, with two being members of Council and 5 members appointed by Council. In addition the Committee has representation from the Chamber of Commerce, Tourism Simcoe County, RT07 and the Ministry of Tourism, Culture and Sport.