



Managing Director Of  
Community Services

# TOURISM, CULTURE & COMMUNITY DEVELOPMENT

Manager of Community  
Development

Tourism & Destination  
Coordinator

Theatre  
Coordinator

Community  
Development  
Coordinator

## WHAT WE DO

### Elora & Fergus Tourism - Information Centre

Responsible for the marketing and promotion of tourism and cultural product in Centre Wellington. Strategically solicit and host travel writers to cover events that leverage our marketing in Centre Wellington.

### Fergus Grand Theatre

A Municipal Performing Arts Centre presenting the best in Canadian music, theatre and other lives arts, whilst providing rental space for live performances to a wide variety of community groups and independent artist-entrepreneurs.

### Community Development

Manages a Community Resource Centre of popular rental items to support Festivals and Events at a very discounted rate. Items range from our water cart, pop-up tents and handwash stations all the way to clipboards, easels and dry erase boards. In addition, we collaborate with community partners to bring quality, traditional events (i.e., Culture Days, Doors Open, Canada Day) to our community. Also works with community members who have project ideas for Township property, to navigate the system we work within, to make those dreams a reality.

## KEY FACTS

- 1 Gross box office revenues in 2019 were \$285,239.85 and in 2022 we are currently at \$192,000 in revenues. 2023 rentals are on track to return to pre-pandemic levels.
- 2 The Elora & Fergus Tourism - Information Centre welcomed 96,110 visitors from 2019 to present (which includes a 3-month and 5-month closure that occurred in 2020 and 2021).
- 3 Tourism has processed 12 Film Permits since 2019.
- 4 7 Festivals and events booked our water buggy this year, saving over 20,000 water bottles from landfill.
- 5 The Community Resource Centre has generated \$4,954 in sales since 2019 with essentially 2 years of no sales while festivals and events were shut down due to the pandemic.

## NUMBER OF STAFF:

- 1 Manager of Community Development
- Tourism: 1 FT and 4 PT
- Theatre: 1 FT, 1 PT and 70+ Volunteers
- Community Development: 1 PT

## CURRENT & UPCOMING PROJECTS

- Streamlining the Community Resource Centre ordering process to be more efficient and user-friendly to be able to support more cultural events.
- Building a Cultural Master Plan to bridge from the 2013 Cultural Action Plan and the plan slated for 2028.
- Creating a Community Partnership Program to help advertise community minded businesses and bring more amenities to the community, without using tax dollars.
- Theatre Community Engagement: reaching new and underserved audiences through outreach activities and building partnerships with community organizations.
- Expanding Theatre programming to include a family/young audience series in 2023-2024.



# TOP 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 Trail, the new Aboyne Loop at the Wellington County Museum and Archives, Cotton Tail Trail, Confederation Park in Fergus including the Riverwalk and Bissell Park Boardwalk. Trails maps can be located at [www.centrewellington.ca](http://www.centrewellington.ca)

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

For genealogy and history, check out the Wellington County Museum and Archives. The Elora & Fergus - Information Centre also has self-guided walks available along with a self-guided historical story-board tour in Elora.

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## **Where is the best place for a family picnic and is there swimming (i.e., Splash Pad)?**

Outside of the 3 CRCA properties (Belwood Lake, Elora Gorge Park, Elora Quarry), we would recommend Bissell Park in Elora, Confederation Park in Fergus, Templin Gardens in Fergus, and Victoria Parks both in Elora and Fergus. For swimming and splash pads visit O'Brien Park, Elora Gorge Park Splash Pad and Millburn Boulevard Park Splash Pad. Belwood Lake and the Elora Quarry have swimming. Don't forget - Stait Park in Fergus or South Ridge Park in Elora are amazing accessible family parks.

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## **What events/festivals are going on?**

Annually, there are approximately 132 events and festivals in Centre Wellington. Both the Elora & Fergus Tourism - Information Centre and the Weigh Scale building in Fergus can provide the most current info on events in the area. The County of Wellington Fergus Elora Guide includes all activities in the County including Centre Wellington. Check out the full Calendar of Events on our website [www.centrewellington.ca](http://www.centrewellington.ca) or to plan your visit, check out [elorafergus.ca](http://elorafergus.ca)

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## **Where is it okay to park, and will I have to pay?**

Parking is free in both Fergus and Elora, however, there are many core zones that only allow 3-hour parking. Both communities have municipal parking lots as well. To be sure, check out our website.