



## Stay in Grey TOURISM UPDATE

*An online publication  
for everyone who  
lives, works & plays in  
Grey Highlands.*

## Harnessing the Power of Place

Editorial by Sonja Hudson

I had a light bulb moment after reading an article in On The Bay Magazine's summer issue entitled "[Place Power](#)". I felt like the author had been inside my head and expressed how I felt about Grey Highlands, what draws our tourists here and what makes its residents so proud to live here. My reasoning and approach to tourism development and marketing has always been about connecting the dots to create a full Grey Highlands experience. Hence, "You'll need more than a day to Play in Grey" The article inspired me to do more research on placemaking.

Tourism development is about creating a sense of place. I have found that today's tourists want more than a generic attraction that could have been built into any place anywhere in any region. They are looking for a more comprehensive place experience. This quote loosely defines what a placemaking strategy can involve:

"With community-based participation at its centre, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well-being."  
~Project for Public Spaces



Residents and returning visitors share an awareness of Grey Highlands' abundant assets and we are inspired by its potential. This forms the corner stone to a full visitor experience. But, to create a sense of place .....we need to connect the dots.

A placecentric tourism strategy will capitalize on Grey Highlands' physical landscape, community assets and social culture to not only enhance the tourist experience but also contribute to the well-being of the entire community. We, as

residents recognize Grey Highlands' power of place This is what drew us here and this is what is rooted deeply in our attachment to our community.

I look forward to seeing Grey Highlands take great strides toward Destination Development in Tourism Partnership with RT07. Development.

### UPCOMING EVENTS



#### The Bicycle Café Events

Nov 7 – Dom De Luca  
Nov 13 – Culture Rejection  
Nov 21 – East Back Line



#### November 21 Priceville Christmas Craft Show



#### November 27 Markdale Moonlight Madness



#### November 28 Flesherton Christmas Market



#### November 27 Markdale Santa Claus Parade



**TOURISM IN THE COMMUNITY**

**GREY'T TOURIST TURN OUT  
THANKSGIVING WEEKEND**

The Grey't weather had Grey Highlands tourist attractions full of visitors, including Old Baldy, the most popular hiking trails in Grey Highlands.



The parking lot at Old Baldy Conservation Area was packed and with views like this, it's no wonder so many came out.



Even rock climbers were out enjoying the Grey't weather.

## Muskoka Comes to the Beaver Valley

Earlier this month, Muskoka Travel & Tours connected with Stay in Grey to conduct a Beaver Valley Autumn Colours Tour. We (Rosanne and Sonja) set out to create an informative and entertaining October day tour full of information about our area's past and present.

From the top of the former Talisman ski hill the Muskokians enjoyed spectacular views of the valley, Old Baldy and Talisman Mountain Springs Inn with sightlines reaching as far as Georgian Bay. Before our stop and walk to Hoggs Falls we talked about Beaver Valley Ski Club and Eugenia Power Station. The group then picnicked at Grey Sauble Conservation Area pavilion and trekked to Eugenia Falls.



When crossing Lake Eugenia on the causeway, visitors caught a glimpse of our Osprey nest and Stay in Grey members, Cedars of Lake Eugenia and Hawthorn Cottages & Campgrounds. Before arriving at Feversham Gorge the driver stopped once for a resident quail family crossing the road. There, we visited the new Home Accents Emporium where Kent Hudson and his staff served coffee, tea, hot cider and an array of scrumptious desserts. Musical entertainment was by David Russell outdoors on the deck.

At Kimberley General Store, Stacie Constantine and staff welcomed tourists and made delicious ginger lattes for all. Our last stop was in late afternoon at the Beaver Valley Cidery for a tour and tasting by Judy Cornwell and John Mott.

The Muskokians received the best in Grey Highlands hospitality and each a bag of area promo materials. Many thanks to Grey County Tourism and Stay in Grey members for the materials and goodwill.

Stay in Grey is a Grey Highlands tourism organization of members having a vested interest in the development of tourism in Grey Highlands. It plans to help launch Beaver Valley Tours <http://www.beavervalleytours.ca> early in 2016.



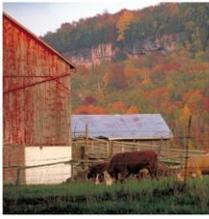
## Attention: Lake Eugenia Anglers...and everyone who knows one!

The study being conducted to address the residents of Lake Eugenia concerns regarding the lake's bass population and the numbers of fish being caught really needs to be brought to everyone's attention. The results of **Bass Telemetry Study**, in which a number of fish have been tagged, is dependent upon everyone's awareness and co-operation. Anglers are being instructed to record the I.D. number on any tagged fish caught, release the fish and report it to [info@biotactic.com](mailto:info@biotactic.com) for a reward.

**[Click here for the details about tagged fish.](#)**

Anyone with concerns, questions about the lakes ecosystem or seeking more information are advised to contact Arden Cornford of the Lake Eugenia Watershed Stewardship Committee at 416-994-1694 or email [ardencornford@gmail.com](mailto:ardencornford@gmail.com)





HERITAGE HIGHLIGHTS



MARKDALE HERITAGE WALK SEPTEMBER 2015



The Walking Village engaged Heritage Grey Highlands to conduct a delightfully informative tour of this old town of ours. Nancy Matthews, HGH Committee Chair, led the walk providing architectural and historical information about properties along the way. Highlights of the tour included two designated heritage properties, The William Haskett House at 81 Main Street and the Fire Hall.

Heritage Grey Highlands works closely with

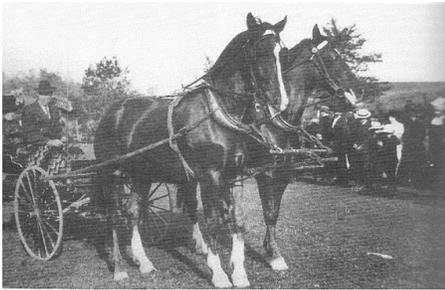


www.southgreymuseum.ca
OPEN - 10 a.m. to 4 p.m.
Thursday to Saturday
Curator: 519-924-2843
museum@grehighlands.ca

Feversham & Maxwell – a “must experience” on your Grey’t Play List!

When you Play in Grey, you cannot overlook Feversham and Maxwell both of which offer you small town charm with their sleepy secrets and hidden gems of the past that you will not want to miss.

The Feversham Fall Fair is a true celebration of our agricultural heritage and achievements. It all started back in 1867 with the Osprey Fair. Today, the Feversham Fall Fair draws in surrounding communities and visitors each year, taking place annually the third week of September. It features a parade, animal exhibits, horse shows, antique tractor pulls, children’s events, homemade crafts and so much more. The Feversham Fall Fair can attribute its longevity to community support, which, in many cases spans up to four or five generations.



(thanks to South Grey Museum for historical photo)

Much more to Feversham... It’s a seemingly sleepy hamlet on the edge of Grey Highlands with the Beaver River running through it. But, there is a surprise around every corner.

The Feversham Gorge-Madelaine Graydon Memorial Conservation Area offers visitors spectacular landscapes. The natural beauty of the gorge’s limestone cliff face majestically borders the Beaver River at a height of

24 metres providing a home to rare ferns and mosses-a botanist’s paradise for sure. A walk on the 1.5 km trail along the gorge will reward you with a photo opportunity around every bend. There are cold water springs, rivulets that make their way into the gorge below, lookout stations and stairways to enhance your experience. This hiking trail can be a wee bit strenuous in places but well worth the effort.

A home coming for Kent Hudson has returned home to his Feversham childhood home. With renovations to his Dad’s former three bay garage, he and his partner Gerry Littlejohn have turned the space into an amazing home décor shopping experience - Home Accents Emporium Kent and Gerry, visionaries to say the least, provide every visitor with small town hospitality and the freedom to browse. From classic to cottagey, you are sure to find something special to enhance your home, cottage or weekend getaway. You gotta shop here!



CLICK HERE TO READ THE REST OF THE STORY

Stay in Grey News

- Tourism Advisory Committee
We hope to soon get news of the makeup of Grey Highlands new Tourism Advisory Committee and the next steps in Destination Development Partnership Program with RTO7.
Grey’t Stay List and Grey’t Play List
Look for our new Grey’t Stay List rack cards & Grey’t Play List brochures at our Stay in Grey Members.

Become a Stay in Grey Member

Enjoy the benefits of being connected to Grey Highlands’ tourism community, trends & issues. JOIN NOW FOR ONLY \$5 A MONTH! GET YOUR LISTING TODAY! CLICK HERE TO JOIN ONLINE