



HEADWATERS HORSE COUNTRY

Evolution of a centre of equine excellence

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HEADWATERS



2,534 square kilometres
Approximately 130,000 population
Representing 10 municipalities

VISION: to position
Headwaters as Ontario's premier
rural tourism destination.

MISSION: To integrate
tourism into the regional
economic development
strategies of our partner
municipalities, helping to build a
robust and thriving tourism
industry by working directly with
tourism stakeholders across the
region.



2007 EQUINE TOURISM FEASIBILITY





LOFTY ASPIRATIONS



Following the highly successful 2008 & 2009 Headwaters Stable Tour events in 2010 we created an 8-day celebration of all things equestrian in Headwaters, including hosting a Provincial Forum on the Future of the Equestrian Industry in Ontario!



2010 EQUESTRIAN PROVINCIAL FORUM

Provincial Forum

THE FUTURE OF THE EQUESTRIAN INDUSTRY IN ONTARIO
Thursday, September 16th
Conference & Gala Dinner
Best Western Orangeville Inn & Suites

An undertaking of the Hills of Headwaters Tourism Association and supported by the Ontario Ministry of Agriculture Food & Rural Affairs, the Rural Ontario Municipal Association, and Ontario Tourism.

Key stakeholders in the equestrian sector and in our provincial and municipal political landscape, are being invited to take part in this province-wide forum that will provide an opportunity for provincial and municipal leaders, as well as equestrian industry associations, groups and key stakeholders to examine the economic impact of the equestrian industry in Ontario, and engage in workshops to explore opportunities for the growth and sustainability of this important industry sector. The event will also feature keynote speaker Akaash Maharaj, CEO of Equine Canada and will include a presentation by the 2015 Pan/Parapan American Games Equestrian Venue Host Committee.

OTHER REGIONAL EVENTS
Autumn Classic – Caledon Equestrian Park
September 18
Canadian Horse Show – Orangeville Fairgrounds
September 18
Canadian Show Jumping Tournament –
Caledon Equestrian Park | September 22 to 26
Dufferin Town & Country Farm Tour | Saturday, October 2nd
Equine Erin at the 160th Erin Fall Fair | October 8th to 11th





Photo Credit: Ellen Cameron

Exploring opportunities for growth & sustainability of the equestrian sector in Ontario

- Regional economic development potential
- Entrepreneurship & innovation in the equine sector
- Industry collaboration, cooperation, training & outreach
- Tourism & recreational development



FOXRIDGE FARM



HEADWATERS EQUINE LEADERSHIP GROUP

**A collaborative initiative in support of the
equine sector in Headwaters.**

Recognizing the importance of the equine sector to the economy of the Headwaters region, Headwaters Tourism facilitated the formation of the Headwaters Equine Leadership Group, a collaborative initiative of regional stakeholders who are committed to the importance of the equine sector in the Headwaters region, and whose principle objective is to promote the Headwaters region as a centre of equine excellence in the province of Ontario, and to support, grow and advocate for this vital sector of our regional economy.



TOP EQUESTRIAN COMMUNITIES





HEADWATERS HORSE COUNTRY



Vibrant, cultured, rich in historic charm and steeped in equestrian tradition, Headwaters is home to over 23,000 horses, a network of riding trails, and world class equestrian facilities that host everything from amateur to international level competitions. Set against the backdrop of some of Ontario's most spectacular countryside, the equestrian lifestyle is supported by charming towns, villages, hamlets and a variety of amenities that help make Headwaters a centre of equine excellence. Headwaters Horse Country is home to the equestrian events of the TO 2015 Pan



Average January
temperature
0°C | -9°C



Average July
temperature
28°C | 16°C



Dining, arts
& culture
★★★★☆



Average
house price
\$461,188



Population
147,010



Median family
income
\$102,090

**The centre of Headwaters Horse Country is conveniently located just
47 kilometres from Toronto's Pearson International Airport**



ONTARIO TRILLIUM FOUNDATION SUPPORT

Ontario
Trillium Foundation



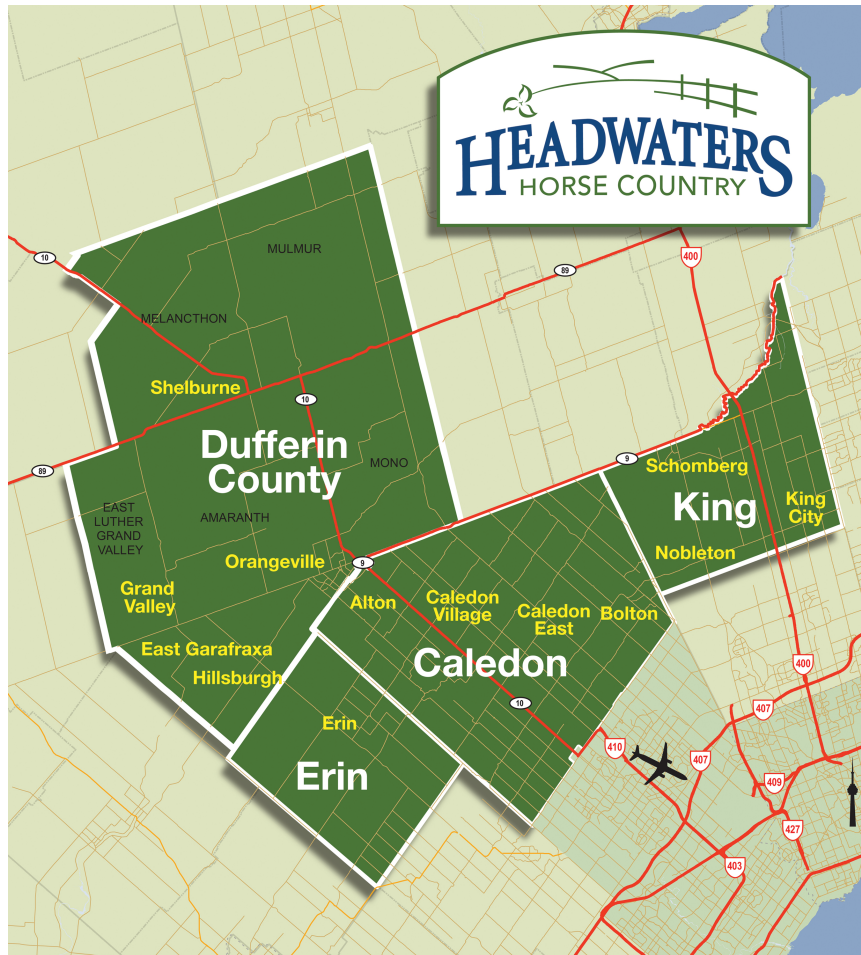
Fondation Trillium
de l'Ontario

2013-2015 project goals

1. Promote Headwaters as a centre of equine excellence
2. Facilitate economic development opportunities
3. Enhance regional equine industry capacity
4. Support public education & accessibility
5. Nurture working relationships with industry stakeholders
6. Capitalize on opportunities from the Toronto 2015 Pan Am Games



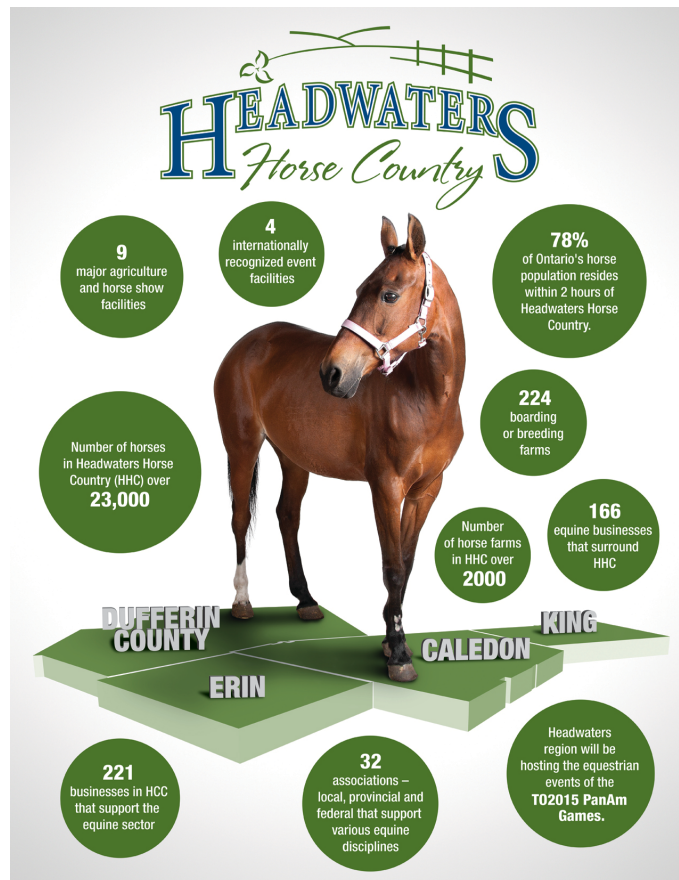
KING TOWNSHIP JOINS HORSE COUNTRY



King Township, a municipality adjacent to the self-defined Headwaters region, has numerous assets that are synergistic to the municipalities, economies and tourism products found in Headwaters. Specifically, King Township has a significant equine sector. Recognizing the synergies that exist, and the value of partnership and leveraging collective assets for a stronger impact, economies of scale, and a shared vision, Headwaters Tourism & King Township enter into an agreement, whereby King Township will become a partner in the Headwaters Horse Country undertaking.



ECONOMIC IMPACT REPORT



Report highlights (April 2014)

- Headwaters is home to over **23,000 horses & 2,000 horse farms**
- **\$100 million** spent annually on equestrian **operating costs**
- **\$300 million** spent on **property improvements** including bars and arenas



INDUSTRY ENGAGEMENT



- Annual Headwaters Stable Tour
- Evening of Celebration
- Headwaters Horse Country signature art contest
- Headwaters Horse Country Industry Forum
- Municipal delegations & industry/business presentations
- Equine industry events
- Equine sector development support
- Headwaters Horse Country Excellence Awards



INDUSTRY SECTOR PARTNERSHIPS

Recognizing the importance of partnership & collaboration, and understanding that Headwaters Horse Country is a small, geographic representation of a much larger industry, the Headwaters Equine Leadership Group worked with:

- Kentucky Horse Park
- Commerce Lexington
- Equine Canada (Pan Am Horse Experience 2015)
- Ontario Equestrian Federation
- Caledon Equestrian Park
- Toronto 2015 Pan Am Organizing Committee



MARKETING & COMMUNICATIONS



Taking Headwaters Horse Country to market:

- Gatepost signage
- Headwatershorsecountry.ca
- Social media
- E-Newsletters (consumer & industry)
- Print advertising
- Public & media relations



Headwaters Parade of Horses

The Headwaters Equine Leadership Group presents the Headwaters Parade of Horses, a whimsical and unique series of outdoor horse sculptures featuring 26 fiberglass horses transformed through the creativity of talented artisans.



2016 Horse Country Stable Tour

Register your facility or event for the 9th Annual Headwaters Horse Country Stable Tour! Equine facilities and events from the Caledon, Dufferin, Erin and King will open their doors to the public October 1 & 2 from 10am to 4pm.



PART OF THE “WHERE ONTARIO GETS REAL” STORY

Canada's Ian Millar: 5 Thundering Facts



Won first Olympic medal at 61
Most Pan Am medals of any show jumper
More Olympic Games than any Canadian
Record 10-time Canadian champion
First rider to win back-to-back World
Cup Finals

Photo by: Cealy Tetley

WHERE COWBOYS NEVER
STOP BEING COWBOYS.

HEADWATERS.CA



ROSS MILLAR
ROSS MILLAR ENTERTAINMENT GROUP



TORONTO 2015 PAN AM GAMES

Headwaters Tourism Pan Am strategy

TO2015



- To brand & position Headwaters as Horse Country
- To support our communities and business operators through legacy tourism development that will live well beyond the duration of the Games
- To provide memorable experiences to visitors by leveraging and promoting our unique ancillary tourism experiences



HEADWATERS PARADE OF HORSES



An amazing legacy project for the equestrian events of the TO2015 Pan Am Games that took place in the Headwaters region. What started as an equine project became a collaborative art project. 26 life size horses, transformed through whimsical design by over 45 Headwaters area artists and then permanently displayed throughout the region.



PAN AM GAMES LEGACY



TOWN OF ORANGEVILLE
ARTS & CULTURE AWARD
2015
Creative Cultural Event
Headwaters
Parade of Horses



EVOLUTION OF MISSION & OBJECTIVES

Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

2013

Promote the Headwaters region as a centre of equine excellence and to support, grow & advocate for this vital sector of our regional economy

2014

Promote the Headwaters region as a centre of equine excellence and a premier equine tourism destination

2015

Position the Headwaters region as a centre of equine excellence



BEYOND TRILLIUM FUNDING SUPPORT

Sustainability & the future

Now that the foundational work has been completed and an understanding of the potential of the sector has been established & shared with stakeholders, HELG realizes that moving into the future there are three distinct areas of responsibility needed to support the positioning of Headwaters as centre of equine excellence:

1. Visitors to the region (external market):
Headwaters Tourism
2. Business & residential investment & attraction (external market):
municipal partners
3. Local/geographic industry (internal sector market):
Headwaters Horse Country



HORSE COUNTRY EXCELLENCE AWARDS

The evening honoured four equine industry leaders who exemplify excellence and who, through their work and vision, have helped the Headwaters region become a centre of equine excellence in the Province of Ontario.

LEADERSHIP IN INDUSTRY BUILDING – H. Charles Armstrong

LEADERSHIP IN PROMOTING EQUINE SPORT – Susan Grange

LEADERSHIP FOR THE FUTURE – Beth Underhill

LEADERSHIP IN EQUINE BUSINESS – Ross Millar





OTF PROJECT COMPLETION

2013-2015 Report Card

Financial Resources



\$101K Sponsorship



\$139K In-Kind
Contributions



\$76K Government
Contributions

Industry Engagement



1.9K Volunteer Hours



5K Reach at
Events



340+ businesses assessed
180+ profiled on website



325+ events in our web
calendar annually



935+ Twitter
Followers



350+ Facebook
Followers



1K+ Monthly
Recipients



1,900+ Unique
Visits per Month

Media & Promotion



4M Media
Impressions



414K Visitor Guide
Impressions



38K Marketing
Collaterals Printed



3K Contest Entries

Of particular note is how
\$119K of OTF funding
was leveraged to attract:

- \$101K in cash sponsorships
- \$139K in in-kind contributions
- \$86K in other government funding.



QUESTIONS/COMMENTS/FEEDBACK

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