

Seizing Opportunities - Fostering Entrepreneurship

Summary of Callander Business Event Oct. 20, 2017 - Exploring Three Growth Sectors

Bicycle Tourism

- Cycle tourism is growing in Ontario, Canada and internationally.
- Cycle tourists spend more & stay longer than the average leisure tourist.
- Average cycle tourist: aged 45-64, male, household income over \$100 000, rides in groups of 2 to 4.
- Top activity preferences for Ontario cyclists: culinary experiences, cultural activities, hiking, camping, wine tasting, shopping.
- Ontario cyclists prefer to use websites, social media & printed cycling maps to receive marketing information.



(Source: Ontario By Bike, Discovery Routes)

Opportunities and websites:

- Become a "bike-friendly business"! You do this by registering your company with Ontario by Bike, a network promoting regional biking destinations. Registering is free, easy & increases your on-line visibility and access to promotional & industry resources. You become part of a growing group of businesses that enhance the region's bicycle tourism product.
- Explore business opportunities related bicycle tourism! Examples: transportation of bikers & equipment to/from biking destinations, bike rack rental service, partnerships with other businesses in order to offer attractive packages including accommodations, culinary experiences, attractions, etc.
- www.ontariobybike.ca/join-the-network
- <http://discoveryroutes.ca/obb/>
- www.youtube.com/watch?v=STe4jYrWUR4&feature=youtu.be
- www.mtc.gov.on.ca/en/tourism/cycling.shtml

Film Industry

- Ontario is the third largest film and television production centre by volume in North America behind California and New York.
- North Bay statistics for 2016: 127 filming days, 145 locations, close to \$9M in direct spend at local accommodations, restaurants, caterers, trades people, general labourers, travel agencies, car rentals, furniture rentals, gas stations, spas, etc.
- Impact on local economy, service organizations and educational institutions.

(Source: City of North Bay)



Opportunities and websites:

- Become a supplier to the growing film industry, by listing your unique filming locations at <https://digitallibrary.omdc.on.ca/> and <http://www.cionorth.ca/en/regional-resources-and-services/>
- List your talent/service and filming locations at North Bay and area's Film Portal, <http://www.investinnorthbay.ca/film-portal/services/> and <http://www.investinnorthbay.ca/film-portal/locations/>. Make sure you also list your service/location with Douglas Brisebois, Location Manager, "Carter" TV Series, Collingwood TV Productions (I) Inc., cell: 705-840-6234, nalyd569@gmail.com.
- <http://www.investinnorthbay.ca/north-bay-industries/filming-in-north-bay/>
- <http://www.investinnorthbay.ca/media/1664/film-and-television-did-you-know-july-2017.pdf>

Agri-Food

- The International Plowing Match & Rural Expo (IPM) will take place in Verner on September 17-21, 2019. 75,000 attendees are expected over a 5-day period. The event will occupy 800 to 1000 acres of land that lends itself to a Tented City, a serviced RV park for 1200 to 2000 RVs, parking spaces and plowing fields. (Source: Municipality of West Nipissing)

Opportunities and websites:

- Thousands of IPM visitors will drive through this area in September of 2019. Opportunities include: offering accommodations & local attractions, exploring sponsorship and being an event vendor.
- Monitor www.plowingmatch.org for updates.
- Additional Agri-Food opportunity: The Artisans Way, an initiative supporting local artisans and food producers, www.theartisansway.com.

Resources For Entrepreneurs

- Home-based businesses are permitted in all areas of Callander where a dwelling is a principle permitted use; subject to the Municipal Zoning By-law requirements, as summarized in the following document: www.mycallander.ca/wp-content/uploads/2017/11/Callander-Policies-Provisions-for-Home-Occupations-Home-Industries.pdf
- The Business Centre Nipissing Parry Sound, <http://www.thebusinesscentre-nps.ca/>
- PARO Centre for Women's Enterprise, www.paro.ca



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