

GREENOCK SWAMP / Cargill PROMOTIONAL COMMITTEE

The Development of a new experiential tourism product based on three major components: Culture, the Environment and our History!

Culture



Environment



History



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- Entertaining people with a unique product. Qualities:
 - *Have fun*
 - *Learn*
 - *Explore new and/or different venues*
 - *Sample local wares and products*
 - *Include 'down home' favourites*



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**SORRY
WE'RE FULL**



- Utilize local services
- Hire local entrepreneurs
- Attract people to the area
- Feature what we have..

***History, Culture and the
Single largest forested wetland
In Southern Ontario***

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Making a Dream Come True! *Partnerships!*

- Securing summer staff
- Securing a building – mutually beneficial agreement
- Props, displays, exhibits provided by SVCA
- Services provided by Municipality of Brockton
- Volunteers, volunteers, volunteers!
- Artist characters to add to uniqueness
- Historical research provided by committee member



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➡ Challenges!



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Incredible Results!!



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