

# St. Jacobs Initiative

## What are we doing?



Building on research on understanding a sense of place in St. Jacobs by Dr. Karla Boluk from the University of Waterloo, the BIA and Township of Woolwich have invited RTO4 to partner on the next phase. The RTO has collected a group of destination experts to lead a stakeholder engagement process to identify actionable opportunities for St. Jacobs to unlock resources and position itself as a regenerative tourism destination.

**"Regenerative tourism is the idea that tourism should leave a place better than it was before" and St. Jacobs has a unique opportunity to use the most innovative tools and experts in tourism as they define their shared future, set their community vision, and create collective priorities.**



Destination  
Development and  
Digital Excellency  
Coaching



Facilitating community  
discussions around a  
place's DNA



Global leader in  
destination data &  
insights



Destination  
Sustainability  
Movement



Leaders in  
resident sentiment  
research

## What we'll ask of you:

Attend a Community Workshop  
with Clarity of Place (Oct 11 or 12)

Attend follow up Results & Action  
Planning Workshop (Nov 30)

@ Three Sisters Cultural Centre

## What will come out of this?

- Shared Vision
- Collective Priorities
- Ongoing Access to Resources & Support

Contact for Questions

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