



Mapping Our Road to Recovery

The Institute of Southern Georgian Bay's summary of its collaborative pandemic response via a four-part online discussion.



The "Mapping" Series was inspired by the Social Innovation event and workshop held at the Simcoe Street Theatre and Collingwood Library (participants pictured above), November 2019. Keynote speaker, Tonya Surman, Centre for Social Innovation, highlighted financial tools and vehicles to accelerate progress on community needs.

The purpose of the Institute is to:

Harness the power of people and place in Southern Georgian Bay to grow social and economic prosperity and be the smartest, greenest, healthiest, and most caring region in Ontario.

Mapping Our Road to Recovery, an online discussion series, was created in response to the impact of the COVID-19 pandemic on the region of Southern Georgian Bay. Together, with community leaders and partners, the Institute of Southern Georgian Bay saw a need to convene all sectors (nonprofit, business, government and philanthropic) in the community to start thinking about how the region would cope with the sudden changes required to keep people safe and begin to imagine what a recovery would look like.

May/June 2020

After an analysis of the four discussion summaries including the community chat contributions four key themes emerged:

1. Losses in every sector/community are significant - we must access new sources of capital for recovery.
2. There are lots of opportunities in the new uses of technology but inequity of access is a huge problem.
3. Regional collaboration is key: Inter-municipal, inter-sectoral, inter-connected, but we lack cross-cutting political & nonprofit infrastructure.
4. We should focus on local and mobilize: everyone has something to contribute.

The four-part series included a focus on social innovation to inspire regional resilience; social investment and municipal collaboration for recovery; a collective arts and culture strategy; and, working together towards a more resilient, inclusive and sustainable future. Over 200 participants from Meaford, The Blue Mountains, Grey Highlands, Collingwood, Clearview, and Wasaga, and reaching to Owen Sound and across to Midland, identified how the pandemic revealed the cracks in our existing systems and surfaced inspiring examples of how communities were responding. We heard many stories of how people were collaborating in new ways. We heard how municipal leaders recognized the impact of arts and culture on local economies, once it was gone. People shared the new attitudes they developed about working together and how they have learned to let go of some traditional boundaries and practices. We heard how people could do things quickly when needed.

Many ideas were surfaced. It was recognized that systems impacted by the pandemic cross geographic and social lines. The work of recovery will need to include collaboration and new ways of working together if the region was to emerge healthier and more sustainable, creative and more equitable than it was before the pandemic.

Organizations, institutions, and municipal governments are beginning to acknowledge existing silos of business, nonprofit, government, and philanthropic sectors. Fortunately, we are seeing a growing interest in developing a deeper understanding of how our sectors are interconnected and interdependent. If they can come together, we will be in a much stronger position to align objectives, pool knowledge and financial resources, and achieve an unparalleled quality of life in our province.

Key Outcomes

The key outcomes that emerged from the Mapping Our Road to Recovery series were the creation of a Regional Arts and Culture Strategy, a task group looking at the creation of new approaches to social investment, the need for a platform to support municipalities in the region to collaborate and learn together, and the importance of data both in assessing progress and tracking the recovery.

People want action and are prepared to engage and support new approaches.

Next Steps:

- 1 The creation of a Regional Arts and Culture Strategy that defines common marketing and branding, develops a professional regional arts and culture network and undertakes an arts and culture asset mapping. Co-chairs have been identified and an initial planning session has taken place.
- 2 A task group to explore how a Social Investment Strategy could support a more integrated economy towards a more resilient, inclusive, and sustainable future. A strategy could support the growth of innovative, socially responsible businesses that strive for multiple bottom lines including Social Enterprises. It could also kick-start Social Procurement policies with municipalities across the region. We could distinguish ourselves as the B-Corporation and Social Enterprise capital of the province. A Social Investment Strategy could also include Community Bonds, social lending and other innovative ways of generating capital to support the much-needed social infrastructure in the nonprofit sector.
- 3 The Institute of Southern Georgian Bay will explore the best approach to providing a platform for municipalities to collaborate and learn together alongside business, the social sector, and philanthropists.
- 4 Identify key data points that reflect a healthy, sustainable, resilient community, such as just and equitable and inclusive. Work with municipalities, business groups, nonprofits and philanthropic organizations to identify some common data points that would reflect our collective effort in a just and a green recovery and develop a collaborative system for reporting progress and setting goals together. Draw on the collective impact approach.

To get involved - subscribe to the newsletter, become a member, and/or join a Working Group www.tisgb.com. Everyone is welcome.

The people and organizations that made it happen:

Design Team

- Institute Board members: **Susan Cook, Nancy Griffin, Yvonne Hamlin, Rosalyn Morrison**
- **Jodie Kennedy**, Marketing and Communications Manager, Mike Jackson GM
- **Andrew Palmer**, Project Manager, Greenland International Consulting Ltd
- **June Porter**, Chair, Joint Municipal Physician Recruitment and Retention Committee, Southern Georgian Bay
- **Jeff Shearer**, Publisher, On the Bay Magazine and GM, The New Classical 102.9FM
- **Brandon Houston**, Founder, Collingwood Foundry & CEO, Switch Video

Facilitation Team

- **Liz Rykert** is a systems change facilitator working on complex problems
- **Marilyn Struthers** is a long-time resident of Grey & Bruce who works with emerging practices in the social sector as a facilitator, researcher, funder, and organizational development coach
- **Christy Deere** is Owner and Brewmistress, Collingwood Kombucha Company and freelances as an Integral Facilitator®

Presenters

PART 1: Using Social Innovation to Inspire Regional Resilience

- SOCIAL INNOVATION REPORT WRITER:
Marilyn Struthers, long-time resident of Grey & Bruce who works with emerging practices in the social sector
- BUSINESS SECTOR:
Martin Rydlo, Director, Marketing and Business Development, Collingwood
- NONPROFIT/CHARITABLE SECTOR:
Dale Biddell, CEO, United Way Simcoe Muskoka
- GOVERNMENT SECTOR:
Shawn Everitt, CAO, The Blue Mountains
- PHILANTHROPIC SECTOR:
Barbara Little, Chair, Meaford Hospital Foundation

PART 2: Facing the Future - A Collective Arts Strategy

- ARTS & CULTURE REPORT HIGHLIGHTS:
Sarah Fillion, Matilda Swanson Gallery, Clarksburg
- BUSINESS SECTOR:
Robert Ketchin, Partner, Georgian Hills Vineyards and Managing Director, Ketchin Marketing, Blue Mountains
- NONPROFIT/CHARITABLE SECTOR:
Robert Uhrig, Board of Directors, Meaford Culture Foundation
- GOVERNMENT SECTOR:
Jennifer Parker, Coordinator, Community Well-being & Inclusion, Collingwood
- PHILANTHROPIC SECTOR:
Stuart Reid, Executive Director, Community Foundation Grey Bruce



PART 3: Strategic Investments - Municipal Collaboration for Recovery

- STRATEGIC INVESTMENTS AND ACCESS TO CAPITAL:
Marilyn Struthers, a long-time resident of Grey & Bruce, who works with emerging practices in the social sector
- BUSINESS SECTOR:
Tara Hunt, Owner, Anytime Fitness, Collingwood/Midland and Angel Investor
- NONPROFIT/CHARITABLE:
Andrew Siegwart, President, Blue Mountain Village Association and Chair, Blue Mountain Village Foundation
- GOVERNMENT SECTOR:
Brian Saunderson, Co-Chair Economic Support and Recovery Task Force and Mayor of Collingwood
- PHILANTHROPIC SECTOR:
Rosalyn Morrison, Chair, The Institute of Southern Georgian Bay and former Vice President Community Initiatives, Toronto Foundation

PART 4: Working together towards a more resilient, inclusive, and sustainable future

- BUSINESS SECTOR:
Mark Palmer, President/CEO and Executive Director of the GREENLAND Group of Companies, Collingwood
- NONPROFIT/CHARITABLE:
Cathy Innes, Chair, Board of Directors, Beaver Valley Outreach and Community Recovery Advisory Member, Blue Mountains
- GOVERNMENT SECTOR:
Shirley Keaveney, Member, Recovery Task Force and Deputy Mayor, Municipality of Meaford
- PHILANTHROPIC SECTOR:
David Green, Past Chair, Georgian Triangle Lifelong Learning Institute

EXPERT PANEL



Sarah Filion
Matilda
Swanson
Gallery,
Clarksburg



Stuart Reid
Executive
Director,
Community
Foundation
Grey Bruce



Robert Uhrig
Board of
Directors,
Meaford Culture
Foundation



Jennifer Parker
Coordinator,
Community
Well-being &
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Robert Ketchin
Partner,
Georgian Hills
Vineyard,
MD, Ketchin
Marketing

Arts & Culture leaders present ideas for recovery during Part 2 of the "Mapping" Series - Facing the Future: A Collective Arts Strategy, May 2020