



REPORT

Recreation Programs, Culture and Tourism

TO: Parks Facilities and Tourism Committee
FROM: Amanda Ferraro, Director of Community Services
DATE: May 15, 2023
REPORT: PR-09/23 **FILE NO.**

SUBJECT: Augmented Reality partnership with Central Counties Tourism

BACKGROUND:

Background

In 2022, the Township of Uxbridge applied for and received a Canada Community Revitalization grant to make accessibility and safety improvements to Elgin Park, and to create an inclusive welcoming space for everyone which can be used all year long.

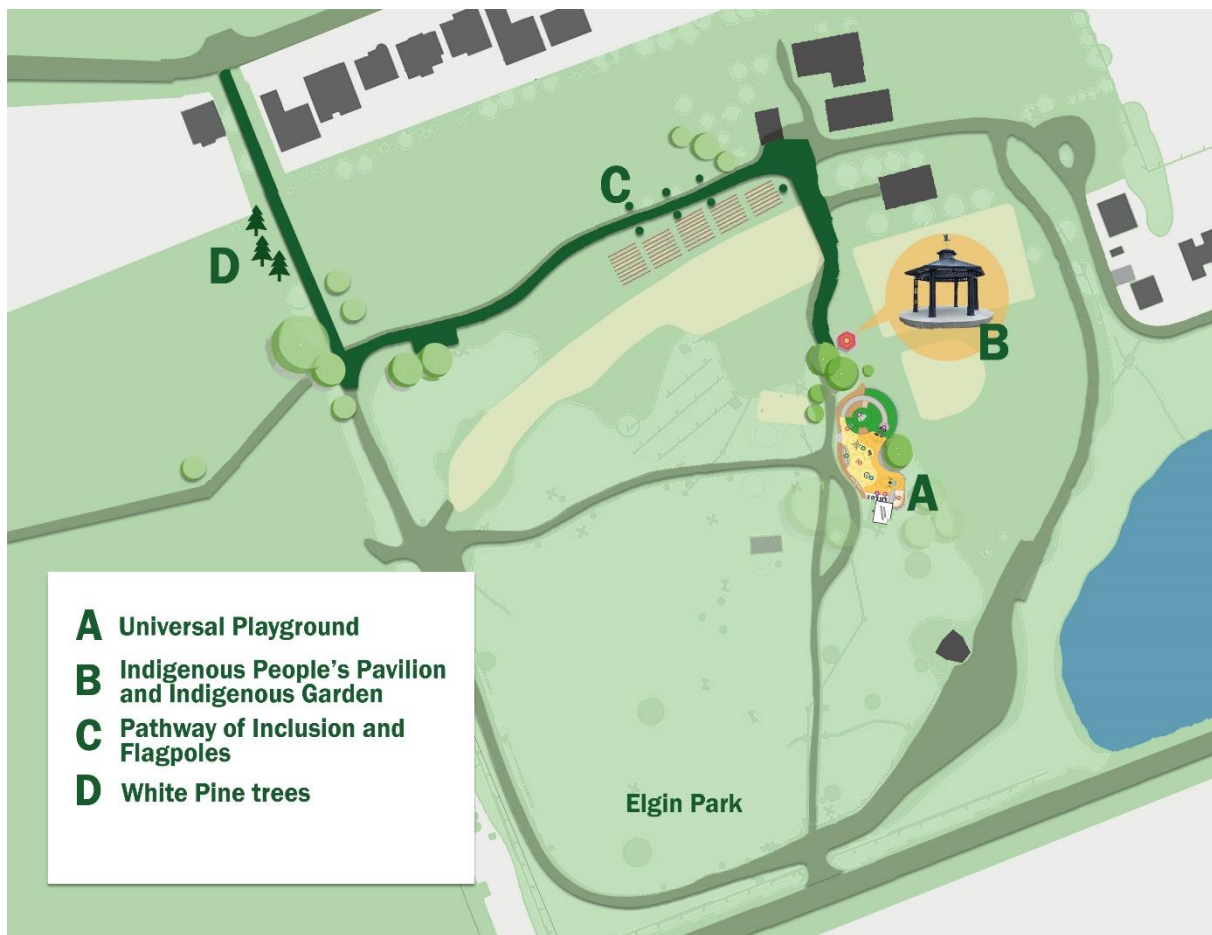
This included funding to install an accessible pathway of inclusion and link existing pathways to each other for added accessibility. The pathway of inclusion features an Indigenous-themed pavilion connected to a pathway along which flagpoles will showcase flags for equity seeking groups. Plantings along the pathway will reflect the flora important to Indigenous stakeholders.

Vision for the Pathway of Inclusion

The federal grant enabled the Township to install accessible hardscaping features in the park to support equity, diversity and inclusion (EDI) initiatives important to the community. Specific EDI initiatives to layer on top of the infrastructure are currently being developed by the Township. It is anticipated that features along the pathway of inclusion will be added over time. At the moment, we are in consultations with our representative stakeholders to appropriately and respectfully include:

- white pines as requested by our Indigenous stakeholders who value the tree spiritually and for the traditional uses for food, medicine and use the resin. Informational signs about the significance of the tree will accompany the plantings.
- an installation of a plaque with our land-acknowledgment.
- an installation featuring a moccasin image and accompanying information in conjunction with the [Moccasin Identifier project](#).
- orange benches to support Every Child Matters
- rainbow benches to support LGBTQIA2S+
- Pride flag, Mississauga's of Scugog Island Nation Flag, and if permitted, the Chippewa of Georgina Island Flag on the flagpoles.
- an educational garden planted in species of importance to First Nations.

Map of the Pathway of Inclusion and features in Elgin Park



DISCUSSION:

Central Counties Tourism (CCT) discovered this project and immediately asked if they could partner with us on a pilot project for an Augmented Reality Trail.

This trail would feature brand new technology being launched by CCT and feature an Avatar led Tour along our path.

The deliverables for this project include:

1. Avatar Tour Guides – app and backend avatar library to be created by SimFront.
2. Naming for Pathway (Path of Inclusion, Pathway of Inclusion, Path of Inclusivity all currently being used to reference project)
3. Stories for 4-6 stops along the Path of Inclusivity (3minutes per story max)
4. Trigger mechanisms for each story ranging in price and complexity.
 - a. Art installation
 - b. Bench art
 - c. Bench plaque
 - d. Adapting existing 6 inch post markers
 - e. Marker at base of flagpole
 - f. Plaque at gazebo
5. Accreditation from the communities the Path represents (Indigenous, LGBTQIA2S+, DEI, Neurodiversity, TBC)
6. CCT VisitYD

WHO ARE WE TRYING TO REACH WITH THIS CAMPAIGN?

The primary audience are visitors from outside the Township, including those from Indigenous, LGBTQIA2S+, DEI, Neurodivergent, and other underrepresented communities. The Path aims to acknowledge and highlight the Township's commitment to inclusivity. The Path, coupled with the Augmented Reality project, will provide visitors with a unique experience, attracting new and untapped pools of potential visitors.

The secondary audience are residents of the Township of Uxbridge, in particular the communities the Path represents including Indigenous, LGBTQIA2S+, DEI, Neurodivergent, and other underrepresented communities. The project is in line with the Township's goal of building a culture of inclusion and supporting community diversity and engagement.

PROJECT TIMELINE

The project is anticipated to begin mid May, 2023, and to conclude April 30th, 2024.

FINANCIAL COMMITMENT

All costs for the Project shall be incurred and paid for by CCT outlined in the Memorandum of Understanding and mutually agreed upon with the Township of Uxbridge.

ADDITIONALLY, this project supports our [Equity, Diversity and Inclusion Blueprint](#) and support our Uxbridge Strategic Plan Action items:

- A vibrant and growing Economy: 2.2.1, 2.2.2, 2.2.4
- Collaboration and Partnership: 3.1.1, 3.1.6, 3.2.4

RECOMMENDATION

THAT Report PR-09/23 from Amanda Ferraro, Director of Community Services be received for information;

AND THAT the Heritage Arts and Community Programs Committee approve the creation of a Bylaw to enter into a MEMORANDUM OF UNDERSTANDING agreement with ZONE 6 REGIONAL TOURISM ORGANIZATION O/A CENTRAL CONTIES TOURISM ("CCT")

Respectfully Submitted by:

Amanda Ferraro, Director of Community Services