

1 - INVENTORY

- Clarification of categories
- Clear definitions of categories
- Strong mechanism for keeping it updated
- Add title for each category
- Colors need to be more distinct
- Add available vacant land to inventory
- Clear definition of cultural activity
- What criteria need to be met to be cultural

2 – MAPPING SUGGESTIONS

- Multiple maps showing different categories
- One master map showing all categories
- Works for walking tours
- Links to other sites and then linking back to map
- Focus on public awareness
- Soldier should have a role on mapping
- Contact google regarding icon

3 - STRENGTHS

- Concentration of sites within a walking distance
- Council commitment to aesthetics
- Leadership and Volunteer base
- National significance – underground railroad...
- Near 2 large urban areas – border
- Distinctive community
- “Best kept secret” within Southern Ontario
- Natural Beauty – parks/setting/river
- People
- Town has a committed staff to focus on project
- Tourism Windsor, Essex, Pelee Island
- Climate

3 - WEAKNESSES

- Heritage District is too confined – excluding some cultural assets
- A lot of vacant buildings
- Hours of operation and lack of coordination
- Wasted money on projects – in the past
- Some of the residents lack of awareness of the towns cultural assets
- Lack of youth education on local heritage
- Lack of traffic on Murray Street – traffic planning
- Lack partnership with businesses for festivals/events
- Inclusivity
- Lack of shopping variety – recreational shopping

3 - OPPORTUNITIES

- Creative retail
- Packaging of events/products
- Walking tours/tour guides
- Small plaques in front of Heritage homes – showing history – self guided walking tour
- Pictorial history
- Comments on Plaques signage where appropriate
- Geographic Location
- Branding – developing phrases - where are we!
- Bicentennial – war of 1812
- Using existing buildings for events/groups (theatre)
- Including the youth/getting them involved – go to schools
- New recreation centre
- Promoting to neighbouring communities
- Diversifying Amherstburg's cultural assets in the region
- Taking alternative methods to getting the word out
- Economy is diversifying

3 - GAPS

- Evening entertainment
- Lack of town marina
- Transit point along the river - link to the river
- No public transportation in and out of town
- Lack of accommodations
- Information to service providers – realtors etc...
- Support from local community for events/festivals
- Lack of local knowledge of amenities
- Being a tourist in your own town

4 – WHO ARE POTENTIAL PARTNERS?

- Local population
- Youth/High school
- Newspapers – Local Media – New Media for County – Social media
- Meals on Wheels
- Welcome Wagon
- Service Clubs
- BIA
- Chamber of Commerce
- Other communities with Cultural Mapping in place
- Realtors
- Local town council