

# Executive Summary

## VISION

The Muskoka Wharf will become a year-round shopping and recreation destination for tourists and residents

## MISSION

Increase number of visitors, stays, and spending by situating the Wharf as a tourism destination and integral part of Gravenhurst's commercial core

## GOALS

- Increase number and types of businesses
- Create more things to do and reasons to visit
- Reduce seasonality and extend hours of operation
- Revitalize physical layout and appearance
- Enhance on-site experience and increase promotion
- Strengthen two-way links to other areas of Gravenhurst
- Unify leadership and management

## OBJECTIVES

- Attract more retail and restaurants
- Increase density of buildings
- Support existing & develop new events and attractions
- Animate public spaces
- Increase recreational opportunities
- Redevelop landscaping, public waterfront areas, and parkland
- Make public spaces inviting and accessible
- Increase efficiency of traffic flow and parking
- Encourage improvements to privately-owned buildings
- Comprehensive wayfinding and placemaking signage
- Enhance existing connections and encourage movement of people (on-site and to other parts of Gravenhurst)
- Promote the Wharf as a destination
- Establish sustainable model for leadership & management of the Wharf

64 actions support these objectives