



Connecting People,
Pollinators and Places

Bee City Canada Application

A) City or Community Information

Municipality/First Nation: Town of New Tecumseth

Province/Territory: Ontario

Mayor, Chief or Chair of Commission

Name & Title: Mayor Rick Milne

Name of Applicant & Title Darcy Brooke-Bisschop, Economic Development Officer

Organization or Department: Town of New Tecumseth

Address: 10 Wellington Street East

City/First Nation: Alliston

Province/Territory: Ontario

Postal Code: L9R 1A1

Email: dbrookebisschop@newtecumseth.ca

Phone: 705-435-3900 Ext. 1230

Bee City Liaison & Title (if not Applicant) _____

Organization or Department _____

Address _____

City/First Nation _____ Province/Territory _____

Postal Code _____

Email _____ Phone _____

Please list the members of your community's **Bee City Pollinator Team**. This group will oversee the Bee City program. (Expand or reduce table as required)

Name	Affiliation	Email
Darcy Brooke-Bisschop		dbrookebisschop@newtecumseth.ca

Media Contact (if not Applicant)

Name & Title: Tatjana Milne, Communications Officer

Department: Communications

Email: tmilne@newtecumseth.ca Phone: 705-435-3900 Ext. 1271

Tell us about any initiatives currently taking place in your city, community or region which aim to help pollinators. These may include existing pollinator gardens, habitat restoration projects, efforts to reduce or eliminate the use of pesticides and public education activities to raise awareness about pollinators.

In 2017, the Town partnered with its neighbouring municipalities in the County of Simcoe (Adjala-Tosorontio, Bradford West Gwillimbury, Essa, and Innisfil) and Tourism Simcoe County (TSC) on a project aimed at determining the feasibility of apiculture as an agri-tourism product. TSC staff felt that there was an opportunity to develop a tourism trail around bees and honey production.

The Town of New Tecumseth has a long history of apiculture related activities. The famous settler, D.A. Jones, was considered the 'Bee King of Canada' and his work and entrepreneurial spirit resulted in the village of Beeton being known as the birthplace of Canadian commercial honey production.

An analysis of North American Industry Classification System (NAICS) codes and an environmental scan of the area revealed that the legacy of Jones' work continues to this day with a thriving apiculture industry in south Simcoe, where there is a higher concentration of beekeepers and farms owning honey bees than almost any other area of Ontario.

The first project to be launched as an outcome of the market development plan is the Honey Trail, which was formally introduced by TSC at the Beeton Honey & Garden Festival on May 25th.

The trail has been designed to celebrate beekeeping, bees, honey, other hive products, pollinators and the history of Beekeeping in our community. There are ten stops on the trail, including the Museum on the Boyne, which is among the four stops in New Tecumseth. Stops on the trail feature unique businesses that have come together to offer local product, knowledge, and expertise to create memorable and authentic experiences for visitors to the south Simcoe region.

The objectives of the trail are to:

- 1. promote beekeeper-to-consumer interactions;*
- 2. expand the awareness and sale of local honey and other products/activities associated with apiculture in south Simcoe;*
- 3. build business to business relationships between apiculture producers and food producers, the service industry, accommodators, and health and wellness suppliers;*

4. *increase public awareness and education about the importance of bees and associated by-products; and*
5. *to link recreational, shopping, and experiential development opportunities.*

Obtaining the Bee City Canada designation would be a logical extension of the apiculture market development initiative as it directly supports objective 4 of the Honey Trial initiative.

B) Yearly Renewal Fees

There are no fees on the initial application. The fees below apply on the yearly renewal.

Less than 1000 population	FREE
5000 – 10,000 population	\$150
10,001 – 25,000 population	\$200
25,001 – 50,000 population	\$300
50,0001 – 100,000 population	\$400
100,001 – 250,000 population	\$500
250,001 – 500,000 population	\$750
500,001 – 1,000,000 population	\$1000
+ 1,000,000 – population	\$1500

C) Commitments and Actions

I/we, the undersigned, understand that the Bee City Canada program consists of three commitments, and that we will take the indicated actions to support those commitments:

1. **Creating Healthy Pollinator Habitat:** Describe your plans to create, improve and maintain pollinator habitat, while reducing or eliminating pesticide use.

New Tecumseth has seen an increased interest in the installation of community gardens throughout the town and its three urban centres of Alliston, Beeton, and Tottenham. Town representatives will continue work to assist groups interested in establishing these uses throughout the municipality moving forward. Apiculture project partners are also exploring the possibility of establishing bee-friendly structures similar to the “Bee Hotel” program in Barrie to encourage healthy habitats for bees.

2. **Educating the public about the importance of pollinators:** Describe how you plan to educate residents, city staff and others about the importance of pollinators and what people can do to protect them.

Increasing public awareness and education about the importance of bees and associated by-products is one of five primary objectives of the Honey Trail project. Project partners and participating trail stop locations are committed to promoting apiculture health and sustainability. Sharing of information and resources available from organizations such as Bee City Canada with event attendees is a key component of the program’s public awareness and education activities.

3. **A yearly commitment to celebrate:** Describe how you plan to celebrate pollinators during international Pollinator Week (third week of June) or at another more convenient time.

The community of Beeton, one of the New Tecumseth’s three urban centres, is home to the Beeton Honey & Garden Festival, a decades old festival celebrating bees and honey on the last Saturday of May annually.

Honey Trail partners intend to have a presence at the festival on an annual basis to promote the program and its intended objectives, including its intent of increasing public awareness and education about the importance of bees and associated by-products.

D) Other Requirements

I/we, the undersigned agree to:

1. Publicly acknowledge Bee City Canada designation through publicly displayed signage, city/region/community website and other means.

2. Annually re-apply for Bee City Canada designation. A renewal application will be sent to you and a fee will apply.

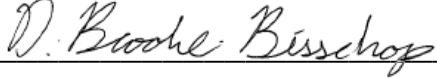
E) Requested Attachments

With your completed application, please provide:

1. A short 50-100 word write-up of what it means to your city to become a Bee City. Include photos if possible. This will help us share the exciting news through our social media outlets.
2. Your city, region or First Nation logo (png format) and any usage guidelines.

F) Signatures

Applicant


Signature

Darcy Brooke-Bisschop
Print Name

Economic Development Officer
Title

September 10, 2019
Date

Bee City Canada Liaison (if not Applicant)

Signature

Print Name

Title

Date

G) Next Steps

1. (Applicant) Email completed application and resolution (in PDF format) with requested attachments to applications@beecitycanada.org with "APPLICATION" in

the subject line.

2. (Bee City Canada) Your application will be reviewed within three business days. We will notify you as soon as your application has been approved or promptly request any clarification, if necessary.

H) Bee City Canada's Commitment

Bee City Canada is committed to publicizing your designation as a Bee City through our website, social media and other channels. In addition, our "Bee City Welcome Package" will be sent to you and will include among other things an official Declaration, recognizing your city or First Nation as a Bee City.

Bee City Canada is grateful for your commitment to take positive actions to help pollinators and for being a role model for other communities across Canada.