



1483/19

The Corporation of the Township of Brock

Clerk's Department

Deputy Clerk to Council

Report: 2018-CO-03

**TOWNSHIP OF BROCK
CLERK'S DEPT**

Date: Monday, August 13, 2018

File:

Copies to:

Refer Id:

Subject

Community Tourism Plan

ACTION TAKEN

Resol. No.

Refer to

Council

Comm.

Meeting Date:

Recommendation

1. That Council receive this report for information;
2. That Council engage Central Counties Tourism to assist the Township in the development of a Community Tourism Plan; and
3. That staff be authorized to proceed with the development of a Tourism Working Group to guide the development of a Community Tourism Plan and to select those individuals to serve on the Working Group.

Attachments

No. 1 Community Tourism Planning Guide

Report**Background**

The Brock Tourism BR+E was initiated in late 2016 following an exercise undertaken by the Brock Economic Development Advisory Committee (BEDAC) to identify Brock's best assets. To determine how to capitalize and promote these assets more effectively, the BEDAC proposed undertaking a tourism focused BR+E Project coordinated by Durham Region Economic Development and Tourism Staff in partnership with the Township of Brock and guided by a leadership team comprised of staff and project partner representatives.

The leadership team chose to survey a cross section of tourism related businesses and organizations from across the Township. A total of 42 Brock business owners/managers or organization representatives participated in the confidential survey process.

This report is available in alternate formats upon request.
Please contact the Clerk's Department at 705-432-2355.

The raw survey data was collected over the spring and summer of 2017 and analyzed by the project leadership team. The aggregate data was presented at a Task Force Retreat held on February 1, 2018. Following the retreat the leadership team met to identify the major challenges and opportunities identified in the survey. Based on this information the Brock Tourism BR+E Report and Action Plan was developed.

The Brock Tourism BR+E Report and Action Plan was presented and approved by the Planning Committee on June 25, 2018. One of the main priority recommendations within the plan is to establish a working relationship with Durham Tourism and Central Counties Tourism resulting in funding, resources and a Community Tourism Plan to develop the tourism industry in Brock Township.

In addition, a strategic action contained within the Township of Brock's Corporate Strategic Plan, approved by Council on September 21, 2015, is to develop a comprehensive Tourism Strategy for the Township of Brock capitalizing on the economic opportunities that exist and consider potential tourism opportunities.

Both the Townships of Uxbridge and Scugog have recently adopted a Community Tourism Plan, leaving Brock to be the only municipality in North Durham without one.

Community Tourism Plan

According to the Central Counties Tourism, a community tourism plan is "a written document produced on behalf of a community by a group of people representing a broad cross-section of interests. The plan provides the framework for business, local government, cultural, and other organizations to analyze tourism resources and concerns, and to encourage tourism development and promotion."

Central Counties Tourism has a "Community Tourism Planning Guide," appended as Attachment No. 1 that guides the process and development of a community tourism plan. Central Counties Tourism, at no charge, will facilitate and develop the community tourism plan in conjunction with a working group that will be established. A successful community tourism plan is established within 4 to 5 months.

To keep the momentum around tourism moving forward, and to have a plan in place that can guide Council and the BEDAC during the next term of Council, staff are recommending that Council engage Central Counties Tourism to assist in the development of a Community Tourism Plan for the Township of Brock. The Tourism BR+E project collected much data that can be used to assist in the development of the plan.

Establishing a Brock Tourism Working Group

A Tourism Working Group to provide guidance, advice and recommendations will be key to the success of the Community Tourism Plan. The Brock Tourism Working Group will be comprised of approximately 10-15 members representing a broad cross-section of tourism interests in the community. Invitations will be sent to specific individuals inviting them to submit an application to be a part of the working group. In addition, individuals

who attend the Tourism Now Workshop will be asked if they have any interest in participating in the Brock Tourism Working Group.

Staff will ensure there is equal representation from all three communities and attempt to get representatives from the following list of groups to be a part of the Tourism Working Group:

- Tourism Businesses who depend on revenues from visitors (2);
- Specialty Retail such as gift shops and grocery shops (2);
- Cultural groups that operate local museum, festivals, events, etc. (2);
- Service club who undertake community projects (1);
- Brock Board of Trade (1);
- Recreational organization (1); and
- Interested members of the general public who help to ensure that the "quality of life" focus is not overlooked (2).

In addition, the Township of Brock Deputy Clerk, Durham Region Rural Economic Development Coordinator, a Durham Tourism staff member, and a representative from OMAFRA will be appointed to the working group. Central Counties Tourism staff will lead and facilitate the Working group.

Timeline

Late August/early September – staff to promote the Brock Tourism Working Group and accept names of interested persons.

Thursday, September 20 (Tourism Now Workshop) – final day for individuals to advise of their interest in participating on the Brock Tourism Working Group.

Week of September 23 – Staff to finalize the Brock Tourism Working Group and contact successful and unsuccessful applicant.

Thursday, October 4 – First meeting of the Brock Tourism Working Group

Additional meeting dates to be:

- Thursday, November 1
- Thursday, December 6
- Thursday, January 10
- Thursday, February 7

Mid-March – final report to be presented to Planning Committee for approval.

Costs

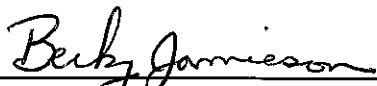
It is anticipated that the costs for the development of the Community Tourism Plan will be minimal and focused on coffee/snacks for meetings. These costs can be covered from the current Brock Economic Development Advisory Committee budget.

Costs to promote the plan, once approved, will be proposed within the 2019 budget for Council's approval.

Conclusion

A Community Tourism Plan prepared with widespread local involvement and support helps to ensure that the community and residents can optimize the benefits available from tourism activities, while successfully dealing with real or perceived negative circumstances. The establishment of the Community Tourism Plan for the Township of Brock will help to guide the future of tourism in Brock.

Respectfully submitted,



Becky Jamieson
Deputy Clerk

Reviewed by,

Thomas G. Gettinby, MA, MCIP, RPP, CMO
CAO & Municipal Clerk