



## The Corporation of the Township of Brock

Clerk's Department

Rural Economic Development Coordinator to Council

Report: 2019-CO-07

Date: Monday, June 17, 2019

Date:	07/06/2019
Refer to:	Council
Meeting Date:	17/06/2019
Action:	Action
Notes:	
Copies to:	

### Subject

Brock Community Tourism Plan

### Recommendation

1. THAT report 2019-CO-17 be received;
2. THAT Council adopt the Brock Community Tourism Plan;
3. AND THAT a copy of report 2019-CO-17 circulated to The Region of Durham Economic Development and Tourism Division and the Brock Board of Trade.

### Attachments

Attachment No. 1: Brock Community Tourism plan

### PURPOSE

The purpose of this report is to provide Council with an overview of the Brock Community Tourism Plan.

### REPORT

#### Background

The Brock Community Tourism Plan resulted from a Priority Recommendation identified in the 2017 Brock Tourism Business Retention and Expansion (BR+E) project. The BR+E project was initiated by the Brock Economic Development Advisory Committee and included in their 2017 workplan. Using the Ontario Ministry of Agriculture, Food and Rural Affairs BR+E model, 42 one-on-one confidential interviews were conducted with businesses and organizations involved in tourism from across the Township. Using the feedback gathered through the interviews, a Leadership Team comprised of community members and staff compiled a Final Report and identified Priority and Supporting Actions. **Report 2018-PL-02** provides a comprehensive overview of the BR+E project and the

Priority and Supporting Actions and subsequently adopted by Council on June 25, 2018. Specifically, the Priority Action which identifies the Community Tourism Plan states:

“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 September 2018, Township staff reached out to Central Counties Tourism (CCT) to request their assistance to lead a Community Tourism Plan (the Plan). Through a public advertisement, applicants were sought to form a Tourism Working Group that would assist with the development of the Plan and provide input throughout the process. Following a review of applicants, 12 volunteers were selected from a cross-section of tourism related businesses and organizations within the Township.

### **Tourism Working Group Composition and Meetings**

The Tourism Working Group is comprised of the following individuals who represent businesses or community groups:

- Dan Andrews – Lake Simcoe Region Conservation Authority
- Donna Beattie – Sunderland Legion
- Anne Hardy – Coordinator, Manilla Hall
- Laura Gardner – Beaverton Curling Club
- Paul South – Sunderland Maple Syrup Festival
- George Ranich – Beaverton Lions Club
- Lianne Megarry – Business Owner
- Lois Shaw – Brock Youth Centre
- Christine Dukelow – Brock Board of Trade
- Paula Warder – Brock’s Big Bite
- Angela Cannavan – Cannington Haunted Trail
- Jane Trollope – Business Owner

The following staff members provided support for the Tourism Working Group:

- Brandon Pickard – Durham Tourism
- Kristyn Chambers – Durham Tourism
- Carolyn Puterbough – Ontario Ministry of Agriculture, Food and Rural Affairs
- Stacey Jibb – Durham Region Economic Development
- Becky Jamieson – Township of Brock
- Chuck Thibeault – Central Counties Tourism
- Eleanor Cook – Central Counties Tourism

In total, five meetings of the Tourism Working Group were held:

- October 4, 2018
- November 1, 2018
- December 6, 2018
- January 10, 2019
- February 14, 2019

### **Central Counties Tourism**

CCT was established as a regional tourism organization in 2010 under a framework developed by the Ontario Ministry of Tourism and Culture, following the completion of the Ontario Tourism Competitiveness Study. Their mandate is to identify sustainable best product and practices that will build a stronger and more competitive tourism industry within the region. CCT is funded by the Ontario Government and managed as a not-for-profit organization by a voluntary tourism industry board.

A Community Tourism Planning Guide has been developed by CCT to assist community leaders and municipalities to focus and direct tourism planning efforts at a local level. It opens the doors for communities to explore opportunities available through tourism.

A Community Tourism Plan achieves the following:

- Identifies and prioritizes tourism assets and markets
- Identifies tourism industry stakeholders and agencies involved in tourism
- Assigns roles and responsibilities to avoid duplication and gaps
- Acts as a development framework for business, local government and other key organizations

### **Brock Community Tourism Plan**

The Plan identifies opportunities to enhance and grow tourism visitation and spending over the next 3 years in Brock. The Plan includes:

- The current tourism landscape
  - o Impacts of tourism in Ontario, Durham Region and the Township of Brock.
- Roles and responsibilities
  - o Federal (Destination Canada), Ontario Ministry of Tourism, Central Counties Tourism, Durham Tourism, Local Tourism (Township) and local businesses and community assets/organizations.
- Current tourism market
  - o Identification of primary tourist types, where they come from, when they are visiting and the kinds of services they are looking for.
- Traveler segment profiles
  - o The Tourism Working Group identified 12 traveler segment profiles that best represent the ideal guest and visitors to the Township. Additional information on these traveler segment profiles is included as an appendix in the Plan.
- Brock's tourism sector
  - o Listing of various attractions, businesses, infrastructure, hospitality and promotions that supports tourism within the Township.
- Summary of tourism concerns
  - o Based on a review of the five components of the tourism sector (listed above), the Tourism working group identified concerns that should be taken into consideration while developing the actions. Concerns from the 2017 Tourism BR+E were also included.
- Actions items
  - o Specific actions have been identified to support 4 objectives:
    1. Community Tourism Plan adopted by Council

2. Allocated dedicated township resources (staff and financial) to support tourism and economic development
  3. Businesses and Residents embrace a visitor-centric approach
  4. Develop Brock Township as a four-season visitor destination
- A complete listing of actions can be found on page 22 in the Plan (Attachment 1).

### **Next Steps**

Pending adoption of the Plan (Objective 1), staff will prepare for the opening of the Rural Economic Development (RED) Program on July 29, 2019. For successful applicants, the RED Program provides 50% funding for economic development related projects. The funds will be used to implement actions from the 2017 Tourism BR+E and the Plan.

### **Conclusion**

The Plan represents a community-based approach to grow tourism spending and visitations in the Township. It recognizes that local knowledge provides important insights about what's happening on the ground and helps to inform action planning resulting in realistic and attainable actions.

The Township respectfully thanks the volunteers who participated on the Tourism Working Group. A thank you should also be extended to CCT for leading the Community Tourism Planning process and drafting the Plan.

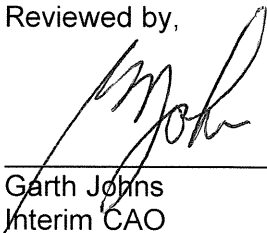
Respectfully submitted,



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Stacey Jibb  
Rural Economic Development Coordinator, Durham Region

Reviewed by,



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Garth Johns  
Interim CAO