



COMMUNITY TOURISM PLAN





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INSIDE COVER PHOTO CREDIT: CENTRAL COUNTIES TOURISM

COVER PHOTO CREDIT: CENTRAL COUNTIES TOURISM



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Message from Central Counties Tourism



Tourism has always been a vital economic driver in the Township of Brock. From the abundant shorelines and waterways to the connected trail systems, people visit the area year-round to enjoy the natural beauty and fantastic businesses that welcome them.

Over the past several months, RTO6 -Central Counties Tourism has had the pleasure of facilitating the development of this Brock Community Tourism

Plan with a group of very passionate residents who dove into the project with the same vigor they do in their volunteer positions, businesses and other community activities. Each of the meetings was lively and constructive.

The end result is a tourism plan that is uniquely tailored for Brock Township. The action items at the end of the document close gaps that were identified by the working group as being important to achieving tourism success for the municipality. Central Counties commitment to the working group and the Township is that each year we will collaborate to prioritize and complete identified action items to further the economic impact of tourism. This plan will not collect dust on the shelf.

A handwritten signature in black ink, appearing to read 'Chuck Thibeault'.

Chuck Thibeault
Executive Director



PHOTO CREDIT: THE NOURISH AND DEVELOP FOUNDATION



PHOTO CREDIT: CARPE DIEM FARM

The Brock Community Tourism Working Group

The Tourism Working Group is made up of a cross section of Brock tourism stakeholders.

Becky Jamieson
Brandon Pickard
Kristyn Chambers
Stacey Jibb
Carolyn Puterbough
Dan Andrews
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Paula Warder
Angela Conavan
Jane Trollope
Chuck Thibeault
Eleanor Cook

Township of Brock
Durham Tourism
Durham Tourism
Durham Region Rural Economic Development
Ministry of Agriculture, Food, and Rural Affairs
Lake Simcoe Region Conservation Authority
Sunderland Legion
Coordinator -Manilla Hall
Beaverton Curling Club
Sunderland Maple Syrup Festival
Beaverton Lions Club
Business Owner
Brock Youth Centre
Brock Board of Trade
Brock's Big Bite
Cannington Haunted Trail
Business Owner
RTO6 -Central Counties Tourism
RTO6 -Central Counties Tourism



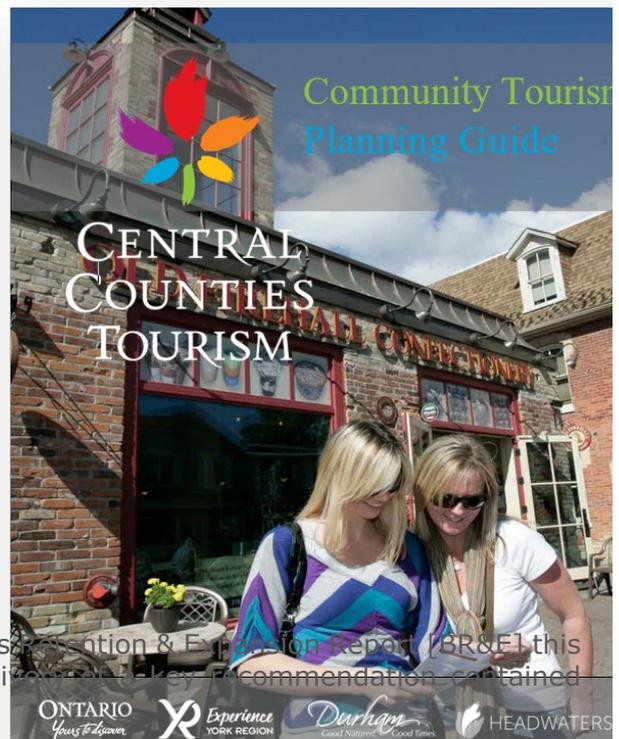
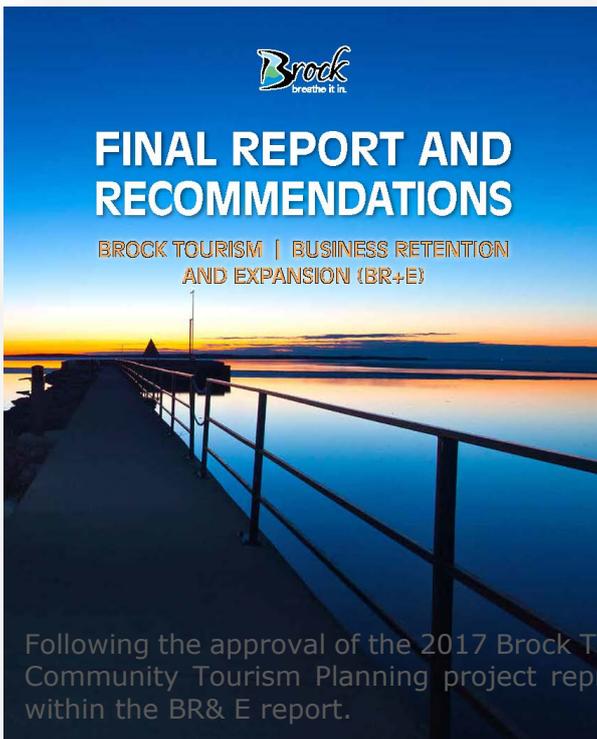
Executive Summary

In 2019, the Brock Community Tourism Plan Working Group set out to create a plan for success for tourism in Brock and determined the goal to be “for the community of Brock -it’s leaders, businesses, and residents -to embrace a visitor-first identity to stimulate the economic impact of visitation”. The group recognized that there were four main steps required to position the Township to be able to set on a path to achieving the goal:

- 1. Council Adoption of the 2019 Brock Community Tourism Plan**
- 2. Allocation of dedicated Township resources (staff and financial) to support tourism and economic development**
- 3. Achieve “Buy-In” from the businesses and residents on the value of inviting people to the community and welcoming visitors who have chosen to visit**
- 4. The Township of Brock and its businesses support and develop a four-season destination**

These are the objectives of the Brock Community Tourism Plan. The first two objectives are imperative for the third and fourth to be accomplished. Every successfully completed action item against objective moves Brock Township closer to meeting the goal of the Plan.

Introduction



Following the approval of the 2017 Brock Tourism Business Retention & Expansion Report (BR&E) this Community Tourism Planning project represents the delivery of a key recommendation contained within the BR&E report.

In September 2018, Central Counties Tourism was invited by the Township of Brock to facilitate the Community Tourism Plan using the Planning Guide. CCT's role was to facilitate the discussions necessary with the Brock Tourism Working Group to complete the Tourism Planning Guide and develop a three-year action plan created for and endorsed by the Township and tourism stakeholders and the community.

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

In order to ensure representation of a cross section from all tourism sectors, a tourism working group was created in September 2018. The newly formed Brock Tourism Working Group participated in a series of working sessions, industry presentations and strategic questionnaires.

The collaborating members of the group see this strategic tourism plan as a cornerstone for further tourism development discussions, opportunities and partnerships within the tourism stakeholder community to increase consumer visitation and spending in the Township of Brock.

Why Tourism?

The Tourism Industry Association of Canada [TIAC] describes the tourism industry as a “dynamic and far-reaching sector whose economic impact helps to employ Canadians across the country. Globally, it is one of the world’s most remarkable growth industries, with the vast majority of destinations showing increased arrivals and tourism spending each year”.

In Ontario, tourism is a \$26 billion-dollar industry representing 2% of GDP. In 2016 it generated \$11 billion in tax revenues, employed more than 391,000 people in over 188,000 businesses and all major national tourism indicators increased, including visitation [+2.9%], tourism total spending in Canada’s 10 leisure markets [+4.6%], arrivals [+2.9%] and employment [+2.6%].

In Durham Region tourism visitation reached 4.1 million people in 2016, generating a total of \$301 million in new revenue for our region.

In Brock Township Tourism BR&E, over 18 per cent of businesses and organizations have a role in the tourism industry.

The Tourism Industry Association of Ontario [TIAO] recently released the Travel and Destination Analytics Ontario report, in partnership with Global Payments Canada. The report also looks at visitor spending trends in RTO6 [York, Durham and Headwaters]. Highlights for 2018 include:

- Overall, visitors from the United States [U.S.] continue to account for nearly half of the international inbound spend for Ontario.
- The Greater Toronto Area, Niagara, York, Durham and Headwaters account for 78.9 per cent of inbound spending in Ontario.
- The top five inbound countries for YDH are the U.S., China, Hong Kong, the United Kingdom and Korea.
- These inbound visitors to YDH count for 1.3 per cent of inbound spending (versus 98.7 per cent domestically).

Quick Facts About Tourism in Ontario

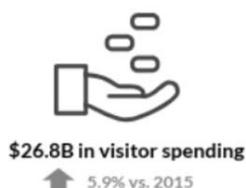
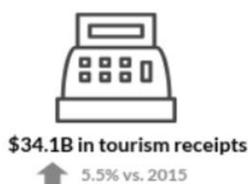




PHOTO CREDIT: SUNDERLAND MAPLE SYRUP FESTIVAL

Roles and Responsibilities

There are many organizations that play critical roles in Ontario’s Tourism Industry framework. Each of them has varying responsibilities and areas of focus aimed to attract visitors, service visitors and maximize the economic benefits to communities. At a local municipal level there is a need help coordinate and develop grass roots tourism experiences and products within the business community that can then be positioned in market at a regional, provincial and national level.

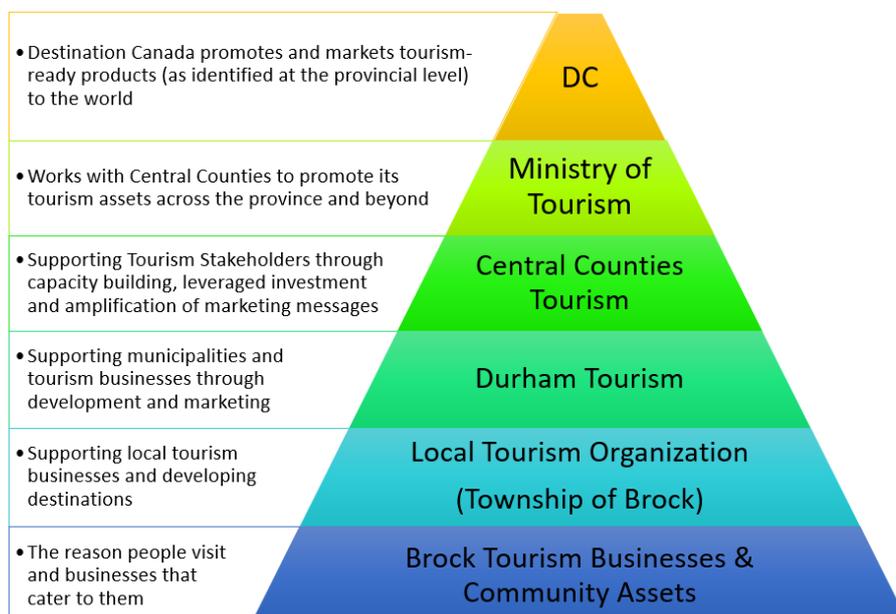


Figure 1 Shows various organizations and the roles that they play. Each organization relies heavily on the coordination of the

foundations below them in order to ensure market-ready tourism experiences that can be promoted to a variety of regional, national and international markets.

RTO6 -Central Counties Tourism

Central Counties Tourism is one of 13 Regional Tourism Organizations (RTOs) funded by the Ontario Ministry of Tourism, Culture and Sport. CCT coordinates, align, and invest in sub-regional programs and leads in identified product development, strategic marketing programs, and industry equipping.

CCT directly supports tourism businesses and communities to build better quality experiences that resonate with consumers to grow the industry by increasing visitation and yield. CCT is aligned with the priorities of the Ministry of Tourism, Culture and Sport and works collaboratively with Durham Tourism and Destination Ontario ('Ontario Yours To Discover' brand).

The focus of Central Counties Tourism is destination development and research. Central Counties' 2019/2020 overall budget is \$2 Million dollars and is allocated to address pan-regional tourism development within four distinct tourism pillars:

- Strategic Marketing
- Product Development
- Workforce Development
- Investment Attraction

Region of Durham

Durham Tourism

Durham Tourism is part of the Planning and Economic Development Department of The Regional Municipality of Durham. Their objective is to develop and market the region's tourism, arts, recreation and cultural facilities with an emphasis in the areas of sports tourism and of agri-culinary tourism.

The Region supports eight municipalities.

- Promote Durham as a destination for domestic and international visitors via trade and consumer shows, promotional materials and marketing
- Assist international tour operators by providing destination information
- Coordinate familiarization tours for travel trade operators and media writers

Local Tourism Activities

The Township of Brock

The current allocation of resources to tourism consists of staff support from the Clerk's Department of the Township of Brock. Staff time is currently devoted to coordinating with the Brock Board of Trade, Brock Economic Development Advisory Committee (BEDAC), Region of Durham Rural Economic Development Coordinator and promoting tourism activities in Brock through print, on-line and social marketing, liaising with Central Counties Tourism and Durham Tourism and supporting local events.

Brock Board of Trade

Committed to supporting and growing the business environment, culture and community within Brock Township, the Brock Board of Trade has a contributing role in tourism development.



PHOTO CREDIT: BROCK'S BIG BITE

Grass Roots is Critical

A study commissioned by the Tourism Industry Association of Canada revealed, "Canada must develop niche products and services tailor-made to match the unique characteristics of its diverse regions." Niche tourism experiences can only be developed by the tourism owners and operators who are on the ground and providing their products, services and experiences directly to the visitor.

In Tourism, businesses and communities that use relevant market research, understand their unique features and collaborate with other businesses, have the best opportunity to identify their differentiators, which includes the unique themes, narratives and travel corridors present. This in turn increases the opportunity to grow tourism visitation and revenues to the individual businesses and community.

Presently, millennial travel has emerged as an increasingly important segment of the tourism sector and is no longer regarded as a niche market but rather as a catalyst for future growth. Many destinations are investing in resources to develop the millennial-oriented tourism segment to offer travel experiences that showcase an area's unique story.

Community Tourism Plan

During the crafting of this tourism plan, opportunities to enhance and grow tourism visitation and spending over the next few years in Brock have been identified. The challenges will be encouraging private and public sector investment to augment existing offerings and to work in collaboration to develop, market and offer new memorable tourism experiences and products.

Ensuring that tourism follows a sustainable path requires clear leadership and it is critical that the interests of the tourism stakeholders and businesses, the visiting consumers and the local residents be balanced. The Brock Tourism Working Group approach to date has emphasized community collaboration in the creation of this strategy and this partnership approach must continue to achieve sustainable tourism development.

Table 1: Current Roles and Responsibilities Related to Tourism Activities *Education takes many forms and includes training related to product/experience development, tourism market readiness, package development and more.

| Lead Tourism Roles and Responsibilities | <i>Education</i> | <i>Research/Tracking</i> | <i>Advocacy</i> | <i>General Marketing</i> | <i>Targeted Marketing</i> | <i>Visitor Information Ctr/Kiosks</i> | <i>Wayfinding Signage</i> | <i>Tourism Website</i> | <i>Maps and Guides</i> | <i>Industry Networking</i> | <i>Community Engagement</i> |
|---|------------------|--------------------------|-----------------|--------------------------|---------------------------|---------------------------------------|---------------------------|------------------------|------------------------|----------------------------|-----------------------------|
| Destination Canada Promotes Canada-wide, market- ready products and experiences internationally. | | ✓ | | ✓ | ✓ | | | ✓ | | | |
| Tourism Industry Association of Ontario [TIAO] Advocates on tourism policy, regulation, education and economics of tourism. | ✓ | ✓ | ✓ | | | | | | | | |
| Destination Ontario (MTCS) Promotes Ontario, market-ready products and experiences domestically and internationally. | | ✓ | | | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Central Counties Tourism (RTO6) Tourism product development, workforce development, industry equipping and marketing in York, Durham and Headwaters regions. | ✓ | ✓ | ✓ | | ✓ | | | ✓ | | ✓ | |
| Durham Tourism/ Region of Durham Promotes Durham as a destination for domestic leisure, sport and group travel throughout the 8 municipalities and supports business development for tourism. | | | | ✓ | ✓ | | | ✓ | ✓ | ✓ | |
| Township of Brock Promotes Brock and the townships unique experiences, products and community assets. | | | | ✓ | | ✓ | ✓ | | ✓ | ✓ | ✓ |



PHOTO CREDIT: CENTRAL COUNTIES TOURISM, FLOYD HALES FISH HUTS

Current Tourism Market

During a working session, the Tourism Working Group members reviewed each of the key market segments and discussed the following questions –below. The group also requested the local Brock accommodators be offered the opportunity to contribute their own customer insights -100% of businesses responded.

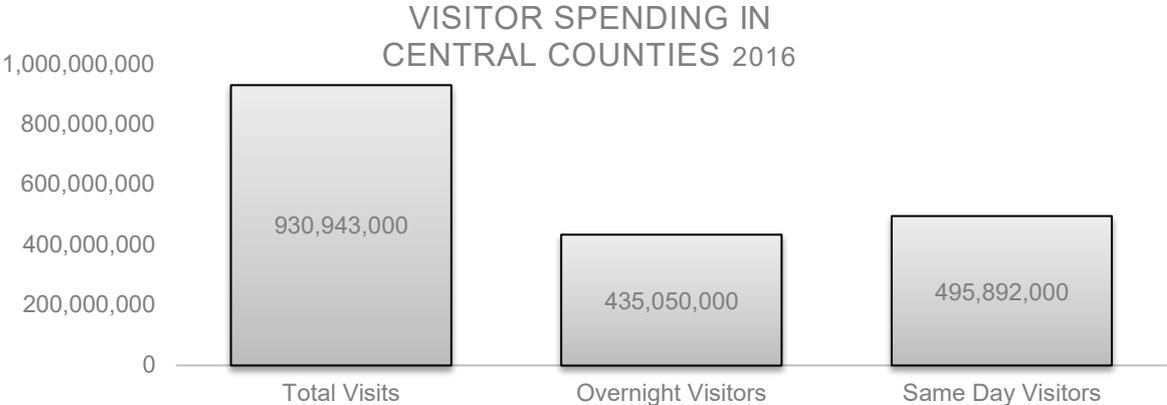
| Tourist Type | Where do they come from? | When do they come? | What services do they look for? |
|---|---|--|---|
| VFR -Visiting Friends and Relatives [1] | York Region South Durham Kawartha Lakes to Orillia | Summer Fall Winter 4-8 times per year | Events: Maple Syrup, Haunted Trail, Fall Fairs, Beaverton Harbour |
| Anglers [2] | Out of Province and U.S. Ice Fishing "Smallmouth Bass Fishing Capital of North America" | Winter and Summer | Accommodations, Outfitters, Restaurants |
| Cottagers [3] | On Route to Muskoka cottages | Summer and Fall | Real Estate, Unique Shopping |

Market Profiles

Market profiles can be segmented in a variety of ways. In order to understand the area’s market, it was important to consider demographics (age, education, income, and place of residence), behaviors (where they stay and what they do) and psychographics (what they value and what motivates them to travel).

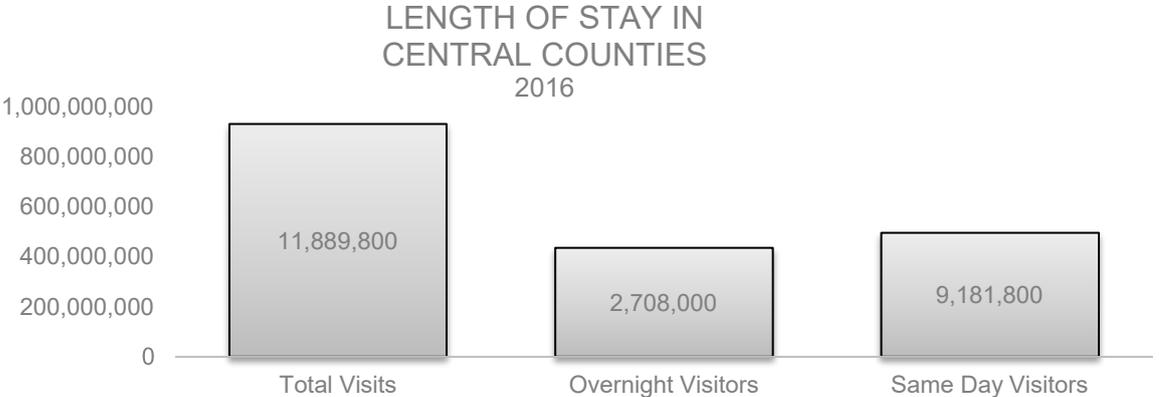
Demographics

In 2016 there were 11.8 million visitors to Central Counties, or 8.5% of provincial visitation. 5.2 million of these visitors came to Durham Region with a total visitor spend of \$309,023,859. The majority of these came from within a 2-hour drive. The figures to follow in this section have been extracted from the Ontario Ministry of Tourism’s Regional Tourism Profiles for Durham Region, RTO6 (2016)



Behaviours

The average per person overnight spending in Durham Region was \$95, compared to an average of \$161 in Central Counties and a Provincial average of \$327. Same day visitation saw average spending of \$59 per person, compared to an average of \$78 in Central Counties and \$171 for the Province.



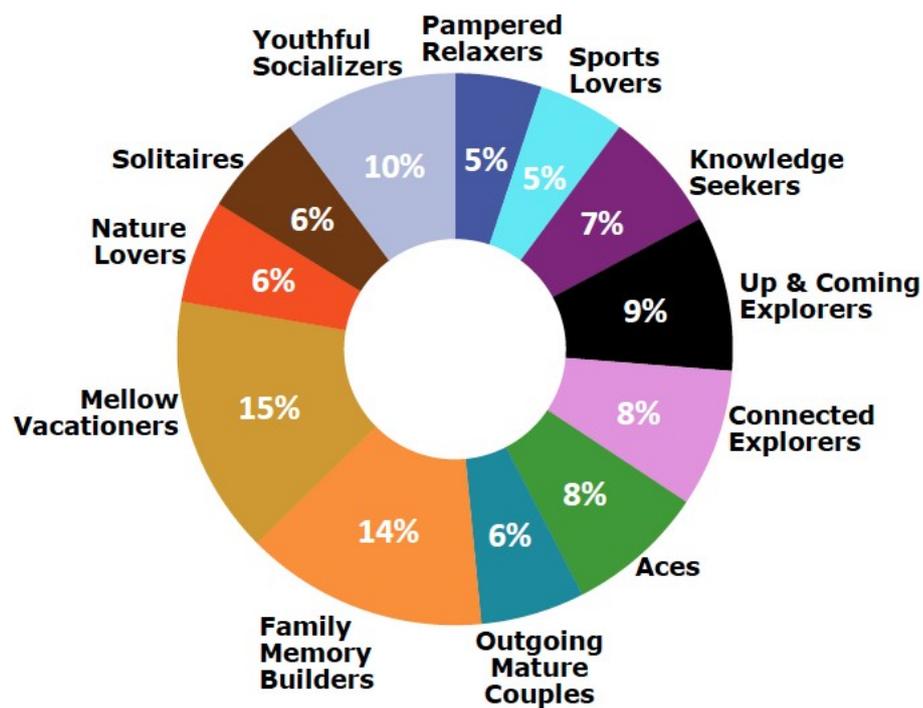
Psychographics

To help identify the right consumer or “ideal guest” for each of Ontario's thirteen tourism regions, the Ontario Tourism Marketing Partnership Corporation (OTMPC) partnered with all of the Regional Tourism Organizations (RTOs) and commissioned a major consumer segmentation study of key central North American markets.

The study results revealed twelve unique consumer segments originating from the Ontario, Quebec, Manitoba and major central/eastern U.S. markets. The segments were identified using the consumers’ social and emotional needs, preferred travel experiences, behaviours and media habits including use of preferred technology for information gathering.

Traveller Segment Profiles

By tapping into the knowledge of the Brock Tourism Working Group the market segment profiles including travel motivators, interests, media habits and demographics were analyzed-see Appendix



Four key market profiles were identified as Brock’s target group:

- Sports Lovers
- Mellow Vacationers
- Nature Lovers
- Family Memory Builders

NOTE: See Appendix A

Brock's Tourism Sector

Tourism is the business of attracting and serving the needs of visitors - people travelling and staying outside of their home communities for business or pleasure. The tourism sector is made up of many types of attractions, businesses, organizations, and activities, and has five key tourism components: Attractions, Businesses, Infrastructure, Hospitality and Promotion.

1. Tourism Attractions

Tourism Attractions include Brock's parks, which provide outdoor recreational experiences, both on and off the water, as well as the museums, galleries, a variety of heritage and cultural festivals and experiences, agricultural exhibitions, craft fairs, and events which reflect a way of life.

The Township of Brock is a rural municipality with 3 distinct community villages: Beaverton, Cannington and Sunderland and a collection of small hamlets. Brock is becoming known for it's expanding arts community.

- **Lake Simcoe**
'Lake Simcoe Lifestyle'
Beaches, Cottages,
Beaverton Harbour
Thorah Island Harbour
- **Trent-Severn Waterway
National Historic Site**
Lock 38 -Talbot
Lock 41- Gamebridge
- **Trails and Conservation**
The Beaver River Wetland Trail -
-Lake Simcoe Region
Conservation Authority
The Trans Canada Trail
- **Four-Season Fishing**
- **Annual Festivals and Events**
Brock's Big Bite
Sunderland Maple Syrup Festival
Cannington Haunted Trail
Agricultural Societies/Fall Fairs in
Sunderland and Beaverton
Uxbridge Studio Tour
- **Agri-Tourism**
Durham Farm Fresh stops
Stubborn Farmer
White's Creek Flower Farm
The Ginko Tree
Forget Me Not Alpaca's
Farmers Markets in Sunderland
Night Market
- **Unique Shopping**
Historic Downtown communities of
Beaverton, Cannington and Sunderland.
Independent Studio Artists
- **Museums**
Cannington Historical Museum
Cannington Blacksmith and Carriage Shop
Sunderland and District Historical Museum
BTHEHS Museum including Old Stone Jail,
Log House, Brick House and Gift Shop
- **Heritage**
Old Stone Church
-National Historic Site of Canada
- **Historical Society's**
Beaverton Thorah Eldon Historical Society
Cannington Historical Society
Sunderland Historical Society.
- **Arts & Culture Community**
Beaverton Town Hall Players
Outer City Arts
Sunderland Lions Club Community
Theatre Group
Sunderland Lions Club Music Festival
Studio's
Art Shows
- **Parks**
There are 10 public parks ready to be
used in the Township of Brock
- **Sports and Facilities**
The Township of Brock operates a
number of facilities including arenas,
halls, and parks.



PHOTO CREDIT: CENTRAL COUNTIES TOURISM

2. Tourism Businesses

Tourism Businesses include the hotels, motels, campgrounds, bed and breakfast establishments, service stations, golf courses, tour boat, motor coach, car rental, airline and charter services, restaurants, and other retail businesses that can take care of visitors' needs.

The Township has a variety of businesses to serve both the local and visitor markets for retail, food and beverage and more. For a complete listing of the Brock [business directory](#), visit the Township website.

- **Accommodations:**
 - Brechin B&B
 - Moorelands Station B&B
 - The Grant House B&B
 - Simcoe Solstice B&B
- **RV Parks and Campgrounds**
 - Trout Water Family Camping
 - Fair Havens Family Camp
 - Summer Breeze Trailer Park
- **Motels**
 - San Man Motel
 - Beaverton Motel
- **Fishing Outfitters and Operators**
 - Floyd Hales Fish Huts
 - Tim Hales Fish Huts
 - Mitchell's Fish Huts
- **Specialty Retail Shopping**
 - The Dark Horse
 - Shirley's Country Clutter
 - The Welder's Wife
 - The Magic Door Art Gallery and Studio
 - White's Creek Flower Farm
 - Simcoe Street Market
 - Whimsy
 - Jack's Place 4 Kids
- **Specialty Food and Beverage (local flavor)**
 - Carpe Diem Farm (Durham Farm Fresh)
 - Cool Cow
 - Holy Grounds
- **Marina**
 - Beaverton Marina -independently owned and operated

3. Tourism Infrastructure

Tourism Infrastructure includes roads, bridges and ferries, airports and landing strips, parking areas, wastewater and garbage disposal facilities, water and power services, boat launches and docking facilities, access to telephones and cellular service, availability of fuels such as diesel, natural gas, propane and gasoline, location and distance signage and police and emergency services. The availability and quality of services and amenities available to travellers will affect a community’s ability to attract visitors.

- Brock Accessible Kayak Dock
- Beaverton Harbour
- Thorah Island Harbour- both seasonal and transient berthing for residents and visitors to Thorah Island.
- Lock System
- Boat Launch
- Docking Slips
- Randy Skinner Family Splash Pad
- Small picnic area, washrooms, and parking space along the water
- Durham Region Transit
- Tourism Signs
- Free Parking -Parking Lots

Tourism Wayfinding and Signage

Table 5: Tourism Wayfinding Review in Brock

| Organization | Entrance Signs | Directional Signage To Businesses |
|-----------------------------------|---|---|
| Ministry of Transportation (TODS) | Not applicable | Not applicable |
| Durham Region | Not applicable | Some partnership opportunities E.g. Durham Farm Fresh, The Great Trail |
| Township of Brock | Tourism Wayfinding Plan See Appendix D | Municipal signage for assets e.g. trails, sport facilities, heritage assets, etc. |

4. Tourism Hospitality

The fourth component of tourism that the Tourism Working Group explored was hospitality. The group evaluated Brock for their current ability to be welcoming and offer pleasant experiences.

Table 2: Tourism and Hospitality in Brock

| | |
|---|--|
| Customer Service? | Opportunity: Offer a customer-service and ambassador training opportunity utilizing RTO resources |
| Tourism Way finding? | Opportunity: Potential RTO Partnership Funds for continued tourism way finding signage |
| Do we offer visitor surveys for feedback? | Opportunity: Implement exit surveys at events. Collect postal codes at point-of-sale registers. Utilize RTO tablet and WiFi hubs and research program |
| Is there a sense of place? | The 'Brock Breathe It In' brand was identified as a market strength. No formal consumer branding around it is being used by businesses. Opportunity: Expand upon the existing brand as a tagline for others to share |
| Are we welcoming? | Not all businesses are visitor ready when it comes to customer service Opportunity: Structure an 'ambassador program' for community residents and businesses. Of note: this was a recommendation in the Brock BR&E, as well. |
| Do the locals feel about visitors? | Mixed understanding and tolerance from frontline businesses and local customers (residents). Economic dollars from tourism wanted but not open to volume and street closures etc. Opportunity: Tourism value education through RTO and Brock BOT |
| Visitor Information Centre? | Self-serve visitor kiosks are available in the 3 main communities. The Beaverton Harbour has a seasonal information hut and small visitor information center location downtown. Opportunity: Create a host ambassador location for visitor information |
| Packaging? | No current packaged products exist. Opportunity: Work with accommodations, restaurants and businesses to create packages, trails and driving itineraries |
| Cross promotion with other businesses? | No structured networking opportunities. Opportunities: Create a tourism network through a future Brock Tourism Advisory Committee |

5. Tourism Promotion

The fifth component of tourism that the Tourism Working Group explored was promotion. The group evaluated Brock for their current ability to attract potential visitors and targeted markets.

Table 3: Tourism Promotion in Brock

| Area of Focus | Township of Brock | Brock Board of Trade | |
|---|-------------------|----------------------|--|
| Dedicated Tourism Website | | | |
| Visitor-focused Social Media Channels | | | |
| Print Collateral (Visitor Guides & Maps) | ✓ | | |
| Visitor Centre or Kiosk | ✓ | | |
| Attends Tourism Promotional Events and Travel Shows | | | |
| Gallery of Tourism Images and Video | ✓ | | |
| Engages Story-tellers, Influencers and Writers | | | |
| Affiliates/partners with other tourism agencies (Durham Tourism, RTO6, Ontario Tourism Marketing Corporation) | ✓ | | |

Summary of Tourism Concerns

After reviewing the five key tourism components (Attractions, Businesses, Infrastructure, Hospitality and Promotion) the Working Group identified concerns that need to be taken into consideration.

These high-level findings provided the reasoning and strategic thinking that was used to develop lead tourism goals. Also tabled are action items from the existing Brock Tourism BR+E 2017

Table 4: Tourism Concerns in Brock

| Attractions | Businesses | Infrastructure | Hospitality | Promotion |
|--|--|--|--|---|
| No product 'packages' currently exist E.g. B&B package that includes Food + Activity | Lack of overnight accommodations within the Township | Lack of public parking lots | No Current 'Brock Ambassador Program' for residents | No current B2B Communication Strategy |
| Missed opportunity for wonderful Brock artist/art attractions due to limited (uncoordinated) studio hours. | Lack of coordinated 'Open' hours during special event weekends | No accessible public washrooms for visitors | No Information Booth | No dedicated budget for promotional collateral or marketing |
| Primarily Event-Based Attractions only (one-day and done) | Limited 'Open' hours for visitors and commuters who arrive after 5pm closing. | Lack of parking lots at designated trail heads | No transportation options to events and attractions E.g. weekend public buses, Uber, taxis, ride-sharing, Zip Car. | |
| Lack of 'Trail' based, annual event celebrating trail assets. | Customer Service skills need to be improved to be 'tourism ready' | Speed and frequency of commercial dump trucks in town/ retail areas E.g. River Road in Sunderland | No Free WiFi in retail areas for visitors to search offerings | |
| | Business community culture seems somewhat silo-like with a lack of cross-promoting between communities | Lack of wayfinding signage from Hwy 12 (TODS) | Business community culture seems somewhat silo-like, and doesn't seem to see the potential in others' offerings to improve overall visitor experiences | |
| | Coordination with Brock Board of Trade needed | | | |

Action Items

The Brock Community Tourism Plan, once adopted and implemented, will be an ever-evolving document. As action items are completed, more will be added to the horizon as tourism capacity and destination development increases. The Brock Community Tourism Plan working group has identified action items to support the objectives over the next several years.

NOTE: Brock Tourism BR+E 2017 recommendations are in red

Objective 1: Community Tourism Plan adopted by Council

| <i>Action Item</i> | Description | Timing | Lead |
|---|--|-------------|-------------|
| | This will be a staff report to council, endorsed by the working group, Durham Region, CCT and supporting recommendations of the approved BR&E | Summer 2019 | Brock Staff |
| Establish a Brock Tourism Advisory Committee | A broad, cross-section of members comprised of residents, business owners and representatives from organizations and government to help guide and implement the Community Tourism Plan | Spring 2020 | Brock Staff |

Objective 2: Allocate dedicated township resources (staff and financial) to support tourism and economic development

| Action Item | Description | Timing | Lead |
|---|--|--|------------------------------------|
| Develop job description and hire for a Tourism/Economic Development Coordinator | Staff person to lead the implementation of the recommendations [actions] of Brock's tourism reports: Brock Community Tourism Plan and Final Report -Brock Tourism Business Retention and Expansion Report | Will be dependent on future grant applications | Tourism Advisory Committee / Staff |
| Develop a business plan and budget to deliver against the goals of the Community Tourism Plan | Prioritize delivery of actions items from the Brock Community Tourism Plan based on budget allocations. A marketing and communications plan will be part of the yearly submission, showing how messaging will be amplified in collaboration with Durham Tourism and Central Counties Tourism | October of each year | Tourism Advisory Committee / Staff |

Objective 3: Businesses and Residents embrace a visitor-centric approach

| Action Item | Description | Timing | Lead |
|--|---|--------|--------------------------|
| Include Community Tourism Plan messaging / resource info in the community newsletter OR create a monthly community tourism newsletter | Provides a vehicle to communicate to residents and businesses the importance of tourism and the opportunities for them to grow their business and/or community pride. Many of the action items listed below can be communicated through the newsletter. | | Staff |
| Ensure a positive tourism experience by enhancing existing public washrooms making them available and accessible on evenings and weekends. | [LIST THE WASHROOMS] Completing this action demonstrates commitment to tourism by the municipality (Google my business) | | Staff |
| Improve the tourism infrastructure by enhancing public parking at key tourism attractions and natural assets e.g., Trailheads, | [LIST THE PARKING LOTS] Improved parking will be a benefit to visitors, residents and business (Google my business) | | Staff |
| Develop and implement a Tourism Ambassador Program throughout Brock Township (Students in the Spring session) | This provides residents with visitor-centric training. They will learn more about the community and be able to communicate to other residents and visitors' things to explore while in town. | | Central Counties Tourism |

| | | | |
|---|--|--|---|
| Provide tourism workshops and education opportunities for businesses | As a continuation from the Brock BR&E action with a completed Tourism NOW workshop, action hosted in Sept. 2018, this would be the next step in destination and product development for Brock Township. Businesses will learn about all the available resources to make them better suited to welcome visitors – both locals and tourists. | | Central Counties Tourism / Durham Tourism |
| Provide and interpret tourism research to assist businesses make evidence-based decisions | A fair bit of research is included in the Brock Community Tourism Plan which can be used to grow business. Additional research can be sourced and customized through Durham Region, Central Counties Tourism and the province | Quarterly | Staff |
| Preserve and celebrate individual community identity within the 'Brock - Breathe It In' brand and stories. | Working with residents and businesses with in community to ensure that all messaging is consistent with the experience visitors can expect | Year 1 as destination development begins | Staff and the Tourism Advisory Committee |
| Improve stakeholder coordination and impact of marketing efforts through a published editorial and social media calendar. | In coordination with Durham Tourism and Central Counties Tourism, ensure that Brock Township businesses know when and how to take advantage of marketing and communications opportunities | Launch Year one and ongoing | Staff |

Objective 4: Develop Brock Township as a four-season visitor destination

| Action Item | Description | Timing | Lead |
|--|--|--------------------|------------------------------------|
| Compile an inventory of existing tourism assets in Brock Township | Much of this has been completed through the BR&E and the Brock Community Tourism Plan. | | Tourism Advisory Committee |
| Develop, launch and maintain a Brock Tourism Website | This can be done in partnership with Durham Region and Central Counties Tourism. Once the website is built, the constant creation of fresh content is imperative to keep it relevant | | Staff |
| Officially become the "Small Mouth Bass Fishing Capital of the World" | Celebrate the recognition of being known internationally for small mouth bass fishing by developing a welcoming destination (of businesses, parking, boat launches, etc.) for anglers trying to land the big one | Year 1 | Tourism Advisory Committee |
| Improve visitor experience and elevate awareness of Beaver River Wetland Trail as a significant transportation corridor for recreation users (equine, birdwatching, cyclists] linking Brock communities. | The Beaver River Wetland Trail is an incredible asset for the community – both for residents and as a driver for visitors. Working with local partners, create new experiences (guided bird-watching, progressive meals where you stop in each of the three towns on the trail, nature walks, etc.) to bring to market. Yearly Events. | Multi-Year Project | Tourism Advisory Committee & LSRCA |

Actively work with tourism businesses and assets (art/culture, events, etc.) in Brock to develop and launch product experiences that target the top 4, identified traveller segment profiles and cover all four seasons.

The top market segments are outlined in the Brock Community Tourism Plan. Once many of the tourism businesses have embraced tourism and destination development as a means to increase their revenues, the Tourism Advisory Committee, Durham Tourism and Central Counties Tourism will work with them to develop compelling new reasons for people to visit and extend their time in Brock Town.

Probably want to try to develop and launch one or two a year over three years to have a good foundation

Durham Tourism & Central Counties Tourism

Amplify tourism messaging through partnerships and new channels

Using research on media habits of target audiences, deliver compelling content and messaging to those audiences. Create partnerships with likeminded businesses – like Parks Canada and Ontario Parks for example – to cooperatively boost each other’s visitation. Leverage resources provided by Durham Tourism and Central Counties Tourism, like fam tours and media influencers, to amplify the messages about what Brock has to offer.

Year 1 and yearly as part of the business and marketing plan

Tourism Advisory Committee

Grow Brock Township’s economy

Partner with local real estate companies, Brock Economic Development, Durham Region and Brock Board of Trade to use tourism and tourism offerings as a catalyst for residential and business growth.

Year 2 or 3. This should take place after the implementation of the Tourism Ambassador Program

Tourism Advisory Committee

Appendix A

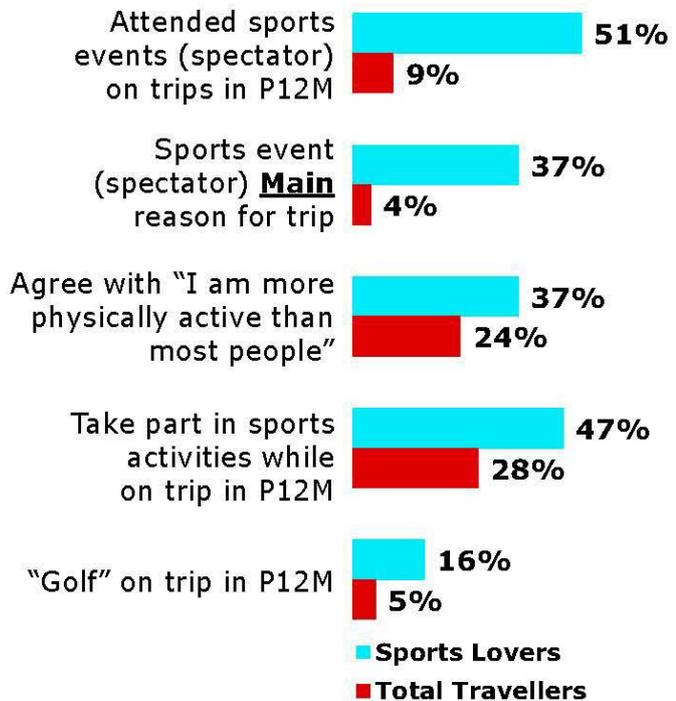
Introducing Sports Lovers...

5%

Sports Lovers

This group, skews more male, and is driven by a love of sports, either watching or participating. By the nature of their passion these people describe themselves as more active and energetic than most. In reality their sports are not necessarily extreme more in keeping with what is readily available, and more likely to be organized team sports and golf.

Key Differentiators



In the Stands

50% attend sporting events and 37% say it is their main reason to travel.



Sports Lovers

These travellers are sports lovers through and through – whether it's attending a major league game or playing a round of golf themselves. Sport in every capacity is what drives them to travel. Because of their energy and enthusiasm for sports they see themselves as more active than the typical traveller, although in reality they are looking for as much if not more rest and relaxation than anyone else. Sports lovers in Ontario are predominantly middle-aged men (aged 35-54).



Travel Recharge

The desire for rest and relaxation on vacation is higher than average, exceeding all segments except pampered relaxers. 47% went to a beach, resort, spa or water on recent trips.



In the Action

47% take part in sports while travelling, 16% played golf on their most recent trip.



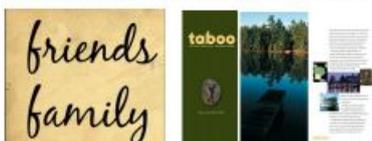
Adventurous In Spirit

Although they describe themselves as more active than most, in reality the sports they choose are not extreme (meaning they follow what's popular such as golf and organized sports).



Travel Planning Sources

38% rely on family and friends, 22% use their own experience, 15% use brochures and pamphlets, 11% use auto associations



Traditional & Digital Media

Above average to average consumption of both.



Introducing Nature Lovers...

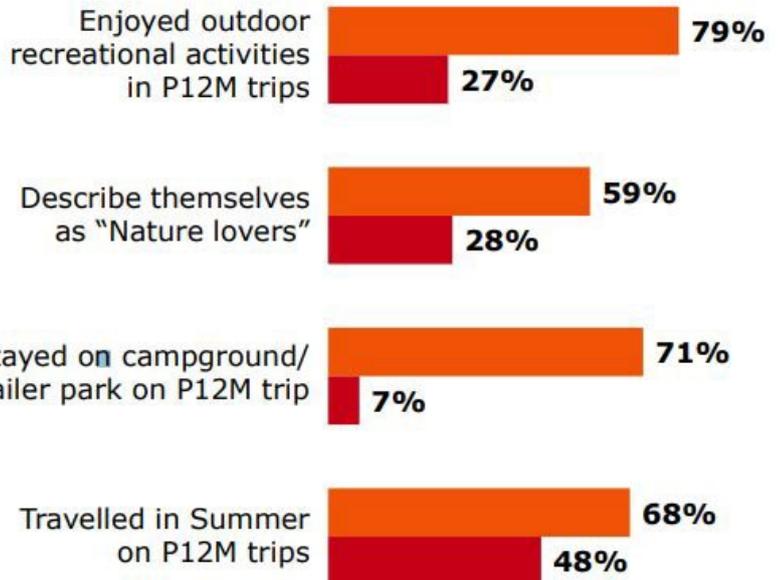
7%

Nature Lovers

This is a consumer segment attracted to outdoor experiences aligned to Ontario's quintessential parks & lakes offering. Camping and associated activities, e.g., hiking, canoeing, fishing are key interests for this group. The majority classify as "nature lovers". Activities align with the recreational aspects of the outdoors and not necessarily the extreme aspects of the outdoors, e.g., avid angling or hunting.

Not surprisingly, the travel style is basic with camping prevalent.

Key Differentiators



Outdoors, Relaxed

Recreational activities (hiking, visiting beaches, canoeing, national parks, fishing) are preferred over adventure sports



Nature Lovers

Nature Lovers, typically families with kids, have a passion for experiencing the great outdoors together. Travel for them is all about exploring new, undiscovered places off the beaten path. Ontario is the perfect place for this segment who are looking to be dazzled by awe-inspiring nature. With a lower than average travel budget, these travellers are happy with the basics – camping in a tent, spending time as a family, and taking in all the beauty around them. Because spending time outdoors means an opportunity to enrich family bonds.



Scenic Beauty

76% choose places to be awe-struck by the beauty of nature



Back to Basics

71% stayed on a campground or trailer park



Family Friendly

87% see their vacation as a time to make family memories



Planning Trips

42% rely on family and friends for travel tips (above average). 78% use the Internet to plan, including accommodation sites, online travel agencies and official destination sites.



Media Habits

Moderate traditional and online media users. Online habits include search, weather and Facebook. Offline media habits include magazines, TV but less so newspaper (well below avg).



Family Bonding

Fresh Air

One With Nature

Physical Challenge Explore

Memories Natural Beauty

Simple Fun The Great Outdoors

Discovery Camping

Landscapes Wildlife

Get Outside Take It All In

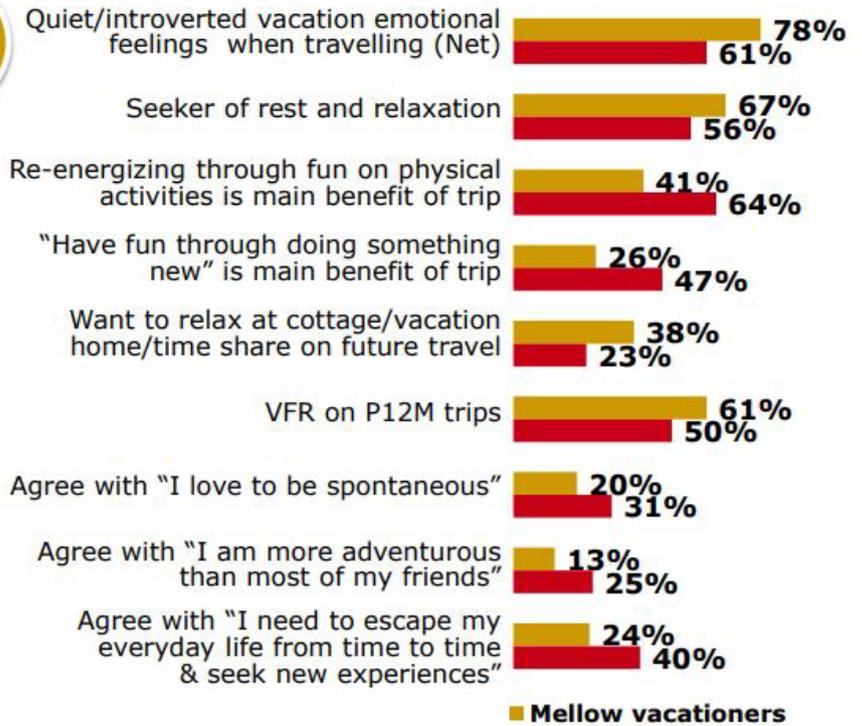
Introducing Mellow Vacationers...

Key Differentiators

Mellow Vacationers

15%

This segment wants to unwind on vacation, and relaxed and low key experiences are their preference. This group doesn't want itineraries or to do anything new or unusual. They want travel experiences that set them at ease. They aren't activity-oriented and often travel as a couple.

Rest & Relaxation

67% just want some R&R – and many find it being amongst nature.



Mellow Vacationers

Many of these travellers are couples above the age of 40 vacationing without children (with a skew towards the 55+ age bracket). They are fairly quiet, low energy people looking for a home away home where they can relax and find tranquility. Travelling is often a chance to visit family and friends. They are natural homebodies and when on vacation want to enjoy some simple R&R. Relaxation for them isn't found through a particular activity or passion, but rather simply getting away from it all.



Tranquil Retreat

38% want to relax at a cottage, vacation home or time share on vacation (well above average).



Taking In Culture

41% want to experience museums, history, and galleries.



Leisurely Sightseeing & Shopping

41% want to take in the sights and 38% want to get in some shopping.



Online Researchers

Online accommodation sites, online travel agencies and airline sites are the top planning sources



Traditional & Digital Media

This segment uses digital and traditional media. Of all the travel segments that skew older, they consume the most digital media.



Introducing Family Memory Builders...

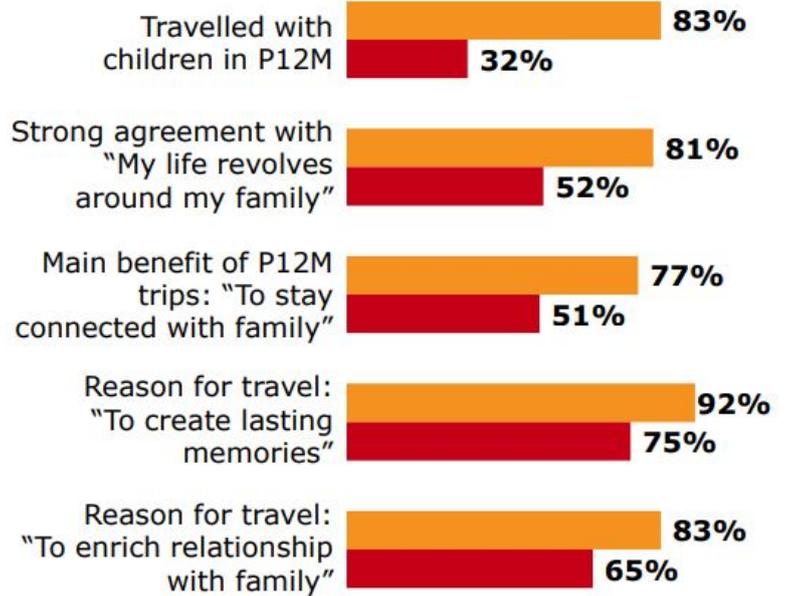
14%

Family Memory Builders

This is a segment driven by families with children <18. They want a playful vacation that is centred around building family memories and strengthening the bonds. Activities such as theme parks allow the family to have fun and build these lasting memories.



Key Differentiators



Family Memory Builders

Major Attractions Are A Hit

45% visited amusement parks, theme parks, zoos, aquariums



Family Memory Builders

Family Memory Builders are couples with young children, aged 35-54 years old. These Gen X-ers are parents who have built their lives around their kids. Leisure for them is all about spending quality time as a family – at home and on vacationing. Travel is an opportunity to come together and bond through playful activities. When their kids are having fun, they are having fun too – and ultimately building memories together as a family.

Forging Family Ties

77% want to connect with family on vacation. 71% want to create lasting memories as a family



Vacation is Activity-Filled

54% went shopping and 42% visited a beach



Play Brings Everyone Together



Top Planning Sources

Consulting family/friends, researching pamphlets and brochures, visiting accommodation websites and online travel agencies.

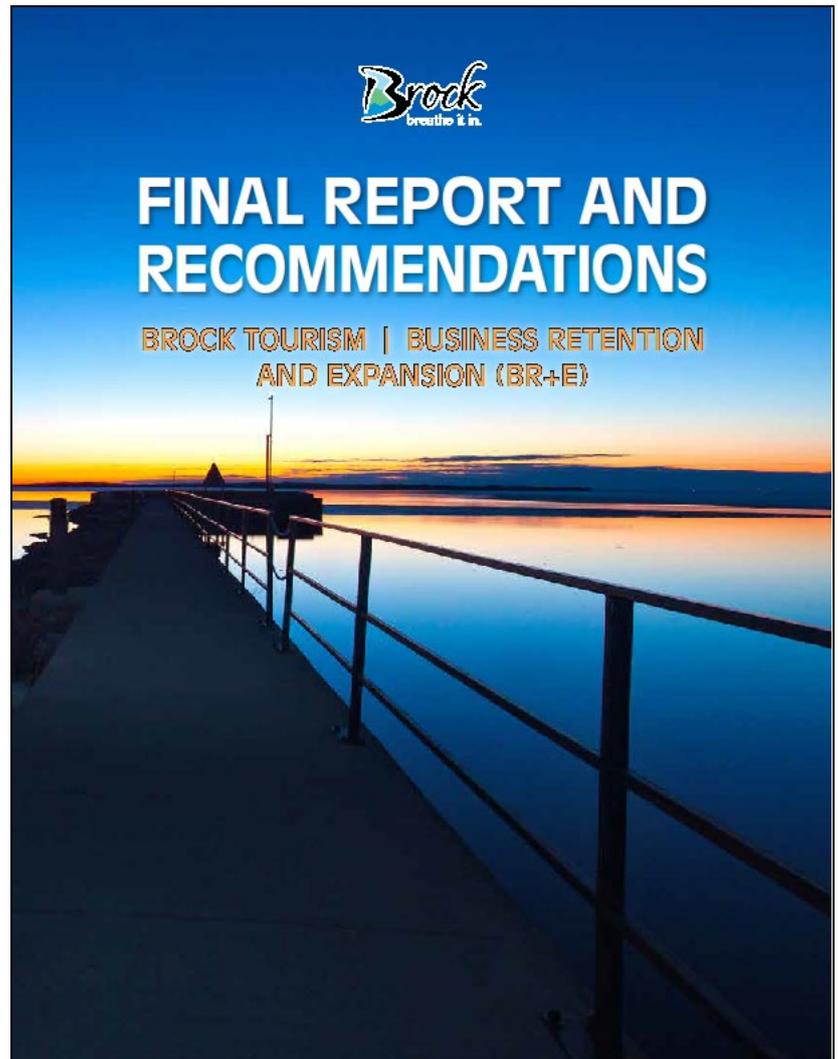


Media Habits

Above average online usage including search engines, weather, shopping, parenting sites and Facebook. This group are also magazine readers, notably parenting titles.



Appendix B



Appendix C



Appendix D



Township of Brock
Tourism Wayfinding Plan

