

# BROCK COMMUNITY TOURISM PLAN



2026-2029



# Land Acknowledgement

The Township of Brock has traditionally been a hunting and fishing ground for First Nations people. We reside on and benefit from the Williams Treaty Territories, on the land of the Mississaugas and Chippewas. May we share the land as long as the sun rises, the grass grows and the river flows.



The Sunflower Farm, Beaverton, Brock Township, 2024

# Foreword

## A Message from Central Counties Tourism (CCT)

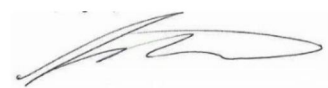
Facilitating the refresh of the Brock Visitor Growth plan was energizing. It was great to see so many of the action items from the first plan implemented and supporting the growth of the visitor economy. Getting the designation of Smallmouth Bass Capital of Canada is no small feat, and something staff, council and residents should wear as a badge of honour.

The working group assembled for this process were well-versed in municipal strengths and eager to determine how the town, its businesses and residents, continue to move the needle forward when it comes to increasing the number of visitors and the amount of money they leave in tills across the municipality. They recognize that visitors help keep the businesses they love relevant and were not surprised to learn that in each of the three downtowns, visitors (people who traveled more than 40kms one way) accounted for between 20% (Cannington), 35% (Sunderland), and 27% (Beaverton) of total foot traffic.

The Township of Brock has what urban visitors are looking for – authentic rural businesses and experiences, within an easy day-trip from where they live. They recognized the importance of the on-farm diversification project taking place in Durham to make it easier for new on-farm experiences to be created and featured as part of robust routes and itineraries that, through coordinated efforts outlined in this plan, will have visitors exploring all of the municipality. The uniqueness of having three downtowns was not lost on the working group and they have identified great opportunities in connecting them all to make Brock a true destination.

The plan the working group built is smart, timely and achievable. With ongoing support from the Township, its businesses/organizations, Durham Tourism and Central Counties Tourism, its implementation will achieve the expected results

Best regards,



Chuck Thibeault  
Executive Director, Central Counties Tourism

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# Executive Summary

The Township of Brock presents this Visitor Growth Plan, its second such plan, as its new four-year (2026-2029) roadmap for supporting the visitor economy. A steering committee representing the local businesses, attractions, organizations, and the municipality contributed to this plan through four feedback sessions. An audit of the current state highlighted what Brock offers to visitors, who are currently visiting, and the gaps and opportunities for visitation.

Located in north Durham, Brock encompasses a large rural area with three unique and distinct small towns. Each town has its own unique character and assets to attract visitation. Beaverton, located on the shores of Lake Simcoe, attracts the most visitation year-round for lake activities. Beaverton is also a destination for heritage, arts, and culture with experiences and events hosted at the Beaver River Museum and Beaverton Town Hall. Its historic downtown is also home to many shops and dining spots. Sunderland is host to two of the largest signature events, the Sunderland Maple Syrup Festival and the Sunderland Music Festival, attracting thousands of tourists. Cannington's pride-of-place stems from its charming downtown boutique shops, and historic sites, including the Cannington Railway Station and Blacksmith and Carriage shop, to the annual Cannington Haunted Attraction. All three towns are home to community arenas, which welcome visitors from afar for sport games and tournaments.

In 2024, the three downtowns received 728,764 [visits](#) from [tourists](#), 81,609 of which were [unique visits](#). This drove \$65M in visitor spending to Durham Region. The majority of the visits came from Family Fun Seekers and Adventure Seekers, followed by Passionate Putters, and Art Lovers (Core). ([Appendix V](#))

After assessing Brock across five key tourism asset categories: Attractions, Businesses, Infrastructure, Customer Service, and Promotion, the group identified the gaps in tourism readiness.

With its vision of achieving sustainable growth for Brock through increased visitation, pride-of-place, and strengthened business engagement and economic development, the group outlined objectives and goals for the plan with specific action items.

The objectives were organized into five key pillars: Support, Collaborate, Educate, Prepare and Promote.

- I) **Support**- Gain support from tourism businesses and residents and secure resources to advance the visitor economy
- II) **Collaborate**- Together our businesses and three towns will enhance the visitor experience
- III) **Educate**- Locals/ businesses understand the importance of and are welcoming to visitors
- IV) **Prepare**- Brock is on the map and ready to receive visitors
- V) **Promote**- Residents and visitors understand all there is to do in Brock

For each pillar the group identified and prioritized the action items. [\(See The Plan\)](#)



Beaverton, Downtown, Brock Township, 2024

# Vision

Sustainable growth of the Township of Brock through increased visitation, pride-of-place, and strengthened business engagement and economic development.



# Introduction

This four-year (2026-2029) Visitor Growth Plan outlines the Township of Brock's vision for tourism, along with the objectives, goals and action items to achieve this. This is the second tourism plan implemented by Brock, continuing its efforts, along with its regional, provincial, and federal partners to support the local visitor economy. ([Appendix I](#))

The Township has recognized the importance of supporting its tourism assets, including its vibrant arts, culture and heritage sites, rural and waterfront attractions and the three charming downtown retail and dining areas. ([Appendix II](#))

In 2024, the three Brock downtowns (Beaverton, Sunderland, and Cannington) attracted 81,609 [unique visits](#) and a total of 728,764 [daily visits](#) from [tourists](#). These tourists made up 28.75% of the total daily visits from locals and tourists combined. The estimated economic impact of this visitation was \$65M in visitor spend for Durham Region.<sup>1</sup> ([Appendix III](#))

This plan was developed by a [steering committee](#) comprised of a diverse group representing Brock's tourism-related businesses and organizations, local residents, Township of Brock staff and the Region of Durham. The process was facilitated by Central Counties Tourism.



Beaverton Harbour, Brock Township, 2024

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<sup>1</sup> Calculated using TREIM- Tourism Regional Economic Impact Model

# The Process

This plan was developed by a [steering committee](#) made up of individuals who provided feedback through four facilitated sessions and homework surveys. The facilitated sessions were interactive with clear objectives to support the development of the plan.

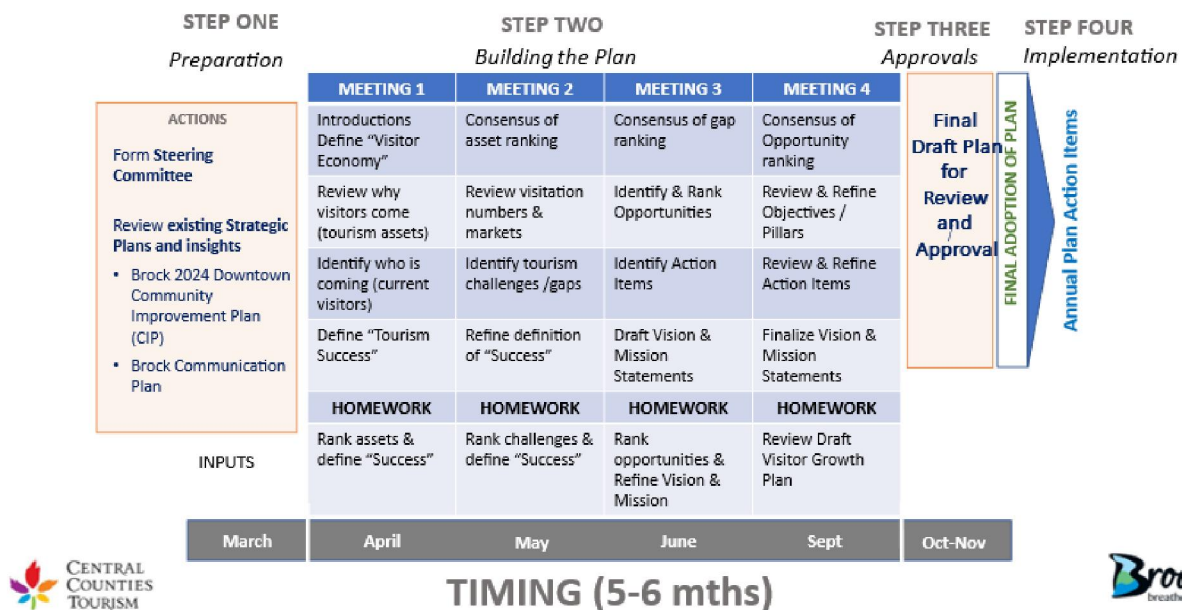
**Session One:** The group discussed the value of the visitor economy as an economic driver, job creator and contributor to the residents' quality of life, and identified why people visit the Township of Brock.

**Session Two:** The group ranked the tourism assets and reviewed the current visitor landscape including attractions, businesses, infrastructure, customer service, and marketing/promotion.

**Session Three:** The group identified and evaluated Brock's tourism readiness to understand the challenges and opportunities that exist to achieve 'Success'.

**Session Four:** The group aligned the final 'Vision' for success and the objectives, goals and action items for the Visitor Growth Plan.

## Process- Visitor Growth Plan Refresh



# Acknowledgements

Thank you to the individuals who made up the Steering Committee and devoted their time to support the development of this Visitor Growth Plan for the Township of Brock.

Rick and Stephanie Smith	Buzzing Bees Adventure Farm
Marilyn Almeida / William Merric Hudson	Cameron House
Eric Bachmeier	Brisket Daddy
Donna Beatie	Sunderland Maple Syrup Festival/Sunderland Historical Society
Olivia Hogan	Canter Coffee/Hometown Heart Store
Anne & Brian Hawley	Villa Vida Loca / The Leaskdale loop
John Grant	BBOT, Beaverton Thorah Eldon Historical Society & Grant House
Ted Foster	Cannington and Area Historical Society/BTAC
Norm Wilson	Sunderland Agricultural Society
Alex Lianos	Shortis/s Café Bar
Judith Tinkl	Artist / Uxbridge Studio Tour
Nima Salehi	BTAC & BBOT
Kristyn Chambers	Durham Tourism
Robin Prentice	Township of Brock, Director of Development Services
Tamra Kaiser	Township of Brock, Communications & Tourism Coordinator
Wayne Ward	Township of Brock, Director of Parks, Recreation Facilities & IT
Alicia Bagshaw	Township of Brock, Recreation Coordinator
Ward 3 Councillor Angela Canavan	Brock Council, Sunderland Maple Syrup Festival and Cannington Haunted Attraction
Ward 4 / Regional Councillor Cria Pettingill	Brock Council, Brock Arts & Culture and Cannington Horticultural Society



Beaverton Harbour, Brock Township, 2024

## Current State

An audit was conducted by the steering committee to understand the current state of tourism including what Brock currently has to offer visitors ([Appendix II](#)), the current visitation numbers, and the gaps that exist to achieve the vision set forth in this plan.

### Tourism Assets

Among the top assets identified for Brock were festivals such as the Sunderland Maple Syrup Festival, which attracts over 8,000 attendees with 38% visitation. In Beaverton, the biggest draw is the lake, popular for year-round fishing and waterfront activities, and a draw for a large population of cottagers, along with same-day and overnight visitors. With Brock's rural location, agri-tourism is also a draw for people who seek farms that have diversified uses to offer visitor experiences, such as corn and sunflower mazes. (see Top Assets in chart below)

	Top Assets
1	Sunderland Maple Syrup Festival
2	Fishing/ Ice Fishing
3	Agri-tourism
4	Waterfront Activities
5	Rural Shopping
6	Festivals
7	Cannington Haunted Attraction
8	Beaver River Wetland Conservation Area
9	Studio Tours



Among the assets cited as having the most potential to increase visitation, agri-tourism topped the list. The retail areas in the downtowns, particularly Beaverton and Cannington, ranked second, for the shopping, as well as specialty food and beverage assets. The lake, as well as the Beaver River Wetland Conservation Area, were also noted as having the potential to draw more outdoor enthusiasts. The heritage sites and museums were also highlighted as having potential to increase visitation. (see chart below)

	Assets with Most Potential
1	Agri-tourism
2	Downtown Shopping
3	Lake Simcoe Activities and Fishing
4	Beaver River Wetland Conservation Area
5	Specialty Food & Beverage
6	Museums/Historical
7	Cycling
8	Fall Fairs
9	Tourism Routes (eg. Backroads of Brock)
10	Arts and Culture
11	Accommodation



## Visitation

In 2024, Brock’s three downtown areas (Beaverton, Sunderland, and Cannington) attracted 81,609 unique visits with a total of 728,764 daily visits. Downtown Beaverton had the highest number of visits with 382K, while Sunderland had 269K, and Cannington 78K. These tourists averaged nine visits per year and made up 29% of the total 1.8 million visits. Using the Tourism Economic Impact Model, the estimated economic impact of this visitation was \$65M in visitor spend for Durham Region.<sup>2</sup> ([Appendix III](#)) An analysis of the 81,609 unique visitors showed that 90% were “exclusive visitors” meaning they visited only one location during their time, while 10% visited at least two locations. ([Appendix IV](#))

A profile of Brock’s 2024 visitors found the majority fell into the categories of Family Fun Seekers (23%), Adventure Seekers (23%), Passionate Putters (16%), and Art Lovers- Core (11%). Locals (from within 40km) were 77% Adventure Seekers. ([Appendix V](#))

## Gap Analysis

With insights about the current assets Brock has to offer, the visitation numbers, and the current visitor profiles, the steering committee was asked to identify the gaps and opportunities that exist for tourism across the Township of Brock. This was done by assessing five key tourism asset categories: Attractions, Businesses, Infrastructure, Customer Service, and Promotion. Opportunities to address the gaps were then identified and prioritized to serve as the basis to develop the objectives, goals, and action items for the Visitor Growth Plan. The objectives were organized into five key pillars: Support, Collaborate, Educate, Prepare, and Promote.

<sup>2</sup> Calculated using TREIM- Tourism Regional Economic Impact Model

# The Plan -Objectives and Goals

With a good view of the current state and the gaps that exist for tourism, the working group identified several key focus areas to help the Township of Brock elevate its tourism readiness and deliver an enriched and differentiated visitor experience.

SUPPORT	COLLABORATE	EDUCATE	PREPARE	PROMOTE
<i>Gain support from tourism businesses and residents and secure resources to advance the visitor economy</i>	<i>Together our businesses and three towns will enhance the visitor experience</i>	<i>Locals/ businesses understand the importance of and are welcoming to visitors</i>	<i>Brock is on the map and ready to receive visitors</i>	<i>Residents and visitors understand all there is to do in Brock</i>
GOALS				
<ol style="list-style-type: none"> <li>1. Showcase the importance of the visitor economy</li> <li>2. Source funding to support roll-out of the Visitor Growth Plan (VGP)</li> <li>3. Solicit full-time resourcing to action the VGP</li> </ol>	<ol style="list-style-type: none"> <li>1. Nurture collaboration between the 3-Towns of Brock</li> <li>2. Open the communication channels for businesses</li> <li>3. Encourage collaboration for experience/product development</li> </ol>	<ol style="list-style-type: none"> <li>1. Educate businesses on the importance of visitation</li> <li>2. Motivate locals to explore Brock and become tourism ambassadors supporting visitor growth</li> </ol>	<ol style="list-style-type: none"> <li>1. Ensure visitors can navigate to and through Brock</li> <li>2. Support the diversified use of farms and agricultural-related properties for new/unique visitor experiences</li> <li>3. Make Brock a welcoming place to live and visit</li> </ol>	<ol style="list-style-type: none"> <li>1. Optimize the use of ChooseBrock.ca as the hub for knowing “what to do in Brock”</li> <li>2. Align on “Who Brock is” and how to communicate this in the market</li> <li>3. Promote trip ideas/ itineraries that showcase the best of Brock and attract and lengthen visitation</li> </ol>

## The Plan- Action Items

### OBJECTIVE ONE: **SUPPORT**

Gain support from tourism businesses and residents and secure resources to advance the visitor economy

#### LEGEND

TIMING	
Short-Term (Years 1 & 2)	ST
Mid-Term (Years 3 & 4)	MT
Terms (5+ Years)	LT
Ongoing	ON

COST	
Staff time Only	\$
up to \$5000	\$\$
\$5000 to \$20,000	\$\$\$
\$20,000+	\$\$\$\$

Resources	
Brock Township	BR
Central Counties Tourism	CCT
Durham Tourism	DT
Brock Board of Trade	BBOT

	ACTION	TIMING	RES	COST
<b>Goal 1: Showcase the importance of the visitor economy</b>				
1.1.1.	Present an annual review to council showing the impact of tourism on Brock businesses/organizations	Annually	BR, DT, CCT	\$
1.1.2.	Link the Visitor Growth Plan to endorsed strategies and plans and seek council endorsement	2027	BR	n/c
1.1.3.	Complete exit surveys for businesses that are closing or have closed	Annually	DT, BR BBOT	\$

1.1.4.	Coordinate with tourism partners and businesses to gather visitation data	Annually	BR, DT, CCT	\$\$
	<b>ACTION</b>	<b>TIMING</b>	<b>RES</b>	<b>COST</b>
<b>Goal 2: Source funding to support roll-out of the Visitor Growth Plan (VGP)</b>				
1.2.1.	Have municipal staff apply for grants and partnerships	Annually	BR, DT, CCT	\$
1.2.2.	Use the annual business review between Central Counties Tourism and Brock to support requests and provide a business case to council for the yearly budget	Annually	BR, CCT, DT	\$
1.2.3.	Explore partnerships with local service clubs to support visitor growth projects and events	Ongoing	BR	\$

	ACTION	TIMING	RES	COST
<b>Goal 3: Advocate for full-time resourcing to action the Visitor Growth Plan</b>				
1.3.1.	Create an annual tourism action plan as part of the budget and business process and define who is responsible for delivery of the action items	Annually	BR, DT, CCT	\$
1.3.2.	Explore options to source additional resources for tourism e.g. students, contract workers	2027	BR, CCT	\$\$\$

## OBJECTIVE TWO: COLLABORATE

Together our businesses and three towns will enhance the visitor experience

	ACTION	TIMING	RES	COST
<b>Goal 1: Nurture collaboration between the three towns of Brock</b>				
2.1.1.	Always include the word "Brock" when mentioning towns and villages to revive the sense of community	Ongoing	All	n/c
2.1.2.	Develop a Business Connection Toolkit specific to connecting the businesses in the three towns	2026-2027	BR, DT, CCT	\$\$
2.1.3.	Utilize the connections and expertise of the Brock Board of Trade (BBOT)	Ongoing	BR, DT, CCT	n/c
2.1.4.	Launch "Choose Brock" window decals	2026	BR, BBOT, DT	\$\$

	ACTION	TIMING	RES	COST
<b>Goal 2: Open the communication channels for businesses</b>				
2.2.1.	Develop a B2B communication channel for visitor-related businesses and include stories such as business collaborations and partnership successes	2028-2029	BR, BBOT	\$\$
2.2.2.	Connect businesses to resources that can help them work together e.g. Toolkit (CCT Route Development Toolkit, Durham Tourism Readiness Checklist)	2026	BR, DT, CCT	\$
2.2.3.	Connect businesses to industry communications (e.g. DT and CCT newsletters) for monthly information and insights	2026	BR, DT, CCT	n/c

	ACTION	TIMING	RES	COST
<b>Goal 3: Encourage collaboration for experience/ product development</b>				
2.3.1.	Organize a group of businesses to remain open later on annual shopping events, promoted through a strong marketing campaign	2026-2027	BR, BBOT	\$
2.3.2.	Host Tourism Networking Events with CCT and DT	Annually	BR, DT, CCT, BBOT	\$\$
2.3.3.	Coordinate the collaboration of Tourism businesses and community groups to enhance and create Brock events e.g. Culture Days, Community Shopping Events	2027-2028	BR, DT, CCT, BBOT	\$\$
2.3.4.	Coordinate the collaboration of Tourism businesses and community groups for tourism experience development e.g. Packages and Tourism Routes (Arts, Culture and Heritage etc.)	2028 - 2029	BR, DT, CCT, BBOT	\$\$

## OBJECTIVE THREE: **EDUCATE**

Residents and businesses understand the importance of tourism and are welcoming to visitors

	ACTION	TIMING	RES	COST
<b>Goal 1: Educate businesses on the importance of visitation</b>				
3.1.1.	Share stories from local businesses about the impact of visitation e.g. celebrate business successes / business case studies	2027	BR, DT, CCT, BBOT	\$
3.1.2.	Engage local organizations, to ensure consistent business & resident messaging about the importance of the visitor economy	Ongoing	BR, DT, CCT	\$
3.1.3.	Encourage stakeholders to become tourism ambassadors through increasing their awareness of activities and attractions available, and offer tourism information to guests/visitors in more locations throughout the Township	Ongoing	CT, CCT, BR	\$

	ACTION	TIMING	RES	COST
<b>Goal 2: Motivate locals to explore Brock and become tourism ambassadors supporting visitor growth</b>				
3.2.1.	Educate residents about the importance of visitors on their quality of life to create ambassadors	2027	BR	\$
3.2.2.	Profile business owners to locals to make purchases personal	Ongoing	BR, BBOT	\$
3.2.3.	Create a program to encourage residents to explore Brock visitor attractions/assets e.g. Passport Program, Shopping Events, Doors Open etc.	2027 - 2028	BR, DT, CCT	\$\$

## OBJECTIVE FOUR: **PREPARE**

Brock is on the map and ready to receive visitors

	ACTION	TIMING	RES	COST
<b>Goal 1: Ensure visitors can navigate to and through Brock</b>				
4.1.1.	Develop and implement a wayfinding plan that connects the towns	2028-2029	BR, DT, CCT	\$\$\$
4.1.2.	Advocate for Ontario Northlander stop in Beaverton	Ongoing	BR, DT	\$\$
4.1.3.	Advocate for expansion of GO Transit and Durham Region Transit	Ongoing	BR, DT, CCT	\$
4.1.4.	Educate and encourage business owners and tenants to park off the street, leaving spots for visitors	Ongoing	BR, BBOT	\$
4.1.5.	Work with Ontario by Bike and Durham Region to identify bike lanes / routes including wayfinding signage for 3-loops	2026-2027	DT, BR	\$
4.1.6.	Investigate options for private transport service available for key events and include insights the Tourism Toolkit	2027-2028	BR, DT, BBOT	\$

	ACTION	TIMING	RES	COST
<b>Goal 2: Support the diversified use of farms and agriculture-related properties for new/unique visitor experiences</b>				
4.2.1.	Help to make North Durham a leader in agriculture related and on-farm diversified uses by encouraging farms to diversify through a tourism lens	2026-2029	DT, BR, CCT	\$
4.2.2.	Explore connections between the farms and restaurants to utilize and promote local food as part of the Tourism Toolkit	2027-2029	BR, DT	\$\$
4.2.3.	Support and promote on-farm accommodations as part of permitted on-farm diversified uses	2026-2029	BR, DT	\$

	ACTION	TIMING	RES	COST
<b>Goal 3: Make Brock a welcoming place to live and visit</b>				
4.3.1.	Encourage businesses to work at animating and beautifying the main streets	Ongoing	BR, BBOT	\$
4.3.2.	Explore opportunities to increase infrastructure and promote existing amenities (EV stations, bike repair etc.)	Ongoing	BR, DT	\$\$
4.3.3.	Install and promote public washrooms	2026-2029	BR	\$\$
4.3.4.	Explore options for permanent / portable visitor information centre, including the use of facilities (libraries, arenas etc.)	2027-2028	BR, BBOT, Brock Libraries	\$\$\$

## OBJECTIVE FIVE: **PROMOTE**

Residents and visitors understand all there is to do in Brock.

	ACTION	TIMING	RES	COST
<b>Goal 1: Optimize the use of ChooseBrock.ca as the hub for knowing “what to do in Brock”</b>				
5.1.1.	Encourage businesses to list / promote their information on ChooseBrock.ca	Ongoing	BR, DT, CCT	\$
5.1.2.	Educate businesses and residents to use ChooseBrock.ca to keep informed	2026-2027	BR	\$
5.1.3.	Install window decals with QR code that links to tourism website	2026	BR	\$\$
5.1.4.	Develop a robust "how to get here" section on the website	2026	BR, CCT	\$\$
5.1.5.	Create an inventory of what is available on the tourism site for weddings and events	2028-2029	BR	\$
5.1.6.	Develop a “locals in the know” section on the website to spark engagement	2027	BR, CCT	\$\$

	ACTION	TIMING	RES	COST
<b>Goal 2: Align on “Who Brock is” and how to communicate this in the market</b>				
5.2.1.	Establish and communicate "Who we are" and "What we offer" (Smallmouth Bass Capital, Choose Brock)	2026-2027	BR	\$
5.2.2.	Work with the right influencers to drive visitation	2026-2029	BR, DT, CCT	\$\$
5.2.3.	Promote the area as a gateway to farm/cottage country	Ongoing	BR	\$
5.2.4.	Celebrate your designation of "Smallmouth Bass Capital of Canada" and help tourism businesses and community groups to leverage it. E.g. gateway signage	Ongoing	BR	\$\$
5.2.5.	Work at getting local businesses, events, entrepreneurs featured on local and regional media	Ongoing	BR, DT, CCT	\$\$

	ACTION	TIMING	RES	COST
<b>Goal 3: Promote trip ideas/ itineraries that showcase the best of Brock and attract and lengthen visitation</b>				
5.3.1.	Better communicate the great attractions/ all there is to see and do in Brock	Ongoing	BR, DT, CCT	\$\$
5.3.2.	Make it worth the drive by creating itineraries, routes and experiences	Ongoing	BR, DT, CCT	\$\$
5.3.3.	Explore having locations be part of third-party itineraries (Guess Where Trips, Rural Routes Tours)	Ongoing	BR, DT, CCT	\$\$
5.3.4.	Promote experiences through social channels that direct users to ChooseBrock.ca	Ongoing	BR, DT, CCT	\$\$
5.3.5.	Explore how to work with Short Term Rental companies (AirBnB, VRBO) to be able to promote these accommodations	2026-2028	BR, DT, CCT	\$\$



Beaver River Wetland Conservation Area, Blackwater, Brock Township, 2024

# Glossary

**Tourist or Visitor** – An individual taking a trip outside his/her/their usual environment, for less than a year, for any purpose (business, leisure or other personal purpose) other than to be employed, including an overnight out-of-town trip, or an out-of-town same-day trip of 40 kilometers or more away from their home. Visitors could include such groups as bus tours, sports teams, or individuals visiting friends and relatives etc.

**Central Counties (RTO6)** -This is the geographic area that makes up the Ontario government Regional Tourism Organization Six (RTO6). Central Counties or RTO6 includes all of Durham Region, York Region, and the Headwaters area. <https://www.ontario.ca/document/tourism-regions/region-6-york-durham-and-headwaters>

## Economic Impact

**Direct Impacts**- Visitor spending (for a meal at a restaurant in this example) is the direct impact of tourism, but the impacts don't stop there as this transaction starts a chain of economic benefits that ripples through the economy.

**Indirect Impacts**- additional business-to-business impacts created by this initial injection of spending into the economy. The restaurant would use some visitor spending on more local purchases of food, dishware, and utilities, thereby creating more local impact.

**Induced Impacts**- additional sales due to the business's employees spending their wages on local items like food, vehicles, and housing, thereby generating more local benefits.

**TRIEM Model**- The Tourism Regional Economic Impact Model (TREIM) is a data analysis simulation tool that helps organizations and people who are interested in tourism to learn more about the economic impact of tourism in Ontario. The model is capable of simulating tourism-related economic impacts from 2010 to 2025, such as: economic impact of specific tourism events, impacts on the supply side by tourism industry sector, impacts by type of capital project for the chosen region. <https://www.ontario.ca/page/tourism-regional-economic-impact-model>

**Geo-fencing-** Geofencing can provide an understanding of your customers through mobility data. By creating specific geofences (a virtual geographic boundary around a particular area), you will be provided an accurate estimate of the number of people that entered the area within your specified timeframe, where they came from, the average number of times locals vs non-locals visited, and important information about the behaviours of your predominant visitors. The numbers are determined based on cell phone data collected from people above the age of 15 that have their location services enabled which is then filtered through a weighted statistical model with proper sample size. Geofence data captures the number of unique visitors, the number of trips made by those visitors, the distance they travelled from their Common Evening Location (aka their home), and provides an analysis of these cell phone holders over a specific time period.

**Index-** Index numbers are a way of expressing the difference between two measurements by designating one number as the "base", giving it the value 100 and then expressing the second number as a percentage of the first. Example: If the population of a town increased from 20,000 in 1988 to 21,000 in 1991, the population in 1991 was 105% of the population in 1988. Therefore, on a 1988 = 100 base, the population index for the town was 105 in 1991.

(<https://www150.statcan.gc.ca/n1/pub/11-533-x/using-utiliser/4072258-eng.htm>)

Example: An index for visitation is how your audience compares to the average of the area being studied, the benchmark. An index of 110 means that there is a 10% higher concentration of that specific variable within your audience than the average. An index of 100 is the average for the area

**Unique Visitors-** The average number of individuals visiting the analyzed domain, within the country and time period analyzed. A user who arrived at a site once or a number of times is a single unique visitor to that domain.

**Daily Visits-** The estimated number of unique daily visits to a location (i.e. geofence) within a specified time frame.

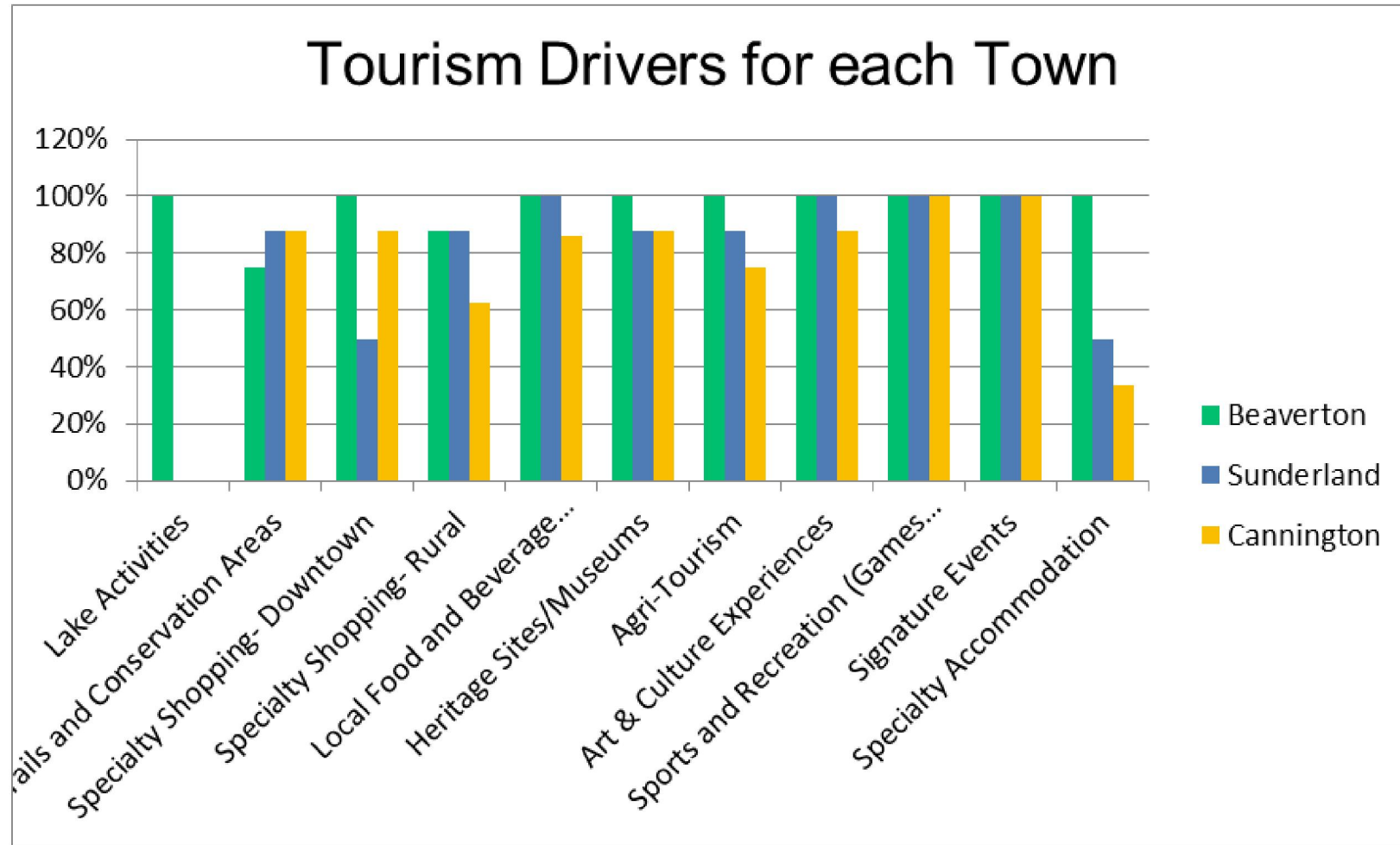
For example, if a person visited a store once a day for 1 week, 7 visits would be reported. If a person visited a store twice in 1 day, 1 visit would be reported. Visits reflect visits made by individuals living in Canada and can originate from anywhere in Canada. Attempts have been made to exclude any residents or employees of the specified location from the visit data.

**FSA-** A forward sortation area (FSA) is a way to designate a geographical unit based on the first three characters in a Canadian postal code. All postal codes that start with the same three characters are together considered an FSA.

## Appendix I- Industry Partners



## Appendix II- Brock Tourism Assets



## Attractions

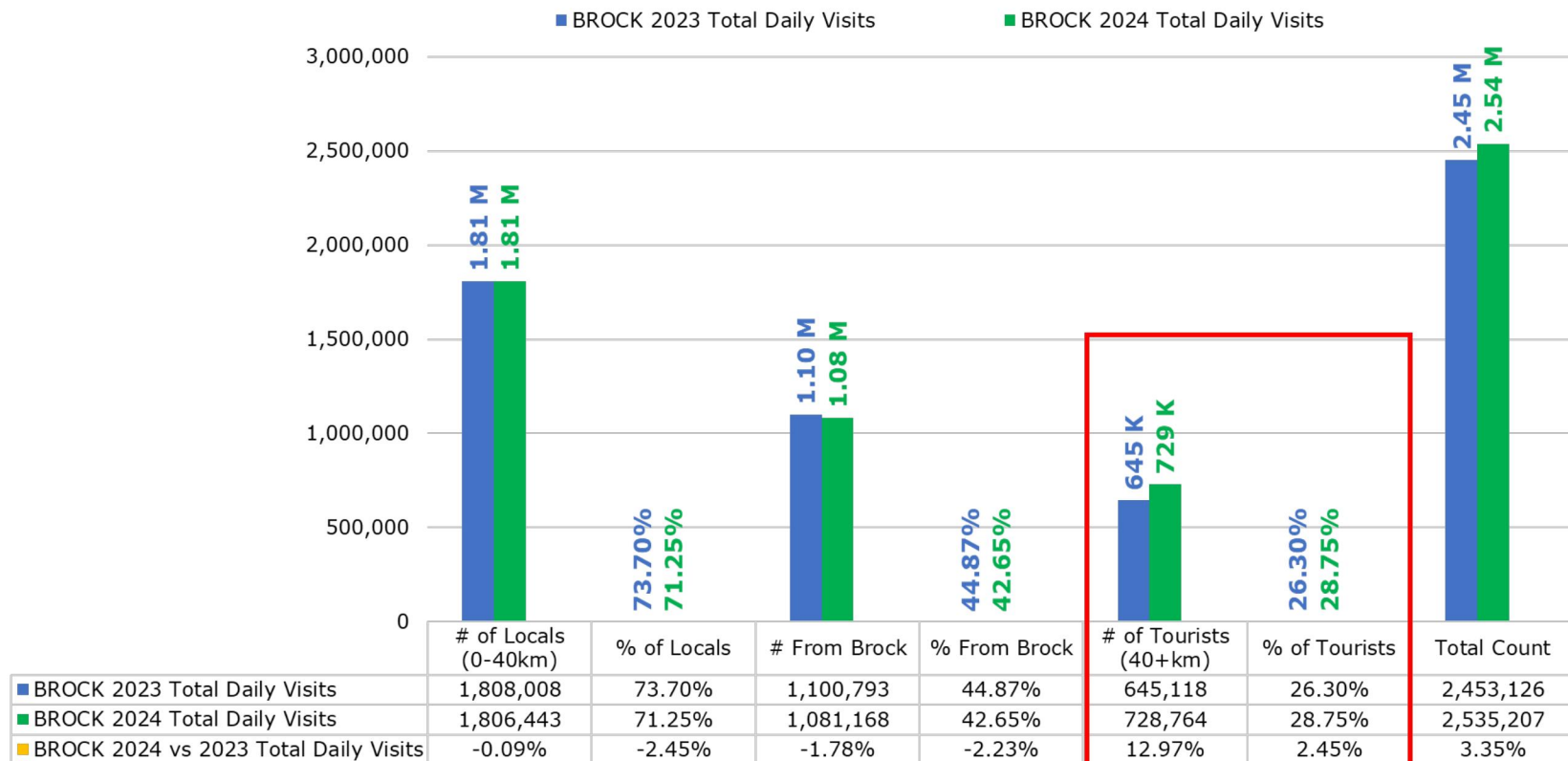
<p><b>Lake Simcoe</b></p> <ul style="list-style-type: none"> <li>• 'Lake Simcoe Lifestyle'</li> <li>• 4 Season Fishing</li> <li>• Water sports and activities</li> <li>• Beaches and Cottages</li> <li>• Beaverton Harbour</li> <li>• Annual Fishing Tournaments</li> </ul> <p><b>Trent-Severn Waterway</b></p> <p><b>National Historic Site</b></p> <ul style="list-style-type: none"> <li>• Lock 38, Talbot</li> <li>• Lock 41, Gamebridge</li> </ul>	<p><b>Trails, Parks, Conservation Areas</b></p> <ul style="list-style-type: none"> <li>• The Beaver River Wetland Conservation Area</li> <li>• The Trans Canada Trail</li> <li>• Ten Township of Brock public parks and Accessible Lions Loops</li> <li>• Lake Simcoe Region Conservation Authority</li> <li>• Kawartha Lakes Conservation</li> </ul> <p><b>Agri-Tourism</b></p> <ul style="list-style-type: none"> <li>• Buzzing Bees Adventure Farm</li> <li>• The Sunflower Farm</li> <li>• Durham Farm Fresh in North Durham</li> <li>• Leaskdale Loop</li> <li>• Durham Region Barn Quilt Trail</li> </ul>	<p><b>Heritage/ Museums</b></p> <ul style="list-style-type: none"> <li>• Cannington and Area Historical Society - Blacksmith and Carriage Shop and Museum</li> <li>• Sunderland and District Historical Museum</li> <li>• Beaverton Thorah Eldon Historical Society - Beaver River Museum, Old Stone Jail, Log House, Brick House and Beaver River Railway</li> <li>• The Old Stone Church National Historic Site of Canada</li> <li>• Robert Holmes 1861-1930 Historic Plaque</li> <li>• St Andrew's Presbyterian Church 1840 Historic Plaque</li> </ul>
<p><b>Unique Shopping</b></p> <ul style="list-style-type: none"> <li>• Historic Downtown communities of Beaverton, Cannington and Sunderland</li> <li>• Independent Art Studios</li> </ul>	<p><b>Arts &amp; Culture Community</b></p> <ul style="list-style-type: none"> <li>• Beaverton Town Hall Players</li> <li>• Sunderland Lions Community Theatre Group</li> <li>• Sunderland Lions Club Music Festival</li> <li>• First Act Youth Company</li> <li>• Culture Days events</li> <li>• Art Shows</li> <li>• Public Art Installations e.g. Wishing Tower, Metal Street banners/ murals</li> <li>• Uxbridge Studio Tour – North Studios – Open houses and by appointment</li> </ul>	<p><b>Marinas, Sports and Facilities</b></p> <ul style="list-style-type: none"> <li>• Beaverton Marina</li> <li>• Trent Talbot Marina</li> <li>• Beaverton Yacht Club</li> <li>• Township of Brock arenas, halls, parks, picnic shelters, skate parks, splash pad, pickle ball, tennis and basketball, baseball diamonds</li> <li>• Brock Rugby Club</li> <li>• Cannington Lawn Bowling Club</li> <li>• Beaverton Curling Club</li> <li>• Brock Soccer Club</li> <li>• Accessible Kayak launch</li> </ul>

## Businesses

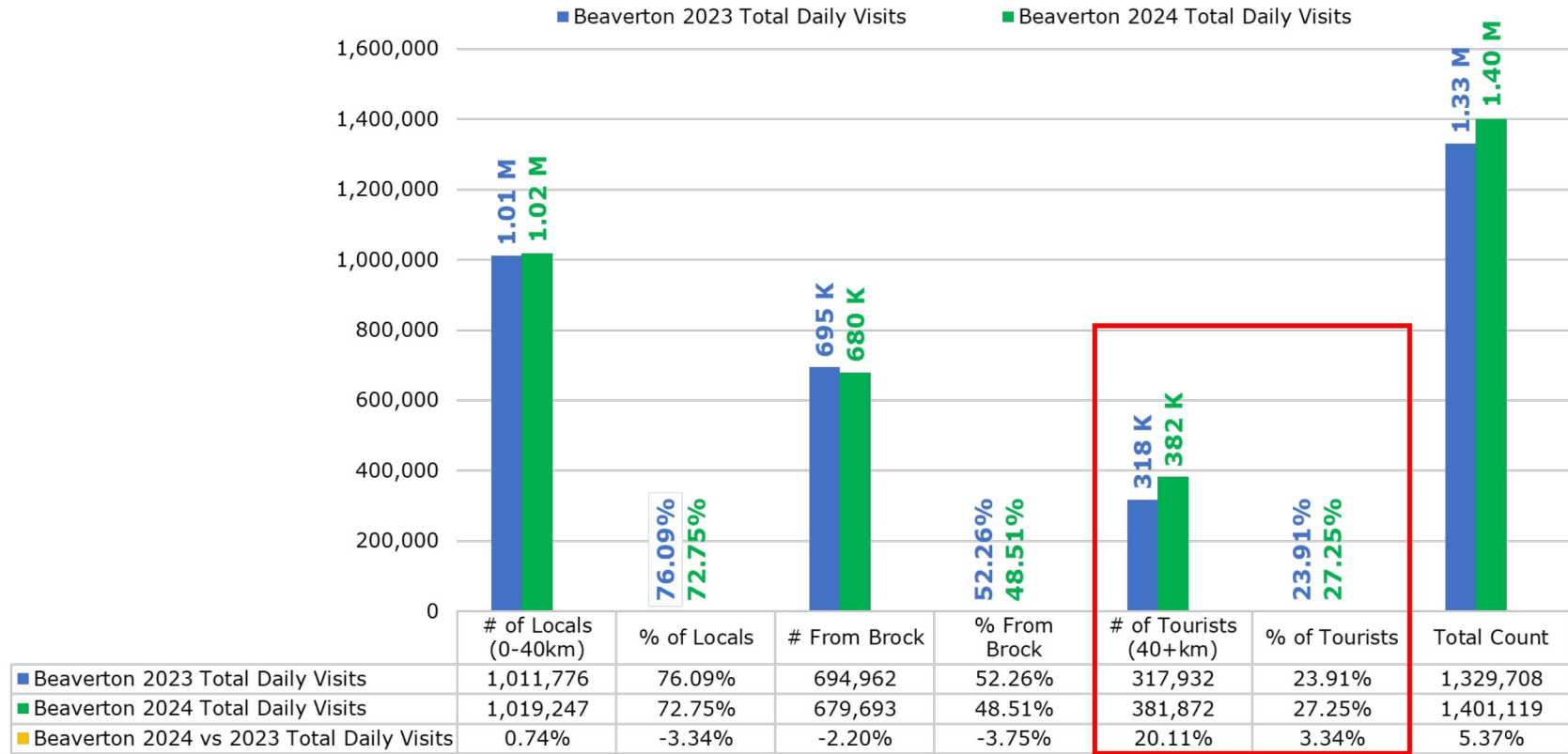
<b>Fishing, Golf and Sport Outfitters and Operators</b> <ul style="list-style-type: none"> <li>• Floyd Hales Fish Huts</li> <li>• Tim Hales Fish Huts</li> <li>• Mitchell's Fish Huts</li> <li>• Brock Canoe and Paddle</li> <li>• RBIKES</li> <li>• Beaverton Golf Course</li> <li>• Cedarhurst Golf Course</li> <li>• Gamebridge Go-Karts</li> </ul>	<b>Specialty Food and Beverage (local flavor)</b> <ul style="list-style-type: none"> <li>• Cool Cow</li> <li>• River Street Café</li> <li>• Canter Coffee</li> <li>• Bon Select Bistro</li> <li>• Stefano's Bistro</li> <li>• Brisket Daddy</li> <li>• Pub 12</li> <li>• Roadside Country Diner</li> <li>• The Shortiss Café Bar</li> <li>• Tar'd &amp; Feather'd</li> <li>• Underground Bake Shop</li> <li>• Colala Poutine &amp; Bar</li> <li>• Mays Restaurant</li> <li>• Golden Star Restaurant</li> <li>• Triple J Jamaican Jerk</li> <li>• Chill Zone Ice Cream</li> </ul>	<b>Specialty Retail Shopping</b> <ul style="list-style-type: none"> <li>• Cameron House</li> <li>• Whimsy</li> <li>• Jack's Place 4 Kids/Cozy Swan</li> <li>• Mike Gibb's Floral Design</li> <li>• Bella Fleur Boutique</li> <li>• Hometown Heart Store</li> <li>• Moonflowers</li> <li>• Blooms on the Go</li> <li>• Extoggery North</li> <li>• Bargin \$mart</li> <li>• Cormack's Collectibles</li> <li>• Blackwater Bric-A-Brac Shoppe</li> <li>• The Thrift Hub</li> <li>• Interesting Music Shoppe</li> <li>• Beaverton Fine Foods</li> </ul>
<b>Festivals and Events</b> <ul style="list-style-type: none"> <li>• Sunderland Maple Syrup Festival</li> <li>• Cannington Haunted Attraction</li> <li>• Agricultural Societies/Fall Fairs in Sunderland and Beaverton</li> <li>• Culture Days</li> <li>• North Durham Pride</li> <li>• Canada Day Event</li> <li>• Santa Claus Parades</li> </ul>	<b>Tourism Routes and Tours</b> <ul style="list-style-type: none"> <li>• The Leaskdale Loop (Brock Businesses)</li> <li>• Uxbridge Studio Tour (Brock Artists)</li> </ul>	<b>Accommodation</b> <ul style="list-style-type: none"> <li>• The Grant House B&amp;B</li> </ul> <b>RV Parks and Campgrounds</b> <ul style="list-style-type: none"> <li>• Fair Havens Camp and Conference Centre</li> <li>• Summer Breeze Trailer Park</li> <li>• Trout Water Family Camping</li> </ul>

## Appendix III- Downtown Visitation

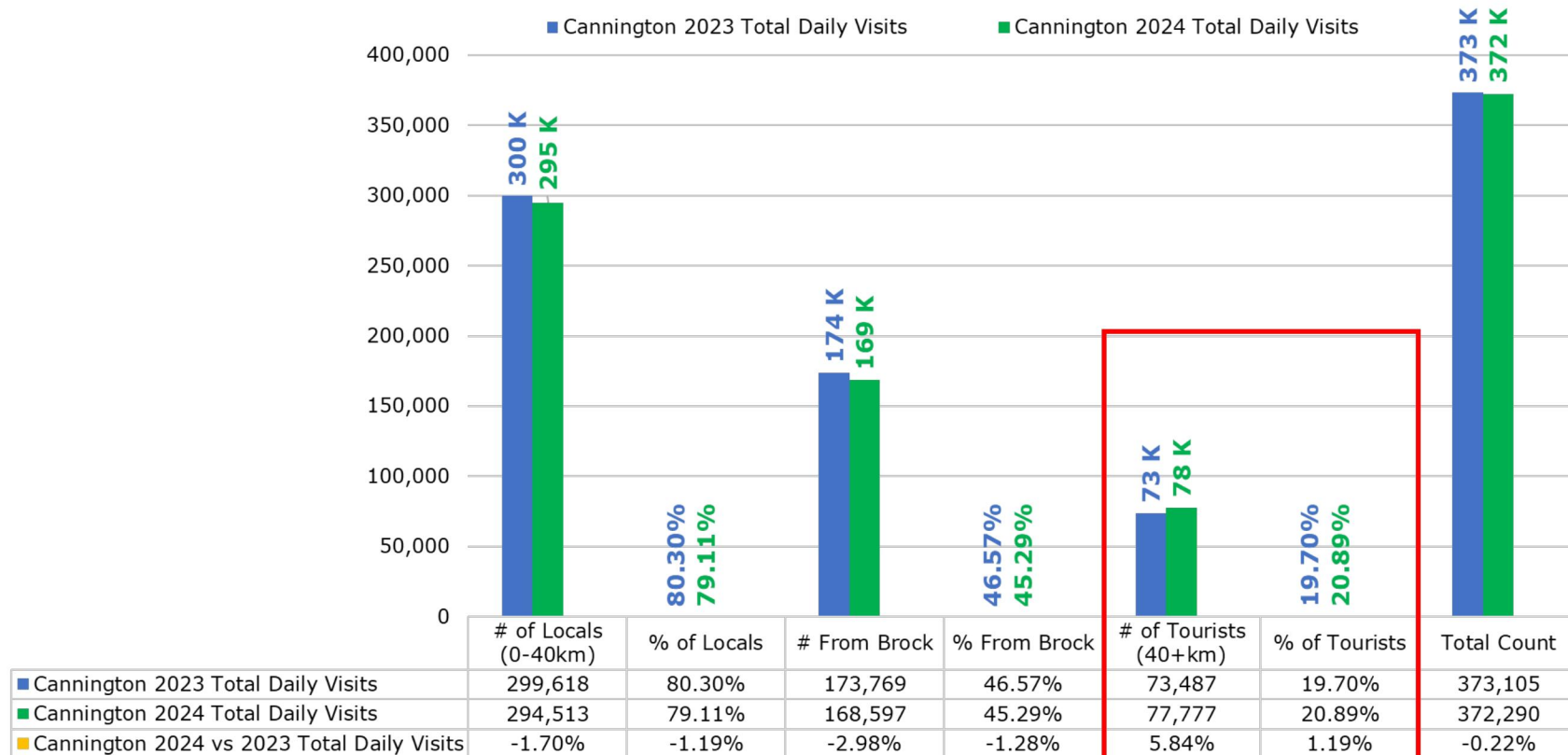
### Geofence Data for 2023-2024 Distribution of Visitation to Brock (Aggregated) Based on the # of TOTAL DAILY VISITS



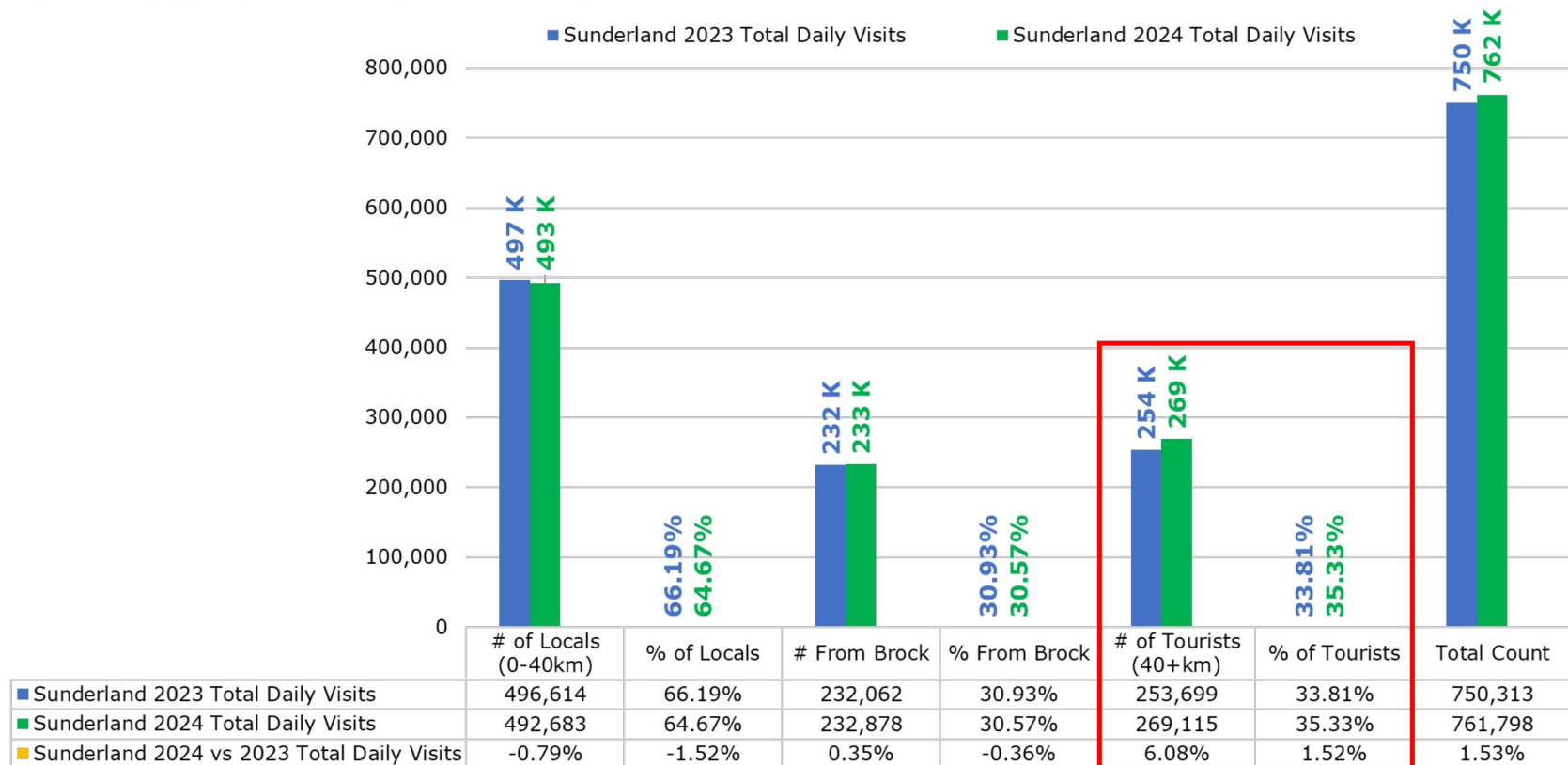
## Geofence Data for 2023-2024 Distribution of Visitation to Downtown Beaverton Based on the # of TOTAL DAILY VISITS



## Geofence Data for 2023-2024 Distribution of Visitation to Downtown Cannington Based on the # of TOTAL DAILY VISITS



## Geofence Data for 2023-2024 Distribution of Visitation to Downtown Sunderland Based on the # of TOTAL DAILY VISITS



## Economic Impact (TREIM) – Visitor Spend in Durham Region by Tourists (40+ KM)



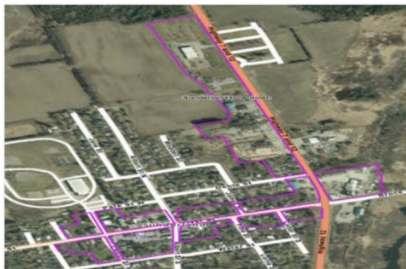
2024 vs 2023 Beaverton	% of Locals (0-40 KM)	% of Tourists (40+ KM)	# of Tourists (40+ KM)	Total Count
<b>Total Daily Visits</b>	-3.34%	+3.34%	+20.11%	+5.37%

The **382 K** Daily Visits from Tourists to Downtown Beaverton in **2024** contributed approx. **\$34.0 M in Visitor Spend for Durham Region** (average **\$89.16 per Tourist**) and **+\$6.67 M (24%) vs 2023!**



2024 vs 2023 Cannington	% of Locals (0-40 KM)	% of Tourists (40+ KM)	# of Tourists (40+ KM)	Total Count
<b>Total Daily Visits</b>	-1.19%	+1.19%	+5.84%	-0.22%

The **78 K** Daily Visits from Tourists to Downtown Cannington in **2024** contributed approx. **\$6.91 M in Visitor Spend for Durham Region** (average **\$88.89 per Tourist**) and **+\$626 K (10%) vs 2023!**



2024 vs 2023 Sunderland	% of Locals (0-40 KM)	% of Tourists (40+ KM)	# of Tourists (40+ KM)	Total Count
<b>Total Daily Visits</b>	-1.52%	+1.52%	+6.08%	+1.53%

The **269 K** Daily Visits from Tourists to Downtown Sunderland in **2024** contributed approx. **\$24.1 M in Visitor Spend for Durham Region** (average **\$89.38 per Tourist**) and **+\$2.28 M (10%) vs 2023!**

## Appendix IV- Cross Shopping

### MobileScapes Cross Shop

#### Unique Visitors To Beaverton & Cannington & Sunderland by Tourists (40-160 KM)

Trade Area: Brock 40-160 km												
2023 Target Geofences	Visitors		Exclusive Visitors		Non-Exclusive Visitors		Beaverton Downtown		Cannington Downtown		Sunderland Downtown	
	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%	COUNT	%
Beaverton Downtown	28,267	100.00	24,772	87.64	3,495	12.36	24,772	87.64	876	3.10	2,946	10.42
Cannington Downtown	6,823	100.00	4,302	63.05	2,521	36.95	1,315	19.28	4,302	63.05	1,723	25.25
Sunderland Downtown	35,306	100.00	31,976	90.57	3,329	9.43	2,539	7.19	1,129	3.20	31,976	90.57

2024 Target Geofences	Visitors COUNT	%	Exclusive Visitors COUNT	%	Non-Exclusive Visitors COUNT	%	Beaverton Downtown COUNT	%	Cannington Downtown COUNT	%	Sunderland Downtown COUNT	%
Beaverton Downtown	32,458	100.00	29,148	89.80	3,310	10.20	29,148	89.80	1,089	3.36	2,788	8.59
Cannington Downtown	8,408	100.00	5,475	65.12	2,933	34.88	1,710	20.34	5,475	65.12	2,110	25.09
Sunderland Downtown	40,743	100.00	37,291	91.53	3,452	8.47	2,640	6.48	1,385	3.40	37,291	91.53

2024 vs 2023 Target Geofences	Visitors COUNT	%	Exclusive Visitors COUNT	%	Non-Exclusive Visitors COUNT	%	Beaverton Downtown COUNT	%	Cannington Downtown COUNT	%	Sunderland Downtown COUNT	%
Beaverton Downtown	15%	100.00	18%	2.16	-5%	-2.16	18%	2.16	24%	0.26	-5%	-1.83
Cannington Downtown	23%	100.00	27%	2.07	16%	-2.07	30%	1.06	27%	2.07	22%	-0.16
Sunderland Downtown	15%	100.00	17%	0.96	4%	-0.96	4%	-0.71	23%	0.20	17%	0.96

'Exclusive Visitors' ONLY went to that one location &  
'Non-Exclusive Visitors' went to least one other location

## Appendix V- Visitor Profiles

Central Counties Tourism (RTO6) has identified six visitor profiles that were created using extensive research using numeric data, mobile data geofencing, postal code audit and Prizm segmentation profiles. Each profile was matched against Central Counties Tourism stakeholder businesses and organizations. This information allows tourism businesses to better target and market to their ideal consumer. (For full descriptions, visit [https://centralcounties.ca/wp-content/uploads/CCT\\_Visitor\\_Profiles\\_B2B.pdf](https://centralcounties.ca/wp-content/uploads/CCT_Visitor_Profiles_B2B.pdf))

**The six visitor profiles include:**

Passionate Putters

Foodie Fanatics

Adventure Seekers

Art Lovers – Urbanite (Core)

Family Fun Seekers

Art Lovers – Community Explorer (Tactical)

