



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Brock Tourism Advisory Committee
Staff Position: Clerks Assistant, Deena Hunt
Title / Subject: Brock Tourism Advisory Committee Workplan
Date of Report: April 9, 2024
Date of Meeting: April 29, 2024
Report No: 2024-TED-002

1.0 Issue / Origin

In accordance with Brock Tourism Advisory Committee (BTAC) Terms of Reference, the committee is providing their annual work plan for Council consideration. The work plan lays out the initiatives of the committee until the end of their term (2026).

2.0 Background

BTAC has 6 (six) voting members appointed by Council by By-Law 3199-2023, 1 (one) Council Liaison, and 1 (one) staff representative on behalf of the Region of Durham Tourism. The term of BTAC is concurrent with that of Council.

BTAC's mandate is to increase awareness of the economic and social benefits of tourism within the Township in collaboration with local organizations, create tourism-focused strategic goals for the Township, improve the quality of and share tourism business data, and continue to implement tourism action-items identified within the Brock Community Tourism Strategy completed in partnership with Central Counties Tourism in 2019.

3.0 Analysis

The 2024-2026 work plan, finalized and approved by BTAC at their meeting held on April 9, 2024, is being forwarded for Council approval. Upon approval, BTAC can start to work on the items listed within the plan.

4.0 Related Policies / Procedures

[Brock Tourism Advisory Committee Terms of Reference.](#)

5.0 Financial / Budget Assessment

BTAC has a budget of \$5,000. A future report would be forwarded to Council for approval to use BTAC funding for selected initiatives.

5.1 Asset Management

Not applicable

6.0 Climate Change Impacts

Not applicable

7.0 Communications

BTAC continues to provide tourism information which is shared on municipal channels.

The BTAC work plan is attached as Appendix 1 to this report and will be available for the public to view.

8.0 Conclusion

With Council approval of the BTAC work plan, the committee can commence with activities as listed on the work plan.

9.0 Recommendation

Be it Resolved that Report 2024-TED-002, BTAC Work Plan be received; and
That Committee of the Whole approve the items listed on the work plan within
Appendix 1; and

That this resolution for Report 2024-TED-002 and Appendix 1 be ratified by Council at their meeting on April 29, 2024.