

Colour Code:

Green - High Priority (1)
Yellow - Moderate Priority (2)
Red - Long Term (3)

2024 Budget is \$5,000

Brock Tourism Advisory Committee Initiatives	Deliverable	Reference Document	Description	Priority	Committee Actions to Achieve Initiative	Proposed Budget Allocation	Assigned to	Timeline / Due Date
Public Education Campaign	Develop and implement a Tourism Ambassador program throughout Brock Township	Community Tourism Plan from Central Counties 2018; Business Retention&Expansion BR+E 2017	Having Tourism Ambassadors provides residents with visitor centric training they will learn more about the community and be able to communicate to the other residents and visitors things to explore while in town. This program will be modeled after the Uxbridge Ambassador Plan. Businesses will display a tourism ambassador sign in their window to distinguish them as a stop for visitors. There is a course available on Central Counties website Identify businesses in the Township that can act as community champions to promote the Township and provide information to visitors on what to do and see in the area - increases the likelihood of return visits		1) BTAC Members to sign up for Ambassador Program through Central Counties Website and complete the training.		entire committee	
					2) Contact Uxbridge - what does their Tourism Ambassador program look like? How is it marketed etc.		1 committee member	
					3) Develop the program for Brock- based on information from Uxbridge (how to market, share, who benefits, why its important) create a proposed list of Brock Ambassadors(businesses)		entire committee	
					4) Take proposed program (timelines, marketing materials, proposed list of contacts including BBOT and local businesses,) to Council for approval - example: stickers for business who have completed training to put in window		committee and staff prepare a memo	
					5) If approved by Council, contact those on the proposed list - tell them why the project is beneficial, how to be involved		1 or 2 members	
					6) Follow ups with those who agreed to participate - have measurements for success		1 member	
					7) Report back to Council on the success / implementation of the program		committee and staff	committee and staff prepare a year end report
	Improve Stakeholder coordination and impact of marketing efforts through published editorial and social media calendars (sharing marketing methods and channels with tourism stakeholders)	Community Tourism Plan - Central Counties - 2019	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 such as uploading their events to online calendars through Central Counties Tourism, submitting event information to the municipality for inclusion on digital signage, rec guide etc.		Social Media calendar - staff - complete Instagram and Facebook account for Tourism - completed 2023		Communications Coordinator	calendar ongoing
					BTAC members to encourage tourism stakeholders to sign up for 1. Central Counties Tourism Newsletter to receive information on published editorial group by opportunity and upload events to event calendar. 2. Durham Tourism Industry Report to receive a monthly business e-newsletter		committee members	ongoing
					BTAC members are encouraged to share social media posts from social media accounts and share content with staff on upcoming events.		committee members	ongoing
Provide tourism workshops and education opportunities for businesses	Community Tourism Plan - Central Counties - 2019	Host workshops to assist local businesses with topics that would be beneficial for the businesses		Committee to research speakers and workshops that would be valuable to local businesses and events		1 or 2 members		
				BTAC to create an event plan - who is the guest speaker, where is it held, what are the costs, who is invited, date, time etc.		all committee members		
				bring proposed event plan to Council for approval, including request to use budget dollars		committee and staff		
				if approved- host the event in coordination with staff		committee and staff		
ChooseBrock.ca content creation	Update the compiled inventory of existing tourism assets in Brock Township (see Brock Community Tourism Plan Identified Components spreadsheet)	Community Tourism Plan - Central Counties - 2019	why this is beneficial, where it is published, does this feed into the Plan Your Trip Tool etc.		1) BTAC members to provide updated/new specific information about the tourism assets (name of asset, location, hours of operation, contact information etc.) to Communications / Tourism Coordinator		all committee members	
					2) Communications / Tourism Coordinator to update the list and publish to the ChooseBrock website.		Communications and Tourism Coordinator	ongoing
					3) Committee to continually review the Tourism assets and identify and gaps for Council of municipal services in annual reports for budget consideration			
	Preserve and celebrate individual community identities within the Brock Breathe It In brand - brainstorm ideas for Tourism Blog Posts	Community Tourism Plan - Central Counties - 2019	Committee to observe and gather information on local events, activities and businesses that could be featured on the ChooseBrock.ca blog. Example: North Durham Pride Beach Day.		1) BTAC to come up with stories that can be shared on the ChooseBrock website blog - highlighting the towns and their identities			ongoing
					2) Communications / Tourism Coordinator to write blogs and share on website		Communications and Tourism Coordinator	ongoing
					3) BTAC To share these posts with their network through the Tourism Ambassador program			ongoing

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Assist with drafting Marketing Campaigns (seasonal, areas of interest,	Provide feedback on activities throughout the year and points of interest in the Township. Information to be used by the Communications Coordinator	Community Tourism Plan - Central Counties - 2019	Example: marketing Brock as a Four Seasons Tourist Destination. Could include items such as: 1. Summer Canada Day Celebrations, Beaverton Harbour, Beach, shopping, Fishing, Fishing Tournaments, Cottagers On Route to Muskoka (quick dining options, local diner gems), farmers markets, Trails, Golf 2. Fall Agritourism, Cannington Haunted attraction, Corn mazes, fall leaves/trails, real estate, unique shopping, fall fairs, Golf		1) Committee to provide event and tourism information to Communications Coordinator (dates, locations, contact information, website etc.)			
				2) Committee to provide Communications Coordinator with any pictures they take of Tourist assets and events to be used in marketing materials. Pictures shall not include individuals unless a consent form is signed and provided to the township for Photo Release.				
				3) Communications and Tourism Coordinator to review committees submissions and update on the ChooseBrock website/blog/events calendar etc.		Communications and Tourism Coordinator	ongoing	
			agri-tourism		1) Committee to contact local Agri-tourism business in Brock and gather information and events for a new webpage dedicated to Agri-tourism that was requested from Council in 2024		1 or 2 committee members and Communications C	2024
			art		1) Committee to contact art and culture groups such as Brock Arts and Culture and Culture Days to gather information on upcoming events and initiatives and provide Communications Coordinator with information and ideas on building out an arts and Culture space on Choosebrock.ca		All committee members	
			waterfront(fishing, boating, swimming etc.)		1) Committee to research other tourism websites for municipalities that have lake tourism to gather information and ideas on how to further promote Brock as the Smallmouth Bass Fishing Capital of Canada. Committee to provide Communications Coordinator with information and ideas on building out a waterfront tourism space on Choosebrock.ca		1 or 2 committee members and Communications Coordinator	
		Sport (cycling, hockey, soccer, lawn bowling, curling - example "between the periods" for hockey tournament)		1) Committee to compile list of sporting events and types of recreation that occur within the municipality. Cross reference that list with where those sports take place (ie fields, arenas, cannington lawn bowling etc.) Committee to draft itineraries throughout the months that would correspond with visiting sports teams schedules. Give to communications coordinator for use as a marketing tool and to be put onto the choosebrock website.				
Tourism Plan(s) and Best Practices Review and Feedback	Committee to review Township of Brock Tourism Plans and Initiatives	Community Tourism Plan - Central Counties - 2019, Business Retention and Expansion Report (BR+E); and the Community Tourism Plan - 2018	Review of the documents to provide insight to Council and other tourism stakeholders on best practices and areas for improvement					
	Committee to review Regional Tourism Plans and Initiatives		ensure that the municipality is in line and engagement with Durham Tourism plans		Committee members will receive a presentation from Durham Tourism to learn about the new Durham Tourism Strategic Action Plan at the June 2024 meeting.			June 11, 10 a.m.
	Eco Tourism and Cycling		gather information on Eco Tourism and Cycling Tourism in the Township identifying any gaps in infrastructure		committee to review Durham Region Tourism sites, other municipalities initiatives, research infrastructure requirements, compile information/budget implications into a report to Council for approval			
	Overnight Parking	1977-2006-PP Parks Bylaw; 957-88-PP Traffic Bylaw; 3118-2022 Noise bylaw; Municipal Alcohol Policy	determine the viability of enhanced overnight parking, review the existing governing bylaws/policies and other local municipalities parking policies		committee to review applicable bylaws and policies, research what other municipalities provide, compile information/budget implications into a report to Council for approval			
Chair or Vice Chair updates Committee of the Whole at year end	annual presentation and report to Council		BTAC accomplishments, changes to workplan, budget requests		committee starts preparing year end report at June meeting; review report/ add more items Sept ; finalize report at Oct meeting. Chair of BTAC to give presentation to Council in October.		Chair with staff in attendance	October 21, 2024 COW