



# Brock Tourism Advisory Committee

Committee of the Whole  
November 18, 2024

# Agenda

3

**Committee Members**

4

**Mandate and Responsibilities**

5

**Background**

6

**Accomplishments**

7-8

**Durham Tourism Accomplishments**

9

**Recommendations**

10

**Challenges**

# Committee Members



**Chair September 2023-October 2024**



**George  
Ranich**

**Vice Chair September 2023-October 2024**

**Chair October 2024 to Present**



**Martha  
McCollum**

## Members



**Alison  
Bennie**



**Ted  
Foster**



**Ursula  
Kressibucher**



**Nima  
Salehi**



**Kristyn  
Chambers**



**Deena  
Hunt**



**Tamra  
Kaiser**



# Mandate and Responsibilities

## With staff support the committee will;

Coordinate representation from a wide variety of tourism stakeholders, and municipal and regional staff, who have a vested interest in furthering tourism development and creating tourism-focused strategic goals for the Township of Brock.

Increase awareness of the economic and social benefits of tourism and support an enhanced collaboration between industry and government.

Continue to implement tourism action items as identified in the Township of Brock Community Tourism Strategy, completed in partnership with Central Counties Tourism in 2019.

Improve the quality, quantity and sharing of tourism data and strengthen performance measurement and the tracking of visitors for tourism related events.

Continue to collaborate with local organizations and groups including the Brock Board of Trade, historical societies, arts organizations, Non-Profit Sector Advisory Committee, and sport clubs to help further increase tourism awareness.

Identify and advise on issues, concerns and government policies that may affect the tourism industry.

Continue to work on the Council approved work plan.



# Background

Council appointed the Brock Tourism Advisory Committee in January 2021. Following the Municipal Election in the Fall of 2022, the current BTAC committee was appointed in the Spring of 2023 and commenced meetings in Fall 2023.

The committee will continue to work toward goals indicated on the BTAC Workplan that was developed by the 2021 BTAC Committee. The 2021 Workplan was developed to consider action items outlined in the Brock Community Tourism Plan as well as the Brock Business Retention and Expansion study.





# Committee Accomplishments!



- Updated the inventory of existing Brock tourism assets and community events
- Attended Ontario By Bike webinar and shared the information with local businesses interested in becoming certified as 'Ontario by Bike'
- Collaborated with Durham Tourism on new cycling routes in Brock
- Continued development of image library inventory in collaboration with Central Counties Tourism and Durham Tourism
- Attended Central Counties Tourism Networking event in Brock on November 5, 2024





**Durham Tourism staff provided the following tourism support:**

## Multi-stakeholder Support

- ◆ Gather at the Farm Promotional Campaign
- ◆ Culture Days Hub- support for all three Brock Historical Societies
- ◆ Central Counties Tourism Partnership- Rural Routes Support (including Backroads of Brock)
- ◆ Toronto Bloggers Collective Influencer Tour, Rural Routes Support

## Community Support

- ◆ North Durham Pride Support
- ◆ Beaverton Wishing Tower Support

## Cycling

- ◆ Rural on-road cycling loops project- launch event held at The Nourish Community Hub (September 2024)

## Data Collection

- ◆ Environics data collected and reported for the downtowns of Sunderland, Cannington and Beaverton for 2023
- ◆ Environics data reports for the Cannington Historical Society

## Marketing and Promotion

- ◆ Erin Horrocks-Pope, influencer visit
- ◆ I've Been Bit, influencer visit
- ◆ Township of Brock Instagram Reel & Blog by East of the Valley
- ◆ Summer in Brock Instagram giveaway
- ◆ Hidden Gems in Beaverton, Instagram reel
- ◆ Brock Fall Contest Package
- ◆ Durham Tourism Blogs featuring Brock tourism businesses



# Fantastic News! New Cycling Routes

## Inaugural ride Sept. 6, 2024



### Leisure

#### Cannington Countryside Loop

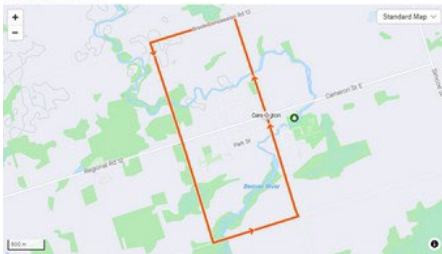
Explore this route:

[Strava](#) • [Ride with GPS](#)

Paved: 37%  
Gravel: 63%  
Length: 8 km

**Ontario by Bike Destinations:** Nourish  
Community Hub, Township of Brock  
Visitor Information Centre

Route and Elevation



### Advanced

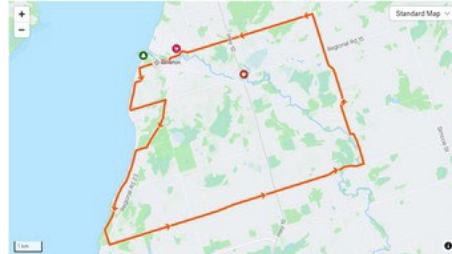
#### Beaverton Eastern Shore Loop

Explore this route:

[Strava](#) • [Ride with GPS](#)

Paved: 44%  
Gravel: 56%  
Length: 31 km

**Ontario by Bike Destinations:** The  
Shortis Café Bar, Rbikes/The  
Bodyfirm, Beaver River Museum



### Advanced

#### Beaverton Harbour Pro Loop

Explore this route:

[Strava](#) • [Ride with GPS](#)

Paved: 74%  
Gravel: 26%  
Length: 31 km

**Ontario by Bike Destinations:** The  
Shortis Café Bar, Rbikes/The  
Bodyfirm, Beaver River Museum



## Cycling Tourism in Brock



# Recommendations



	<b>Initiative</b>	<b>Description</b>	<b>Committee Actions to Achieve Initiative</b>
1	<b>Marketing and Promotion to support BTAC initiatives</b>	Request for additional funding	Allocate an additional \$5000 in BTAC 2025 budget for marking and promotion to support work plan initiatives
2	<b>Ontario by Bike Campaign</b>	Advocate and build awareness of the Ontario By Bike certification program for Brock tourism businesses.	incentivize businesses to become certified and provide them with a bike safety kit (purchased by Durham Tourism) ensure newly certified businesses fall within a Durham Tourism on-road cycling loop
3	<b>Bike repair stations</b>	Funding request and direction from Director of Parks, Recreation and Facilities on purchasing bike repair stations	Additional Bike repair stations to be located in Sunderland and Cannington. Consult with the Director of Parks, Recreation and Facilities specifics of project in 2025
4	<b>Overnight Parking and accommodations</b>	Alleviate some of the issues regarding lack of overnight accommodations	Amend the work plan to consider overnight accommodation, by reviewing the existing governing bylaws/policies and researching possible option from other municipalities

# Committee Challenges

- **BTAC found that there was no interest in the Tourism Ambassador Program and feel it should be removed from the BTAC Workplan**
- **The Tourism Ambassador Program will continue to be mentioned in Tourism Newsletters**



Questions?



Thank  
you

