



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Brock Tourism Advisory Committee
Position: Appointed Council Committee
Title / Subject: Brock Tourism Advisory Committee – 2024 Annual Report
Date of Report: November 12, 2024
Date of Meeting: November 18, 2024
Report No: 2024-TED-004

1.0 Issue / Origin

On an annual basis, the Brock Tourism Advisory Committee (BTAC) is required to provide Council with an update on their achievements for the year and bring forward new requests for Council consideration.

2.0 Background

BTAC is a Council appointed committee with six members appointed to the committee for a four-year term, concurrent with that of Council.

The Committee's Terms of Reference includes:

- Purpose – to provide Council with advice and recommendations on matters relating to tourism services, community-based tourism, activities and initiatives within the Township of Brock
- Mandate – involve and coordinate with tourism stakeholders who have a vested interest in furthering tourism development in Brock and creating tourism-focused strategic goals; increase awareness of the benefits of tourism; continue to implement tourism action items identified in 2019; share tourism data and strengthen performance measurement and visitor tracking for tourism related events; collaborate with local organizations such as Brock Board of Trade, historical societies, art organizations, and others to help increase tourism awareness; and continue to implement items on the approved Work Plan.
- Composition – one representative from each of the Brock Board of Trade and the historical societies, and four representatives from various tourism sectors

3.0 Analysis

BTAC met eight times in 2024, supported by:

- Communications and Tourism Coordinator, staff liaison
- Clerk's Assistant, Clerk liaison
- Councillor Peter Frank, Council liaison
- North Durham Tourism Specialist, Durham Region liaison

In June 2024, the Manager of Marketing and Tourism from the Region provided a presentation regarding the Region of Durham's Tourism Strategic Action Plan.

Four of the six members were in attendance regularly. All meetings in 2024 were attended virtually.

Accomplishments

- Updated Brock's existing tourism assets list
- Attended 'Ontario By Bike' webinar and shared information with local businesses
- Collaboration with Durham Tourism on new cycling routes in the Region/Brock
- Culture Days – in collaboration with Durham Tourism
- Inaugural Brock Tourism Networking Event held at Manilla Hall November 5, 2024, in collaboration with Central Counties Tourism and Durham Tourism

Challenges

- Tourism Ambassador Program – the Region advised that this program had low uptake but it will continue to be mentioned in Tourism Newsletters

Recommendations

- That the Tourism Ambassador Program be removed from the BTAC workplan, and that 'overnight accommodations' be added to the workplan in conjunction with 'overnight parking'. Committee to research and provide Council with a report.
- Committee continue to meet virtually
- Continue to work on the approved work plan
- Continue to work with Durham Tourism – Ontario by Bike and other funding opportunities
- More bike repair stations in Cannington and Sunderland

4.0 Related Policies / Procedures

None.

5.0 Financial / Budget Assessment

BTAC was provided a 2024 budget of \$5,000. To date, the committee has zero expenses. The Committee is requesting to carry forward the unused 2024 budget and is requesting another \$5,000 for 2025.

BTAC is proposing to utilize the combined budget for the purchase of bike repair kits in Cannington and Sunderland, as well as marketing and promotional material for BTAC initiatives.

5.1 Asset Management

Bike repair stations would require inspection and replacement.

6.0 Climate Change Impacts

Advocating for tourism cycling within the Township of Brock would have a positive impact on climate change, by reducing vehicle emissions.

7.0 Communications

Communication include:

- Township website:
 - Information on municipal parks and trails, arenas, the waterfront, arts and culture, and libraries
 - community events calendar
 - 'Tourism' link to ChooseBrock
- Township of Brock website 'ChooseBrock' shares:
 - upcoming events and blogs
 - places to stay, eat, shop, and experience
 - provides a link to the Durham Tourism Newsletter
- The BTAC agenda and minutes are shared on the Township meetings calendar
- The Communications and Tourism Coordinator shares tourism information through facebook and Instagram
- BTAC members communicate with Brock Board of Trade

8.0 Conclusion

The committee is thankful to Council for the opportunity to advocate for improvements in Eco Tourism and Cycling initiatives and will continue to promote tourism within the Township of Brock.

9.0 Recommendation

Be it Resolved that Council receive Report 2024-TED-004 from the Brock Tourism Advisory Committee; and

That Council approve the proposed revisions to the BTAC workplan to include adding the consideration of overnight accommodations, and removal of the Tourism Ambassador Program; and

That Council approve the carry forward of the \$5,000 from the 2024 Tourism budget; and

That Council forward an additional \$5,000 request to the 2025 budget consideration; and

That Council approves the installation of bike repair stations in Cannington and Sunderland for 2025, in consultation with the Director of Parks, Recreation and Facilities, drawing the funds from the BTAC budget.