

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
	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	LOW	1) BTAC Members to sign up for Ambassador Program through Central Counties Website and complete the training.		committee members	
					2) Contact Uxbridge - what does their Tourism Ambassador program look like? How is it marketed etc.			N/A
					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)			<b>June 11/24</b> - Kristyn advised that the program <b>didn't have great uptake</b> but still circulate it through e-newsletters
					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			N/A
					5) If approved by Council, contact those on the proposed list - tell them why the project is beneficial, how to be involved			N/A
					6) Follow ups with those who agreed to participate - have measurements for success			N/A
					7) Report back to Council on the success / implementation of the program			N/A
1. Public Education Campaign	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	staff updating calendar on an ongoing basis
					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	June 11/24 - Kristyn to email graphics to Martha for BBOT's use
					BTAC members are encouraged to share social media posts from social media accounts and share content with staff on upcoming events.		committee members	
	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			<b>June 11/24</b> - Kristyn advised that there was a webinar 'Ontario By Bike certification' for businesses June 5, 2024
					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.		committee members	<b>Sept 17, 2024</b> - Nima proposes an Ontario By Bike Campaign, door to door visits to businesses - Township in collaboration with BBOT
					bring proposed event plan to Council for approval, including request to use budget dollars		committee and staff	
					with Council approval, host the event in coordination with staff		committee and staff	
							Central Counties hosting Tourism Event	<b>Sept 17, 2024</b> - Tamra advised -Tourism Networking event to be held in Brock - an opportunity for a business to host  <b>Nov 5, 2024 - date of event</b>
2. ChooseBrock.ca content creation	Update the compiled inventory of existing tourism assets in Brock Township (see Brock Businesses 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		committee	<b>May 7/24</b> - tab for 'events and festivals'? <b>June 11/24</b> - committee verified that the business listing has been reviewed <b>Sept 17/24</b> - discussion of potential new businesses
					2) Communications & Tourism Coordinator to update the list and publish to the ChooseBrock website.		staff	<b>June 11/24</b> -Tamra reformatting the tourism website with Central Counties (to be larger than just a business listing) approximately ready in Dec 2024
					3) Committee to continually review the Tourism assets and identify any gaps for Council, of municipal services, in annual reports for budget consideration		committee to determine any gaps in municipal services	
					1) BTAC to come up with stories that can be shared on the ChooseBrock website blog - highlighting the towns and their identities			

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	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.		2) Communications / Tourism Coordinator to write blogs and share on website		staff	Tamra - Nationally recognized special days <b>May 7/24</b> - committee to create a content calendar highlighting nationally recognized days that can promote tourism stakeholders <b>June 11/24</b> - committee received a link to Social Media Holidays which highlights national days
					3) BTAC To share these posts with their network (through the Tourism Ambassador program)			
3. 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  3.Winter Ice Fishing, Christmas market, trails, cross country skiing, shopping, snow shoeing  4.Spring Maple Syrup festival, trails, Golf		1) Committee to provide event and tourism information to Communications Coordinator (dates, locations, contact information, website etc.)			<b>May 7/24</b> - Nima, review list of events for website, Alison to provide content for Pride event July 13/24, Martha to share research on marketing options electronically, Kristyn to provide a summer plan for a hired influencer (funded by the Region), Kristyn to forward 2023 envionics data to Tamra for sharing with committee <b>June 11/24</b> - Kristyn advised an influencer visited 5 businesses in Beaverton, another influencer to visit the trails
				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.			<b>May 7/24</b> - Kristyn to share link to Central Counties photo 'shot list', committee to advise CCT of gaps in inventory <b>June 11/24</b> - Nima to provide content and photos for paddling; committee to review CC photo shot and advise on photo gaps	
				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	LOW	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		committee members and Communications Coordinator	waiting on zoning bylaw amendment?
			art		1) Committee to contact art and culture groups such as Brock Arts & 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	Culture Days runs mid Sept to mid October  <b>June 11/24</b> - Kristyn met with members and historical societies to build up Culture Days Events in Brock; KC to provide a map of art/culture locations in Brock
			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.			
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					<b>June 11/24</b> - Jacquie Severs presentation - new Durham Tourism Strategic Action Plan	

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4. Tourism Plan(s) and Best Practices Review and Feedback	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		Cycling - Nima	<p><b>May 7/24</b> - Nima, Martha met with Kristyn, Tamra to discuss Brock Tourism cycling certified businesses.</p> <p><b>June 11/24</b> - Region building Durham Region cycling webpage; Tamra &amp; Kristyn attended Ontario By Bike webinar June 5, 2024; met with members to identify cycling businesses and Kristyn to provide the certified cycling business listing</p> <p><b>Sept 17/24</b> - Nima shared research and a presentation on Brock cycling (compiling budget implications for cycling racks, repair kits, pumps)</p>
	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 create a promotional information package to encourage Brock businesses to offer their location as a overnight accomidation. Committee to review applicable bylaws and policies, research what other municipalities provide, compile information/budget implications into a report to Council for approval			<p><b>November 12/24</b> - Tamra added information on creating Promotional info package based on Reccommendation 4 Marth added to Council presentation.</p>
5. Chair or Vice Chair to update Committee of the Whole at year end	annual presentation and report to Council		BTAC accomplishments, changes to workplan, budget requests		<p>June 11, 2024 - Nima to commence the powerpoint presentation - online document</p> <p>Sept 17, 2024 - create and review presentation</p> <p>Oct 15, 2024 - Martha to present draft presentation to committee</p> <p>Nov 12 - DH to provide BTAC with a draft report for the Nov 18 presentation</p> <p>Nov 12, 2024 - confirm the final report&amp;presentation and send to clerks for Nov 18 COW agenda.</p> <p>Nov 18, 2024 - Chair or Vice Chair of BTAC to give presentation to Committee of the Whole 3:00 pm (in person or via zoom)</p>		Chair/Vice Chair with staff in attendance	Present - November 18, 2024 COW 3:00 pm