



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Tamra Kaiser
Position: Communications and Tourism Coordinator
Title / Subject: Brock Visitor Growth Plan
Date of Report: March 10, 2025
Date of Meeting: March 10, 2025
Report No: 2025-GG-004

1.0 Issue / Origin

Refreshing the 'Community Tourism Plan' for the Township of Brock will enable staff to focus on changing priorities in the tourism industry, evolving visitor interests, boost economic development, and enhance the quality of life for residents through community engagement. The Plan, which is now being referred to as the 'Visitor Growth Plan' through Central Counties, will act as a development framework for staff and the Brock Tourism Advisory Committee (BTAC) to achieve objectives of promoting Brock Tourism. The current plan is now out of date and Brock and our tourism assets have gone through several changes since 2018.

2.0 Background

In August 2018, Council received Report 2018-CO-03 Community Tourism Plan and passed the following resolution

Resolution No. 15-9

That Council receive communication no. 1483 for information; that Council engage Central Counties Tourism to assist the Township in the development of a Community Tourism Plan; and, that staff be authorized to proceed with the development of a Tourism Working Group to guide the development of a community Tourism Plan and to select those individuals to serve on the Working Group.

Central Counties Tourism (CCT) was established as a regional tourism organization (RTO6) in 2010 under a framework developed by the Ontario Ministry of Tourism and Culture (at the time), following the completion of the Ontario Tourism Competitiveness Study. Their mandate is to support sustainable tourism products and practices that will build a stronger visitor economy within the region. CCT is

funded by the Ontario Government and managed as a not-for-profit organization by a voluntary tourism industry board.

A Community Tourism Planning Guide was developed by CCT to assist community leaders and municipalities to focus and direct tourism planning efforts at a local level. It opens the doors for communities to explore opportunities available through tourism.

Through a public advertisement, applicants were sought to form a Tourism Working Group that would assist with the development of the Plan and provide input throughout the process. Following a review of applicants, 12 volunteers were selected from a cross-section of tourism related businesses and organizations within the Township.

At the June 24, 2019 Council Meeting, Report 2019-CO-07, Brock Community Tourism Plan was presented to Council and the following resolution was passed:

Resolution Number 12-26

- 1. Communication number 1031/19 be received for information;*
- 2. That a letter of thanks be sent to Central Counties Tourism, Durham Region, and the individuals who served on the Township of Brock Tourism Working Group;*
- 3. That the Community Tourism Plan be referred to staff to be included in the upcoming economic development/community improvement plan report and presentation;*
- 4. And, that the adoption of the Community Tourism Plan be considered following the staff report and presentation.*

The plan outlined priorities for the Township in allocating for dedicated township resources for tourism, creating a visitor-centric approach, and marketing Brock as a four-season destination.

BTAC has been preparing their term-long workplan through review of the Community Tourism Plan to establish priorities and action items for their committee.

3.0 Analysis

Visitor Growth Plan

According to Central Counties Tourism, a Visitor Growth Plan is “a written document produced on behalf of a community by a group of people representing a broad cross-section of interests related to the visitor economy”. The plan provides the framework for business, local government, cultural, and other organizations to analyze tourism assets and resources to identify opportunities for destination development and promotion to grow the visitor economy by attracting more tourists and lengthening the time they stay.

Central Counties Tourism has included a “Visitor Growth Plan Roadmap”, appended with this document to provide an overview of the process and timelines for developing the Plan.

Central Counties will facilitate the process of developing the new Visitor Growth Plan with participation of a steering committee of 15-20 members. The process will be completed within five to six months producing a final plan to be presented for adoption by Council.

To continue supporting growth of the visitor economy in the Township of Brock, staff are recommending that Council support the recommendation to engage Central Counties Tourism to facilitate the development of a refreshed Visitor Growth Plan to guide Council, staff, and the BTAC for the next 4 years.

Establishing the Township of Brock Visitor Plan Steering Committee

Gathering a well-represented group as members of the Visitor Growth Plan steering committee will be key to the success of the process and outcomes delivered in the plan. Staff will create a group comprised of 15 to 20 members representing a broad cross-section of interests relating to the visitor economy in the Township of Brock. Invitations will be sent to specific individuals asking them to participate as members of the steering committee and outlining the requirements and time commitment involved.

Staff will make best efforts to ensure equal representation from all three Brock communities and will make best efforts to solicit representation from the following list.

- Tourism-related businesses across sectors including retail, food and beverage, agriculture etc
- Arts, Culture and Heritage related groups including museums, theatre, festivals and events etc.
- Service Clubs that undertake community projects related to the visitor economy
- Brock Board of Trade
- Recreational organizations/groups that service the visitor economy
- Community Members to represent the voice of Brock residents
- Three (3) Members of Council

In addition, the Township of Brock's Director of Development Services, Communications and Tourism Coordinator, and representatives from Durham Tourism will be invited to join the steering committee. Central Counties Tourism staff will facilitate the process and produce the final written Visitor Growth Plan document.

Timeline

Four facilitated meetings (4 hrs. each) will take place in the following months.

1. April- Meeting One
2. May- Meeting Two
3. June- Meeting Three
- Break for Summer*
4. September- Meeting Four
5. October- Final Report Issued for review and approval

Report to be submitted for adoption by Council following final edits and approval from the steering committee.

4.0 Related Policies / Procedures

[Communications Strategy](#)

[Community Tourism Plan](#)

[Brock Tourism Business Retention and Expansion](#)

5.0 Financial / Budget Assessment

No direct financial cost to the Township of Brock. Durham Tourism will cover \$4,995.00 plus HST to Central Counties Tourism for building the content and facilitating of the steering committee meetings and writing the final report.

5.1 Asset Management

NA

6.0 Climate Change Impacts

NA

7.0 Communications

The invitation to the steering committee will be facilitated by Township staff email. Promotion of finished Brock Visitor Growth Plan and report will be located on the township website and promoted on social media channels.

8.0 Conclusion

A Visitor Growth Plan prepared with input from local businesses, organizations and residents strives to have all voices represented thus optimizing the benefits derived from inviting visitors to enjoy all that the Township of Brock has to offer, while also uncovering opportunities for enhancements that improve the visitor experience and attract new visitation. Refreshing the Visitor Growth Plan for the Township of Brock will formulate a four-year roadmap for the municipality and community to grow the visitor economy together and to continue to forge a healthy and vibrant community that residents are proud of, and visitors are drawn to.

9.0 Recommendation

Be it resolved that Council received this report for information; and

That staff be authorized to enter into an agreement with Central Counties Tourism and Durham Tourism for the creation of a new Visitor Growth Plan; and

That staff be authorized to proceed with the development of a Steering Committee to guide development of the Visitor Growth Plan and to appoint those individuals to serve on the steering committee.