



City of Brockville

Economic Development, Recreation & Tourism Committee Meeting Minutes

4:30 PM - Tuesday, July 2, 2019
City Hall, Council Chambers

The Economic Development, Recreation & Tourism Committee meeting was called to order on Tuesday, July 2, 2019, at 4:30 PM, in the City Hall, Council Chambers, with the following present:

Members Present:	Councillor Jane Fullarton, Member Jessica Barabash, Member Tony Barnes, Councillor Matt Wren, and Mayor Jason Baker
Regrets:	Nil.
Others:	Councillor Lavergne
Staff:	Conal Cosgrove, Director of Operations, Janette Loveys, City Manager, Lynn Murray, Deputy City Clerk, and Robert Nolan, Director of Economic Development

1. CHAIR'S REMARKS

Councillor Fullarton offered condolences to Mathieu Daoust's family and friends. She went on to say that he was the young man who lost his life in an accident during a race at the 1000 Islands Regatta this past weekend.

2. DISCLOSURE OF INTEREST

Nil.

3. DELEGATIONS AND PRESENTATIONS

1. Sculpture Donation
Dave Sheridan

D. Sheridan provided a presentation describing the process of creating the structure and the meaning behind the upward facing hand. He would like to see it put at Centeen Park just steps away from its underwater twin.

City staff are not convinced this is the best place for the sculpture as there is already a number of items placed in this park.

4. CORRESPONDENCE & COMMUNICATIONS

Nil.

5. REPORTS FROM BOARDS AND COMMITTEES

1. 5 Year Tourism Strategy
Lauren Millier, MDB Consulting

L. Millier reviewed her presentation for the Committee.

The presentation is attached to the minutes.

[MDB Presentation - Brockville Tourism Strategy](#)

2. 2019 MAT Funding
Brockville Tourism

Moved by: Member Barnes

THAT Council authorize the pre-payment of \$100,000 from the 2020 MAT Allocation to Brockville Chamber of Commerce Tourism Organization for the following purposes:

Print Advertising including CAA magazine - \$15,000

Preparation for the 2020 Visitor Guide - \$25,000

Fund Tourism Social media specialist - \$35,000

Lighting and Music Show on Blockhouse Island for the months of December 2019 and January 2020 - \$25,000.

CARRIED AS AMENDED OF A LATER VOTE

Motion to Amend

Moved by: Councillor Wren

THAT Council authorize \$40,000 be advanced from the 2020 MAT Allocation to the Brockville Chamber of Commerce Tourism Organization for the preparation of the 2020 Visitor Guide (\$25,000) along with the print advertising including CAA (\$15, 000); and

THAT Brockville Tourism be invited to return to the September 3rd, 2019 EDRTC meeting; and

THAT a reconciliation on 2019 spending be provided at the July 23rd, 2019 Council meeting.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

The vote on the original motion, as amended, was not taken and the motion, as amended was carried.

Moved by: Councillor Wren

THAT Council authorize \$40,000 be advanced from the 2020 MAT Allocation to the Brockville Chamber of Commerce Tourism Organization for the preparation of the 2020 Visitor Guide (\$25,000) along with the print advertising including CAA (\$15, 000); and

THAT Brockville Tourism be invited to return to the September 3rd, 2019 EDRTC meeting; and

THAT a reconciliation on 2019 spending be provided at the July 23rd, 2019 Council meeting.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

Katherine Hobbs from the Tourism Office reviewed the request. They are interested in promoting off-season events to bring people in all year long. The City Manager said that Staff would like to see how the 2018 funds were allocated, before any funds could be allocated.

6. STAFF REPORTS

1. 2019-101-07
City of Brockville Tourism Strategy and 5 Year Action Plan

Moved by: Member Barabash

THAT the Economic Development, Recreation and Tourism Committee receive the report titled City of Brockville Tourism Strategy and 5 Year Action Plan; and

THAT Economic Development Department develop a Terms of

Reference for an Implementation Plan Steering Group, and that this be brought back to Economic Development, Recreation and Tourism Committee for approval.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

2. 2019-098-07
Blockhouse Island Christmas Light and Music Show

Moved by: Mayor Baker

THAT the City of Brockville partner with the Brockville and District Chamber of Commerce, Brockville Tourism, Downtown Brockville Business Improvement Association and Expert Contractors to create a Christmas light and music show on Blockhouse Island; and

THAT a "tree of lights", to be located at the Fulford Fountain, be purchased at a maximum cost of \$15,000, to be funded from the Fiscal Policy Reserve.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

Mayor Baker would like to list the grant that is in Fiscal Policy that will be funding the tree. J. Loveys offered that staff will find this information and bring it back to the July 23rd, 2019 Council meeting.

3. 2019-097-07
Pathways To Production Skills Advance Ontario Pilot

Moved by Councillor Wren
Seconded by Councillor Fullarton

THAT the Economic Development, Recreation and Tourism Committee receive the report titled Pathways to Productivity - Skills Advance Ontario Pilot.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

4. 2019-096-07
Unsold Prime Time Ice at a Reduced Ice Rental Rate for 2019-2020 Season

Moved by: Member Barnes

THAT Council authorize the unsold prime time ice be marketed at a reduced rate of \$75/hour plus HST for the 2019/2020 arena season; and

THAT the necessary by-law be enacted.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

5. 2019-089-07
OCAF Grant Contribution Agreement

Moved by: Councillor Wren

THAT Council hereby authorize the Mayor and City Clerk to execute an agreement with the Ontario Cultural Attractions Fund (OCAF) for funding of \$40,000 as provided under the Ontario Cultural Attractions Fund.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

6. 2019-100-07
Celebrate Ontario Grant

Moved by: Member Barabash

THAT Council hereby authorize the Mayor and City Clerk to execute an agreement with Her Majesty in the right of Ontario as represented by the Minister of Tourism, Culture and Sport for funding of up to \$56,482 as provided under the Celebrate Ontario grant.

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

7. NEW BUSINESS FROM COMMITTEE MEMBERS

1. Sculpture Location

Moved by: Councillor Wren

THAT staff investigate locations for the sculpture to be reported back to EDRTC in August 2019

For: Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren and Mayor Baker

CARRIED 5-0 on a recorded vote

8. EDRTC - CONSENT AGENDA

THAT the following items as recommended by the Economic Development, Recreation and Tourism Committee be placed on Consent Agenda:

Moved by: Member Barnes

1. 2019 MAT Funding
Brockville Tourism
2. 2019-101-07
City of Brockville Tourism Strategy and 5 Year Action Plan
3. 2019-098-07
Blockhouse Island Christmas Light and Music Show
4. 2019-097-07
Pathways to Production Skills Advance Ontario Pilot

5. 2019-096-07
Unsold Prime Time Ice at a Reduced Ice Rental Rate for 2019-2020 Season
6. 2019-089-07
OCAF Grant Contribution Agreement
7. 2019-100-07
Celebrate Ontario Grant
8. Sculpture Location

CARRIED

9. MEDIA QUESTION PERIOD

10. ADJOURNMENT

Moved by: Councillor Wren

THAT the Economic Development, Recreation and Tourism Committee adjourn its meeting until the next regular meeting scheduled for August 6, 2019.

CARRIED

The meeting adjourned at 6:53 pm.



City of Brockville

5-Year Tourism Strategy & Action Plan

Presented by: Lauren Millier, MDB Insight

Date: July 2, 2019



The Project

Key Objectives

- Provide tactical recommendations and steps to guide Brockville's tourism goal to increase tourism revenues
- Identify uses for the Municipal Accommodation Tax
- Assess the impact of the tourism sector on the Brockville economy
- Lay the groundwork for community stakeholders to work more collaboratively
- Identify measurements to best report on the impacts of tourism
- Clarify the role and responsibilities of the City, partner organizations and stakeholders
- Identify trends and opportunities to utilize technology
- Identify product development opportunities to be explored
- Set in motion the effective promotion of Brockville as a tourism destination



Approach and Methodology

- Phase I – Where Are We Now?
 - Situational analysis, market segment profile
 - Best practice research for MAT
- Phase II – Where Do We Want to Go?
 - Inventory of assets
 - Market demand analysis
 - Economic impact assessment
- Phase III – How Do We Get There?
 - Destination success factors
 - Vision, goals, guiding principles and strategic priorities



Input from Business, Residents and Stakeholders

- Approximately 20 Stakeholder interviews
- 2 industry roundtables with a further 40 participants
- Online survey with business community that attracted 60 participants
- Input from Tourism Advisory Committee
- Input from the Steering Committee



An Important Element of Local Economy

- Supports the viability of the downtown
- Contributes to overall quality of life for residents and quality of place experience for visitors
- Provides employment and is a vehicle for business investment
- Tourism industry overall (direct, indirect and induced impacts) accounts for \$201 million in output, \$82 million of GDP, \$58 million of labour income (12%) and 1,563 jobs



Focus on Existing Market Opportunity in Short Term

- Visiting friends and family within RTO 9
- Sport fishers
- Diver market
- St. Lawrence boater market
- Culture and heritage travelers
- Master sport tourism markets
- Touring markets (motorcycle and cyclists)



Mission and Overarching Goals

- “Brockville is a unique and authentic destination in the 1000 islands which offers history and heritage, a small town lifestyle and active and passive recreation that appeals to the young and young at heart”
- This is achieved by:
 - Develop and promote an authentic and differentiated brand and integrated marketing program
 - Entice existing visitors to stay longer and spend more in the community and attract new high yield visitors
 - Engage local/regional residents to rediscover their home town and become tourism hosts and ambassadors
 - Set an example for a positive experience and superior customer service and hospitality
 - Set up accountability measures back to industry leaders and stakeholders



Guiding Principles

- Collaboration
- Soft Boundaries
- Yield over Numbers
- Accountability



The Priorities

An Action Plan for the next 5 years

- **Marketing and Communications**

- Build a brand strategy
- Create a marketing plan
- Create an advanced booking calendar
- Leverage available provincial resources
- Enhance visitor services
- Leverage MAT
- Engage with residents
- Combat 'negative' perception
- Maintain a high quality visitor's guide

City of Brockville 5-Year Tourism Strategy

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The Priorities

An Action Plan for the next 5 years

- **Destination Development**

- Develop a regional signage system
- New experiences and packages
- Strengthen existing tourism product
- Preserve and protect the city's heritage resources
- Strengthen festivals and events planning
- Business attraction
- Be market ready and tourism friendly
- Digital Mainstreet program
- Tourism recognition awards
- Enhanced public WIFI

City of Brockville 5-Year Tourism Strategy

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An Action Plan for the next 5 years

- **Leadership and Accountability**
 - Review mandate for tourism delivery
 - Collect relevant tourism statistics
 - Host a tourism summit
 - Create tourism ambassadors
 - Update CIP programming



Thank You!

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