
<u>Committee Members</u>	<u>Areas of Responsibility</u>	
Councillor M. Kalivas, Chair	Economic Development	Vision 20/20
Councillor G. Beach	Planning	* Community Council
Councillor J. Earle	Chamber of Commerce	* Downtown Revitalization
Mayor D. Henderson,	DBIA	* Industry Advisory
Ex-Officio	Heritage Brockville	* Tourism Advisory

Page

CORRESPONDENCE

2-5

1. Tourism Product Development &
Cultural Mapping Master Plan

Bob Cheetham & Ann Weir will address the committee.

STAFF REPORTS

6-7

1. 2009-134-09
TALL SHIP'S MOORING POLICY

8-11

2. 2009-139-09
EXTENSION OF SITE PLAN CONTROL APPROVAL
119 WATER STREET WEST,
OWNER BROCKVILLE MOORINGS CORP.
AGENT: DAREK TYMEJCZYK FILE D11-366

3. Builder Incentive Program

Mr. Paul will provide a verbal update on this matter.

CONSENT AGENDA

MOTION TO MOVE INTO CLOSED SESSION



3 Market St. W., Suite #1
Brockville, ON K6V 7L2
Tel 613-342-6553
Fax 613-342-6849
info@brockvillechamber.com
www.brockvillechamber.com

President
Mary Jean McFall
Templeman Menninga

1st Vice President
Heather Halladay
Scotia McLeod

Corporate Secretary
David Keenleyside
TD Canada Trust

Treasurer
Sean Somerville
Somerville Accounting Service

Past President
Bob Pearce

Directors
Tom Blanchard
UML Property Management

Gary Brett
Brett's Valu-Mart

Sueling Ching
Brockville and Area YMCA

Michael Dingman
Leslee Sports Inc.

Sherri Fournier-Hudson
Brockville Family Health Team

Laura Good
Employment & Education Centre

Tom Kirkby
S & T Desktop Publishing

Suzanne Lavin
Procter & Gamble

August 27, 2009

**Economic Development and Planning Committee
City of Brockville
King Street West
Brockville, Ontario**

Dear Committee Members,

Please accept this letter as our recommendation to support the United Counties of Leeds & Grenville Economic Development initiative in the proposed "Tourism Product Development & Cultural Mapping Master Plan". The Brockville and District Chamber of Commerce believes that the city and surrounding municipalities would benefit from this collaborated partnership plan through tourism growth and job creation.

The proposal from the United Counties of Leeds & Grenville Economic Development will be of benefit to Brockville and District Tourism by providing direction focusing on infrastructure, suprastructure, transportation and hospitality. As you know, we have recently completed the Premier-ranked Tourist Destination project, a provincial tool designed to identify strategies for tourism growth. This proposal utilizes the Premier-ranked report findings which will provide a guideline to enhance our local tourism product mix. The Premier-ranked project was successful in securing and leveraging funding because it was a collaborative effort. The Tourism Advisory Committee has continually supported and encouraged programs that were regional in nature.

The Brockville and District Chamber of Commerce feels that this proposal is consistent with our tourism strategies and therefore recommend that the Economic Development and Planning Committee endorse this plan for council's approval.

Regards,

Anne MacDonald
Executive Director





UNITED COUNTIES OF LEEDS & GRENVILLE ECONOMIC DEVELOPMENT

Tourism Product Development & Cultural Mapping Master Plan City of Brockville – Economic Development & Planning, September 1, 2009

Background

The United Counties of Leeds and Grenville Economic Development Office recognizes the growth opportunity the tourism sector provides to the region with its iconic tourism attractors. This includes the 1000 Islands and the St. Lawrence River, UNESCO designations of the Frontenac Arch Biosphere Reserve and the Rideau Canal corridor, along with the region's heritage and living history.

Tourism Product Development & Cultural Mapping Master Plan will respond directly to the Premier-ranked report findings for the 1000 Islands & St. Lawrence Seaway, along with the local reports of Brockville and District and the 1000 Islands Gananoque Chamber of Commerce. It will embrace the findings within the Rideau Cultural Mapping report and the recommendations within the "Discovering Ontario" study undertaken by Greg Sorbara for the province of Ontario.

Currently, many tourism products in the region have been identified as tired, underdeveloped and underutilized. Few strategies have been implemented for soft and hard product development with no broad master plan as to how these are integrated and leverage iconic assets together. The Premier-ranked framework provided recommendations but failed to fully explore and identify assets outside of the current tourism products that have significant economic growth opportunity.

Destination Development

The creation of a destination requires commitment by various stakeholders – all levels of government (municipal, regional, provincial and federal), various government ministries, Chambers, BIAs, DMOs and the private sector. Destinations are created with iconic tourism products that are carefully planned for sustainability, community development and positive economic growth for the region. Creating a sense of density and vibrancy through supporting tourism products throughout the region will build overnight stays thus increasing visitor spending. Other considerations in destination development include:

- Infrastructure – roads sewage, docks, waterways, ports, canals
- Suprastructure – lodging facilities, restaurants, stores, sport complexes
- Transportation Systems – rail service, taxi, airplanes, cruise ships
- Hospitality – customer service

Proposal - Tourism Product Development & Cultural Mapping Master Plan

The UCLG is proposing a collaborative partnership with the separate communities of Brockville, Prescott and Gananoque to undertake a Master Plan that would be conducted in the phases of research, strategic areas of focus for economic growth and implementation strategies.

Phase I - Research

- Update inventory and complete mapping (culture, recreation, etc.)
- Identification of new product / corridor opportunities
- Review of destination development components
- Product Gap Identification, Strategy, Investment Opportunities:
 - Clustering Niche product: diving, culinary, agriculture, cycling, trails

Phase II – Strategic Areas of Focus

- Identification of strategic areas of focus
 - Hard and Soft Products
 - New Products
- Examples include, but not limited to:
 - Cycling – routes, signage, promotion, education
 - Sport Tourism
 - Conference Centre / Resort Development / Accommodation Analysis
 - Theatre Corridor – Prescott, Gananoque, Brockville plus others
 - Heritage Trail – experience development
 - Golf Trail / Packaging
 - Eco Tourism / Biosphere – products and experiences that are unique utilizing the UNESCO status (birding)
 - Industrial Tourism
 - Waterfront Development / Great Lake Cruise Market
 - Outfitters – Experience Enhancement
 - Academic Partnerships – St. Lawrence College / Guelph University

Phase III - Implementation

- Completion of product development strategies
 - Infrastructure, suprastructure, transportation systems, hospitality
 - Education / Training
 - Marketing in partnership with DMOs
- Investment Attraction

Phase III – Extended Communities In Transition (CIT) Partnership with the Town of Gananoque– Downtown Branding *

As part of the unique partnership with the Town of Gananoque for their CIT project, UCLG Economic Development Office will work closely with the Town's Economic Development Office to ensure CIT project requirements are met. (estimated cost \$30,000)

- Develop visual and textual components for Downtown Gananoque brand
- Explore how Downtown brand / theme might extend and connect with other stakeholders in the community (eg. tourism operators outside the Downtown and the Lowertown)

Economic Benefits

The economic benefits of undertaking of the Tourism Master Plan are many. The region has a multitude of assets which at present are stand alone in nature and not integrated from a programming or packaging perspective. The undertaking of this project in partnership with the Brockville and District Tourism Advisory Committee the proposal will implement the recommendations and actions from the Brockville and District Premier-ranked Report completed in January 2008.

- Formalize communication links with all municipal agencies on topics related to tourism, North / South and East / West in order to develop productive working relationships.
- Implement a process for the creation of a Brockville and District Tourism Destination Development Plan.
- Support the realization of the Maritime Discovery Centre and other unique attractions such as Canada's First Railway Tunnel.

- Focus attention on the Underdeveloped and Underperforming Assets in the destination – ports, railway tunnel, scuba diving, waterfront development, theatre and heritage experiences.

A number of mapping initiatives have been undertaken but none are integrated to a full GIS capability. The UCLG GIS system has the full capability for integration and implementation. Discussions are underway with the Biosphere to integrate their work within this process.

The Master Plan will set the foundation for major tourism investment attraction and provide a basis for determining the strategic direction for the region. The Master Plan will assist private businesses, communities and economic development practitioners for strategic product consideration. The implementation of the Master Plan will lead to new development, business growth and diversification plus job creation that further stabilize the loss of jobs in other impacted sectors across the region.

Estimated Timeline:

Request for Proposals	Fall 2009
Phase I – Research	Winter 2009 / 10
Phase II – Strategic Areas of Focus	Spring 2010
Phase III – Implementation	Summer 2010
Phase III – Partnership - Downtown Gananoque – Branding	Summer 2010

Project Budget

The UCLG Economic Development Office has completed presentations and received support from the noted communities and organizations below. The UCLG County Council has committed in its 2009/10 budget to the Master Plan.

		<u>%</u>	<u>Status</u>
UCLG	\$ 53,189	54%	confirmed
City of Brockville	\$ 27,500	28%	tbc
Town of Prescott	\$ 3,125	3%	confirmed
Town of Gananoque	\$ 14,936 *	15%	confirmed
Valley Heartland CFDC	\$ 12,000		confirmed
Grenville CFDC	\$ 14,250		confirmed
Ontario Ministry of Economic Development	\$ 50,000 *		confirmed
Ontario Ministry of Tourism or other funding envelopes	<u>\$125,000</u>		<u>tbc</u>

Total Project Estimated Budget **\$300,000****

Note: Municipal contribution of total project is \$98,750 of which Brockville represents 28%.

* Town of Gananoque will participate in the UCLG Tourism Product Development & Cultural Mapping Master Plan and complete Phase III Partnership for Downtown Gananoque Branding.

** Final project budget is dependent upon participants and depth of master plan RFP.

Conclusion

The United Counties of Leeds & Grenville has the scope and mandate to coordinate and develop initiatives that would embrace the iconic tourism assets. Strong products and experiences will drive marketing not in reverse. The Master Plan would position each of the municipalities into an investment attraction ready position that will be strategically planned and coordinated to maximize our iconic assets.

Thursday August 27th, 2009

**REPORT TO THE ECONOMIC DEVELOPMENT & PLANNING COMMITTEE
September 1, 2009**

2009-134-09

TALL SHIP'S MOORING POLICY

**DAVID C. PAUL
DIRECTOR OF ECONOMIC DEVELOPMENT**

RECOMMENDED

THAT the Economic Development Committee recommend to Council the adoption of a complimentary mooring policy for visiting tall ship mast vessels to the port of Brockville, at Centeen Park; and further,

THAT the Economic Development office engages in the necessary marketing and communications to identify Brockville as a host or ambassador port for such vessels.

PURPOSE

To encourage tall mast ship visitation to the port of Brockville with the positive related tourism impacts associated with this tourism activity and as a primary strategy towards major tall ship rendezvous events for the Bicentennial Celebration between 2012 and 2014.

BACKGROUND

- Brockville has identified in its corporate strategic plan, the direction to enhance tourism product development and our image as a tourism destination.
- The attraction and development of the tall ship fraternity is closely aligned to the tourism product attributes of Brockville and its enviable site location on the St. Lawrence River / 1000 Islands and Great Lakes.
- The Community hosted a successful small scale Tall Ship Rendezvous in 2008 with visitations from other tall ships such as the Bounty in previous years.
- The recognition of the Brockville port by Bytown Brigantine/Fair Jeanne provides an opportunity and a linkage to encourage growth in this specific market through Bytown's established relationship with the American Sail Training Association

ANALYSIS/OPTIONS

An opportunity exists to profile the port of Brockville as an ambassador or host port for visiting tall ships frequenting St. Lawrence/Great Lakes.

- Positive communications associated with complimentary mooring will enhance the community's efforts on organizing larger tall ship rendezvous events as we proceed towards the bicentennial celebrations of 2012-2014.
- In terms of mooring capacity for tall ships, the City has both Centeen Park and Tunnel Bay suitable for this purpose. However, we are recommending only Centeen Park for the complimentary mooring so as not to impact on the pleasure boater market which is at capacity during the summer peak period.
- A favourable endorsement by Council on the recommendation will prompt the Economic Development office to commence both media exposure and direct communication with both US and Canadian tall ship fraternities on the awareness of this offering.
- Most communities provide complimentary moorings for such ships and in fact, pay fees of up to \$8,000/day for the opportunity to host and profile this attraction.

FINANCIAL CONSIDERATIONS

Revenue concessions associated with complimentary mooring are well compensated by the positive economic impacts of the attraction of the tall ships themselves. Additionally, creation of a host port tall ship image over the longer term will reap some positive editorial coverage.


The only revenue lost is related to Fair Jeanne which is a separate matter being reviewed independently.

CONCLUSION

The complimentary docking policy is a positive and proactive initiative to grow the image of Brockville as a welcoming host port.



D. Paul
Director of Economic Development



D. Cyr
Director of Finance

V. Harvey
Acting Director of Parks and Recreation

B. Casselman
City Manager

25Aug09

**REPORT TO ECONOMIC DEVELOPMENT AND PLANNING COMMITTEE – 01
SEPTEMBER 2009**

2009-139-09

EXTENSION OF SITE PLAN CONTROL APPROVAL

119 WATER STREET WEST

OWNER: BROCKVILLE MOORINGS CORPORATION

AGENT: DAREK TYMEJCZYK

FILE: D11-366

**M. PASCOE MERKLEY
DIRECTOR OF PLANNING**

RECOMMENDATION:

THAT Site Plan Approval which was granted by Council for the City of Brockville for the ten (10) storey condominium apartment building (The Moorings) on lands with municipal address 119 Water Street West, City of Brockville, be extended for a eighteen (18) month period to March 24, 2011.

ORIGIN:

A request for the extension of Site Plan Approval has been submitted by Darek Tymejczyk on behalf of Brockville Moorings Corporation. A copy of the request dated August 21, 2009 is attached as **Schedule "A"** to this report.

ANALYSIS:

The Corporation for the City of Brockville entered into a Site Plan Control Agreement with Brockville Moorings Corporation on September 24th, 2008.

Clause 6 of said Agreement states:

- "6. THAT if a full building permit has not been issued within twelve (12) months of the execution of this Agreement by the city, then Site Plan Control Approval will be null and void, and a new application for Site Plan Control Approval must be submitted and approved by the City prior to any building permit being issued."

With respect to clause 6, the current Site Plan Control Agreement is scheduled to expire on September 24, 2009.

Mr. Darek Tymejczyk, CEO of Brockville Moorings Corporation, has advised the City in a letter dated August 21, 2009, that Brockville Moorings Corporation has entered into an agreement with Brockville Landings Inc., the new purchaser of the property under Power of Sale known as 119 Water Street West, Brockville. A copy of said letter is attached as Schedule "B" to this report. On August 21, 2009, Mr. Tymejczyk further advised the Planning Department that the transfer of the property is scheduled to be completed within 30 days.

Request for Extension of Site Plan Control Approval
119 Water Street West
Owner: Brockville Moorings Corporation
Agent: Darek Tymejczyk
File: D11-366

As noted previously in this report, Mr. Tymejczyk has submitted a letter to the City of Brockville requesting an extension of Site Plan Approval for eighteen (18) months. He has advised that it is the intention of Brockville Landings Inc., the purchaser of the property, to commence with remediation of the property immediately following the registration of the transfer of ownership of the subject lands and that building permit applications will be applied for within the requested eighteen month period.

CONCLUSION

The Planning Department supports the request for an eighteen (18) month extension of Site Plan Approval.



M. Pascoe Merkley
Director of Planning



B. Casselman
City Manager

Brockville Mooring Corporation
81 King Street West
Brockville, ON
K6V 3R1



Ms. Maureen Pascoe Merkley
Director of Planning
City of Brockville
P.O. Box 5000
Brockville, ON
K6V 7A5

August 21, 2009

Dear Ms. Pascoe Merkley,

Subject: Request for Extension of Site Plan Control Agreement

On behalf of Brockville Moorings Corporation, I would advise that the new purchaser of the property known as 119 Water Street West in the City of Brockville is Brockville Landings Inc. Brockville Moorings Corporation has assigned to Brockville Landings Inc. all rights of property and all other property including but not limited to all documents being in the possession of Brockville Moorings Corporation and the Planning Department of the City of Brockville such as drawings, consultant's reports, Environmental Studies, and various agreements.

As the Site Plan Control Agreement between Brockville Moorings Corporation and the Corporation of the City of Brockville expires on September 24, 2009, I wish to request an extension of eighteen (18) months with respect to this agreement. It is the intention of the new owner to commence remediation of the property immediately following the registration of the transfer of ownership with Building Permit applications being applied for within the requested eighteen month period.

Your consideration in this matter is appreciated.

Darek Tymejczyk
CEO – Brockville Moorings Corporation.

Brockville Moorings Corporation
81 King Street West
Brockville, ON K6V 3R1



**Planning Department
Of the City of Brockville**

Director Maureen Pascoe -Merkley

August 21, 2009

Dear Madame Pascoe Merkley,

Please take notice that Brockville Moorings Corporation and Darek Tymejczyk has entered in to agreement with Brockville Landings Inc the new purchaser of the property under Power of Sale known as 119 Water Street West in Brockville.

Brockville Moorings Corporation had assigned to Brockville Landings Inc all rights of intellectual property and all other property including but not limited to all documents being in possession of Brockville Moorings Corporation and Planning Department of the City of Brockville such as, drawings, consultants reports, Environmental Studies, Agreements with City of Brockville, Site Plan Control Approval and Site Plan Control Agreement, Application for Brownfield and CIP, Draft of Brownfield Redevelopment Funding Agreement, application to the Council for the Extension of the Site Plan Control Agreement and any other documentation and property related to development of 119 Water Street West in Brockville.


Darek Tymejczyk
CEO of Brockville Moorings Corporation