



## Economic Development and Planning Committee

Tuesday, January 9, 2018, 4:15 pm  
City Hall, Council Chambers

### Committee Members

Councillor M. Kalivas,  
Chair  
Councillor J. Baker  
Councillor L. Bursey  
Councillor D. LeSueur  
Mayor D. Henderson,  
Ex-Officio

### Areas of Responsibility

Economic Development  
Planning  
Chamber of Commerce  
DBIA  
Heritage Brockville

Page

## COMMITTEE AGENDA

### Disclosure of Interest

### Delegations and Presentations

- 3 - 4      1.      2017 Tourism Update and 2018 Plans  
Brockville and 1000 Islands Tourism  
Wendy Van Keulen, Manager

### Correspondence

Nil.

### Reports from Boards and Committees

Nil.

### Staff Reports

- 5 - 6      1.      2018-001-01  
Brockville Museum  
Request for Transfer of Funds

*THAT Council authorize the transfer of \$6,129.47, from the Brockville Museum Reserve Fund (account 02-5-191954-6436) to be used to reimburse costs associated with re-cataloguing, preserving and storing objects in the Cossitt Collection incurred in 2017.*

7 - 10

2. 2018-002-01  
Hotel Tax

*THAT a hotel tax at a proposed rate of 4 per cent on all Brockville transient accommodations effective May 1, 2018 be approved;*

*THAT the necessary bylaw be enacted;*

*THAT the Township of Elizabethtown-Kitley be encouraged to implement a similar transient accommodation tax.*

11 - 17

3. 2018-004-01  
Proposed Amendment to Sign By-law 84-89  
335 Stewart Boulevard, Brockville  
Applicant: Eastern Engineering Group  
Owner: Ventrum Brockville Inc.

*THAT the application to amend Sign By-law 84-89 to allow Ventrum Properties Inc. to install an oversized pylon sign, measuring 9.14 metres in height and a total sign area of 38.1m<sup>2</sup>, at 335 Stewart Boulevard, Brockville, be approved.*

18 - 20

4. 2018-005-01  
Encroachment Agreements  
11-13 Beecher Street, Brockville

*THAT Council authorize the Mayor and Clerk to execute an encroachment agreement with the Toronto-Dominion Bank, for the encroachment of framed steps onto the Beecher Street road allowance to a maximum of 1.19 metres.*

### **New Business - Reports from Members of Council**

Nil.

### **Consent Agenda**

### **Adjournment**

*THAT the Economic Development and Planning Committee adjourned its meeting until the next regular meeting scheduled for February 6, 2018.*

# SUMMARY STATISTICS:

JANUARY 1 - AUGUST 31, 2017

## INFORMATION REQUESTS

**Walk-in Traffic: 13,753** (+6% to LY)

- \* Market Street: 9044
- \* Blockhouse: 4709
- \* 2016 Market Street: 8130
- \* 2016 Blockhouse: 4836

**Phone Calls: 1,417**

**Toll Free Calls: 296**

**email: 205**

## VISITOR GUIDE

**Printed: 100,000**

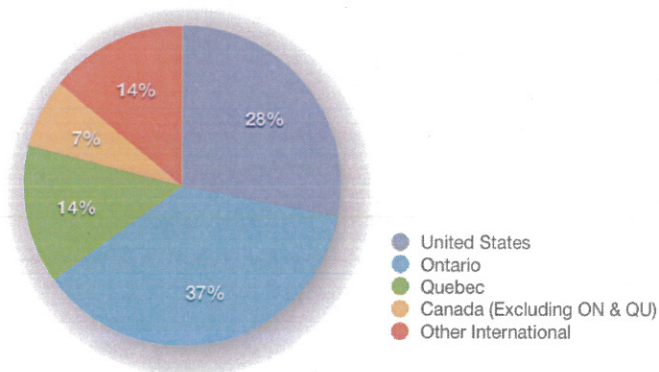
### Distribution:

- \* Personal Mailouts: 137
- \* National Women's Show: 900
- \* Regional Distribution Week: 13,510
- \* US Brochure Swap & I-81 Hwy: 4,000
- \* Newspaper Insertion in Montreal, Ottawa and Watertown: 60,000
- \* Regional Tourism Offices: 6,650

## POS VISITOR TRACKING

Visitors that made purchases at our gift shop were asked where they were from and locations were recorded in our POS system.

These results exclude purchases made by residents of Leeds & Grenville.



## PARKING PASSES ISSUED

One day of free parking in Market Street & Water Street lots was issued only to visitors from outside of Brockville. This encouraged visitors that would have left Brockville to stay and explore the area.

**Parking Passes Issued: 125**

*2016 Parking Passes Issued: 231*

Parking passes no longer issued on weekends.

## GROUP INFORMATION BAG REQUESTS

**Welcome Bags: 1,282**

*2016 Welcome Bags: 1906*

Examples of groups and events:

BGH Physician Recruitment, International Air Show Convention, National Women's Show, Catholic School Board, New Jersey Scuba Show, Realtor Relocation Packages, 1000 Islands Triathlon.

## WEBSITE PAGEVIEWS

**Unique Pageviews: 181,575**

*2016 Unique Pageviews: 183,092*

### Top Viewed Pages:

- \* Homepage
- \* Annual Festivals & Events
- \* Events Calendar

### Top Cities:

- \* Ottawa: 16.5%
- \* Brockville: 16%
- \* Montreal: 14%
- \* Toronto: 8.5%
- \* Kingston: 4.5%



# PLANNING AHEAD:

## 2018 KEY OBJECTIVES

### MISSION

Increase the economic benefits to Brockville & surrounding area through tourism.

### VISION

Become a premiere travel destination as part of the 1000 Islands.

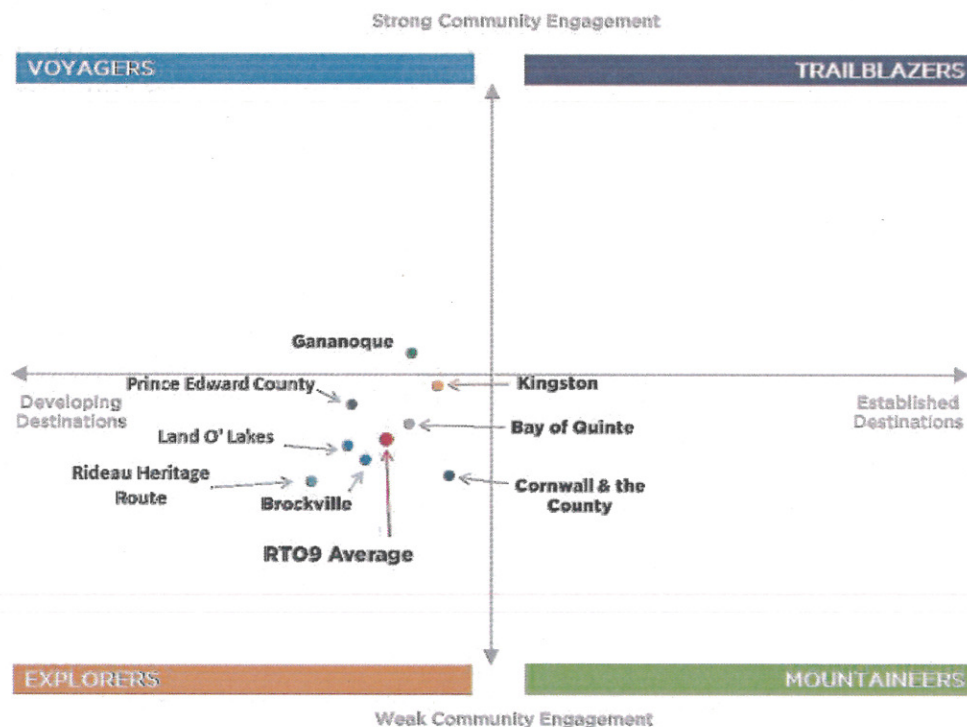
### KEY OBJECTIVES

- \* Campus Coordination
- \* Grow Partnerships
- \* Marketing & Communications
- \* Funding & Finance
- \* Monitoring & Measurement
- \* Visitor Services

### STRATEGIC PLANNING

As the first step in building a long-term strategy for tourism, Brockville & 1000 Islands tourism partnered with The Great Waterway and DestinationNext to build an assessment of Brockville as a tourist destination based on levels of community engagement and how developed we are as a destination.

We look forward to partnering with the Economic Development Department in developing a long-term strategy for Tourism in Brockville in 2018.



January 9, 2018

## REPORT TO ECONOMIC DEVELOPMENT & PLANNING COMMITTEE –

2018-001-01  
BROCKVILLE MUSEUM  
REQUEST FOR TRANSFER  
OF FUNDS

N. WOOD  
CURATOR/DIRECTOR

### RECOMMENDED

THAT Council authorize the transfer, of \$6,129.47, from the Brockville Museum Reserve Fund (account 02-5-191954-6436) to be used to reimburse costs associated with re-cataloguing, preserving and storing objects in the Cossitt Collection incurred in 2017.

### PURPOSE

To have Council approve the transfer from the Brockville Museum Reserve Fund to cover the costs associated with the conservation of artifacts from the Cossitt Estate.

### BACKGROUND and ANALYSIS

When the Brockville Museum received a significant number of artifacts from the Cossitt Estate in 2006, it also received a considerable monetary donation to help cover the costs of maintaining the extensive collection (by-law 005-2006).

Between October 2016 and March 2017, the Brockville Museum hired an intern to re-catalogue the 313 objects in this collection, carry-out conservation treatments, upload information on the objects onto our online database, and properly re-pack and store all 313 objects. The intern's salary was partially funded by a grant from Canadian Heritage, however the balance of the salary, and all materials and supplies were paid by the museum with the expectation that the funds would ultimately be transferred from the Cossitt Reserve.

The requested funds will be used specifically for the purposes identified in the by-law which set up the reserve account in 2006.

#### Project Costs incurred in 2017

Item	Total Cost
Conservation and packing materials and supplies	\$963.06
Mileage between museum and off-site storage	\$34.02
Museum portion of intern salary	\$3,383.38
Mandatory Employer Related Costs	\$1,749.01


<b>TOTAL</b>	<b>\$6,129.47</b>
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### **POLICY IMPLICATIONS**

Council approval is required to "transfer funds to" or "transfer funds from" a reserve fund.

### **FINANCIAL CONSIDERATIONS**

There are sufficient monies within the Brockville Museum's Reserve Fund to cover this request.

  
\_\_\_\_\_  
Natalie Wood  
Curator/Director  
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David Dick  
Director of Corporate Services  
\_\_\_\_\_  
B. Casselman  
City Manager

**January 2, 2018**

**Report to Economic Development and Planning Committee  
January 9, 2018**

**2018-002-01  
Hotel Tax**

**B. Casselman  
City Manager  
L. White  
Manager of Strategic Initiatives**

**RECOMMENDATION:**

THAT a hotel tax at a proposed rate of 4 per cent on all Brockville transient accommodations effective May 1, 2018 be approved;

THAT the necessary bylaw be enacted;

THAT the Township of Elizabethtown-Kitley be encouraged to implement a similar transient accommodation tax.

**PURPOSE**

To provide Members of Council with the legislative requirements of the "Transient Accommodation Tax" and provide recommendations on the development, administration and use of the tax collected.

**BACKGROUND**

Municipalities have been asking for new revenue tools to meet growing financial challenges. On May 17, 2017, in response to municipalities' request, the Province enacted Bill 127, Stronger, Healthier Ontario Act, 2017, providing single and lower-tier municipalities the authority to levy a transient accommodations tax (hotel tax). The legislation states that municipalities that adopt a hotel tax and have an existing Destination Marketing Fee (DMF) program in place are required to share the hotel tax revenue with the appropriate not-for-profit tourism organization in an amount that matches the total revenue generated by the existing DMF program. Where such a program does not exist, as in Brockville's case, at least 50 per cent of the net hotel tax revenue is to be allocated to the respective Destination Marketing Organization (DMO) or an eligible tourism entity.

Ontario Regulation 435/17 5. (3) states that an "eligible tourism entity" means a non-profit entity whose mandate includes the promotion of tourism in Ontario or in a municipality and that "any amounts paid to an eligible tourism entity under subsection (2) shall be used by the eligible tourism entity for the exclusive purpose

## Report 2018-002-01

## Hotel Tax

of promoting tourism." For greater certainty, "promotion of tourism" includes the development of tourism products.

The Chamber of Commerce has been an advocate for a Brockville hotel tax for many years. Although the fee was never able to be implemented universally in Brockville, the Comfort Inn did implement the fee in July 2009 to July 2010 garnering \$61,828. Those funds were used to advertise in the Visitor Guide, create a new website for Brockville Tourism support the 2010 Canada 55+ Games and Fred Page Cup, multi media campaigns (T.V., radio, and print) in Upper New York, Ottawa and Montreal.

In Gananoque, Thousand Islands Accommodation Partners has had a 3 per cent DMF in place for since 2009. The fund is administered by the stakeholders of the not-for-profit with no interference from the Town of Gananoque. There is currently no intention for the Town of Gananoque to alter this arrangement. The City of Kingston has a DMF of 3% as well through Kingston Accommodation Partners Inc.

## ANALYSIS

There are currently ten accommodation providers offering approximately 343 rooms. This includes bed and breakfasts, hotels and motels. With occupancy rates of 67% and an average daily rate of \$113.38 per night (see Attachment 1); a 4 percent hotel tax would generate approximately \$380,983 in revenue annually.

# of rooms	343	A
# of nights per year	365	B
occupancy rate	67%	C
average room rate	\$ 113.38	D
hotel tax revenue per night @ 4%	\$ 4.54	E
Estimated room rentals per year (A x B) x C	84,006	F
Estimated hotel tax revenue (E x F)	\$ 380,983	G
50% of estimated bed tax for full year	190,492	H

## Rate

Staff recommends that the hotel tax be set at 4 per cent. Ottawa, Toronto and Mississauga have proposed a 4 per cent hotel tax as well.



## Report 2018-002-01

### Hotel Tax

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#### Administration

Staff recommends that a simplified remittance model should be used similar to that used by businesses to remit HST to the Canada Revenue Agency. Accommodation business would be required to complete a Municipal Accommodation Tax Return and remit it to the City on a monthly basis. Staff would follow up where returns are not remitted and perform regular audits of remittances to ensure accuracy. This model would minimize the cost of administration.

#### Implementation

A hotel tax on Brockville accommodation business can be implemented effective May 1, 2018. This would allow time to engage all accommodation businesses as well as develop necessary policies around the application of the tax (e.g., should the tax be added to the total price where amenities such as continental breakfast are built into the price or to optional amenities such as valet or room service), exemptions, refund eligibility, audit processes, late payment charges and appeals. This would also provide time for accommodation businesses to upgrade their billing systems to include this tax and implement administrative processes associated with its remittance to the City.

### **POLICY IMPLICATIONS**

There are no policy implications at this time.

### **FINANCIAL IMPLICATIONS**

The regulation states that 50% of the net hotel tax must be allocated to one or more eligible tourism entities (not-for-profit whose mandate includes the promotion of tourism in the municipality). Any amounts paid to an eligible tourism entity shall be used by the eligible tourism entity for the exclusive purpose of promoting tourism. The regulation also states that the municipality is able to apply a reasonable cost of collecting and administering the tax against the total revenue.

The City of Brockville has a contract with the Chamber of Commerce to provide Tourism services for approximately \$188,000 per year until December 31, 2020. The Chamber of Commerce is a not-for-profit and therefore the City could fund that contractual obligation from the hotel tax and be compliant with the regulation. The City could choose to fund the contract for Tourism directly from the hotel tax instead of the municipal levy.

If 50% of the net hotel tax was higher than the contract amount, the City could choose to either supplement the tourism contract or redirect the funds to another eligible tourism entity. The remaining 50% of the funds, less any administration fees, can be allocated at the discretion of the municipality.

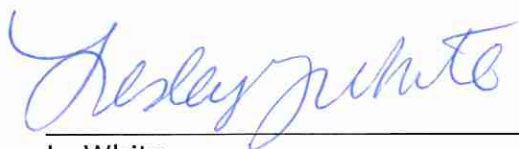
Report 2018-002-01  
Hotel Tax

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**CONCLUSIONS**

The City of Brockville has made significant investment in tourism products (Aquarium, Railway Tunnel and Parking) and festival programming (Tall Ships and Rails to Trails festival).

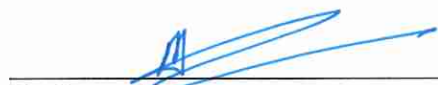
The establishment of a hotel tax will support the maintenance and growth of tourism in the City of Brockville.



L. White  
Manager Strategic Initiatives



D. Dick, CPA, CA  
Director of Corporate Services



B. Casselman  
City Manager

3Jan2018

**REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE – 9  
JANUARY 2018**

2018-004-01

**PROPOSED AMENDMENT**

**TO SIGN BY-LAW 84-89**

**335 STEWART BOULEVARD**

**APPLICANT: EASTERN ENGINEERING GROUP**

**OWNER: VENTRUM BROCKVILLE INC.**

**FILE: 84-89-55**

**D. DICK**

**DIRECTOR OF PLANNING (Acting)**

**ANDREW MCGINNIS**

**PLANNER II**

**RECOMMENDATION:**

THAT the application to amend Sign By-law 84-89 to allow Ventrums Properties Inc. to install an oversized pylon sign, measuring 9.14 metres in height and a total sign area of 38.1 m<sup>2</sup>, at 335 Stewart Boulevard, Brockville, be approved.

**PURPOSE:**

The purpose of this report is to provide recommendation on an application to consider a site-specific amendment to Sign By-law 84-89 respecting the property with municipal address 335 Stewart Boulevard, Brockville, to permit an oversized pylon sign measuring 9.14 metres in height with a total sign area of 38.1 m<sup>2</sup>.

**BACKGROUND:**

An Application for Amendment to City of Brockville Sign By-law 84-89 has been received from Mr. Colin Jardine, Eastern Engineering Group Inc., acting as Agent for Ventrums Properties Inc., owner of the property with municipal addresses 335 Stewart Boulevard, Brockville.

The property which is the subject of this application is located on the southeast corner of Stewart Boulevard and Parkedale Avenue. This proposed amendment is the final steps in order for the proposed restaurant to gain final approval and start construction. A plan of the proposed sign has been attached as **Schedule "A"**. Photos of the subject property are attached as **Schedule "B"**.

**ANALYSIS:**

Signs within the City of Brockville are regulated under City of Brockville By-law 84-89, as amended, known as the Sign By-law.

The application requests that City of Brockville Sign By-law 84-89 be amended to grant a site specific exemption to permit a pylon sign that exceeds the maximum height permitted as well as the maximum allowable area parameters set out in Sign By-law 84-89. The sign

2018-004-01  
Proposed Amendment to Sign By-law 84-89  
335 Stewart Boulevard, Brockville  
Applicant: Eastern Engineering Group Inc.  
Owner: Ventrum Properties Inc.  
File: 84-89-55

is proposed to be located on the east side of Stewart Boulevard at the new Wendy's location. A concept plan of the site is attached to this report as **Schedule "C"**, with the proposed sign location indicated.

### Proposal

BY-LAW 84-89 COMMERCIAL ZONE	PROPOSED	EXCESS OVER MAXIMUM PERMITTED
<u>Sign Area</u> 27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	<u>Sign Area (including frame and post)</u> One Side: 19.04 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 38.08 m <sup>2</sup>	+27.2 % over (10.33 m <sup>2</sup> )
<u>Height</u> 9.0 metres	9.14 metres	+1.6% increase (0.14 metres)

In order to bring perspective to the size of the proposed sign, the following tables are being prepared to demonstrate other oversized signs within the City of Brockville as permitted by amendment to the Sign By-law.

### Brockville Hyundai

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	PROPOSED SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	<u>Sign Area (including frame)</u> One Side: 20.09 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 40.18 m <sup>2</sup>	+44.8 % over (12.43 m <sup>2</sup> )

Note: Approved as per staff's recommendation with a maximum of 27.75 m<sup>2</sup> of the sign being permitted for advertising.

### Brockville Cross-Roads

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	PROPOSED SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	<u>Sign Area (excluding frame)</u> One Side: 30.95 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 61.9 m <sup>2</sup>	+123 % over (34.15 m <sup>2</sup> )

Note: Against staff's recommendation the sign was approved. The area approved at 61.9 m<sup>2</sup> was excluding the frame as the applicant request for an amendment to the definition of "Sign Area".

### Winners

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	<u>Sign Area (excluding frame)</u> One Side: 20.25 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 40.5 m <sup>2</sup>	+45.9 % over (12.75 m <sup>2</sup> )

Note: Against staff's recommendation Winner's sign was approved, conditional upon no other pylon sign being permitted.

2018-004-01  
Proposed Amendment to Sign By-law 84-89  
335 Stewart Boulevard, Brockville  
Applicant: Eastern Engineering Group Inc.  
Owner: Ventrum Properties Inc.  
File: 84-89-55

## Home Depot

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	Sign Area (including frame) One Side: 30.95 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 61.9 m <sup>2</sup>	+123 % over (34.15 m <sup>2</sup> )

Note: Against staff's recommendation The Home Depot sign was approved in 2005 with a sign area of 61.9 m<sup>2</sup> representing an oversizing of 123%.

Based on available records, the proposed sign, if approved, would coincide with multiple signs already located within the City of Brockville. A key point that staff would like to bring attention to is that this sign is proposed to advertise one (1) tenant, not multiple tenants as the other permitted signs within the City are.

This application has been circulated for comment with the following results:

- Planning Department-Building Division: no objection to the proposal. A permit is required prior to work commencing.
- Brockville Police: No issue provided it does not interfere with the view of the traffic control signal.
- Environmental Service Department: Not opposed to the application.
- Operations Department: No objection. The sign appears to be setback sufficiently from a traffic perspective.
- Brockville Fire Department: No concern.
- Ministry of Transportation: No concern at this time; however, a permit is required from our office.

## POLICY IMPLICATIONS:

None.

## FINANCIAL CONSIDERATIONS:

All costs associated with this application are the responsibility of the Owner and/or Developer.

## CONCLUSION:

The amendment is to permit an oversized pylon sign with a height of 9.14 metres and a total sign area of 38.1 m<sup>2</sup>. As the proposed ground sign is similar to other approved ground signs on lands within the City, staff have no concern with the proposed increase. It is recommended that the proposed amendment to City of Brockville Sign By-law 84-89 be approved.



2018-004-01  
Proposed Amendment to Sign By-law 84-89  
335 Stewart Boulevard, Brockville  
Applicant: Eastern Engineering Group Inc.  
Owner: Ventrum Properties Inc.  
File: 84-89-55

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This conclusion is provided in the recommendations section of this report.



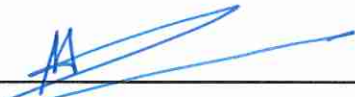
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David Dick, CPA, CA  
Director of Corporate Services and  
Director of Planning (Acting)



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Andrew McGinnis, MCIP, RPP, Dipl.M.M.  
Planner II



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B. Casselman  
City Manager

# SCHEDULE "A" TO REPORT 2018-004-01



## Material Specifications

- Aluminum constructed sign boxes, frame, divider bar and base plate to be primed and painted GG 416-114 ( 1/12 Standard Fluorescent Illumination )
- 1 5/4" deep pure formed 3/16" Mustang White acrylic face ( 1/2" draw / Embossed Letters ) with translucent vinyl applied to 1st surface ( Red Sm 3630-33 )
- Individually Illuminated Vacuum Formed Cameo ( LED Illumination )
- Thermo formed 1/8" thick ABS plastic pole cover primed and painted GG 416-114

## DIGITAL COLOURS

PANTONE 186C PANTONE 201C PANTONE 698C PANTONE 299C PANTONE 439C



## PYLON SIGN

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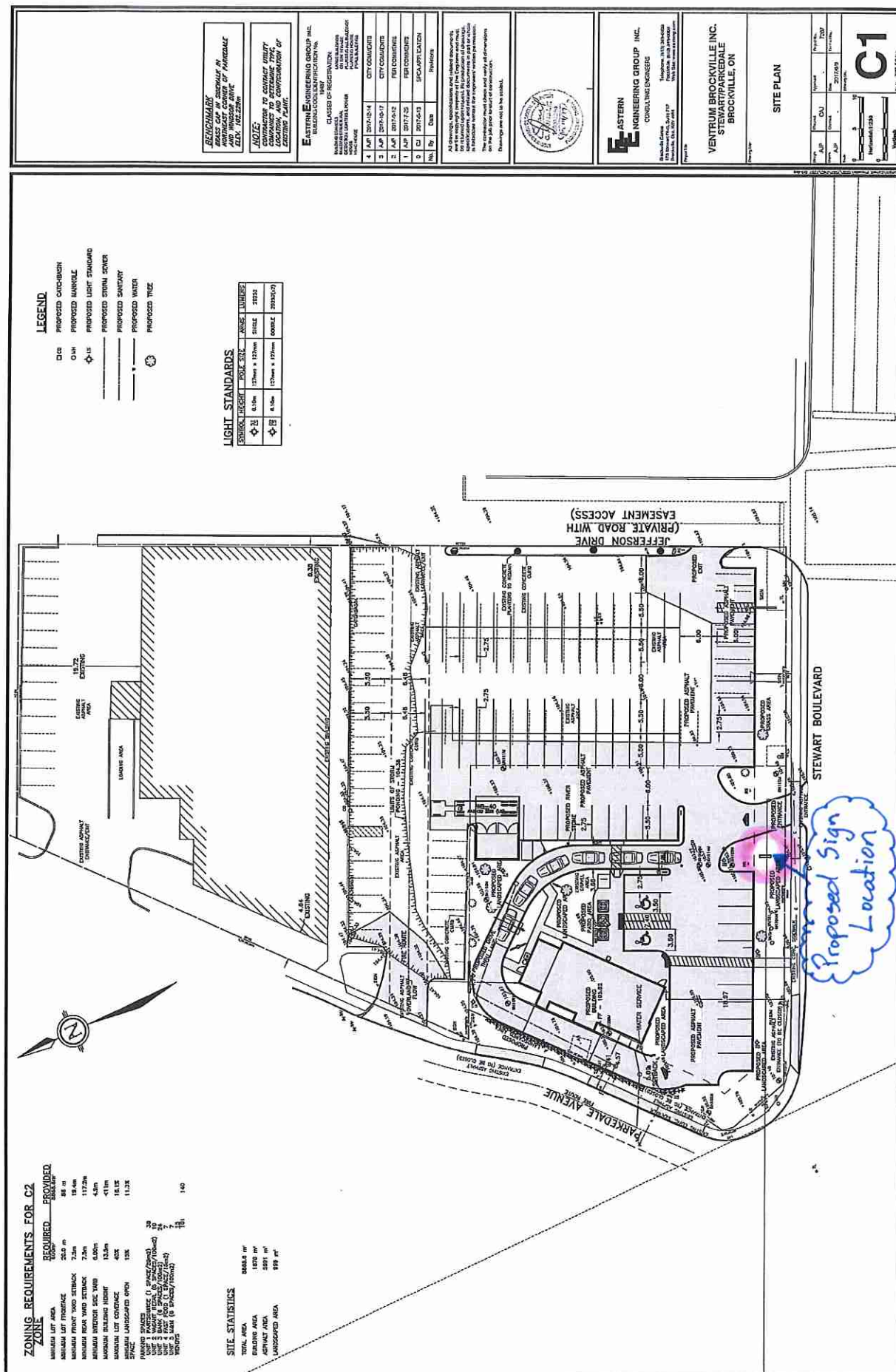
### NOTES:

- SIGN FACE AREA - 209.3 ft<sup>2</sup>/SIDE

## SCHEDULE "B" TO REPORT 2018-004-01



**SCHEDULE "C" TO REPORT 2018-004-01**



## **Report to Economic Development & Planning – January 9, 2018**

**2018-005-01  
Encroachment Agreement  
11-13 Beecher Street, Brockville**

**S. MacDonald  
City Clerk  
L. Murray  
Deputy City Clerk**

### **Recommendation**

THAT Council authorize the Mayor and Clerk to execute an encroachment agreement with the Toronto-Dominion Bank, for the encroachment of framed steps onto the Beecher Street road allowance to a maximum of 1.19 metres.

### **Origin**

This matter arises from a request by Davis Webb LLP, solicitors for the mortgagees of the property, as a condition of approval for an application of Minor Variances.

### **Analysis**

Applications have been received in the Clerk's Office from the property mortgagees, The Toronto Dominion Bank, for the encroachments of a portion of the existing frame steps at 11 and 13 Beecher Street.  
(Attachments 1 to Report 2018-005-01)

Through circulation to various City Departments, comments from the Environmental Services Department were noted:

- The owner of the property will be responsible for all cost for removal and replacement of the steps if work on the City road allowance require them to be removed.

As well the property owners were required to get minor variance approval, as part of the front porch stairs encroach on City lands. The minor variance was approved with the following conditions:

1. That an encroachment Agreement be applied for and obtained from Council for the encroachment of the stairs onto the Beecher Street road allowance.





11-13 Beecher Street, Brockville

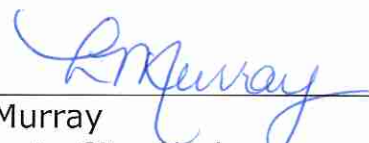
### Financial Consideration

As per the City of Brockville Fees and Charges By-law, there is a fee for processing the encroachment agreement, which would be deposited to 01-4-011032-0603.

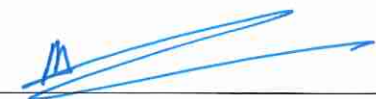
### Conclusions:

Based on the situation that the encroachments are a condition of the approvals for Minor Variances, it is staff's recommendation that the encroachment at 11 and 13 Beecher Street be permitted. However, the matter is at the pleasure of Council.

  
\_\_\_\_\_  
S. MacDonald, CMO  
City Clerk

  
\_\_\_\_\_  
L. Murray  
Deputy City Clerk

  
\_\_\_\_\_  
D. Dick, CPA CA  
Director of Corporate Services

  
\_\_\_\_\_  
B. Casselman  
City Manager

