



Tourism Advisory Committee Agenda

Date: Thursday, July 4, 2024
Time: 10:00 a.m.
Location: Council Chambers
7 Broadway Street West
Paris, ON

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	Pages
1. Attendance	
2. Approval of Agenda	
Recommendation:	
That the Tourism Advisory Committee agenda of July 4, 2024 be approved.	
3. Declaration of Pecuniary Interests	
4. Delegations / Petitions / Presentations	
5. Adoption of Minutes from Previous Meetings	
5.1 <u>Tourism Advisory Committee Minutes of June 6, 2024</u>	3 - 6
Recommendation:	
That the Tourism Advisory Committee minutes of June 6, 2024 be approved.	
6. Business Arising from the Minutes	
7. Staff Reports	
7.1 <u>Niche Accommodations - B. Webb</u>	7 - 18
7.2 <u>Staff Update - D. Clements</u>	
8. Communications	
9. Other Business	

10. Next Meeting and Adjournment

September 5, 2024 at 10:00 am in the County of Brant Council Chambers.



Tourism Advisory Committee Minutes

Date: June 6, 2024
Time: 10:00 a.m.
Location: Council Chambers
7 Broadway Street West
Paris, ON

Present: Mayor Bailey, Councillors Oakley and Kyle, Members Pottruff, Stone, Pickering, Sinning, Howell, and Von Schleinitz

Regrets: Members Harder and Pate

Staff: Clements, Webb, and Pluck

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Member Stone in the Chair.

1. Attendance

Attendance was taken.

2. Approval of Agenda

Moved by Member Pickering
Seconded by Member Pottruff

That the Tourism Advisory Committee agenda of June 06, 2024, be approved, with additions under Business Arising from the Minutes and Other Business.

Carried

3. Declaration of Pecuniary Interests

None.

4. Delegations / Petitions / Presentations

None.

5. Adoption of Minutes from Previous Meetings

5.1 Tourism Advisory Committee Minutes of May 02, 2024

Moved by Councillor Oakley
Seconded by Mayor Bailey

That the Tourism Advisory Committee minutes of May 02, 2024, be approved.

Carried

6. Business Arising from the Minutes

6.1 Zoning For Repurposed Barns and Glamping Pods

In response to questions regarding, Brandon Webb, Research & Marketing Economic Development Officer, advised that the zoning of repurposed barns and glamping pods is currently being investigated by staff.

6.2 Music in the Parks

Chair Stone noted that they have received inquiries from a resident regarding the criteria to be chosen to play at Music in the Parks. B. Webb noted that he will clarify this with Parks staff and follow up with the committee. Member Pickering noted there are opportunities to play music within downtown Paris and advised that the resident should contact the Paris BIA.

7. Staff Reports

7.1 Staff Update - D. Clements

Donna Clements, Tourism Coordinator, provided an update to the committee and shared that the Industry Partner Roundtable occurred on May 29th and was a successful event. She added that the County of Brant Chamber of Commerce recently celebrated the grand opening of their new office at Telfer Place, and highlighted other grand openings that took place in May and June. She noted that the Economic Development Strategy has been approved by Council, and that Economic Development is developing a business mitigation plan for the reconstruction of Grand River Street North. D. Clements highlighted upcoming Paris BIA and St. George Business Association events, and that the actions from the Arts, Culture and Heritage strategy are going well and the website will be updated to become more user friendly. She further presented that productions will be filming throughout the County over the month of June. D. Clements concluded with an update on tourism, noting the County was successful in securing a grant to assist in the distribution of the new Visitor Guide, which is nearly ready for print, and that staff are currently creating a sport coupon guide to be distributed to visitors attending the County for a sporting event or league.

In response to questions, D. Clements noted that a summary of points was compiled from the roundtable discussion and staff will be meeting to discuss what they will be able to work on.

The committee further discussed Jingle Bell Night and Mayor Bailey noted that he met with Chief Sherri-Lyn Hill and that the Six Nations of the Grand River would like to be involved with the event.

7.2 Tourism Spending Analysis - B. Webb

B Webb presented the County of Brant Visitor Spending Analysis to the committee, noting this provides information on where spending in the County is taking place and where visitors are arriving from. He advised that the data was purchased from Moneris and is an estimate of the total market spend from 2019 and 2023 from visitors outside of a 40km radius of the County of Brant. B Webb spoke to the trends of the data, noting it will be used to inform marketing decisions going forward.

The committee discussed the analysis, highlighting other point of sale systems used within local businesses.

In response to questions, B. Webb noted that the data can be further broken down by postal code to see further spending trends.

8. Communications

None.

9. Other Business

9.1 Grand Trails

The committee discussed the Grand Trails, and D. Clements noted that staff have had meetings to look at ways to be involved with the organization.

9.2 Communities in Bloom

The committee discussed approaching horticulture societies and garden clubs throughout the county to increase the amount of orange flowers planted, ahead of the Communities in Bloom program.

10. Next Meeting and Adjournment

Committee adjourned at 11:00 am to meet again on July 4, 2024, at 10:00 am at the County of Brant Council Chambers.

Secretary



Niche Accommodations

Existing Accommodations in the County of Brant

Accommodation Type	Number of Accommodations
Hotel	1
Motel	2
Bed and Breakfast	6
Retreats	2
Campgrounds — Excluding Trailer Parks	2



Tim Hortons Onondaga Farms



Five Oaks Retreat



The Arlington

City of Brantford Accommodations

Hotel	Year Opened	Number of Rooms
Comfort Inn	1986	80
Days Inn	1999	75
Hampton Inn	2009	84
Home 2 Suites	2019	90
Marriott	2019	100
Holiday Inn Express	2018	110
Best Western	1968	158
TOTAL		697

Economic Impact

Ministry of Tourism stats that the economic impact of a same-day visitor to the County of Brant is \$59/person, while the economic impact of an overnight visitor is \$212/person

Source: Ministry of Tourism

Short-term Rentals

It is unknown the number of short-term rentals in the County of Brant (e.g. AirBnBs) as well as which of these rentals comply with relevant County of Brant By-laws.



Campground Definition - Means a parcel of land used for camping intended only for temporary seasonal use by vacationing or traveling public. A campground may include cabins, tents, trailers, recreational vehicles, or motor homes but does not include a mobile home. A campground shall not be used or occupied on a year-round basis.

Pinehurst Conservation Area

- 233 Camp Sites
- 10 km of marked hiking trails
- 23 Acre kettle lake

Birley Gates Park

- Located along the Grand River in Paris
- Offers camping and park rentals

Campground Zoning – OS2, OS3

Hotel

This means any motel, tavern, inn, lodge, or public house designed and used mainly for the purposes of catering to the needs of the traveling public by supplying food and furnishing sleeping accommodation of more than four (4) guest rooms, each having no facilities for cooking or housekeeping, provided that each guest room may only be entered from the interior of the building.

Permitted Zones: C2, C3, C4, M1, M2

Short-Term Accommodations

Means any part of a dwelling unit that, in exchange for payment, operates to provide temporary lodging to the travelling public for any rental period of lesser than 28 consecutive days throughout all or any part of a calendar year.

Short-term accommodations shall be permitted as a home occupation, provided that requirements are met.

Permitted Zones: Across residential zones as a home-based business



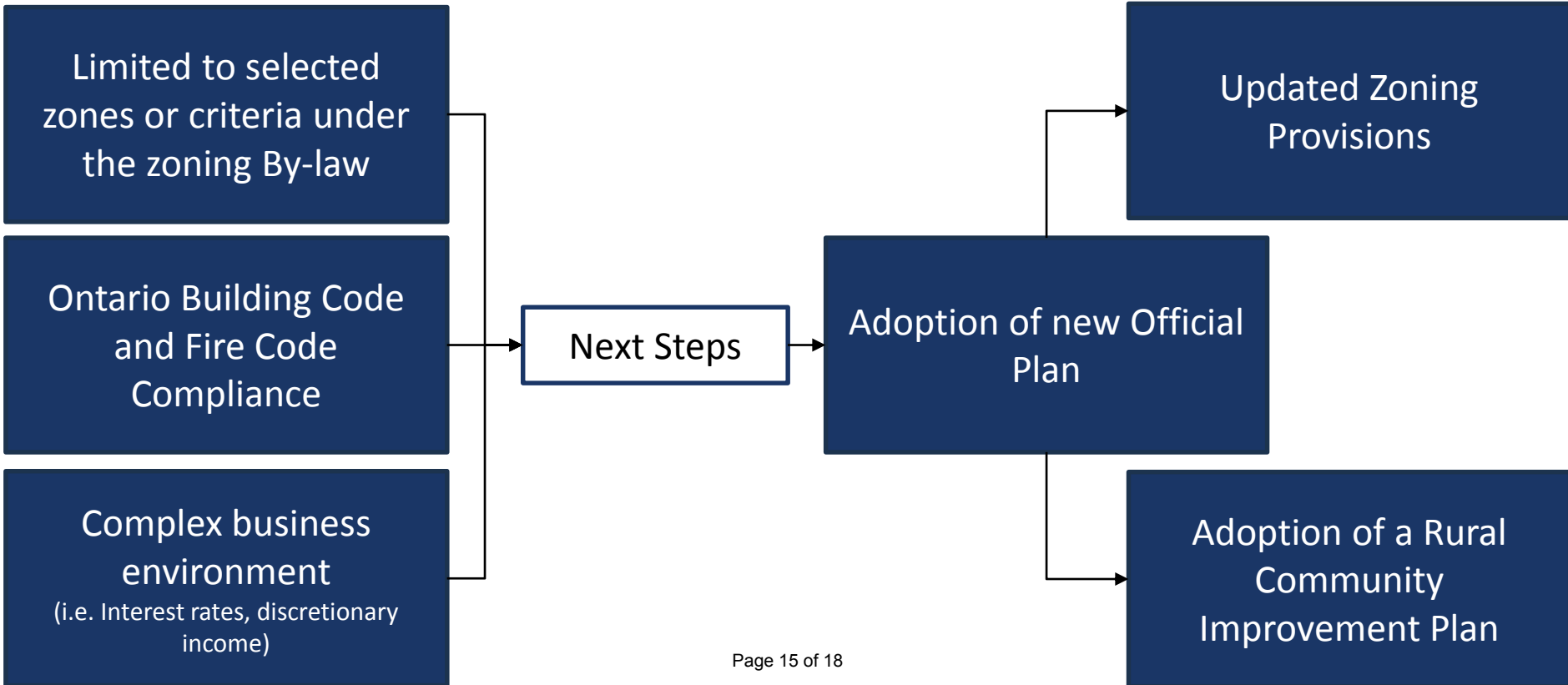
A Short-term Accommodation shall be permitted as a home occupation, provided the following requirements are met:

- A short-term accommodation shall only be permitted within a single detached dwelling.
- The short-term accommodation shall have a maximum of three bedrooms for booking, and the total area for the short-term accommodation shall not exceed 25% of the gross floor area of the single detached dwelling.
- The short-term accommodation shall be operated by the property owner(s) residing in the same single detached dwelling in which the short-term accommodation is located.
- Parking for the short-term accommodation shall be provided in accordance with Section 5.12 of this By-Law and may be provided in tandem with the required parking for the primary dwelling.



An On-Farm Diversified Use is a use or uses that are accessory to the principal farming operation or agricultural use of the property and are limited in area... These types of uses maintain a viable agricultural and agri-food economy while protecting and mitigating negative impacts on the agricultural lands such as removal of lands from agricultural production. On-Farm diversified use policies could be used to support small-scale accommodations.

Challenges and Next Steps



Through the new Official Plan, there is more support for Niche Accommodations. An example would be *Resource-Based Tourism* uses in the *Rural Lands Designation*.

- **Rural Lands** - Located outside of the prime agricultural area of the County of Brant, these lands are large, contiguous areas of 250 hectares or more of non-farm uses that are not likely to be rehabilitated to farmland. Rural lands also accommodate uses that may not be appropriate in settlement areas or prime agricultural areas, including resource-based activities and recreational activities.
- **Resource-Based Recreational Uses** - The establishment of new resource-based recreational uses that may not be appropriate in settlement areas may be permitted in Rural Lands designation by a site-specific Zoning By-Law amendment, provided it is demonstrated as part of a complete application that the following will be achieved:
 - Any use is limited to tourism-related and recreational uses that are compatible with the scale, character, and capacity of the resource and the surrounding rural landscape and may include small-scale commercial uses to service the needs of visitors, and, where appropriate, resource-based recreational accommodation

The Rural Community Improvement Plan (Rural CIP) would be a means of supporting investment in On-Farm Diversified Uses and On-Farm Accommodations. A Rural CIP would;

- Build on On-Farm Diversified Use and Agriculture-related use policies to create new revenue streams.
- Supported by Economic Development Strategy.
- Help move visitors around the County.
- Help restore heritage character and contribute to the beautification of villages and hamlets.
- Improve accessibility.



Thank You, Any Questions?