



Tourism Advisory Committee Addendum

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

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Tourism Advisory Committee

July 4, 2024, Update

County of Brant Chamber

- Held a members update at Adelaide Hunter Hoodless Homestead on June 27th and the next one is planned for September 11th at Five Oaks.

Economic Development

- One grand opening in June – Chillen Buds at 1 Hartley Paris.
- Draft Film Policy approved, staff to further consult with local business associations.

Paris BIA

- No new updates
- The BIA did not get the My Main Street funding for improvement to parking areas.

St. George Business Association

- St. George Car Show took place on June 23rd.

Arts, Culture and Heritage

Culture Days:

- Funding applications for Culture Days, which runs from September 20 to October 13, were due on June 14.
- We have received a total of 53 program applications coming from 31 different individuals, groups and organizations across the County.
- The programs are all free to attend and cover the themes of visual arts, dramatic arts, culinary arts, music, literature, floral design, fashion shows, heritage/museums, Indigenous art, live art, 2SLGBTQIA+, dance and spoken word.
- These programs range from workshops to demonstrations to performances to open mics.
- Some of these programs and additional community groups/ events are included in our anchor event on September 28, in Paris.

Cobblestone Tour:

- We are almost finished designing our virtual, self-guided cobblestone tour. The tour will show participants where they can find cobblestone architecture in Paris while providing them with a brief history on the property, building and previous owners.
- It will be displayed on an interactive map of Paris so individuals can easily navigate through the tour at their own pace.
- The tour will be online and be user friendly for phone users.

Heritage Processes:

- We are currently enacting the heritage specific actions outlined in the ACH Strategy to better manage our heritage profile.
- This includes updating processes; a report is going to be sent to the Heritage Committee on July 4th.

ACH Strategy Action Items:

- Many of the ACH Strategy actions have already been activated and will continue to guide the work being undertaken.

Special Events and Filming

1. Paris Legion Outdoor and Indoor Market on June 1
2. St. George Lions Club Bike Rodeo on June 8
3. Paris Community Safety Group Annual Bike on June 8
4. Harrisburg Bicycle Race on June 9
5. Miles for MacKinnon on June 9
6. Lydia Lane Street Get Together on June 22
7. Burford Car Show on June 23
8. Burford Optimist Bike Rodeo on June 23
9. Riverside Reading Series on June 29
10. Fire and Thunder on July 1
11. Ride with Fire on July 1 was cancelled – lack of engagement

Upcoming Events

12. Rivers'n'Roots on July 5-6
13. Garlic Gallop and Music Fest on July 21
14. MacKenzie Creek Festival on July 26

Filming in June/July:

1. Motorheads filming in Paris on June 18, July 8,9, 10
2. Fairview filming near Glen Morris on June 25

Music in the Parks is starting on July 9 every Tuesday for 8 weeks from 6pm-8pm.

Performer	Show Date 6pm-8pm	Location	Genre
Calm Canopy	9-Jul	Paris Lion's Park, Walter Williams Amphitheatre	Alternative Rock/Pop
Tyler Wilson	16-Jul	Gaukel Memorial Community Centre, East Side Green Space	Blues/Rock singer-songwriter
Branson Palanio Organ Trio	23-Jul	TF Cainsville Community Centre, Outdoor Patio and Banquet Hall	Jazz/Soul/Funk Instrumental
Backburner	30-Jul	Art Cadman Burford Lion's Park Picnic Shelter	Rock/Funk/Blues
The George Rose Little Band	6-Aug	Paris Lion's Park, Walter Williams Amphitheatre	Jazz
Brian Spielvogel	13-Aug	Gaukel Memorial Community Centre, East Side Green Space	Americana, Folk, Country

Ross Wooldridge, Carolyn Credico	20-Aug	TF Cainsville Community Centre, Outdoor Patio and Banquet Hall	Jazz
The Killin' Time Band	27-Aug	Art Cadman Burford Lion's Park Picnic Shelter	Rock, Reggae, Funk and Country

Tourism:

- Follow-up has begun from partner discussions at the latest Industry Roundtable
- 17 new packages were created and designed to be available for partners online and at the end of the new Visitor Guide.
- Partnership funding was secured to offset the cost of printing the new packages to be given to visitors and handed out to partners to share with visitors.
- Summer experiences were sent to RTO #3, Culinary Tourism Alliance and Destination Ontario for distribution through their social channels.
- 21 blogs have been created for posting to promote tourism products and partners.
- Staff are in the process of creating a small presentation to share with frontline staff outlining important tourism information for the County of Brant.
- Distribution of guides before the July long weekend is being completed.
- The new sport coupon brochure is being designed with 14 partners included.
- Tourism staff are starting to work on the fall / winter Brant Eats program.
- Staff are assisting with the CIB program taking place on July 17 – 18, 2024.
- Staff are assisting with the GRCA's heritage river event at the Brant Conservation Area on September 22