



Tourism Advisory Committee Revised 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>	19 - 22
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



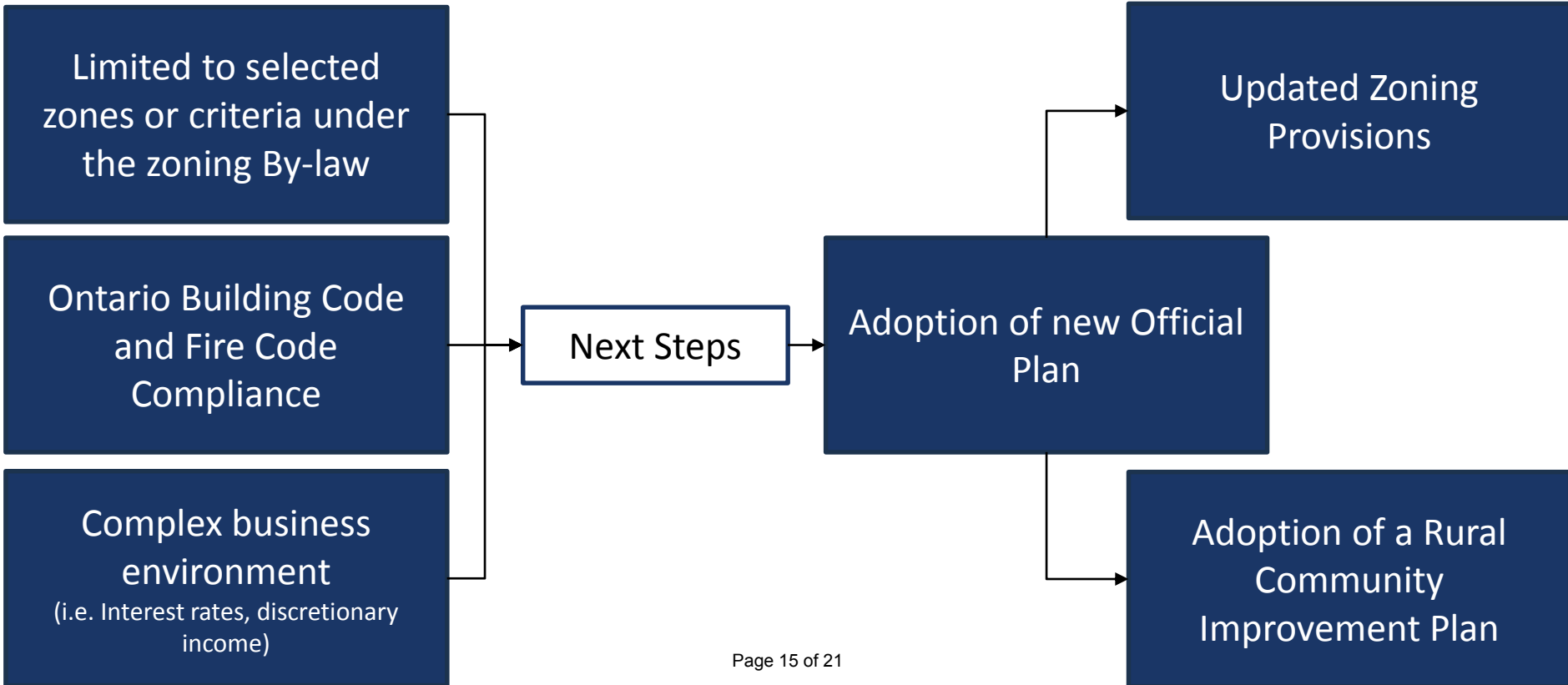
A Short-term Accommodation shall be permitted as a home occupation, provided the following requirements are met:

- 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?

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