

## **REPORT**

**REPORT TO:** Mayor Bonnette and Members of Council

**REPORT FROM:** Allison Graham, Economic Development and Tourism Coordinator

**DATE:** August 22, 2019

**REPORT NO.:** ADMIN-2019-0032

**RE:** Appointments to the Tourism Advisory Committee (2019-2022)

### **RECOMMENDATION:**

THAT Report No. ADMIN-2019-0032 dated August 22, 2019 regarding Appointments to the 2019-2022 Tourism Advisory Committee, be received;

AND FURTHER THAT Council appoint the persons recommended by the selection committee to the Tourism Advisory Committee, as set out in confidential Appendix 1 to this Report.

### **BACKGROUND:**

Through report ADMIN-2019-0011, dated March 20, 2019, Council approved the establishment of a new Tourism Advisory Committee and associated Terms of Reference.

The mandate of the Committee is to advise and make recommendations to staff and Council on matters pertaining to tourism destination development and service delivery. It is an industry-focused body that will represent the interests of tourism stakeholders. The ultimate goal is to maximize the economic benefits of tourism for Halton Hills in terms of local job growth, investment attraction and enhanced quality of life.

## **COMMENTS:**

A media release inviting committee applications was issued on April 29, 2019. A call to apply to the Tourism Advisory Committee was advertised in the Acton Tanner and Independent and Free Press on May 9, 2019. A digital banner with a call to apply ran on The Independent and Free Press website from May 14 to May 22, 2019. The opportunity for applications was also posted on the Town's social media channels and was shared with a wide range of tourism stakeholders by email. The call closed on May 23, 2019.

A total of 17 applications were received, representing an excellent response and community interest in tourism. Applicants were interviewed by Councillor Lawlor (Council representative on the Committee), the Director of Economic Development, Innovation and Culture, and the Economic Development and Tourism Coordinator. Interviews took place in July and August. Applicants to the Tourism Advisory Committee represented a broad range of stakeholders, including residents, business owners, major tourism destinations, and key partner organizations. Together, the recommended Committee membership (see confidential Appendix 1) will provide a wealth of tourism-related knowledge and perspectives to ensure that the economic benefits of tourism are maximized for Halton Hills.

Recognizing the value of a diverse group of volunteers with a wide range of skill sets and interest in contributing to their community, those applicants not selected for the core Advisory Committee will be invited to participate on relevant sub-committees and other initiatives, as appropriate.

Given the broad scope of tourism and the unique skill sets of applicants, not all recommended committee members are residents of Halton Hills. Being a resident is not a requirement of the approved Terms of Reference.

## **RELATIONSHIP TO STRATEGIC PLAN:**

The Town's Strategic Plan recognizes the role of tourism in fostering a prosperous economy and promoting the unique characteristics afforded by the Town's natural, cultural, arts, sports and retail attractions. This report supports the following strategic priorities:

- Work with the Chamber of Commerce, BIAs, the Region and others to promote sports, heritage, countryside, agricultural and eco-tourism.
- Have regard to our "strong sense of community" in welcoming new residents and businesses to Halton Hills.
- Collaborate with community partners to continue to implement the Integrated Community Sustainability Strategy.
- Effective, efficient and economical delivery of the Town's existing services.

**FINANCIAL IMPACT:**

There is no direct financial impact associated with this report.

**CONSULTATION:**

Councillor Lawlor, Director of Economic Development, Innovation and Culture, and the Economic Development and Tourism Coordinator formed the selection committee, reviewed the applications and interviewed the applicants.

**PUBLIC ENGAGEMENT:**

Implementation of the new Tourism Advisory Committee is a valuable form of public engagement. The Town provided an opportunity for members of the public to contribute to the delivery of the Town's priorities - in this case tourism initiatives.

**SUSTAINABILITY IMPLICATIONS:**

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report (advances, does not advance, is not applicable to) the Strategy's implementation.

This report supports the Economic Prosperity and Cultural Vibrancy pillars of Sustainability outlined in the Community Sustainability Strategy by involving members of the community who are knowledgeable and interested in advancing tourism initiatives.

**COMMUNICATIONS:**

Town staff will be contacting all of the applicants to advise them of Council's decision.

**CONCLUSION:**

Provided that Council approves the recommendation of this report, staff will proceed with the appointments as recommended by the selection committee for the Tourism Advisory Committee - as set out in confidential Appendix 1 to this report.

With the assistance of the Tourism Advisory Committee, the Town will be able to continue to deliver tourism services in a strategic, efficient and effective manner – thus maximizing tourism's economic benefits.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Damian Szybalski". The script is cursive and fluid.

**Damian Szybalski, Director of Economic Development, Innovation & Culture**

A handwritten signature in black ink that reads "Brent Marshall". The script is cursive and fluid.

**Brent Marshall, Chief Administrative Officer**