



## **REPORT**

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

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

**DATE:** January 13, 2021

**REPORT NO.:** REPORT-ADMIN-2021-0004

**RE:** Update to the Tourism Advisory Committee Terms of Reference

### **RECOMMENDATION:**

THAT Report No. ADMIN-2021-0004, dated January 13, 2021 regarding updates to the Tourism Advisory Committee's Terms of Reference, be received;

AND FURTHER THAT Council approve updates to the Tourism Advisory Committee's Terms of Reference, as set out in in this report and in Appendix 1.

### **BACKGROUND:**

The Town's Tourism Advisory Committee was established in August 2019. 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 group that represents the interests and provides perspectives from 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 an enhanced quality of life.

Committee members bring expertise in various tourism related fields, including destination marketing, shopping attractions, culture and heritage, non-profit sector, small businesses and accommodations. Each member provides a unique perspective and makes a valuable contribution to the discussion.

### **COMMENTS:**

This report recommends relatively minor updates to the Tourism Advisory Committee's Terms of Reference by including Halton Region and the Halton Hills Chamber of Commerce as member organizations, rather than as specific individuals from the latter organizations. Halton Region will participate as a non-voting member. This will best

facilitate coordination between regional and local tourism projects. While Regional staff already participate on the committee (as an individual), there is currently no Chamber representative.

Halton Region and the Chamber are valuable tourism partners, bringing important perspectives related to such matters as agri-tourism, cycling tourism, tourism signage and business engagement.

Lastly, the update clarifies that Committee members may be tourism businesses, but also other relevant organizations and/or stakeholders.

### **RELATIONSHIP TO STRATEGIC PLAN:**

This report relates to several Strategic Plan Priorities and Values, including:

- Shaping Growth
- Fiscal and Corporate Management
- Ensure a Vibrant Agricultural Community
- Foster a Healthy Community
- Protect and Enhance our Agriculture
- Foster a Prosperous Economy
- Preserve, Protect and Promote our Distinctive History

### **FINANCIAL IMPACT:**

There is no financial impact associated with this report.

### **CONSULTATION:**

Representatives of Halton Region and the Halton Hills Chamber of Commerce, and Councillor Lawlor (Chair of the Tourism Advisory Committee) were consulted in preparing this report. Clerks staff were also consulted.

### **PUBLIC ENGAGEMENT:**

The recommended updates to the Tourism Advisory Committee's Terms of Reference will continue to facilitate effective public and key stakeholder engagement on tourism matters.

### **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 the Strategy's implementation.

This report supports the Economic Prosperity and Cultural Vibrancy pillars of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is excellent.

**COMMUNICATIONS:**

Town staff will update the Committee at its next meeting to advise them of Council's decision.

**CONCLUSION:**

The Tourism Advisory Committee is a valuable resource to assist the Town in continuing to amplify tourism's economic benefits. The proposed Terms of Reference updates will ensure the Committee's continued engagement and effectiveness.

Reviewed and Approved by,

A handwritten signature in dark ink, reading "Damian Szybalski". The signature is written in a cursive, slightly slanted style.

Damian Szybalski, Director of Economic Development, Innovation & Culture

A handwritten signature in dark ink, reading "C. Mills". The signature is written in a cursive, slightly slanted style.

Chris Mills, Acting Chief Administrative Officer