



REPORT

Recreation Programs, Culture and Tourism

TO: Parks Facilities and Tourism Committee
FROM: Katlyn Jones, Manager of Cultural Services, Tourism and BIA
DATE: September 16, 2024
REPORT: RC-10-24 **FILE NO.**

SUBJECT: Adoption of Community Tourism Plan

BACKGROUND:

Since February, a team of tourism stakeholders from the local community, has worked alongside our tourism advisory committee, staff members, and Council to prepare a new 3-year Community Tourism Plan (CTP). This work has been facilitated and prepared by Central Counties Tourism and funded by Durham Region. This new 3-year CTP outlines the objectives, goals and action items identified to realize the 'vision' set forth for tourism in Uxbridge. Five pillars capture the core objectives of the plan and are directly related to the Township's Strategic Plan: Deliver, Welcome, Equip, Invite and Support.

DISCUSSION:

The steering committee identified the challenges and opportunities for tourism in Uxbridge across five categories: businesses/attractions, infrastructure, customer services, marketing, and destination management. Using data prepared by Central Counties Tourism and geofencing, the steering committee analyzed the pre-pandemic visitation numbers compared to 2023 data. What was found was that 2023 saw an increase in locals visiting Downtown Uxbridge and Elgin Park, but we are still below pre-pandemic numbers for tourists visiting these locations. Tourists are identified as someone whose home is 40+km from Uxbridge. Using this data and identifying key tourism attractions already in place, as well as highlighting Uxbridge's gaps in tourism, the steering committee worked on the action items required to attain the goals outlined. It is with the implementation of this Community Tourism Plan that we can expect to achieve pre-pandemic tourism numbers and surpass them. These visitation numbers

contributed to an economic impact of \$27.1 Million in visitor spending for 2019 and an impact of \$25.8 million for 2023.

ALIGNMENT TO STRATEGIC PRIORITIES:

A Vibrant and Growing Economy

2.1 Grow the economy and maximize opportunities to realize competitive advantage

2.2 Leverage tourism and heritage cultural assets to drive economic advantage for future generations

Collaboration and Partnerships

3.1 Enhance and nurture existing partnerships

3.2 Explore new partnerships

Community Engagement

4.2 Promote resident engagement in our community

RECOMMENDATION

THAT Report RC-10/24 from Katlyn Jones, Manager of Cultural Services, Tourism and BIA be received for information;

AND THAT the Parks Facilities and Tourism Committee approve the adoption of the Community Tourism Plan.

Respectfully Submitted by:

Katlyn Jones

Manager of Cultural Services, Tourism and BIA