

Date: 2021-03-05

Subject: **Brampton Tourism Strategy & 2021 Implementation Plan**

Contact: Jason Tamming
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Report Number: Corporate Support Services-2021-318

Recommendations:

1. That the report from Jason Tamming, Director Strategic Communications, Culture and Events, dated March 5, 2021 to the Committee of Council meeting of April 14, 2021 titled **Brampton Tourism Strategy** be received; and
2. That the Brampton Tourism Strategy be endorsed by Council.

Overview:

- Brampton has much to offer from a tourism perspective – sport tourism, culinary, events and arts and culture - but is considered to be in the infancy stages of tourism development.
- Bannikin Travel and Tourism Ltd. and the Culinary Tourism Alliance were contracted to develop a five-year tourism strategy for Brampton that would focus on building a solid foundation for tourism initiatives going forward, including recommendations for local and regional campaigns during COVID lockdown and recovery and building community participation and pride.
- A total of 29 overarching recommendations are associated with four Tourism Development Streams and four Key Priority Areas.
- A strategic and thoughtful approach to tourism in Brampton will aim to establish the City as a destination and will also aid in supporting local residents and businesses that have been impacted by COVID as recent reports indicate that tourism has been one of the hardest hit sectors in Canada with one out of 10 jobs impacted.

Background:

Discussions regarding the development of a tourism strategy the first to be approved by Council, began in 2019. Required strategy outcomes included a foundational framework to support growth and advancement of the sector through product development, strategic investment and destination marketing. The strategy would also have to focus on leveraging existing tourism elements as well as to strengthen structure, policies and communications for a sustainable future. The supports required by the sector during COVID and into recovery were also to be included in the framework. Tourism strategy work began in March 2020 with the issuing of the project RFP. The contract was awarded in April 2020.

Bannikin Travel & Tourism Ltd. and the Culinary Tourism Alliance were retained through the RFP process to execute the process of developing Brampton's Tourism Strategy alongside city staff.

Bannikin Travel & Tourism Ltd. is a boutique travel and tourism firm with expertise brand and content development, trade development, experience design and tourism strategy for niche-focused tourism brands, including DMOs, tour operators and lodging providers.

The Culinary Tourism Alliance (CTA) is an industry-driven not-for-profit organization with a vision of food tourism becoming a sustainable contributor to local economies in destinations worldwide. CTA is devoted to supporting the growth and development of food tourism in Ontario and beyond.

The consultants completed thorough research, benchmarking, stakeholder engagement and critical analysis. The work of the tourism strategy aligns with previous reports produced by the City of Brampton including the 2018 Culture Master Plan, Food Tourism Strategy Parts 1 & 2, Brampton Vision 2040: Living the Mosaic, 2018 Canada Sport Tourism Alliance report on State of Sport Tourism in Brampton and the 2020 approved Economic Recovery Strategy response to the COVID-19 pandemic.

One of the actions listed in the Council approved Culture Master Plan highlights the importance of the production of a tourism strategy.

“Launch the development of a tourism strategy that includes signature events and major cultural festivals, and establishes a framework for facilitation and support of community events. Leverage this strategy to strengthen the Brampton tourism office, with a mandate to provide destination marketing and visitor experience.”

The tourism strategy involved considerable stakeholder engagement and focuses on igniting opportunities and instilling pride in the people who live and work in the community and will attract visitors.

Current Situation:

The City of Brampton's Tourism Office is in receipt of the completed five-year tourism strategy. Of importance is the vision for tourism in Brampton for the next five years as well as the key priority areas and tourism development streams.

Five-Year Vision

Brampton is a well-known tourism destination that celebrates its distinct multiculturalism and radiates pride of place through its engaged and dynamic resident-base. Visitors to Brampton are delighted by the range of arts and cultural activities, special events, food-based experiences and sport tourism events available to enjoy.

Tourism in Brampton is developed and managed through a collaborative stakeholder driven process that ensures the City's true authentic self and shared values are well-represented to the world and that tourism in Brampton helps to improve the wellness of residents, businesses, visitors and environment.

Four Key Priority Areas

- i. Fostering Pride of Place
- ii. Marketing and Communications
- iii. Leveraging Key Demand Generators
- iv. Infrastructure and Management

Four Tourism Development Streams

- i. Arts and Culture
- ii. Culinary
- iii. Events
- iv. Sport Tourism

The strategy details 29 overarching recommendations, each with a subset of tactics for implementation, over the course of the next five years that range from a new brand for tourism to the implementation of the Municipal Accommodation Tax for enhanced marketing purposes, to a Visiting Friends and Relatives program. Staff will report back to Council on an annual basis with updates and implementation plans.

Corporate Implications:

Financial Implications:

There are no direct financial implications from this report. Staff will identify all costs associated with implementing the Brampton Tourism Strategy and will report back to Council for endorsement and approval.

Term of Council Priorities:

This recommendation aligns with the Term of Council Priorities – Brampton is a Mosaic. Funding tourism projects supports Brampton's economy and tourism and furthers Brampton's identity as a diverse city offering cultural events of great interest to residents and visitors.

Conclusion:

Staff recommends approval of the Brampton Tourism Strategy and the 2021 Implementation Plan to direct the foundational work required to establish Brampton as a tourism destination.

Authored by:

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Reviewed by:

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Approved by:

Michael Davidson, Commissioner
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Submitted by:

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Attachments:

1. Brampton Tourism Strategy