



City of
Peterborough

To: Members of the General Committee

From: Sheldon Laidman, Commissioner, Community Services

Meeting Date: November 18, 2024

Report: Tourism Strategic Plan, Report CSAC24-007

Subject

A report to recommend the transfer of funding to create a project budget for the creation of a Tourism Strategic Plan, which will be the City's first tourism strategy identifying key objectives and actions to guide the municipality in future tourism support, promotion, planning, and development.

Recommendation

That Council approve the recommendation outlined in Report CSAC24-007, dated November 18, 2024, of the Commissioner, Community Services, as follows:

That a 2024 Tourism Strategic Plan capital budget be established through the transfer of \$100,000 from the Municipal Cultural Plan capital budget, which will result in \$102,800.86 remaining in the Municipal Cultural Plan capital budget.

Executive Summary

- On June 24, 2024, City Council, through [Report CAO24-003](#), approved implementing a transition plan for the City to provide economic development and tourism-related services effective January 1, 2025.
- The City is implementing tourism services through a coordinated approach that includes Arts & Culture, Recreation & Parks Services, and Strategic Communications & Service Peterborough divisions to encompass the arts, cultural activities, recreation, parks, sports tourism, events, and marketing Peterborough as a destination of choice.

- Report CAO24-003 referenced the intention to undertake the creation of the City's first City-specific tourism strategy, which will include engagement and consultation with stakeholders such as tourism-sector businesses and agencies like Regional Tourism Organization 8 as well as the broader community.
- A City-specific tourism strategy will identify key objectives and actions to guide the City of Peterborough's tourism activities in the short-, medium-, and long-term.
- A City-specific tourism strategy will include activities and outcomes that will contribute to the creation of Municipal Cultural Plan, creating alignment between these two strategic documents.

Background

On June 24, 2024, City Council, through Report CAO24-003, approved the following motion:

That staff be authorized to immediately begin implementing a transition plan for the City to provide economic development and tourism related services effective January 1, 2025.

Council's direction through Report CAO24-003 identified that the City's economic development and tourism activities will be supported utilizing existing funding that is currently allocated Peterborough & the Kawartha Economic Development (PKED), which is the registered business name for Greater Peterborough Area Economic Development Corporation (GPAEDC), until December 31, 2024.

Through Report CAO-003, Council approved transition funding for 2024 for immediate transitional costs including pivotal staff recruitments, with full implementation through the 2025 Budget.

Creating the Tourism Strategic Plan will allow the City to begin working on the strategy that will help shape the form and direction of the City's tourism services, including the use of the Municipal Accommodation Tax to enhance Peterborough as a destination.

The Tourism Strategic Plan process will be designed to include participation from tourism-sector businesses as well as the broader community to inform the creation of short-, medium-, and long-term objectives and actions for tourism in the City of Peterborough. The recommended Tourism Strategic Plan will be presented for Council's consideration when completed.

Through the transition efforts with PKED, PKED has identified assets that can be transferred to the City and Peterborough County, including reports and strategies such as PKED's work on its culinary tourism strategy, its agritourism report and its destination

development strategy. While these documents are framed by Peterborough & the Kawarthas Tourism's regional mandate, they will be valuable resources moving forward.

Peterborough's Arts and Culture is a draw for both tourism and economic development. Ontario Culture Days stated that:

Arts and Culture tourists make up 13% of all tourist trips but accounted for 30% of tourist spending in Ontario. The average spending amount of arts and culture tourists on a trip was \$618 in economic impact, while non-arts and culture trips averaged at \$213. Also, 40% of Canadian arts and culture tourists tended to stay in a location for 3 or more days while only 13% of non-arts and culture tourists would stay for 3 or more days.

The Ontario Arts Council further found that roughly \$11.4 billion is spent on arts and culture tourism in Ontario through their work on the [Ontario Arts and Culture Tourism Profile](#). The Profile reveals the size and value of arts and culture tourism in Ontario, including significant economic impacts, and provides demographic information about arts and culture tourists who visit Ontario.

Among the key findings from Forum's analysis, which uses data from Statistics Canada, is that the average arts and culture trip has nearly triple the economic impact of non-arts and culture trips.

With the role that Arts & Culture will have within tourism-related activities by the City, the new Tourism Strategic Plan will help inform the creation of the Municipal Cultural Plan. The \$102,800.86 remaining in the Municipal Cultural Plan capital budget is expected to be sufficient to proceed with that project

Strategic Plan

Strategic Pillar: Growth & Economic Development

Strategic Initiative: Review and renew how we manage the Economic Development of our City.

Establishing a City-specific Tourism Strategic Plan will support the attraction of visitors to the City, generating economic activity for tourism-sector businesses, accommodations, restaurants, the arts & culture sector, and other businesses.

Engagement and Consultation

The development of a City-specific Tourism Strategic Plan will include engagement and consultation with tourism-sector businesses, tourism partner agencies, stakeholders and the broader community to help inform the creation of the plan. The process will

include tourism-sector representatives to provide direct input into the creation of the draft plan as the City establishes its tourism services.

Budget and Financial Implications

A Tourism Strategic Plan capital budget will be established by transferring \$100,000 from previously approved funding for the Municipal Cultural Plan, with \$102,800.86 remaining in the Municipal Cultural Plan capital budget following the transfer.

It is expected that the remaining funds in the Municipal Cultural Plan budget will still allow for a review and update of the existing MCP in 2025.

Conclusion

The Tourism Strategic Plan will be the City's first City-specific tourism strategy, identifying key objectives and actions to guide the municipality in future tourism support, promotion, planning, and development. PKED provides tourism services on a regional level. While regional collaboration will continue to be essential for tourism activities, a City-specific tourism strategy will be a cornerstone as the City transitions to providing tourism services beginning January 1, 2025.

Submitted by,

Sheldon Laidman
Commissioner, Community Services

Contact Name:

Jennifer Jones
Acting Director Arts & Culture
Phone: 705-742-7777 Ext. 2370
Toll Free: 1-855-738-3755
Email: jjones@peterborough.ca

Rob McAulay
Director, Recreation and Park Services
Phone: 705-742-7777 Ext. 2204
Toll Free: 1-855-738-3755
Email: rmcaulay@peterborough.ca