




Hamilton

CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
 Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 3, 2017
SUBJECT/REPORT NO:	Tourism Advisory Panel (PED15026(a)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Carrie Brooks-Joiner (905) 546-2424 Ext. 4132
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That the Tourism Advisory Committee, an Advisory Committee of Council, be disbanded.

EXECUTIVE SUMMARY

In the place of the Tourism Advisory Committee, a Tourism Industry Panel made up of staff and tourism industry based representatives is proposed to deliver the identified major action under the Economic Development Action Plan (2016 – 2020), inform the implementation of the Tourism Strategy and develop tourism in Hamilton.

The Council approved Economic Development Action Plan and the Tourism Strategy and Five-Year Action Plan include a stronger partnership and collaborative approach between the municipality and the tourism industry and recommend such a body as the proposed Industry Panel.

The existing Tourism Advisory Committee, an Advisory Committee of Council, is citizen based, not tourism industry based, in its membership. As a result, the Committee is not well positioned to deliver on its mandate of advising City Council on the tourism industry issues and opportunities to support the growth and development of tourism as an economic, community and cultural driver in Hamilton. Further, the Tourism Industry Panel will provide additional flexibility, for example, to shift membership according to the particular subject matter(s) being considered.

Alternatives for Consideration – Not Applicable

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: Staff from the Tourism and Culture Division form part of the Tourism Industry Panel and provide the necessary support.

Legal: N/A

HISTORICAL BACKGROUND

- June 26, 2002, Tourism Hamilton Inc. was incorporated as a not-for-profit corporation;
- May 24, 2012, Tourism Hamilton Inc. Board of Directors passed a unanimous motion to dissolve Tourism Hamilton Inc. at its Annual General Meeting;
- July 12, 2012, Council directs staff to pursue the development of a Tourism Advisory Committee in response to a letter from the Board Chair, Stephen Goulding, requesting Council acknowledge the dissolution of Tourism Hamilton Inc., and the Board's desire for Council to establish a Tourism Advisory Committee;
- September 12, 2012, the Terms of Reference for the Tourism Advisory Committee was approved at Council (Report PED12159);
- May 2015, the Tourism Strategy and Action Plan was approved by Council;
- July 2015, local tourism industry leaders form the Hospitality Hamilton Partner Steering Committee (HHPSC) to work with City staff to further the development of a Destination Marketing Program;
- Thursday, May 26, 2016, was the last formal meeting of the Tourism Advisory Committee;
- November 2016, Director of Tourism and Culture and Manager of Tourism met with representatives from the Tourism Advisory Committee regarding the intention to disband the Citizen Advisory Committee; and,
- December 2016, the Economic Development Action Plan 2016 – 2020 was approved by Council.

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POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

The following stakeholders were consulted and gave their support for an industry based body:

Councillor Judi Partridge, Ward 15, Tourism Advisory Committee

Councillor Robert Pasuta, Ward 14, Tourism Advisory Committee

Councillor Doug Conley, Ward 9, Tourism Advisory Committee

Director, Tourism and Culture Division, Planning and Economic Development Department

Director, Economic Development, Planning and Economic Development Department

Solicitor, Legal Services, Corporate Services provided advice on the Panel's Terms of Reference.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Economic Development Action Plan (2016 – 2020) identifies the development of an industry-based tourism body in the short term as one of the major actions in the key industry sector of tourism.

The Tourism Strategy, under Strategic Priority 1 (Leadership), notes the requirement of "strong leadership that brings together the public and private sectors at a senior level to facilitate the growth of tourism, the identification of additional funding for business development and marketing". The Strategy suggests tourism bodies with three purposes:

- (a) Drive tourism business (Hamilton Tourism Partnership);
- (b) Advise staff on strategy and the implementation of tourism priorities (Strategy Implementation Group); and,
- (c) Advise Council on tourism matters (Tourism Advisory Committee).

Maintaining three separate stand-alone tourism bodies is not practical for either the industry or City. Implementation to date and as recommended in this report meets the spirit of the recommended purposes under more sustainable structures.

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The creation of a temporary body, the Hospitality Hamilton Partner Steering Committee (HHPSC), with the mandate to further the development of a destination marketing program for Hamilton, was the first step towards meeting the Strategy's Leadership Priority and the objective to drive tourism business in collaboration with local tourism leaders. This body is scheduled to complete its mandate and be disbanded by Q2 2017.

The establishment of the Tourism Industry Panel in Q2 2017 under the Terms of Reference attached as Appendix "A" to Report PED15026(a) will provide the sustainable and collaborative structure envisioned in the Tourism Strategy. The Tourism Industry Panel will advise on strategy and implementation of tourism priorities to drive tourism business, supporting, amongst other things, staff in advising Council on tourism matters. Tourism leaders have expressed interest to participate in an industry-based body.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report PED15026(a): Tourism Industry Panel Terms of Reference

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**City of Hamilton
Tourism Industry Panel
Terms of Reference
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1. Mandate

The Tourism Industry Panel strives to act as a resource to City of Hamilton staff in support of tourism development in Hamilton.

2. Nature of Authority

The establishment of the Industry Panel is a City Council endorsed recommendation within the Tourism Strategy. The Tourism Industry Panel includes City staff who will use the Tourism Industry Panel to develop partnerships, inform the implementation of the Tourism Strategy and future plans and initiatives.

3. Role

The Tourism Industry Panel will:

- Communicate the value of tourism to Hamilton's overall economic vitality;
- Identify issues and opportunities to support tourism development;
- Cultivate industry partnerships;
- Recommend new actions to or updates to the Tourism Strategy and related plans; and,
- Provide recommendations to and receive recommendations from the Staff Advisory Team and other bodies/committees/boards associated with tourism in Hamilton.

4. Composition

Members are invited to participate by the Director of Tourism and Culture:

- a. Members from the tourism industry e.g., accommodation, attraction, hospitality and related sectors or knowledge base;
- b. Tourism staff;
- c. Other members as required for specific matters, such as major events, City planning and transportation; and,
- d. Up to two Councillors who have an interest in the Panel's activities.

6. Meetings

- a. A minimum of three meetings a year;
- b. Meetings occur at the call of the Director of Tourism and Culture; and,
- c. It is anticipated that meetings will be in the daytime.

7. Resources

- a. Designated staff will be members of the Tourism Industry Panel, attend meetings and assist in preparing agendas, minutes and performing tasks related to the Panel's activities; and,
- b. Meeting space will be provided by the City of Hamilton.

WILL BE EVALUATED ANUALLY BY THE DIRECTOR, TOURISM AND CULTURE DIVISION, PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT.