

Report to Council

Report Title: New Brockton Tourism Website

Prepared By: Paulette Peirol

Department: Economic Development

Date: April 3, 2019

Report Number: ED2019-04

File Number: C11ED

Attachments:

Recommendation:

That the Council of the Municipality of Brockton receives Report Number ED2019-04 - New Brockton Tourism Website, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

Report:

Background:

The Municipality of Brockton began discussions over a year ago to consider adopting a new tourism web site that would be integrated into the Explore the Bruce platform, and thereby achieve maximum exposure of our tourism assets. Tourist Town Online Solutions works with Explore the Bruce – the official tourism web site of Bruce County -- to provide tourism web sites for various municipalities within the County, including Wiarton, Saugeen Shores, Ripley, Lion's Head, Southampton, Sauble Beach, and more. Almost all urban centres except Walkerton are represented.

The Explore the Bruce web site generates approximately 700,000 unique views a year. The Tourist Town sites receive between 4,000 and 300,000 unique views a year.

Analysis:

The Walkerton BIA currently hosts our tourism website, visitwalkerton.ca, on behalf of the Municipality.

Brockton's Chief Administrative Officer, Sonya Watson, the Walkerton BIA and former and current Brockton Community Development Coordinators have been working with the general manager of Tourist Town to transfer content from the current site, visitwalkerton.ca, to the new one, visitwalkerton.com.

A memorandum of understanding will be signed between the Municipality and Tourist Town outlining the responsibilities of each party. The Municipality may opt out of the agreement at any time. There is no cost to the Municipality to use the Tourist Town platform; the company generates revenue from the sale of enhanced

listings and business ads on the site. It also runs several affiliated sites, such as Coupon Country that advertisers can list with.

Editorial content, events listings, stories and photos from the visitwalkerton.com site will shared with the Explore the Bruce website through a common online platform, which will greatly expand our audience and outreach.

The visitwalkerton.com site will promote all tourism-related activities and businesses within the broader Walkerton area and Municipality of Brockton. While we would have preferred visitbrockton.ca, the web site name is consistent with the rest of the Tourist Town offerings (visitsaublebeach.ca, visitwiarton.ca, visitripley.ca) and with the Walkerton brand toolkit from Bruce County and will house information for all of Brockton.

The new site is expected to launch by early May, and will be promoted through our social media channels and the Brockton and BIA websites.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

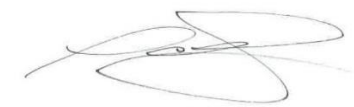
- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | N/A |
| • Do the recommendations contribute to the Social Equity? | N/A |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

The Tourist Town website and services are being offered free of charge to the Municipality of Brockton.

Reviewed By:



Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in cursive script, reading "Paulette Peirol".

Paulette Peirol, Community Development Coordinator

Reviewed By:

A handwritten signature in cursive script, appearing to read "Suzanne".

Chief Administrative Officer