

A Comparison of Municipal Investment in Tourism

Local Municipalities

Municipality	Tourism Support	Annual Financial Commitment
Town of Aurora	<p>Partnered with the Aurora Chamber of Commerce in 2020 and provided \$12,000 in one-time funding to set-up the Explore Aurora web-portal, which is hosted and managed by the Chamber.</p> <p>Currently no Full Time Equivalent (FTE) staff focused on tourism.</p>	Not Applicable
Town of East Gwillimbury	<p>On January 12, 2022, launched its updated Economic Development Strategy, which identified tourism as a Secondary Target Sector.</p> <p>Currently no tourism-focused web-portal or other assets or FTE staff focused on tourism.</p>	Not Applicable
Town of Georgina	<p>Partners with the Georgina Chamber of Commerce to oversee the delivery of Tourism support on behalf of the municipality, including the Discover Georgina web-portal.</p> <p>Currently no FTE staff are focused on tourism.</p>	\$100,000 to Georgina Chamber of Commerce
Township of King	<p>Hosts the Experience King web-portal but currently no FTE staff are focused on Tourism.</p> <p>In November 2021, the Township updated its Community Tourism Plan, but no dedicated resources</p>	Not Applicable

	<p>have been allocated to date. It is expected that a tourism budget will be established for the 2023 fiscal period.</p>	
City of Markham	<p>In 2018, established Destination Markham Corporation – its Destination Marketing Organization – by leveraging the Municipal Accommodations Tax (MAT) that can be collected through local accommodation providers.</p> <p>Currently 5.5 FTE staff are assigned to Destination Markham Corporation, which includes oversight of the Destination Markham web-portal.</p>	<p>Prior to the onset of the COVID-19 pandemic, Destination Markham Corporation’s estimated share of MAT proceeds was projected to be approximately \$1,500,000 annually – based on a total remittance of \$3,000,000.</p> <p>However, the MAT was suspended in March 2020 and reinstated in April 2022.</p>
Town of Newmarket	<p>Hosts a Things To Do page on the Municipal website but currently no resources or FTE staff are focused on tourism.</p> <p>Since 2019, YRAC has been leasing office space from the Town.</p>	Not Applicable
City of Richmond Hill	<p>Hosts a Things To Do page on the Municipal website but currently no resources or FTE staff are focused on tourism.</p> <p>Tourism promotion activities are led by the Richmond Hill Board of Trade, which independently hosts and manages the Tourism Richmond Hill website.</p>	Not Applicable
City of Vaughan	<p>In 2019, Tourism Vaughan Corporation was established as its destination marketing organization - by leveraging the MAT that can be collected through local accommodations providers.</p>	<p>Prior to the onset of the COVID-19 pandemic, Tourism Vaughan Corporation’s estimated share of MAT proceeds was projected to be approximately \$1,650,000 annually, based</p>

	Currently 3.0 FTE staff are assigned to Tourism Vaughan Corporation, which includes oversight of the Tourism Vaughan web-portal in partnership with Central Counties Tourism . Additional support is provided by Economic Development staff.	on a total remittance of \$3,300,000. However, the MAT was suspended in March 2020 and reinstated in September 2020.
Town of Whitchurch-Stouffville	Hosts the L4A.ca web-portal and produces a (nearly) monthly magazine titled On The Road ; both of which are overseen by Economic Development staff. Approximately 0.5 FTE staff are assigned to manage these activities.	Not Applicable

Upper-Tier Municipalities Across the Greater Golden Horseshoe Area

Municipality	Annual Tourism Investment	Annual Financial Commitment
Durham Region	Employs 4.0 Full Time Equivalent (FTE) staff focused on tourism promotion and programming. Tourism Website: https://www.durham.ca/en/tourism/index.aspx Additional support is provided through Regional Tourism Organization (RTO) 6 , which serves Durham Region, York Region and Headwaters area, which is comprised of Dufferin County, Town of Erin and Town of Caledon (https://yorkdurhamheadwaters.ca/)	Total Budget: \$800,000 (\$400,000 for staff and \$400,000 for programming)
Halton Region	There are no FTE staff focused on tourism and these program support activities are managed out of the Small Business Enterprise Centre. Tourism Website: https://www.halton.ca/The-Region/Explore-and-Enjoy-Halton	Allocates approximately \$70,000 to support programs such as wayfinding signage and cycling maps.

Municipality	Annual Tourism Investment	Annual Financial Commitment
	<p>Tourism promotion and industry support is primarily delivered through RTO 3, which serves the Hamilton, Halton and Brant areas. (https://theheartofontario.com/)</p>	
Niagara Region	<p>There are no dedicated FTE staff focused on tourism.</p> <p>Tourism promotion and industry support is primarily delivered through five local destination marketing organizations and through RTO 2, which serves the Niagara Region. (https://www.visitniagaracanada.com)</p>	<p>Allocates approximately \$65,000 to support a tourism kiosk at the Niagara Gateway Information Centre and other small initiatives.</p>
Peel Region	<p>Allocates no resources toward Tourism.</p> <p>All tourism-related activities fall to the local municipalities with support from two Regional Tourism Organizations: RTO 5, which serves the Toronto, Mississauga and Brampton; and RTO 6, which serves Durham Region, York Region and Headwaters area; comprised of Dufferin County, Town of Erin in Wellington County, and Town of Caledon in Peel Region (https://yorkdurhamheadwaters.ca/)</p>	Not Applicable
Simcoe County	<p>Employs 6.0 FTE staff focused on tourism promotion and programming.</p> <p>Tourism Website: https://experience.simcoe.ca/</p> <p>Additional support is provided through RTO 7. which serves Bruce Peninsula, Southern Georgian Bay</p>	<p>Total Budget: \$1,300,000 (\$560,000 for staff and \$740,000 for programming)</p>

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	and Simcoe County (https://brucegreysimcoe.com/)	
York Region	<p>There are no FTE staff focused on tourism.</p> <p>Between 2011 and 2021, the York Region Arts Council (YRAC) was contracted to deliver these services on behalf of York Region. YRAC owns and continues to operate the Experience York Region tourism website: www.experienceyorkregion.com</p> <p>Additional tourism industry support is delivered through Destination Markham, Tourism Vaughan, and through RTO 6, which serves Durham Region, York Region and Headwaters area; comprised of Dufferin County, Town of Erin in Wellington County, and Town of Caledon in Peel Region (https://yorkdurhamheadwaters.ca/).</p>	Allocates \$74,500 in the annual Economic Strategy program budget for tourism promotion and industry support.