

Clause 4 in Report No. 15 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on October 20, 2016.

Regional Councillor Taylor declared an interest in Clause 3 regarding “York Region Annual Tourism Update” as his wife is Vice-President of Marketing at Metroland Media. Regional Councillor Taylor did not take part in the discussion of or vote on this item.

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York Region Annual Tourism Update

Committee of the Whole recommends:

1. Receipt of the presentation by Samantha Wainberg, York Region Arts Council.
2. Adoption of the following recommendation contained in the report dated September 30, 2016 from the Commissioner of Corporate Services and Chief Planner:
 1. Council receive this report for information.

Report dated September 30, 2016 from the Commissioner of Corporate Services and Chief Planner now follows:

1. Recommendations

It is recommended that Council receive this report for information.

2. Purpose

This report provides an annual review of current and planned activities to promote local Tourism. It also advises Council of the renewal of the agreement with the York Region Arts Council to deliver tourism related services.

3. Background

Tourism, arts and culture are important elements to support York Region's economic health

The Region's arts and culture assets provide a foundation for tourism within the community and effectively complement major tourist attractions such as Canada's Wonderland, and the 2015 Toronto Pan American/Parapan American Games. Whether it is the Region's museums and theatres, or its natural environment and historic downtowns, these all combine to provide opportunities for visitors and local residents to explore and enjoy the Region's arts and culture community.

Arts and cultural events also create occasions to showcase these assets and how they fit into the fabric of the community; continuing to ensuring our communities are attractive places in which to live, work, invest or visit.

Tourism, Arts and culture contribute to the innovation ecosystem in a complete community

Innovation plays an important role in the Region's Economic Development Action Plan and is recognized as an important element to the community's economic prosperity. Given this, it is important to note the role of arts and culture within the innovation eco-system. They not only provide entertainment and help create complete communities and a sense of place within the Region, but they also help inspire ideas, designs and messages that help inform new business opportunities.

York Region Arts Council is the Region's primary partner in promoting tourism, arts and culture to local consumers

The York Region Arts Council (Arts Council) is the community connection to York Region's arts and culture assets and operators. The Arts Council has a mandate to foster arts and culture and is York Region's primary partner in promoting tourism, arts and culture to local consumers. The organization provides a venue for collaboration among municipal arts councils, while promoting activities that happen across all nine municipalities in York Region.

York Region has been partnering with and providing funding to the Arts Council to deliver a marketing plan that develops and promotes tourism to residents since 2011.

This partnership covers three key areas:

- Development and implementation of a marketing plan
- Website development and management
- Industry Engagement

The Region and the York Region Arts Council partner with other stakeholders to develop and promote tourism

The Arts Council also partners with Central Counties Tourism to promote tourism related activities. Central Counties Tourism is responsible for promoting York Region to external markets across Ontario and beyond while the Arts Council's focus is on promotion to the local population.

Central Counties Tourism is the marketing name of the Regional Tourism Organization that was established by the Province in 2009. Regional Tourism Organization Zone 6 (RTO6) covers York Region, Durham Region and the Hills of Headwaters, which includes the Town of Caledon in Peel Region, the Village of Erin in Wellington County and all of Dufferin County. York Region has a seat on the board of Central Counties Tourism since June of 2016.

The York Scene visitors guide publication is delivered in collaboration with the York Region Media Group.

4. Analysis and Implications

The York Region/York Region Arts Council partnership has resulted in measurable successes

The Region's ongoing partnership with the Arts Council ensures valuable services continue to be provided efficiently to residents and visitors to York Region and to the local tourism, culture and arts community. As a primary activity, the Arts Council manages and promotes YorkScene.com to the local tourism market. This ensures that YorkScene.com continues to promote tourism and cultural opportunities in York Region.

The development and execution of the joint marketing plans in 2015 and 2016 led to many successes. Highlights are outlined in the following paragraphs.

YorkScene.com, York Region's on-line tourism presence, continues to attract traffic and support visitors

YorkScene.com is the online resource to find all things tourism, arts and culture in the Region. Website visits to YorkScene.com increased to 117,819

in 2015, which was a 22% increase from 2014. Traffic peaked during the 2015 summer months, with a large amount of traffic coming through in July and August, directly correlating with summer street team initiatives at events such as Markham Globalfest, the cultural celebration during the Pan Am Games.

There has been a 10% increase in website visits in the first six months of 2016 compared to 2015. This correlates with the redesign and relaunch of YorkScene.com in April 2016. YorkScene.com now provides a more user-friendly interface for consumers as well as for festival and event organizers. The new website includes an events calendar in partnership with Central Counties Tourism. It also features an improved ticketing function, called YorkTix.

Increased tourism promotion visibility in the community was delivered through an expanded “Street Team” initiative

The marketing plan identifies opportunities to support and promote tourism activity to local consumers via YorkScene.com, social media, consumer e-newsletters and participation in local festivals and events. The Arts Council’s Summer Street Teams were responsible for promoting YorkScene.com, a new York Region Festivals app and conducting exit surveys in partnership with Central Counties Tourism and festival and event organizers.

In 2016, the Arts Council expanded the Street Team by hiring and deploying nine students and young adults to 25 days of festivals and events with a cumulative attendance of over 500,000 people. The funding to hire summer staff was provided by Service Canada, The Ministry of Tourism, Culture and Sport, and Central Counties Tourism’s and Visiting Friends and Relatives fund.

An annual Tourism Summit helps drive industry engagement

Since 2013, the Arts Council, Central Counties Tourism and the Region have collaborated on delivering an annual tourism summit with local industry stakeholders. The most recent Tourism Summit was held in King Township on March 31, 2016 with 88 attendees. The purpose of these events is to inform stakeholders about the strategic partnership between York Region, the Arts Council, York Region Media Group and Central Counties Tourism and the opportunities to work with the partners to promote tourism activity in the Region. To date 600 persons have participated in the summit since its inception.

York Region Festival Alliance launched in 2015 and is building momentum

On June 16, 2015 the York Region Arts Council announced the launch of the York Region Festival Alliance. The purpose of the York Region Festival Alliance is to

develop, manage, and promote a dynamic, collaborative network of non-profit and community based organizations and collectives delivering community enriching arts festivals and cultural celebrations throughout all York Region municipalities. The Festival Alliance also offers event equipment rental to members for below market rates and hosts capacity building workshops for festival and event organizers throughout the year. The Arts Council leveraged \$80,000 of the \$322,000 York Region Festival Alliance Ontario Trillium Foundation grant to benefit and highlight York Region based festivals and events.

Consumer marketing for the Festival Alliance is integrated with YorkScene marketing activities. The Street Team was responsible for promoting the new York Region Festivals “app” over the summer months in conjunction with existing surveys and YorkScene.com promotion. This “app” was launched in 2016 and integrated into the YorkScene.com event calendar. In 2016, the Festival Alliance also partnered with the Taste of Asia Festival to produce ‘East Meets West,’ a celebration of Chinese and Indigenous cultures in York Region.

The alliance currently includes over 20 festival and event members.

The Artrepreneur program assisted over 50 participants in the creative sector with improving their business management skills

Outside of the core agreement with the Arts Council, York Region has provided funding for a pilot series of the Artrepreneur Business Accelerator Program in 2015 and 2016. The program was developed and promoted by the Arts Council. The program allows participants to develop sustainable business plans and engage in York Region’s innovation ecosystem. This collaboration has benefited over 50 individuals to date. Participants have collectively generated over \$1,000,000 in revenues through sales, sponsorships and grants. They have also contracted more than 75 individuals to work for their businesses. A number of the participants also took advantage of services from ventureLAB, the York Region Small Business Enterprise Centre and Newmakelt.

Artrepreneur has attracted participants from each of York Region’s nine municipalities as well as Toronto residents looking to expand creative businesses into York Region. Over 50% of alumni are visual artists, with the remaining half comprised of musicians, actors, writers, filmmakers, dancers, multi-disciplinary artists and arts and cultural organizations. Ages range from young adults in their early 20’s to seniors over the age of 65.

Staff from the York Region Small Business Enterprise Centre sit on the Artrepreneur committee and facilitate classes throughout the 12-week curriculum.

York Region Arts Council has renewed its agreement with York Region for 2016

The formal agreement between the Arts Council and the Region has been renewed for 2016. It articulates roles and responsibilities, aligns with the Region's goals, and identifies requirements related to reporting and use of Regional funding.

The following highlights the major elements of the work plan the Region and the Arts Council work together to achieve:

- **Marketing and Support:** develop and deliver a coordinated marketing plan that supports driving traffic to YorkScene.com to promote the Region's tourism, arts and cultural assets.
- **E-newsletter and Social Media Channel Development:** focus on tactics that will grow the YorkScene consumer and industry stakeholder e-newsletter subscriber databases as well as the number of YorkScene's Facebook and Twitter followers.
- **Industry Engagement:** the Arts Council representative to sit as a member of the Central Counties Tourism Board of Directors. Engage arts, culture and tourism assets throughout the community in development of the annual tourism summit in partnership with Central Counties Tourism.
- **Product Development:** work with local tourism operators and Central Counties Tourism to develop product packages that support tourism, arts and cultural assets and promote them to local residents and visitors to York Region.
- **Customer Service Support:** field tourism related calls and emails from local residents and potential visitors that originate through YorkScene.com.

5. Financial Considerations

Continued collaboration with the York Region Arts Council remains a cost-effective solution for promoting tourism within York Region

The Regional Council-approved Planning and Economic Development budget includes an allocation of \$71,300 in 2016 for the Arts Council. This enables continued support for ongoing local tourism promotion, customer service delivery, arts and culture programs and product development for the tourism market. The Region's contribution has also helped the Arts Council leverage funding from the Ontario Arts Council and the Ontario Trillium Foundation during the period to help deliver on its mandate.

This partnership is a cost-effective arrangement for York Region given that the Arts Council has its own office space, accomplished staff and well-established relationships throughout the local arts and culture community and with York Region's media outlets.

An additional \$20,000 was allocated in 2015 and again in 2016 to support the establishment and expansion of the Artrepreneur program. There is currently no plan for additional funding in 2017.

6. Local Municipal Impact

The Region continues to support local tourism marketing in partnership with the Arts Council and Central Counties. Tourism marketing decisions are made based on alignment with municipal, regional and provincial priorities via regular meetings and interactions with municipal economic development partners.

7. Conclusion

The Region continues to play an important role in supporting and promoting tourism, arts and cultural programs through a formal relationship with the York Region Arts Council, and collaboration with various tourism stakeholders.

With these partnerships now well established, there is a need to continue the relationship with the Arts Council leveraging the agreement in place to further support local tourism operators by promoting local tourism opportunities to audiences within York Region and beyond.

For more information on this report, please contact Doug Lindeblom, Director, Economic Strategy at ext. 71503.

The Senior Management Group has reviewed this report.

September 30, 2016

#7034008

Accessible formats or communication supports are available upon request.

YORK REGION ARTS, CULTURE & TOURISM PARTNERSHIP

PRESENTATION TO YORK REGION
COMMITTEE OF THE WHOLE

SAMANTHA WAINBERG
EXECUTIVE DIRECTOR
YORK REGION ARTS COUNCIL
OCTOBER 13, 2016



WHO IS YORK REGION ARTS COUNCIL



COLLABORATIONS WITH YORK REGION



- Continued partnership in support of tourism promotion
- 2016 Tourism Marketing Plan
- Collaborative Agreement includes \$71,300 for 2016 initiatives
- New partnership to pilot the Artrepreneur business accelerator program for creative entrepreneurs

SUCCESSSES

YORK REGION & ARTS COUNCIL

PARTNERSHIP 2015/2016

YORKSCENE WEB TRAFFIC



95,908 visitors in 2014

117,819 visitors in 2015

22% Increase

47,558 visitors Q1 & Q2 2015

52,156 visitors Q1 & Q2 2016

10% Increase

SUCCESSSES

YORK REGION & ARTS COUNCIL
PARTNERSHIP 2015/2016
ENHANCED YORKSCENE.COM

- Redesigned YorkScene.com
- New event calendar and ticketing portal, YorkTix
- Enhanced street team brand recognition



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FARMERS' MARKETS

WHAT'S YOUR PLEASURE?

breweries, cuisine, theatre... |

SUCSESSES

YORK REGION & ARTS COUNCIL
PARTNERSHIP 2015/2016
INDUSTRY ENGAGEMENT

YORK REGION

Partners in Tourism

S U M M I T

Tell ~~Sell~~ your story!

March 31 2016

Register today!

Join us and learn how to tell your story!

Join the York Region Arts Council and Central Counties Tourism for the annual Tourism Summit, taking place on March 31, 2016. The summit will be an opportunity for industry stakeholders to share best practices and hear from professionals.

This year's summit will pick up from where we left off last year, with renowned keynote speaker Terry O'Reilly, who will share his insights of telling powerful stories and creating messages that reach your audiences. This summit will be a starting point to a successful 2016/2017 tourism season and an excellent opportunity for stakeholders to benefit from powerful marketing initiatives and receive important updates from Central Counties Tourism (RTO6) as well as the York Region Arts Council (DMO in York Region). Includes lunch.



Terry O'Reilly
| Keynote Speaker

Terry began his career as Copy Chief for FM108 Radio in Burlington, Ontario, where he discovered that with meticulous planning and attention to detail, you can still fall flat on your face. With that learning, he went on to become an award-winning copywriter for Toronto advertising agencies Campbell-Ewald, Doyle Dane Bernbach and Chiat/Day.

In 1990, Terry co-founded Pirate Radio & Television. A creative audio production company producing scripts, sound and music for radio and television commercials, Pirate grew to a staff of 50 with 8 recording studios in Toronto and New York City.

In demand as a keynote speaker, Terry talks about key marketing issues all companies and organizations face - from the critical need to embed emotion in marketing, to why customer service = profit, to how to change a negative perception, to why smart marketers don't outspend their competitors - they outsmart them.

Event Schedule at a Glance:

12 to 12:30 p.m.	Registration
12:30 to 1:10 p.m.	Lunch and Networking
1:15 p.m.	Welcome and Introduction
1:20 to 1:40 p.m.	CCT Destination Management Plan
1:40 to 2 p.m.	YRACT Strategic Direction
2 to 3 p.m.	Kenote: Terry O'Reilly - The Power of Story Telling
3 to 3:15 p.m.	Break
3:20 p.m.	An Engaged Team = Satisfied Customers, Empowering Your Staff to Exceed Expectations
4:20 p.m.	Festival Trail
4:50 p.m.	Closing
5 to 6 p.m.	Cocktails and Networking

March 31, 2016 - The Manor, 16750 Weston Road, Kettleby, ON
Admission: \$20 - Lunch included
For more information visit yorkscene.com/tourismsummit or email info@yorkscene.com



- York Region Partners in Tourism hosted 4th annual Tourism Summit
- Since 2013, approximately 600 persons attended
- Featured keynote speaker, Terry O'Reilly

SUCCESSSES

YORK REGION & ARTS COUNCIL
PARTNERSHIP 2015/2016
PAN AM INVOLVEMENT

- Designed and distributed York Region Festival Guide with Markham GlobalFest Feature
- Representation on Markham Pan Am Host & GolobalFest Committees
- Hosted Tourism Ambassador Program with Central Counties
- YorkScene street team stationed at GlobalFest
- YorkScene website traffic peaked during GlobalFest

9 DAYS | 95 SHOWS | 600 ARTISTS | 41 COUNTRIES!

SPECIAL FESTIVE GUIDE

Markham globalfest

LIVE ENTERTAINMENT | ARTISANS VILLAGE | GLOBAL FOOD

YORK REGION'S LARGEST
**Multicultural
FREE Street Festival**

JULY 11-19

**Celebrate the Americas
& Beyond!**

Fun for the whole Family

MainStreet Unionville South
Markham Pan Am Centre



DISCOVER 100+
LOCAL FESTIVALS INSIDE!



SUCCESSSES

YORK REGION & ARTS COUNCIL PARTNERSHIP 2015/2016 YORK REGION FESTIVAL ALLIANCE (YRFA)

- YRFA grant contributed to YorkScene.com enhancements
- New mobile app
- Cooperative advertising in YRMG papers
- Over 20 festival and event members
- East Meets West activation at Taste of Asia Festival
- Capacity building workshops



SUCCESSSES

YORK REGION & ARTS COUNCIL PARTNERSHIP 2015/2016 ARTREPRENEUR ACCELERATOR PROGRAM

- \$40,000 provided for Artrepreneur pilot over two years
- Committee includes Small Business Enterprise Centres, York University, ventureLAB and municipal arts councils
- Over 50 creative entrepreneurs graduated in York Region
- Alumni generated revenues over \$1,000,000

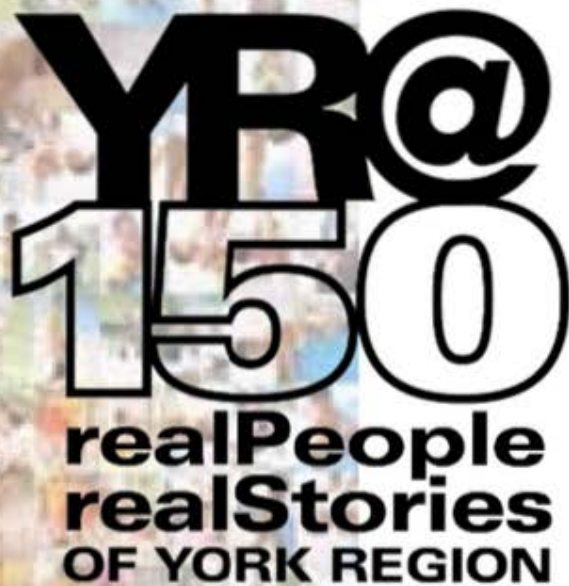


LOOKING AHEAD

ACTIVITIES 2016/2017



- Strategic planning to transition from York Region Arts Council to York Region Arts, Culture & Tourism
- Artrepreneur at NewMakelt, workshops and networking events
- SpaceFinder York Region
- Development of 2017 Tourism Marketing Plan



Celebrating Canada 150

- \$100,000 grant application submitted to Canada Heritage for "Real People, Real Stories of York Region"
- Objective is to create a digital legacy of what York Region looks and feels like in 2017
- Mobile interactive multimedia platform present at York Region events
- Stories combined into a growing video mosaic complimented by live activations

THANK YOU!
CONTACT INFORMATION

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