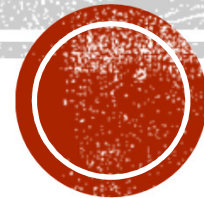


# PROMOTING TOURISM IN LINCOLN: TVTA UPDATE

Presentation to Council: February 20, 2019



• NIAGARA'S WINE COUNTRY •



# ECONOMIC IMPACT OF TOURISM IN NIAGARA

- Over 13 million visitors to Niagara Region spent \$1.7 billion in 2004 \*
- On average, each visitor to Niagara Region spent \$127 \*
- Niagara is increasingly more dependent on jobs in the tourism sector:

Growth since 2011 in jobs & location quotient	
Tourism Overall	18%
Beverage Manufacturing	48%
Full Service and Limited Service Restaurants	27%
Taxi & Limousine Service	16%
Traveller Accommodation	13%



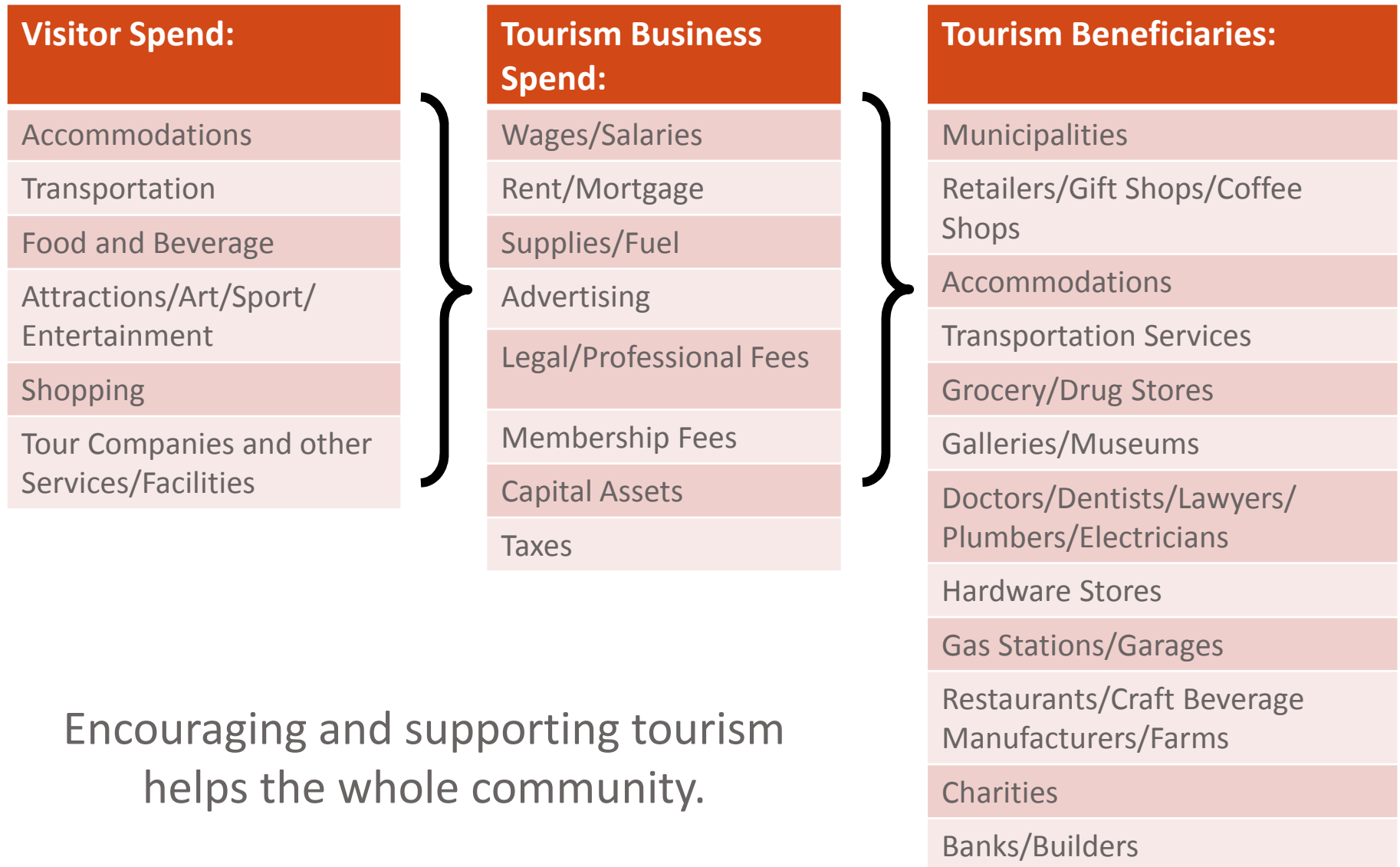
## SOURCES:

Ontario Ministry of Tourism's Regional Profiles, 2004:

Statistics Canada Canadian Travel Survey and International Travel Survey, 2004\*

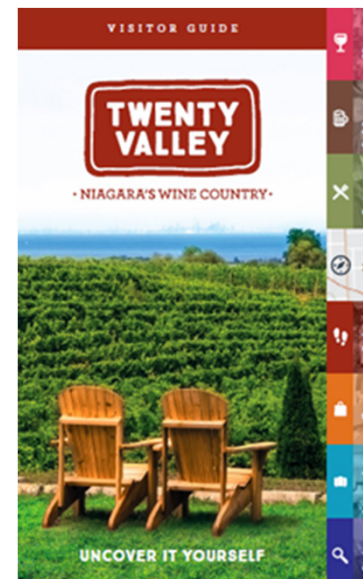
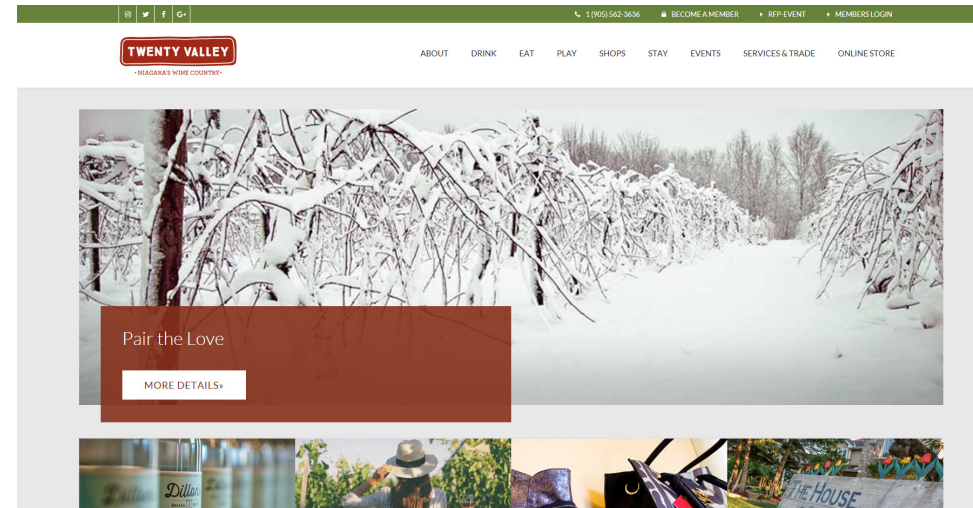
Statistics Canada, Canadian Business Counts, June 2018

# SPENDING BY VISITORS: The 'Trickle Down' Effect



# WHAT IS THE TVTA AND TWENTY VALLEY?

- Twenty Valley Tourism Association (est. 2001)
- Destination Marketing Organization
  - RT001 member and sub-regional partner
- An emerging tourism destination with a diversity of offerings with +100 members in the following sectors:
  - Craft Beverage Manufacturing
  - Boutique Shops
  - Accommodations
  - Event/Experience/Activities
  - Transportation
  - Municipalities
  - Regional Partners
- Member locations: St. Catharines, Jordan, Vineland, Beamsville, St. Ann's, Grimsby and Winona (Lincoln is the dominant partner)
- The region in Ontario with the most wineries
- The gateway to the Niagara region, a short drive from Toronto and Buffalo. Tourism impact area lies in the QEW corridor with over 200,000 cars passing daily.



# WHO IS THE TVTA?

- 2 staff, one part-time bookkeeper, students
- Dedicated Board:



• NIAGARA'S WINE COUNTRY •

## 2018-2019 TVTA Board

Justin Downes (Vineland Estates Winery Restaurant)	Board Chair
Len Pennachetti (Cave Spring Cellars)	Treasurer
Shelley Traver (Rockway Vineyards)	Secretary
Sue-Ann Staff (Sue-Ann Staff Estate Winery)	Past Chair
Emily Stevenson (Fielding Estate Winery)	Craft Beverage Committee Chair
Whitney Rorison (Dillon's Small Batch Distillers)	Event Committee Chair
Kenneth Lane Smith (Kenneth Lane Smith Gallery)	Former Jordan Village Committee Chair
April Brunet (Vintage Hotels)	Accommodation Representative
Karen Doyle (The City of St. Catharines)	STC Tourism Partner
Matt Giffen (Bench Brewing Company)	Craft Beverage Representative
Mike Kirkopoulos (The Town of Lincoln)	Town of Lincoln CAO – (Liaison)
Lynn Timmers (The Town of Lincoln)	Town of Lincoln Councillor – (Liaison)

\* Paul Di Ianni, Economic Development, Town of Lincoln – Liaison/Advisor

# TVTA GOALS

## Pursue the 2018-2020 strategic objectives:

- **Vision** – lead destination management delivering strong results for stakeholders, create a top tourism destination
  - **Mission** – build brand awareness and personality; showcase the destination's exceptional craft beverage & culinary experience; grow membership base; execute high-value programming; explore avenues for additional funding and partnerships to ensure sustainability
  - **Values** – Transparency . Accountability . Leadership . Teamwork . Innovation
- 
- Advocate for the growth and enhancement of tourism in The Town of Lincoln and surrounding areas with focus on agri-tourism, accommodations, craft beverage, boutique shopping, natural assets
  - Enhance collaboration with the Town of Lincoln on Economic Development and Tourism
  - Secure a greater share of TPN dollars
  - Market brand personality and positioning to enhance awareness (+40KM)
  - Enrich stakeholder communication and engagement



# TVTA ANNUAL ACTIVITIES

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
<p>Market Twenty Valley as a Tourism Destination</p> <ul style="list-style-type: none"> <li>• radio, tv</li> <li>• print</li> <li>• social media, web</li> </ul>											
<div>    </div> <p>Event Management and Marketing</p>											
Membership Engagement & Administration											
Tourism Advocacy & Reporting											
Visitor Engagement											



TVTA events deliver over \$3 million to the local economy and host over 15,000 guests.

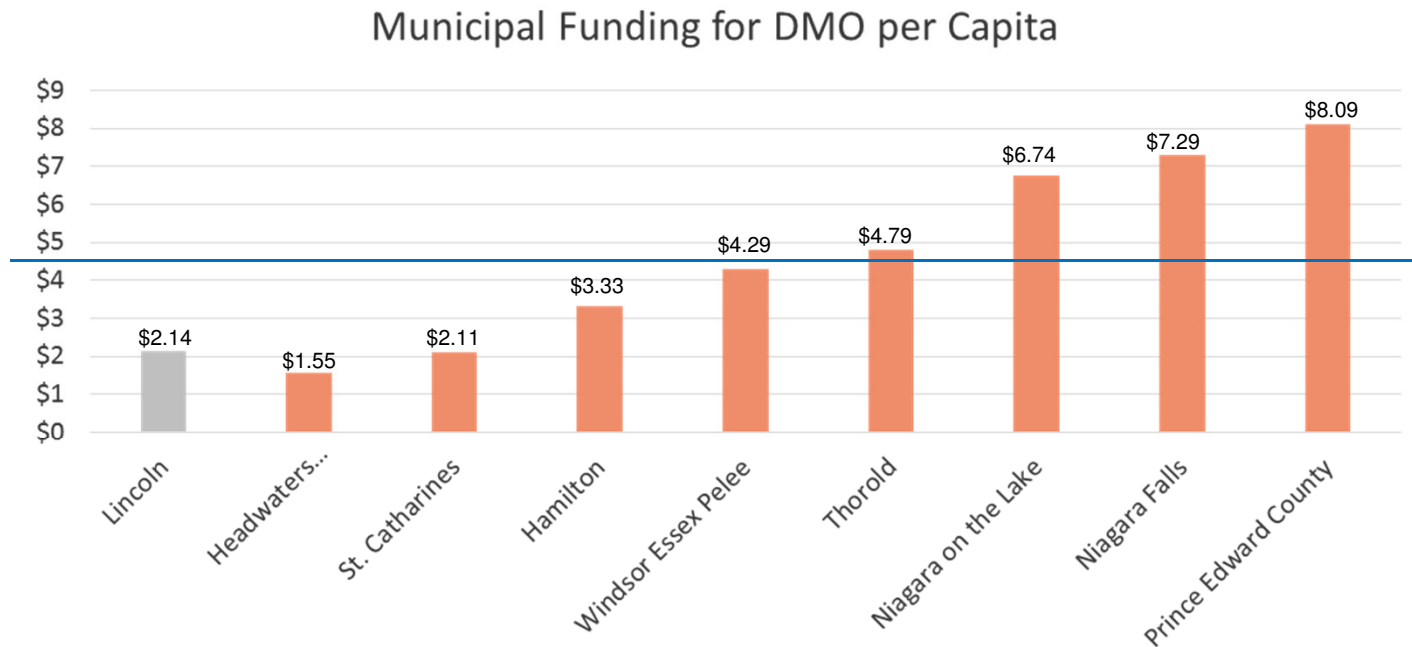
# 2018 Fiscal Summary

	2018	2017	Variance
<b>Revenue</b>			
Membership Dues	\$137,102	\$136,667	\$435
Committees	\$316,929	\$295,828	\$21,101
Sponsorships/Grants	\$111,720	\$116,288	(\$4,568)
Other	\$95,059	\$97,490	(\$2,431)
Total Revenue	\$660,810	\$646,273	\$14,537
<b>Expense</b>			
Wages and Operating	\$161,236	\$162,561	(\$1,325)
Marketing	\$122,440	\$134,301	(\$11,861)
Committees	\$327,370	\$340,067	(\$12,697)
Other	\$46,115	\$62,157	(\$16,042)
Total Expense	\$657,161	\$699,086	(\$41,925)
<b>Net Profit (Loss)</b>	<b>\$3,649</b>	<b>(\$52,813)</b>	

- 2019 concern for future sustainability
  - Wages
  - DMO dependency on events
  - Limited dollars from TPN



# TOURISM FUNDING - ONTARIO



- Lincoln's funding is **\$2.14 per capita**
- The average spend municipal is **\$4.48** per capita (based on this selection, within southern Ontario, supporting DMOs)

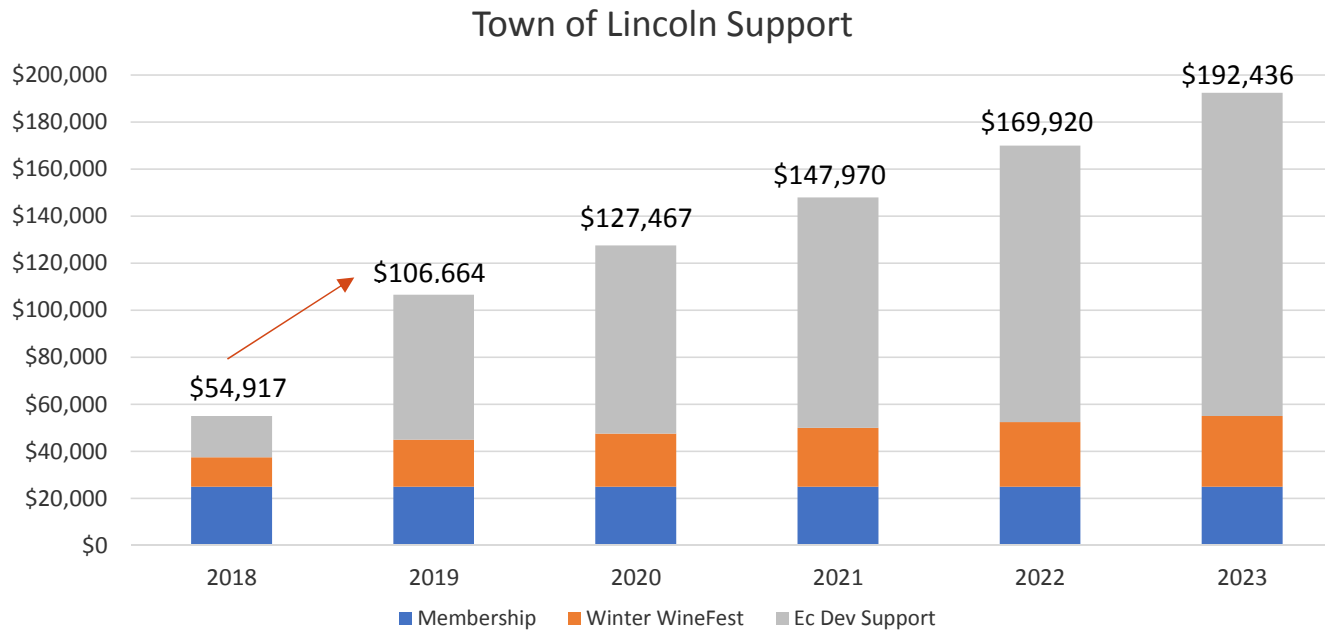
SOURCE:

Tourism budgets in 2017-18, polled through communities responding to global investment attraction group (GIAG) survey

Notes:

1. The TVTA has members in St. Catharines, Grimsby and Winona where the Town of Lincoln is the only municipal member
2. Headwaters does not include Orangeville funding and it, therefore, understated
3. Niagara Falls leverages and additional \$600,000 from regional, provincial and national partners as well as industry support at over \$2.5 million (from 2017 report) that is not included

# TVTA FUNDING SUSTAINABILITY



- Currently the Town provides the TVTA with funding of \$54,917
- The 2019 funding request is \$106,566 → an increase of \$51,649. The increase request is based on the average per capita spending of \$4.48
- The 5 year goal would be to match that of the current spend, per capita, in Prince Edward County (2018)
- The increased funds will aid with ongoing DMO expenses, ensuring sustainability
- There is a recognition that the Town is undergoing a review and this funding may change moving forward

# A BRIGHT FUTURE TOGETHER



Thank you, Town of Lincoln, for the continued support of our DMO