



## 2020 to 2023 Business Plan

Service: Tourism London

**\$0.03**

Cost per day for the average rate payer (2020 to 2023)

**0.30%**

Percentage of the 2020 to 2023 City of London Net Property Tax Supported Budget

### Who we are:

- Tourism London is the lead marketing agency for a vibrant regional tourism industry, facilitating a range of marketing programs and activities which are responsive to market needs.
- Tourism London acts as the voice of the tourism industry within the City of London and the community at large.

### What we do:

- Remain targeted and strategic in order to maximize its impact and allocation of resources;
- Act as facilitator and catalyst to 'make things happen';
- Support the economic sustainability of individual tourism and hospitality businesses through effective marketing;
- Maximize efficiency and reduce/eliminate duplication of effort;
- Invest in building long-term, sustainable and strategic partnerships between tourism members, the tourism sector, and other city partners;
- Build local knowledge/pride about the tourism assets which will enhance resident ability to act as ambassadors for the City and region;
- Collaboration on business initiatives with different stakeholders.

## Why we do it:

- **Traditional** - many cities of comparable size provide tourism related services. A healthy tourism sector contributes to the local economy through taxes, an active workforce and ultimately overall quality of life, which in turn contributes to enhancing London's image as a good location for business and industry to locate.

The following table provides an overview of the budget for this service:

Budget Summary (\$000's)	2020	2021	2022	2023	2020 to 2023 TOTAL
Gross Operating Expenditures	\$2,241	\$2,263	\$2,280	\$2,284	<b>\$9,068</b>
Other Revenues	-\$185	-\$185	-\$185	-\$185	<b>-\$740</b>
<b>Net Tax Levy Supported Operating Budget</b>	<b>\$2,056</b>	<b>\$2,078</b>	<b>\$2,095</b>	<b>\$2,099</b>	<b>\$8,328</b>
Total Capital Expenditures	\$0	\$0	\$0	\$0	<b>\$0</b>
Full-Time Equivalents (FTE's)	14.5	14.5	14.5	14.5	N/A

Reflects 2020 - 2023 Council Approved Budget - January 12, 2021.

The following section provides an overview of the key activities the service plans to undertake from 2020 to 2023 to implement the Corporation's 2019 to 2023 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

## Service Highlights 2020 to 2023

- Key bids being prepared for major music and sport events as well as major conventions in London.
- Working to strategically align with Parks and Recreation's Service/Strategic Plan as per new changes to Tourism London reporting.
- Partnerships will expand to include partners related to the programming and engagement of Dundas Place as Tourism London is the physical gateway to the flex street.

## Risks and Challenges Anticipated in 2020 to 2023

- Uncertainty around Tourism London budget and the use of Municipal Accommodation Tax funding.
- Service agreement uncertainty.
- Measures to prevent the spread of COVID-19 in our community will have a significant impact on the organization's ability to achieve the Strategic Plan's outcomes and expected results.

The service directly supports the following components of the Corporation's 2019 to 2023 Strategic Plan:

## Growing Our Economy

London is a leader in Ontario for attracting new jobs and investments.

**Expected Result:** Increase partnerships that promote collaboration, innovation, and investment.

### Strategy:

- Grow tourism revenues through initiatives that build awareness and interest in London. (GOE-12)

Metric	2019	2020	2021	2022	2023
# of overnight visitors to London.	Actuals	2,126,000	2,126,000	2,126,000	2,126,000
\$ of tourism spending in London.	Actuals	\$822,989	\$822,989	\$822,989	\$822,989

### Strategy:

- Support tourism by facilitating local, provincial, and national stakeholders to encourage community economic development, business partnerships, product development and legacy development for London. (GOE-13)

Metric	2019	2020	2021	2022	2023
\$ of economic impact of tourism in London.	Actuals	\$823M	\$823M	\$823M	\$823M
\$ tourism revenue generated as a total of Gross Domestic Product (GDP) for Ontario.	Actuals	\$791,958	\$791,958	\$791,958	\$791,958
\$ tourism revenue generated as a total of Gross Domestic Product (GDP) for London.	Actuals	\$473,595	\$473,595	\$473,595	\$473,595

### Other reference information and links:

- [Tourism London Website](#)

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