

**Subject: Visitor Services Agreement**

**Department: Community Services**

**Division: Economic Development**

**Report #: CMS-2022-027**

**Meeting Date: 2022-11-28**

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### **Recommendations**

**That report CMS-2022-027 dated November 28, 2022 regarding the Visitor Services Agreement be received;**

**And that Council authorize the Mayor and Clerk to sign the Agreement between the Corporation of the Town of Orangeville and Theatre Orangeville for the delivery of visitor services for the period of January 1, 2023 to December 31, 2027.**

### **Background and Analysis**

Since 2012, the Town of Orangeville (the Town) has entered into a series of agreements with Theatre Orangeville for the delivery of visitor services on its behalf. The current agreement was established for the period commencing January 1, 2018 and will expire on December 31, 2022.

Theatre Orangeville staff provide visitor services primarily from the Orangeville Visitor Information Centre located at 200 Lakeview Court (lower level). With the exception of select holidays and some minor reductions in hours during the winter months, the Centre operates seven days per week for approximately 50 hours per week (hours of operation outlined in Attachment 1 - Schedule A to Agreement).

Under the terms of the existing agreement, Theatre Orangeville operates the Visitor Information Centre by responding to walk-in, telephone and electronic inquiries about tourism attractions, businesses and services. Visitor Services staff also conduct outreach and distribute information and materials throughout Ontario about tourism offerings in the community, work with the Town and the Orangeville BIA to undertake

special tourism initiatives, share materials designed to support and prolong visits to the community, and maintain statistics and demographics related to visitor services. Visitor Services and Town staff communicate frequently to share ideas and provide visitor related information as needed.

In return for these services, the Town provides an annual contribution for the administration and staffing costs associated with offering the centre. The 2018 – 2022 Agreement incorporated a rate increase of 2% per year for the duration of the agreement to reflect actual ongoing operational costs associated with visitor service delivery, including annual COLA adjustments. Applying an annual increase better reflects actual costs of visitor service delivery and the creation of a five-year agreement is in keeping with the Town's longer-term budgeting processes.

Building on the existing agreement, staff recommends that the same terms be built into the 2023-2027 agreement. This would mean that the 2022 contribution of \$53,791 would be increased by 2% for a total 2023 contribution of \$54,867, and then increase by 2% annually from 2024-2027.

Theatre Orangeville has been thorough in its delivery of all components of the Visitor Services agreement and has provided outstanding customer service on the Town's behalf. The agreement offers good value for the Town's financial contribution.

A draft agreement for the continued delivery of Visitor Services for the period of January 1, 2023 to December 31, 2027 can be reviewed in Attachment 1 to this report.

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## **Strategic Alignment**

### **Orangeville Forward – Strategic Plan**

Priority Area: Economic Vitality

Objective: Stimulate tourism and cultural development

### **Sustainable Neighbourhood Action Plan**

Theme: Economic Development and Culture

Strategy: Bolster tourism opportunities that support a healthy economy

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## **Notice Provisions**

N/A

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### **Financial Impact**

Renewal of the Visitor Services Agreement with Theatre Orangeville will result in a 2023 contribution of \$54,867 under the Economic Development – Visitor Services budget line and in an annual increase of 2% from 2024 to 2027.

Respectfully submitted

Ray Osmond,  
General Manager/Acting CAO,  
Community Services

Prepared by

Ruth Phillips,  
Manager,  
Economic Development & Culture

**Attachment(s):** Visitor Services Agreement