



Niagara's South Coast Tourism Association

ORGANIZATIONAL UPDATE

Port Colborne City Council | January 28, 2025



AGENDA

- I. Historical Synopsis
- II. Journey to the Present
- III. Importance of the DMO
- IV. DMO Funding
- V. 2025 Plan and Activities

HISTORICAL SYNOPSIS

- Niagara's South Coast Tourism Association was established in 2012
 - Town of Fort Erie
 - Town of Pelham
 - City of Port Colborne
 - Township of Wainfleet
 - City of Welland
- The association's activity was low over several years due to persistent funding constraints, which impacted its ability to fulfill its mission and remain active



HISTORICAL SYNOPSIS

- 2020/21 was a turning point as a COVID-19 recovery grant allowed the association to re-establish itself and support pandemic-related projects in Fort Erie, Port Colborne, Wainfleet, and Welland
- Following completion of the grant, a presentation on the status of the NSCTA was given to City Council on May 10, 2021



JOURNEY TO THE PRESENT

- 2021-2024 was a growing period:
 - Strategized with the NSCTA Board of Directors to sell the organization's value proposition and achieve a commitment from most of the original municipalities
 - Implemented the Municipal Accommodation Tax in Port Colborne to create a sustainable funding source for the NSCTA
 - Demonstrated the City of Port Colborne's role as a leader of the NSCTA by providing it with staff support and actively maintaining its operations



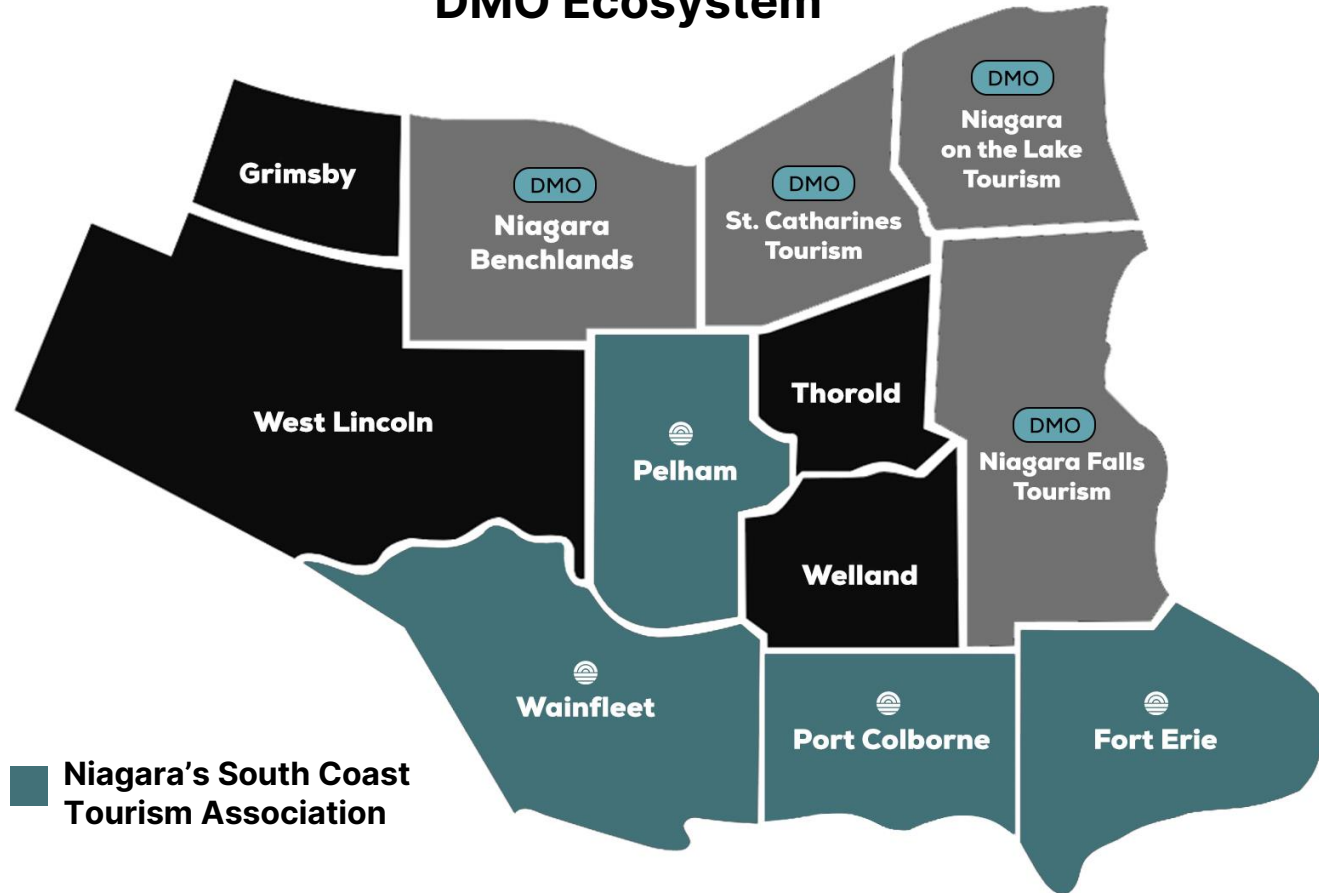
Board Members

Mayor Bill Steele

Councillor Ron Bodner

Bryan Boles, Treasurer

DMO Ecosystem



Regional Level

Tourism Partnership of Niagara



Provincial Level

Destination Ontario

DESTINATION
ONTARIO

National Level

Destination Canada



IMPORTANCE OF THE DMO

DMO model is a globally adopted framework for generating tourist demand and developing the visitor economy

Visitors are increasingly drawn to places in the surrounding region, exploring beyond the primary destination

By working together through this partnership, our municipalities can achieve greater success than we could individually

TOTAL TOURISM EXPENDITURES - NIAGARA

(Domestic - 2023)

\$2.1 BILLION

Total domestic visits: 8,760,000

Total tourism businesses: 4,314

Total tourism jobs: 37,261



DMO FUNDING

- The DMO's funding model is based on the availability of funds

Town of Fort Erie	\$10,000	Levy	Two-year commitments (2025 & 2026)
Town of Pelham	\$12,000	Levy	
Town of Wainfleet	\$3,575	Levy	
Total Annual Contributions	\$25,575		
City of Port Colborne	\$25,575	MAT	Contribution Match
2025 Budget	\$51,150		

DMO FUNDING

2025 Forecast

	Core	Municipal Partnership	Total
MAT	144,425	25,575	170,000
Contributions		25,575	25,575
Grants		50,700	50,700
Fees	2,000		2,000
Total Revenue	146,425	101,850	248,275

	Core	Municipal Partnership	Total
Marketing	36,105	97,150	133,255
Fishing Tournament Grant Program	25,000		25,000
Salaries & Wages	59,200	4,700	63,900
Contract Services	11,480		11,480
Finance	9,640		9,640
Audit	5,000		5,000
Total Expenses	146,425	101,850	248,275

Grants forecasted: \$46,000 – TPN 2025 Partnership Program
 \$4,700 – Canada Summer Jobs

2024 P&L Statement

	Revenue	
	Actual	Budget
MAT	32,000.00	
Fees	9,391.83	2,000
Grants	10,710.00	
Total Revenue	52,096.83	2,000

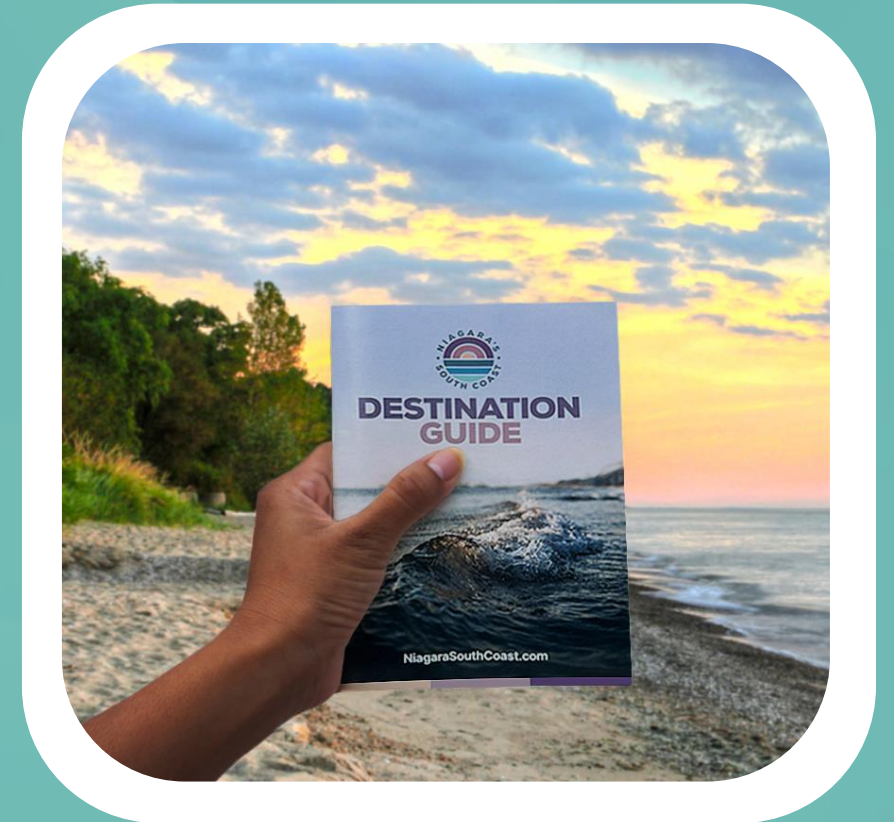
	Expenses	
	Actual	Budget
Contract Services	38,046.07	32,000
Summer Student	4,634.00	
Audit	3,328.96	
Sponsorship	1,515.24	
Total Expenses	47,524.27	32,000

Surplus	4,572.56	
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*Contract Services do not yet fully account for December 2024 expenses

2025 PLAN & ACTIVITIES

- 2025 Marketing Campaign
- Destination Guide and Website Refresh
- Niche Tourism Projects
 - Indigenous Tourism
 - Agritourism
 - Cycle Tourism
- Collaborations with TPN, NPCA, and Niagara Geopark
- Steering Committee - The goal is that when the two-year commitment is up for renewal in 2026, the steering committee will evolve into a Board with greater municipal representation



THANK YOU!

Greg Higginbotham
Tourism & Strategic Projects Coordinator
greg.higginbotham@portcolborne.ca



niagarasouthcoast.com