



TERMS OF REFERENCE KINGSVILLE TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

Authorizing or Mandating Legislation: None

Procedural By-law: By-law 55-2016, as amended from time to time

Approved: March 9, 2015

Date of Formation: January 12, 2015

Evaluation Date: January 2020

1.0 PURPOSE

To pursue a commitment to improving and promoting the Town's resources in an effort to support its current business profile and attract new and future business potential and investment.

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To promote the general betterment and positive self-image of our community using the identified strengths that exist in the community.

2.0 COMMITTEE PARTICULARS

2.1 Resource:

- 2.1.1 Visitor Information/Tourism Employee
- 2.1.2 Kingsville Business Improvement Area Board of Management Coordinator
- 2.1.3 Staff Support: CAO's Office
- 2.1.4 Number of Council Members: Two, one of whom is the Mayor who shall be the Chair
- 2.1.5 Number of Community Members: Five

2.2 Term: January, 2019 to November 14, 2022

2.3 Meeting Frequency: Monthly

2.4 Remuneration: \$100.00 per attendance

3.0 SCOPE OF WORK

The Committee shall:

3.1 Develop activities, promotion, packages, action plans, and communication strategies related to development and tourism and monitor their effectiveness.

3.2 Provide a forum for soliciting public input from residents relating to specific development and tourism issues of concern to the Town and report on its finding.

- 3.3 Advise and assist with information to further public understanding of development issues as they arise through the implementation of education and outreach programs.
- 3.4 Consult with the Parks, Recreation, Arts and Culture Committee and the Business Improvement Area Board of Management on issues of common interest.

4.0 REQUIRED SKILLS

Strategy	Project Management	Communications
Business Management	Stakeholder Relations	Land Use Planning