

Application for Tourism Exemption

Jim Comuzzi, Chair

Suzan Cooper Rochon, Past Chair

April 24, 2017



The Waterfront District BIA

- not-for-profit association, a local board by the Municipal Act and the City
- partner with the City to enhance the aesthetic and economic development of the downtown north core
- implement beautification projects

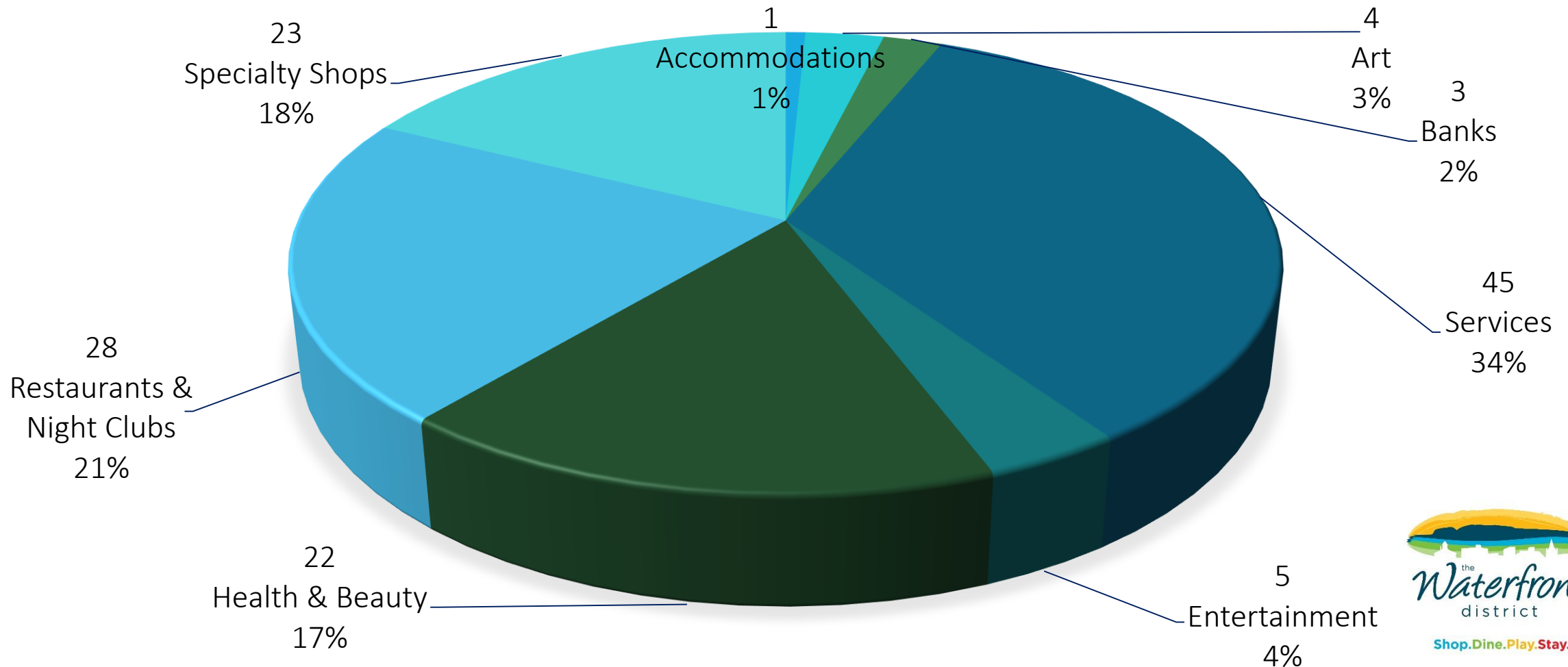


Shop, Dine, Play, Stay

- actively market our community as the entertainment district



The Waterfront District BIA Members



Tourism Exemption

- allow retail businesses to be open on holidays at their discretion
- attract consumers and visitors to the area on holidays
- potential increase in tourist numbers and potential customer spending



Retail Business Holidays Act: 1990

- an applicant may apply for a *by-law* to permit one or more Retail Business Establishments to open on a holiday
- must demonstrate:
 - the exemption criteria outlined in the Act and accompanying regulation (O.Reg 711/91) have been addressed, and
 - the exemption would assist in the maintenance or development of tourism

Retail Business Exemption Criteria



- located within 2 km of a tourist attraction
- associated with the tourist attraction or
- relies on tourists visiting the attraction for business on a holiday

A tourist attraction is limited to:

- Natural attractions or outdoor recreational attractions
- Historical attractions
- Cultural, multi-cultural or educational attractions



Internal Tourism

- close proximity to some of our leading tourist attractions - the Pagoda, Marina Park, Prince Arthur's Landing and Lake Superior



- Specialty retail businesses, professional offices, arts, entertainment, restaurants and night clubs offer a *destination* for tourists visiting these sites

Cross Marketing

- package experiences to involve downtown retailers, local businesses and community groups
- cross market events not typically realized on statutory holidays
- partnership with our City's hospitality sector to encourage overnight stays by tourists

#CHOOSE
TBAY
FIRST



Impacts of Exemption

- attract more residents and visitors to the area - there will be additional things to see and do
 - shopping is the number one activity people like to do when on vacation (*Source: Canadian Tourism Commission*)
- increase and retain customer spending within the Waterfront District and our City



Thunder Bay & Regional Tourism

- objectives will be complemented by enhancing the tourists' experience all year around through the inclusion of a holiday retail/shopping component



Tourist Designation



- is merited to assist the Waterfront District BIA to realize the full resources of our commercial enterprise

Shop.Dine.Play.
downtown



the
Waterfront
district

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www.thewaterfrontdistrict.ca