



DEPUTATION TO AMHERSTBURG TOWN COUNCIL – FEBRUARY 21 2023

AMHERSTBURG CHAMBER OF COMMERCE

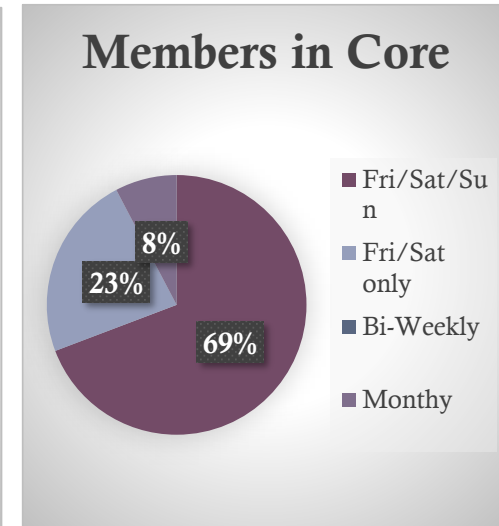
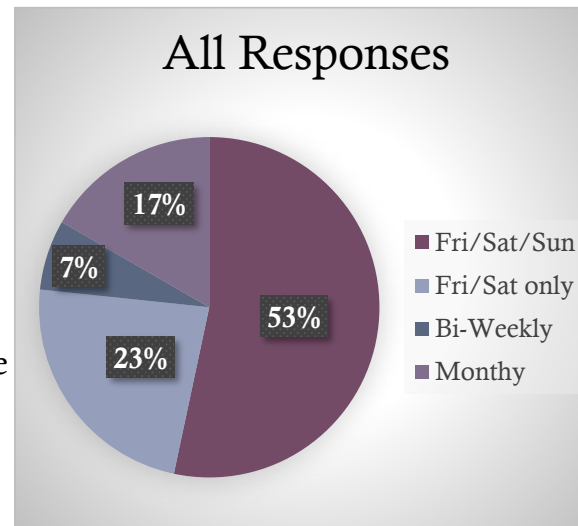
- ❑ Celebrated 50th anniversary in 2022, long time business partner
- ❑ 105 Members – downtown core, wider Amherstburg and county areas
- ❑ Membership base is diverse
 - ❑ Retail & hospitality
 - ❑ Services including sports
 - ❑ Commercial
 - ❑ Professional services/consulting
 - ❑ Non-profit
- ❑ Conducted membership survey to gain feedback for 2023 budget & Community Strategic Plan

KEY FINDINGS – TOURISM & CULTURE

❑ Key Findings

- ❑ Strong support for maintaining an Active Tourism department that supports festivals
 - ❑ All Year long – particularly in winter season
 - ❑ Beyond the downtown core
- ❑ Majority support continuing Open Air Weekends in current format of Friday/Saturday/Sunday
 - ❑ Support from both downtown core and non-core members
 - ❑ **No support to discontinue them entirely**
- ❑ +/- 15% accuracy based on 30% response rate for entire membership base.

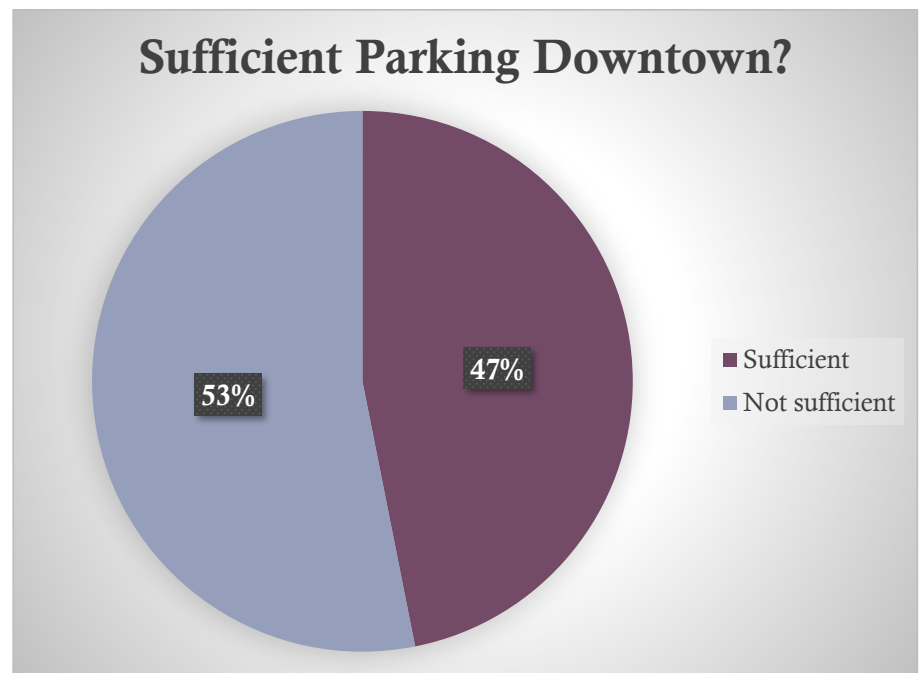
Open Air Weekends



KEY FINDINGS – CORE AREA PARKING

❑ Key Findings

- ❑ Divided perception whether there is an issue
- ❑ Support for employee parking lot – particularly during festivals
- ❑ +/- 15% accuracy based on 30% response rate for entire membership base.



RECOMMENDATIONS

- Council continue to support Amherstburg Tourism in its 2023 budget
 - Continue Open Air in current format of Friday/Saturday/Sunday
 - Pursue other events outside downtown core and in winter season months
- Consider establishing an employee parking lot with parking passes – particularly during festivals