

**The Corporation of the City of Kenora**

**By-Law Number 98 – 2021**

**A By-Law to Authorize the Execution of an Agreement between the Corporation of the City of Kenora and the Wake Marketing and Design for Professional Services to Develop a Destination Brand, Website and Marketing Strategy**

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Whereas at a Regular Council meeting held April 20, 2021 Council approved a budget amendment in the amount of \$80,000 of which \$48,351.71 to be funded through brand leadership reserves and \$31,648.29 is to be funded through MAT tax reserves to develop a tourism destination marketing strategy & brand redevelopment; and

Whereas a tender was developed which requested proposals to be submitted from firms who were interested in undertaking a destination brand, website and marketing strategy planning process for the City; and

Whereas the Council of the Corporation of the City of Kenora deems it necessary and expedient to execute an agreement between the Corporation of the City of Kenora and Wake Marketing and Design to develop a Destination Brand, Website and Marketing Strategy;

Now Therefore the Council of the Corporation of the City of Kenora hereby enacts as follows:-

1. That authorization is hereby given for the City of Kenora to enter into an agreement with Wake Marketing and Design for Professional services to develop a Destination Brand, Website and Marketing Strategy.
2. That the Mayor and Clerk be and are hereby authorized to execute an Agreement on behalf of the City of Kenora in accordance with the terms and conditions set out therein and to affix the Seal of the Corporation thereto.
3. That this by-law shall come into force and be in effect from and after the final passing thereof.

**By-law read a First & Second Time this 20<sup>th</sup> day of July, 2021**

**By-law read a Third & Final Time this 20<sup>th</sup> day of July, 2021**

**The Corporation of the City of Kenora:-**

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**Daniel Reynard, Mayor**

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**Heather L. Pihulak, City Clerk**