

7 December 2010



## City Council Committee Report

**To: Mayor & Council**

**Fr: Lake of the Woods Development Commission**

**Re: Agreement – Tourism Marketing**

### **Recommendation:**

**That** Council give three readings to a by-law to authorize the execution of an agreement between Her Majesty the Queen in Right of Ontario as represented by the Minister of Tourism and Culture and the City of Kenora for the purpose of executing an agreement; and further

**That** the Mayor and Clerk be and are hereby authorized to execute the agreement on behalf of the City.

### **Background:**

The City has received approval from the Ministry of Tourism and Culture through the Regional Tourism Organization # 13 (RTO) for northern Ontario for the development and implementation of two tourism marketing campaigns as follows:

**1. Lake of the Woods Partnership Campaign into the US market \$50 000**

The purpose of this campaign is to target US visitors to bring them back to Lake of the Woods, particularly to Kenora and Sioux Narrows Nestor Falls. The project will be led by Tourism Kenora in partnership with Sioux Narrows Nestor Falls and in partnership with tourism businesses. The campaign will roll out in February & March 2011.

**2. Northwestern Ontario Winter Marketing Campaign into Manitoba \$110,000**

This regional campaign promotes winter adventure to Winnipeg and Southeastern Manitoba. The campaign will be led by Tourism Kenora in partnership with tourism organizations and municipalities from the northwest including Ignace, Dryden, Sioux Lookout, Red Lake, Sioux Narrows-Nestor Falls and the Rainy River District. The campaign will direct visitors to the Escape to Ontario website landing page, which will feature participating communities. This campaign builds on the success of a similar 2010 spring & summer campaign.

An Agreement for the project has been received and requires a by-law to be executed and signed by the Mayor and Clerk.

**Budget: \$160,000 from Ministry of Tourism & Culture**

**Communication Plan/Notice By-law Requirements: N/A**