



Lake of the Woods Development Commission  
Q2 Report to Council April – June 2012

## **Introduction**

The Lake of the Woods Development Commission is pleased to present its Q2 report to Mayor and Council

The second quarter of 2012 has been a progression of all the exciting developments in the Commission`s work, particularly in Business Development and Tourism.

Here are some of the highlights of the second quarter:

Business Development has accessed \$35,001.16 funding in Q2 for 5 economic development projects to leverage the City of Kenora`s \$76,280 2012 contribution

Additional applications for funding for two projects for \$325,000 have been submitted

Two small businesses were officially welcomed to Kenora in June. Our business attraction strategy is to attract new small and medium sized businesses and support the growth and development of local businesses. A study recently published in the Cambridge Journal found that local business ownership provides greater economic impact in a community. Local business owners have a personal and financial tie to the community`s well-being, they bring a strong entrepreneurial culture to the community, are problem solvers and develop local solutions to local problems.

Lake of the Woods Project has launched its “Stewards of the Lake” campaign to demonstrate Kenora`s commitment to the Lake of the Woods watershed.

Visitor statistics for 2012 are on the rise with total visitors to the Discovery Centre and the Pavilion totaling 8,406 this year to date (as of July 18<sup>th</sup>) as compared to 3,051 total in 2011

Recent Tourism marketing campaigns launched have proven successful so far as direct bookings have been received as a result of this advertising

Operations of the Matiowski Farmer`s Market have been well accomplished in 2012 with an increase of vendors during prime season for an average of 100 as compared to 75 in previous years

Farmer market revenues so far for 2012 are \$13,445 from 5 markets and total revenue is anticipated to be approximately \$31,000 after all 11 markets are completed.

The 4<sup>th</sup> Sunday of the month Flea Markets have also been a success with over 500 visitors to the 20 vendors who recently participated in July's event

Tent bookings have been stable with anticipated revenue for 2012 at \$22,900, as well \$14,800 in anticipated revenue has already been secured for 2013 with more bookings to come

The 4 contracted mobile food vendors are up and running on a trial basis for the summer have been incredibly popular and are believed to be responsible for the increase in visitor activity on the Harbourfront and the Discovery Centre

The first OTEC Hospitality training workshop was delivered on June 18 with a favorable response and another is scheduled to take place August 14

The Brand Leadership Team recently named the Whitecap Pavilion, as well are working on a number of initiatives including; developing a Brand Style Guide and new logos, working on downtown beautification efforts in conjunction with Harbourtown Biz, and are developing a community awareness presentation to commence in the fall

The Discovery Centre Interpretive Forest project is well underway and remaining plantings for this year are expected to take place by mid-August. Considerable work has also completed on developing the content of the interpretive side

Travel and tourism has been for the first time ever included in the G20 (Group of 20) Leader's Declaration recently released in June. This declaration is the conclusion of long term efforts by the industry, led by the World Travel and Tourism Council (WTTC) and the UN World Tourism Organization (UNWTO) to encourage world leaders to see the potential of travel and tourism as a driver of jobs, growth and economic recovery. When the wider impacts of the industry are taken into account, travel and tourism is forecast to contribute some US 6.5 trillion to the global economy and generate 260 million jobs – or 1 in 12 of all jobs on the planet.

## **Business Development**

Business Development activities focus on three main areas:

- Business Attraction which focuses on bringing new business to Kenora
- Business Development which focuses on the support and growth of local business
- Destination Kenora which focuses on developments to attract new residents to Kenora

## **Q2 Activities:**

### **Business Attraction:**

- Working actively with 15 businesses in value added forestry, mining, commercial and land development & small and medium sized businesses from Winnipeg, Kenora and Southern Ontario. Total potential job creation 457 jobs over 3 years.

### **Retail Business Surveys**

- Committee members have completed 65 in person surveys of local retailers. Final report will be presented in Q3

### **New Business Welcome**

- Business Development Committee and Council representatives officially welcomed Transfield Services and Q104 to Kenora in Q2 for combined job creation of 18 jobs

### ***Lake of the Woods Project***

On August 4, 2012, Minister Baird and MP Greg Rickford announced the government of Canada's response to the IJC Task Force recommendations here in Kenora. The announcement is very good news for Lake of the Woods and Kenora.

The government supports the following recommendations of the IJC Task Force:

1. Establishment of a governing body for the entire watershed
2. First Nations representation on the governing body
3. Development of a Watershed Management Plan

In anticipation of this announcement, the Lake of the Woods Development Commission hired Kelli Saunders as Lake of the Woods Project Coordinator to position Kenora as a leader for Lake of the Woods stewardship. This was further reinforced with the adoption of the brand promise.

### ***Water Resource Centre***

- Have accessed \$3 500 for creation of Water Resource Centre Website (see next)



# LAKE OF THE WOODS WATER RESOURCE CENTRE

RESEARCH, DATA MANAGEMENT,  
EDUCATION, AND COMMUNICATION.

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## MISSION STATEMENT

The Lake of the Woods/Rainy River Basin Water Resources Center will serve this international watershed with four major emphases: research, data management, education, and communication.

[MORE INFO](#)

### RESEARCH



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### DATA MANAGEMENT



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### COMMUNICATION



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## Partnership Development

- Have accessed \$10 000 funding from Common Ground Research Forum
- Have accessed \$2 340 funding from the Kenora & Lake of the Woods Regional Community Foundation
- Stewards of the Lake Campaign (see below)
- Distributing 2 000 stickers to cottagers, local residents and visitors to promote stewardship of Lake of the Woods
- Partnered with Tourism Kenora on Table Talkers in local restaurants
- Working with BIZ on the development of a “lake friendly business” project to promote lake friendly business
- Hosted July 21 Birding & Breakfast event on Mink Bay Trails to promote environmental awareness



### **First Nation Relationships**

- Committee Chair and Co-Chair and EDO met with representatives from Ochiichagwe Babigo Ining Council and Economic Development Corporation to discuss business development opportunities
- Hosted and organized Spring Feast on Tunnel Island, the 13<sup>th</sup> feast of the partners since 2006

### **Phase III Downtown Revitalization**

- Applications for funding to FedNor and NOHFC for a combined total of \$250 000
- Phases I & II Downtown Revitalization have created 78 new jobs in downtown and brought \$60 M private sector investment to Kenora

### **Today in America: Hidden Gems Project**

- Kenora's profile as one of Canada's three best places to live, work and play will be filmed in August 2012

### **Northwestern Ontario Immigration Web Portal Project**

- Kenora is an active partner in this project and will be featured in a short video in August 2012

### **Q3 Activities** will include:

- Business Development Website Upgrade and Re-launch
- Business Development Brochure
- Industrial Park
- Sector Profiles



## Tourism & Special Events

The Tourism Strategy (2008) identifies four key areas to ensure that Kenora and Lake of the Woods become a world class tourism destination:

- Year Round Marketing
- New Product Development
- Community and Industry Awareness and Training
- Special Events

### Q2 Activities:

#### Visitor Statistics as of July 18, 2012:

Discovery Centre	<b>2011</b> - 1,206 visitors*	<b>2012</b> - 5,519 visitors
Pavilion	<b>2011</b> - 1,845 visitors	<b>2012</b> – 2,887 visitors

\* Discovery Centre did not open until July 22, 2011

#### Traveller Information:\*\*

June 2012		July 2012	
Area	Percentage	Area	Percentage
Kenora	9.3%	Kenora	18.7%
Manitoba	55.4%	Manitoba	37.2%
U.S.A	6.7%	U.S.A	9.9%
Over Seas	13.0%	Over Seas	4.1%
West	18.3%	West	17.5%
East	7.5%	East	7.9%
Ontario	6.5%	Ontario	4.9%

\*\*Percentages are taken from a sample size of the visitors through the Lake of the Woods Discovery Centre and Pavilion

## **Marketing Campaigns**

During Q2 there were 3 marketing campaigns launched:

- *Hunting Campaign into the Mid-Western United States* – in partnership with the KHA and purpose was to increase the number of hunters that specifically come to Kenora for their annual trips
- *Escape to Ontario* – Kenora was the lead for this regional campaign which included Kenora, Dryden, Fort Frances, Atikokan, Sioux Narrows/Nestor Falls, Ignace, Sioux Lookout and Red Lake. The campaign was funded through RTO 13 as part of their regional marketing strategy and was focused on regional events and activities that we all have in common
- *Choose Your Adventure* – targeted at Winnipeg and Southern Manitoba to encourage people to come to Kenora to 'choose their adventure' from 9 special vacation packages which were featured and put together by 13 local businesses. The campaign was primarily print and included over 29,000 post cards directly delivered to targeted addresses.

Bookings have been received to date from advertising a more accurate breakdown from these initiatives will be provided at the next Council update

## **Farmer's Market and Flea Market**

- Taking over the operations of the Matiowski Market has been very successful with an average of 100 vendors per market during prime season as compared with 75 vendors in previous years. The 4<sup>th</sup> Sunday of the month Flea Markets are also starting to take off with over 500 people visiting the 20 vendors at the July event
- Revenues to date are \$13,445 (having completed 5 out of 11 markets) and anticipated revenues for 2012 are approximately \$31,000
- Market vendors were surveyed in July and provided extremely positive feedback and comments aside from the common concern of parking

## **Special Events Bookings**

- Tent bookings are stable with a variety of new events coming forward and trend shows continuation into 2013
- Anticipated tent revenue, which includes all events booked to the end of the year, is \$22,900 and \$14,800 has been secured to date for bookings in 2013 and this number is expected to grow

## **Mobile Food Vendors**

- Four successful vendors, 3 located at the Harbourfront and 1 at the Discovery Centre, were selected as a result of a public RFP put out by the Commission to test street vendors on our City Land in our Community
- To date the initiative appears to be incredibly popular with visitors and we believe that it is responsible for the increased animation and activity that we have seen this summer on the Harbourfront

## **Customer Service Workshops**

- Our first OTEC Hospitality training workshop was delivered to local businesses in June 18, 2012 with 18 participants in total
- Feedback from the workshop has all been positive and a second workshop is scheduled for August 14, 2012

## **Brand Leadership Team Update**

The Brand Leadership Team has been working on a number of initiatives including:

- Developing a Brand Style Guide and new logos (an RFP has gone out and the contract has been awarded to Mike Newton)
- Naming of the Whitecap Pavilion
- Working on downtown beautification efforts with Harbourtown Biz, including the Dumpster Beautification Program
- Developing a community awareness presentation which will commence in the fall

## **Discovery Centre Interpretive Forest**

- The launch event for the Discovery Centre Interpretive Forest was on June 18, 2012 and the project is well under way with remaining plantings for this year expected to take place by mid-August
- Considerable work has been completed on the Interpretive side with CGRF, The Natural Resources Institute at the U of M, Community Partners and Elders on the development of the content of the project

## **Q3 Activities** will include:

- Extended Summer Marketing Campaign
- DMF Partnership Exploration
- More Customer Service Workshops
- Event Development and Attraction
- Special Events Continued Execution
- Farmer's Market Peak Season
- Funding Applications for 2013 Initiatives
- Launch of New Brand Logo