



City Council Committee Report

Date: January 31, 2012

To: Mayor & Council

Fr: Heather Paterson, Tourism Development Officer

Re: 2012 Summer Students

Recommendation:

That the Council of the City of Kenora hereby approves the hiring of eight (8) summer students for Tourism Kenora to work with the Lake of the Woods Development Commission for 16 weeks.

Background:

In 2011, the Lake of the Woods Development Commission, through the City of Kenora, hired 8 summer students to work with tourism. Tourism students staffed the visitor information centres located at Highway 17 East and the Thistle Pavillion, provided local hotels and businesses with visitor information, and published a summer newsletter informing people about activities in the City of Kenora.

Students were highly visible throughout the community and both visitors and local businesses alike commented on their professionalism. These students bring a new energy to the workplace and are great ambassadors for the community. Students gained skills in customer service, communications, workplace protocols, marketing, and organization.

Grants for summer student positions were successfully accessed through the federal and provincial summer student programs and through partnerships with Ontario's Sunset Country and Kenora Harbourtown Biz.

Budget: From 2012 operating budgets, offset by summer student grants

Communication Plan/Notice By-law Requirements: N/A at this time