



Date March 8, 2012

City Council Committee Report

To: Mayor & Council

Fr: Heather Paterson, Tourism Development Officer

Re: OTMPC Winter Carnival Funding Agreement

Recommendation:

THAT Council of the City of Kenora hereby enter into the funding agreement with Her Majesty the Queen in Right of Ontario, as represented by the Ontario Tourism Marketing Partnership Corporation (OTMPC) for \$5,000 of funding for marketing the Kenora Winter Carnival in Winnipeg.

Background:

In November of 2011 we applied to the OTMPC Tourism Event Marketing Partnership Program for funding for marketing the Winter Carnival in Winnipeg. Our application was successful and in late January we were notified that they would be providing us with \$5,000 to advertise the Winter Carnival on Clear 102.3 fm and 92.1 Citi fm. We have complied with all of their requirements and once this agreement is executed we will send in our formal final report.

Budget:

\$5,000 credited to Winter Carnival Revenue which was directly spent as per the agreement through Winter Carnival Expenses.

Communication Plan/Notice By-law Requirements: