



**ADMINISTRATION & FINANCE DIVISION
TREASURY REPORT 2018/119**

TO: Administration & Finance Executive Committee
FROM: Laurie Lindberg, Treasurer
DATE: October 31, 2018
SUBJECT: 2019 Vacation Guide Map to Northwestern Ontario

BACKGROUND

At the October 9, 2018 Council Meeting, the request for advertisement in the 2019 Vacation Guide for Northwestern Ontario was referred to the Administration & Finance Executive Committee for recommendation.

The Northwestern Ontario Vacation Guide Map is a free travel guide. Forty thousand (40,000) maps are distributed each year through the All Canada & Chicago Outdoor Sports Shows in the U.S., Ontario Travel Centres and other high traffic locations promoting tourism.

The Vacation Guide is a detailed map of Northwestern Ontario, covering Lake of the Woods from the west, Red Lake to the North, Quetico Provincial Park in the East and the Canadian/American Border to the south and includes the listing of services for each town.

Since 2015, Rainy River Future Development Corporation includes this advertising for the Town through our Economic Development allocation.