

TO: Mayor Avis & Members of Council
FROM: Laurie Witherspoon, Treasurer
DATE: October 6, 2015
SUBJECT: City of Thunder Bay, Tourism Division – Heart of the Continent Financial Request

BACKGROUND

At the August 10, 2015 Council Meeting, the financial request received from the City of Thunder Bay, Tourism Division was referred to the Administration & Finance Executive Committee for their recommendation.

As indicated in the attached letter, Tourism Thunder Bay applied and has been approved for Tourism Northern Ontario partnership funding to provide marketing for the launch of the online travel planning tool for the Northwest Ontario border region connected along the Highway 11 corridor. The promotion of the new website will target Northwest Ontario's best bet markets of the near border states of Minnesota, Wisconsin, Michigan, Illinois, Iowa and North Dakota along with Canadian markets in Manitoba and southern Ontario.

The City of Thunder Bay Tourism Division will allocate \$5,000.00 of the \$10,000.00 to the project and is asking Fort Frances to consider contributing \$1,500.00 as one of the regional partners.

On September 8/15, the Administration & Finance Executive Committee deferred this matter to a further meeting (October 6/15) to consider comments from RRFDC and to determine the Town's economic development benefit of supporting this request.

Although the Heart of the Continent – National Geographic website and app promotion fits with Tourism Northern Ontario's strategy it does not fit with the Town's recent Boundless branding.

RECOMMENDATION

The Administration & Finance Executive Committee recommends that the City of Thunder Bay, Tourism Division – Heart of the Continent Financial request for a \$1,500.00 contribution as a regional partner be received.

<p>Council Approval of This Report Will Agree to the recommendation of the Administration and Finance Executive Committee that the City of Thunder Bay, Tourism Division – Heart of the Continent Financial request for a \$1,500.00 contribution as a regional partner be received.</p>
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