



MEMO

To: The economic Development Standing Committee

From: The Manager of Economic Development

Date: May 29, 2023

Subject: Explore Elliot Lake Tourism Marketing Piece

Staff have prepared a tourism specific, exploreelliotlake.com marketing piece (attached). Mr. Heard designed this beautiful, 20-page booklet in house with the input of the Economic Development Team and several community partners. The purpose of this piece is to promote the City's tourism assets and to direct readers to the Exploreelliotlake.com website via QR Codes. While this publication highlights activities, it is not intended to be an activity guide. Its mission is to be a teaser piece enticing the reader to want to learn more. The booklet is photo heavy and the limited amount of text was intentional. By directing readers to the website instead of listing all of the details in print, staff can ensure that the most current information is available. Additionally, this strategy increases the shelf life of the publication and eliminates the need to reprint prior to exhausting current stock.

The booklet will be made available to local hospitality businesses to distribute and will be available at both the City Hall welcome centre and the trailhead. Staff will also be working with tourism centres and organizations throughout the province such as Algoma Kinnawabe and Tourism Ontario who will offer distribution to multiple tourist stops. A digital version will also be available through all partners and on the City's web page.

The piece is in its final stages of printing and should be delivered the week of June 5th.

Respectfully submitted,

Steve Antunes