

REPORT FROM THE MANAGER OF ECONOMIC DEVELOPMENT

Re: FEDNOR Funding Agreement 851-515257 for Tourism Strategy Development

RECOMMENDATION

That the report of the Manager of Economic Development dated August 28, 2024 be received;

And that Council approve a By-Law to enter into an Agreement with FEDNOR for project 851-515257 for the funding of a tourism strategy for the City of Elliot Lake

BACKGROUND

In January of 2024, council passed a resolution to approve the City's application to the Tourism Growth Program (TGP) to fund the preparation of a tourism strategy for the City of Elliot Lake.

ANALYSIS

The TGP program would have offset the \$80,000 cost of developing the strategy by 95% and this cost was allocated through the budgeting process. While the TGP program was oversubscribed, staff, with the help of the wonderful team at FEDNOR, were able to pivot to a different funding stream. While this new stream would offset the cost by only 90%, staff were able to make adjustments to the department's advertising budget to reallocate the additional \$4,000.

The creation of this strategy offers an amazing opportunity for the City. The strategy will review all of the existing tourism assets and will create a plan to move Elliot Lake to the next level in terms of Tourism. This strategy will include among other things:

- Ways to market the City effectively
- How to differentiate the city's tourism offering from other Northern Ontario locations
- Identifying the city's tourism target market
- Input from community members and stakeholders
- Opportunities for year round tourism

The strategy will need to be complete by July 31st 2025 as per the agreement, but staff are investigating a tighter timeline which will allow us to be prepared heading into tourism season 2025.

FINANCIAL IMPACT

The City's contribution to the plan will be \$8,000.

LINKS TO STRATEGIC PLAN

This project directly ties into item one in the plan which was to establish a comprehensive marketing plan for the municipality by promoting the diverse strengths of Elliot Lake; highlighting its natural beauty and outdoor activity focused lifestyle to attract tourism, residents, and retirees. This plan should focus on both new and returning residents for both traditional and remote worker opportunities.

SUMMARY

Staff are enthusiastic about moving forward with the preparation of the new Tourism Strategic Plan and its positive impact on the community.