

REPORT FROM THE MANAGER OF ECONOMIC DEVELOPMENT

Re: FEDNOR Grant for Tourism Coordinator

RECOMMENDATION

That the report from the Manager of Economic Development dated January 29, 2025 be received

And that Council support the grant application to Fednor for a Tourism Coordinator;

And that the funds be added to the 2025 salaries and benefits budget;

BACKGROUND

The City of Elliot Lake applied for and received FEDNOR funding in the amount of \$72,000 for the creation of a tourism strategy for the City earlier in 2024. This strategy is meant to chart out an actionable path to identify new tourism opportunities in the community, differentiate Elliot Lake from its competitors and increase tourism spends in the City.

In 2022, the City of Elliot Lake employed a full time Tourism Coordinator working in the Economic Development Department. The staff member in that position was transferred to the Recreation Department to serve as the Events Coordinator later that year. The position was never replaced.

ANALYSIS

The preparation of the City's 5 –year Tourism Strategy named the Explore Elliot Lake Tourism Initiative is well under way. Preliminary activities has shown that there exists a large opportunity for the City to capitalize on this valuable sector.

In order to facilitate all of the activities tied to tourism and to execute the forthcoming action items in the initiative, additional human resources are required. A Tourism Coordinator will be responsible to work with the recommendations from the initiative, liaise with stakeholders and further develop the City's Tourism Sector.

Staff have begun discussions with FEDNOR to provide funding for this role through one of their streams. FEDNOR staff have been very helpful and an application is underway. Part of the application process requires a resolution from Council, hence this report.

The salary grid had the previous position rate of pay listed at \$69,538. If approved, the FEDNOR program will offer a 50-90% grant towards this role resulting in a cost of \$6,954 with an upset limit of \$34,769.

FINANCIAL IMPACT

The FEDNOR funding will vary from 50-90% of the staff member's wage resulting a cost to the City of \$6,954 to \$34,769.

LINKS TO STRATEGIC PLAN

This resolution ties into 2 items in the Strategic Plan:

- 1. 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.**
- 2. In order to attract new businesses to Elliot Lake the municipality will invest in readiness tools, such as a Community Improvement Plan as well as the development of lands within the municipality for commercial use.**

SUMMARY

Staff recommend submitting the application to FEDNOR with Council's support.