

2025 Municipal Accommodation Tax Program

Summary of inflows and outflows

2024 Estimated Closing Balance/2025 Opening Balance	\$ 630,416	
2025 Projected Revenue	\$ 850,000	3/4 year impact due to April implementation date of 5% MAT
Less: 2024 Carry Forward Projects	\$ 400,000	
Less: Estimated 2025 Annual Contribution to KHA	\$ 165,000	
Estimated Total Availabe Funds	\$ 915,416	
Closing Balance Dec. 31, 2025	\$ 201,416	

PILLARS - ECONOMIC DEVELOPMENT & TOURISM

Marketing (Tourism/Economic Development)

Activation (Tourism)

Economic Development (Strategic)

Economic Development - Business Retention & Attraction

Infrastructure (Tourism/Economic Development)

Study (Economic Development/Tourism)

Legend



Projects and Initiatives	2025 Budget	Notes
Annual Marketing Allocation	\$ 140,000	This includes regular marketing activities (seasonal campaigns, holiday promotions, Glad You Are Here). Incremental opportunities include I Heart Kenora. Billboard resurfacing (Hwy 71 and Greenbelt). Targeted campaigns across socials.
Housing Needs Assessment	\$ 15,000	RFP submissions are coming in higher than anticipated requiring an additional \$15,000 in support
Coney Island Shuttle	\$ 4,000	Last year of the current contract - will examine opportunity to re-tender in 2026
BR+E Implementation	\$ 15,000	Activities to support initiatives as a result of the BR+E Survey
Contribution to the new economic development and tourism strategy	\$ 25,000	Apply in late 2025 for a project to begin in 2026 and be completed in 2027
Support for Special Events	\$ 45,000	This is funds to augment KHA special events based on the volume of applications received in 2024

	Discovery Centre Kiosks	\$ 25,000	Interactive tourism kiosks for Discovery Centre - move away from book racks to floor mounted digital units. Potential to receive funding from DNO
	Public Space Enhancement	\$ 15,000	New public space activation infrastructure similar to two installed on Green Belt.
	Special Events- City Implementation	\$ 45,000	Events that support local business and activation of the community; included Main Street Markets, Park Activation (movies in the park), Frost Bites, Party on the Pier, etc.
	Discovery Travelling Centre Exhibit	\$ 20,000	May not be required based on conversation with SN
	Mill Site Economic Analysis (Hospital)	\$ 15,000	Assess potential impact of hospital and surrounding development at the former stud mill site
	Harbourfront Building - Reserve	\$ 50,000	A reserve for a new building to replace the Thistle Pavilion - detailed design project approved in 2025

Total	\$ 414,000
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Additional Initiatives

	Community Organization Investment Fund	\$50,000	Mount Evergreen request to support upgrades required for the tow rope.
	Contribution to CIP	\$ 250,000	Contribution from MAT in support of economic development initiatives that fall outside of façade improvements and other incentives currently being funded through Council's annual \$125,000 contribution to CIP

Total Expenditures 2025	\$ 714,000
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Closing Balance Dec. 31, 2025	\$ 201,416
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Carryovers (previously approved by Council in 2024)

	Shade Structure - Garrow Park	\$ 25,000	Project to be completed in 2025
	Event Attraction - Reserve	\$ 25,000	This is for a larger event where we need to build up sufficient funds to pay for the new event
	CIP Detailed Review	\$ 75,000	Secured project has been started (received \$75,000 from RED) - Project underway
	Investment Attraction 2.0	\$ 50,000	(received \$125,000 from FEDNOR) - Project underway
	McLeod Park 2.0	\$ 150,000	(NOHFC contribution \$450,000) - Project Underway
	Thistle Pavilion Detailed Design	\$ 75,000	(have received \$125,000 contribution from FEDNOR)

2024 Total Carry Forward Projects	\$ 400,000
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