

## 2025 Municipal Accommodation Tax - Project Summary

### **Project Name: Annual Marketing Allocation**

#### **Project Description:**

This is a broad category of annual marketing activities and events that are intended to stimulate tourism and economic development activity and support and enhance our local businesses. Items include; seasonal campaigns, holiday promotions, Glad You Are Here, Frostbites. New initiatives such as: I Heart Kenora. Resurfacing of billboards (Hwy 71 and Greenbelt) . Influencers and marketing activities across our various social media platforms or in collaboration with partners such as; Destination Northern Ontario, Destination Ontario and Sioux Narrows/Nestor Falls.

### **5 Year Economic Development & Tourism Strategy**

**Objective:** 1.1: Enhance four-season visitor experiences.

**Tactic:** Support and develop effective marketing and promotion of local and regional tourism products

**Tactic:** Develop off-season focused programming in Kenora.

**Action:** Develop joint marketing and advertising campaigns that feature local and regional tourism offerings.

**Action:** Leverage capacity of industry, government and other non-government organizations responsible for marketing

and promotion regionally, provincially and nationally (e.g. Sioux Narrows/Nestor Falls, Destination Northern Ontario, Destination Ontario).

**Action:** Improve highway and road signage, including directional, wayfinding and highway advertising for tourism amenities.

**Action:** Implement data driven advertising campaigns in target regions, including emerging and non-traditional visitor markets.

**Projected Expense: \$140,000**

## 2025 Municipal Accommodation Tax - Project Summary

### **Project Name: Housing Needs Assessment**

#### **Project Description:**

The purpose for this funding is to provide additional necessary financial support to the Housing Needs Assessment Project that is vital in the City's relationship with CMHC. The City was able to get some funding from FEDNOR in support of this project however the monies came up short once submissions were received and given the eligibility criteria of the funding. This project is vital to support the City as it makes applications to Federal and Provincial Funding because it will demonstrate the current shortfall of housing in Kenora. This will support applications with some current state data which the City has never had. The absence of this data has created a challenge for Developers seeking funding under the Apartment Construction Loan Program through CMHC and is delaying the construction of multi-unit residential affordable and market rate builds.

### **Strategic Plan - Charting Our Course**

**Goal 1.1:** Position Kenora for growth through proactive infrastructure planning

#### **5 Year Economic Development & Tourism Strategy**

**Objective: 2.1:** Activate development on Kenora's vacant and underutilized lands

**Tactic:** Improve awareness of development opportunities, incentives and partnerships available for vacant and underutilized lands through marketing efforts.

**Action:** Develop package/inventory of available funding and grant opportunities for government and non-government sources that are available to local businesses.

**Projected Expense: \$15,000**

## 2025 Municipal Accommodation Tax - Project Summary

### **Project Name: Business Retention and Expansion Activities**

#### **Project Description:**

This is to support activities coming from the results of the from the Delivery of Deloitte survey in January 2024. It includes activities that help support the retention and expansion of our local businesses over the course of the year. Examples include: speaker series, local shopping campaigns, workforce attraction, business retention and expansion special events to support information sharing and linkages with other organizations supporting local business.

#### **5 Year Economic Development & Tourism Strategy**

**Objective:** 2.2: Support the growth and retention of local businesses and emerging sectors.

**Tactic:** Provide supports and information to new and existing businesses through community partner and City led initiatives.

**Action:** Conduct annual business surveys to understand developments and perceptions of Kenora as a place to do business.

**Projected Expense:** \$15,000

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Coney Island Shuttle**

**Project Description:**

This is the last year of a four year contract. The purpose of this expense is to help off-set the operating cost of a business in support of providing boat access to Coney Island for both residents and tourist. Ridership was up 33% in 2024 over 2023. This Staff will examine the opportunity to re-tender for 2026.

**5 Year Economic Development & Tourism Strategy**

**Objective:** 1.3: Improve lake access and boating infrastructure.

**Tactic:** Undertake initiatives to enhance infrastructure and services that promote lake access and use.

**Action:** Establish a Coney Island shuttle service.

**Projected Expense: \$4,000**

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name:** Contribution to New Economic Development and Tourism Strategy

**Project Description:**

An allocation in 2025 will allow Economic and Tourism to submit an application for funding for the creation of a new economic development and tourism strategy. In 2026, there will also be a \$25,000 from MAT. This should enable the City to secure an additional \$50,000 through one of the funding agencies. The current strategy is sunsetting in 2026. The project will happen in 2027 and after the development of the City of Kenora new strategic plan. It is anticipated that this plan will be a ten (10) year plan.

**5 Year Economic Development & Tourism Strategy**

**Objective:** Build a small reserve to enable a funding application for a future project

**Tactic:**

**Action:**

**Projected Expense:** \$25,000

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Special Events Grants**

**Project Description:**

Funds allocated to augment Kenora Hospitality Alliance special events grant funding program based. In 2024, applications outpaced funding available. This process would be overseen by the Tourism Department in collaboration with the KHA and include an annual intake and application process. Consideration is being given to an off-peak season intake to stimulate off-peak season special events.

**5 Year Economic Development & Tourism Strategy**

**Objective:** 1.4: Advance Kenora's position as a host community for special events.

**Tactic:** Support event development and growth in Kenora.

**Projected Expense: \$45,000**

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Discovery Centre Kiosks**

**Project Description:**

The current information displays used at the Discovery Centre are in need of replacement. This project will be to source and install interactive information kiosks for the Lake of the Woods Discovery Centre moving away from traditional pamphlet racks. Visitors will experience a more engaging experience through these state-of-the-art kiosks. There may be a potential to receive funding from Destination Northern Ontario

**5 Year Economic Development & Tourism Strategy**

**Objective:** 1.1: Enhance four-season visitor experiences.

**Tactic:** Support and develop effective marketing and promotion of local and regional tourism products.

**Action:** Work with vendors and operators to develop new attractive visitor packages and marketing.

**Projected Expense: \$25,000**

## 2025 Municipal Accommodation Tax - Project Summary

### **Project Name: Public Space Infrastructure Enhancements**

#### **Project Description:**

Installation of additional elements at key locations in the community to activate areas with locals and residents. This is consistent with the two items (sunglasses and kiosk) installed on the greenbelt last year.

#### **5 Year Economic Development & Tourism Strategy**

**Objective:** 3.3: Develop and invest in strategic infrastructure that supports economic and tourism growth.

**Tactic:** Enhance Kenora's Harbourtown Centre, Harbourfront, Beaches, Parks and key natural areas.

**Action:** Install seasonal placemaking installations throughout Harbourtown Centre, Harbourfront and Keewatin Core areas.

**Projected Expense: \$15,000**



## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Special Events City Led Activities**

**Project Description:**

Tourism and Economic Development are evaluating supporting events that activate the community. This could include activities like; movies in the park, street parties, pier parties or other innovative events that get residents, seasonal residents and tourists out and engaged. Costs are broad and include artist fees, licensing fees, set-up and tear down, advertising support, rentals, other miscellaneous cost.

**5 Year Economic Development & Tourism Strategy**

**Objective:** 1.4: Advance Kenora's position as a host community for special events.

**Tactic:** Support event development and growth in Kenora.

**Action:**

**Projected Expense: \$45,000**

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Discovery Centre Exhibit**

**Project Description:**

Enhance the Lake of the Woods Discovery Center through the acquisition of a temporary or permanent exhibit. Past exhibits have included Artic Voices, Beyond Human Limits, etc. These exhibits have a proven track record of increasing visitors to the Discovery Centre.

**5 Year Economic Development & Tourism Strategy**

**Objective:** 1.1: Enhance four-season visitor experiences.

**Tactic:** Develop off-season focused programming in Kenora.

**Action:** Continue to create new and enhance existing attractions and exhibits at the Lake of the Woods Discovery Centre including off-season programming (e.g. Speaker series).

**Projected Expense: \$20,000**

## 2025 Municipal Accommodation Tax - Project Summary

### **Project Name: Harbourfront Building - Reserve**

#### **Project Description:**

Establish a reserve for a new building to support special events on the Harbourfront. The detailed design portion received funding from FedNor in 2025. The design work is to be completed by February 28, 2026. By starting a reserve, when funding becomes available the City will be able to leverage monies in the reserve to receive funding in support of the construction of a new administrative and tourism office at the Harbourfront.

#### **5 Year Economic Development & Tourism Strategy**

**Objective:** 3.3: Develop and invest in strategic infrastructure that supports economic and tourism growth.

**Tactic:** Implement recommendations of the Harbourfront Business Development Plan.

**Action:**

**Projected Expense: \$50,000**

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Community Organization Tourism Investment Fund - Mount Evergreen**

**Project Description:**

The City is approached on a regular basis by organizations that require financial support to advance their operations. The intent of the funds is not in support of specific special events but instead to support infrastructure improvement. Recent examples include; Mount Evergreen Ski Hill, Kenora Nordic & Biathlon Club, Sunset Trail Riders and the Kenora Airport. The City received a request from Mount Evergreen Ski Club to support infrastructure upgrades necessary to operate their tow rope.

**5 Year Economic Development & Tourism Strategy**

**Objective:** 1.1: Enhance four-season visitor experiences.

**Tactic:** Support efforts to improve facilities and infrastructure to promote four-season tourism.

**Projected Expense: \$50,000**

## 2025 Municipal Accommodation Tax - Project Summary

### **Project Name: Contribution to CIP Program**

#### **Project Description:**

Community Improvement Plan (CIP) funding has historically been allocated through net tax levy at a rate of \$125,000 per year. Funds are usually directed toward façade improvements where there is private sector investment as part of the funding eligibility. The City of Kenora is currently revamping its CIPs as part of the Official Plan and Zoning By-Law project. As part of the CIP project, a review was done of other municipalities from the perspective of best practices. It is clear that other municipalities are funding at a higher level. This contribution through MAT is intended to stimulate economic development activities such as housing development. These funds cannot be dispersed until the new CIP is approved by Council which is anticipated to be late summer of 2025. These funds are intended to be incremental to those funds allocated under the operating budget.

#### **5 Year Economic Development & Tourism Strategy**

**Objective:** 3.3: Develop and invest in strategic infrastructure that supports economic and tourism growth.

**Tactic:** Facilitate housing development to support community economic growth.

**Action:** Market opportunities for housing development supported by current and future Community Improvement Plans (CIPs).

**Projected Expense: \$250,000**

## 2025 Municipal Accommodation Tax - Project Summary

**Project Name: Northern Policy Institute Economic Impact and Analysis - Mill Property**

**Project Description:**

The former property of Kenora Forest Products includes approximately 115 acres of land. Preliminary plans have been developed which include designating approximately 35 acres toward a new All Nations Health Partners \$1 B hospital, 161 bed long-term health care facility and a centre of care for other health care related service. There has also been preliminary discussion about allocating a portion of the property for commercial development and another portion for housing developments. The economic potential that a development of this order of magnitude represents for the City of Kenora is material and needs to be assessed. The purpose of this project is to have the Northern Policy Institute analyze recent hospital projects and developments that have taken place in the areas within close proximity of major hospital infrastructure projects. This information will help the City understand likely scenarios for increased development and assessment. In addition the information will help support targeted marketing to developers that have natural synergies to health care facilities. These could include; hotels, professional services buildings, restaurants and other supporting businesses.

**5 Year Economic Development & Tourism Strategy**

**Objective: 2.2:** Support the growth and retention of local business and emerging sectors

**3.2:** Undertake planning activities that support tourism and economic development activities

**Action: 1.** Undertake analysis of priority sectors to support Kenora's economic competitiveness. **2.** Explore opportunities to capture economic spinoffs resulting from major industrial and resource development projects

**Projected Expense: \$15,000 (This project is \$60,000 - NPI is funding \$15,000 and FEDNOR for the remainder)**