



Committee of the Whole Report

Report Number:	ED2021-020
Meeting Date:	June 1, 2021
Title:	Winter Festival Communication and Promotions
Description:	City participation in the communication and promotion of a Kawartha Lakes Winter Festival
Author and Title:	Rebecca Mustard, Manager of Economic Development

Recommendations:

That Report ED2021-020, **Winter Festival Communication and Promotions**, be received;

That Council endorse the proposed framework for a Kawartha Lakes Winter Festival in Winter 2022 with the potential to continue in future years; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

(Acting) Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

At the December 15, 2020 Council Meeting, Council received correspondence from Mr. David Robinson regarding the creation of an annual winter festival in the City of Kawartha Lakes.

At that meeting, Council adopted the following resolution:

CR2020-429

That the correspondence from David Robinson, regarding the creation of an annual winter festival in the City of Kawartha Lakes, be received and referred to Staff for joint communication and promotion for 2020; and

That staff bring forward recommendations in Q2 of 2021 with possible ideas on coordinating winter activities over a certain period of time.

Carried

This report addresses that direction.

The resolution was passed in December, 2020, in anticipation of a February, 2021, event to be organized by the community. A Stay-At-Home Order was then put in place in December, 2020, which limited activities in February and no activity took place as a result.

Rationale:

The creation of an annual winter festival in Kawartha Lakes provides an excellent opportunity to expand the tourism offerings of the local industry year round. Staff have considered the correspondence and propose the following framework to support the creation of such a festival:

1. Tourism and Local Marketing

The City of Kawartha Lakes is the Destination Marketing Organization for Kawartha Lakes, building and marketing the local tourism industry. Each year, the Tourism program develops marketing campaigns to promote visitation to the municipality and the many tourism assets available.

The recently adopted Kawartha Lakes Destination Development Plan (Plan) was created to support and guide the coordinated efforts of City staff and tourism stakeholders in Kawartha Lakes to build upon the sector's significant contribution to the local economy. The overriding goals of the Plan are to increase visitor spending; and to increase tourism activity outside the summer season. The Plan also identifies five strategic objectives, one of which is to bundle Kawartha Lakes' offerings to expand duration and draw.

Support provided by the City to community event organizers for the communication and promotion of a Kawartha Lakes Winter Festival would align with these goals and objective.

For 2022, Staff will include a tourism focused "Kawartha Lakes Winter Festival" as part of the winter marketing campaign. The events themselves will be led by communities and event organizers and can be marketed under the "Kawartha Lakes Winter Festival" campaign.

This campaign can be adapted to the Kawartha Lakes resident audience and shared through municipal corporate communications channels to promote the festival locally.

2. Coordinating Community Involvement

Tourism staff will host a community event organizers introductory meeting in Fall 2021 to prepare for the 2022 marketing message.

Activities that utilize municipal facilities during the festival timeframe, such as free public skating at arenas, will be organized through the Parks, Recreation and Culture Division.

3. Supporting Community Involvement

The Community Development Fund administered by the Parks Recreation and Culture Division includes the Special Event Fund. Funding for community groups up to a maximum of \$500. The deadline to apply is October 31 for projects and events scheduled for the following calendar year. This funding and application timing will support a coordinated festival event.

Other Alternatives Considered:

The recommendations outlined in this report support the goals and objectives in the Corporate Strategic Plan and Destination Development Plan, and can be achieved given existing staff resources and is in line with the Council resolution of December 2020. Therefore, no alternative resolutions are presented.

Alignment to Strategic Priorities:

The Staff support recommended in this report, towards the communication and promotion of a Winter Festival that will be developed and executed by community organizations supports the Corporate Strategic Plan through:

- A Vibrant and Growing Economy and the goal to Enhance Tourism
- An Exceptional Quality of Life and the goal of Community Building

The recommendations also align with the two overriding goals in the Destination Development Plan which are to increase visitor spend; and increase tourism activity outside the summer season.

The Destination Development Plan includes the strategic objective to Bundle Kawartha Lakes' experiences to expand draw and duration. This objective relates to these recommendations as the tourism winter marketing campaign will bundle the Winter Festival with the other seasonal tourism experiences to promote extended visitor stays.

Financial/Operation Impacts:

The recommendations for communication and promotion of the Winter Festival by the City would require staff resources from the Economic Development; Parks, Recreation and Culture; and Communications, Advertising and Marketing Divisions.

The proposed 2022 Winter Festival framework includes activities that will be covered through approved operating budgets.

Consultations:

Manager of Parks, Recreation and Culture
Manager of Communications, Advertising and Marketing

Economic Development Officer- Tourism

Attachments:

Appendix A: Correspondence from Mr. David Robinson



Correspondence -
David Robinson - W

(Acting) Department Head email: rholy@kawarthalakes.ca

(Acting) Department Head: Richard Holy