

2022 Summer Tourism Enhancement Program

Overview

The Summer tourism season is vital to the sustainability of local tourism businesses and the Kawartha Lakes economy. The COVID-19 pandemic has disproportionately impacted the tourism sector in Ontario and across the world.

In 2021, at the recommendation of the Economic Recovery Task Force and direction of Council, a number of activities were undertaken to support the resilience of the local tourism industry by enhancing the visitor experience. The activities included;

- Enhanced garbage pick-up, weeding and tidying in tourism focused downtowns, parks, and boat launches;
- Waiving permit fees for park use, patios and events, and;
- Summer student tourism ambassadors enhancing the visitor experience.

Across Kawartha Lakes, local Chambers of Commerce play an important role providing community based visitor information services. In Fenelon Falls and Bobcaygeon, local organizations have previously hired Summer Student Ambassadors to welcome visitors, attend events and collect visitor data.

In 2021, the Summer Tourism Enhancement Program provided up to \$15,000 in funding to implement the Summer student tourism ambassador program. Funds included the hiring of Summer Students and materials to enhance the visitor experience in downtowns and surrounding tourism areas. The program was successful in engaging over 3,600 people and benefiting more than 4,300 people.

As the pandemic continues, and funding is available, the program will continue in 2022.

Program Details

In recognition of the important work local Chambers of Commerce provide in visitor information services, the Kawartha Lakes Summer Tourism Experience Program 2022 will support Chambers of Commerce in Kawartha Lakes enhance the visitor experience across the municipality. The program will provide up to \$15,000 for activities that advance community based visitor information services and meet the following objectives;

- Welcome visitors to Kawartha Lakes (be physically out in the community where tourists gather);
- Encourage visitors to increase their length of stay in Kawartha Lakes by supporting on the ground trip planning and encourage visitation to multiple tourism assets;
- Provide activities or interactions that enhance the visitors experience while in Kawartha Lakes; and,
- Engage local businesses in activities to support the visitor experience and support long term programming (e.g. Kawartha Lakes Business Count)

It is anticipated that these funds will be used to support the hiring of Summer Students. However, in recognition of the changing nature of the pandemic, alternative program concepts may be submitted.

Projects should focus on the Summer tourism season, however, depending on the project scope, projects may run until **December 31, 2022**.

An interim report on success and progress of the project will be due by **August 1, 2022**. A written final report detailing the outcomes of the project and financial reconciliation will be due by **December 31, 2022**.

Program Application

Chambers of Commerce in Kawartha Lakes may submit a detailed project proposal to the municipality by **April 22, 2022**. The proposal must include (items 1- 4, maximum 500 words):

1. An overview of how the funds will be used (include alignment to the Summer Tourism Experience Program Objectives).
2. Explain how this funding will improve the visitor experience beyond what is currently planned for the 2022 summer season.
3. Provide a description of their service area and how their program will reach their boarder service area.
4. Describe the desired outcomes of their project.
5. Complete the attached project activities and budget sheet (page 3). Note, this section is not included in the word count.

It is acknowledged that the changing nature of the pandemic may result in modifications to the proposed projects. Changes to project plans must be agreed upon with the municipality.

Applications to be submitted by **April 22, 2022** to the Economic Development Division at: ecdev@kawrthalakes.ca.

Project Activities and Budget Sheet

Complete the following Project Activities and Budget Sheet.

| Activity | Budget | Timeline |
|--|----------|----------------------|
| e.g. Hire Summer Student Description: Summer Student will do activity 1, 2 and 3 (if activities have a cost that this budget is requested to cover, list each activity in a separate with a description and requested budget) | \$15,000 | June- September 2022 |
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