

Type of Decision									
Meeting Date	Friday, July 17, 2009				Report Date	Friday, July 10, 2009			
Decision Required	X	Yes		No	Priority	X	High		Low
Direction Only		Information Only			Type of Meeting	X	Open		Closed
REPORT TITLE									
Marketing Strategy Funding Commitment Report #17/07/09/206									

SUBJECT: Request for commitment of funding for a marketing strategy should the municipality be successful with obtaining funding from the Eastern Ontario Development Corporation's Local Initiative Funding.

Recommendation: That Council adopt the following motion as decided at the June 19th meeting and forward it to RCFDC for inclusion with our application. The application for the RCFD Corp's Local Initiative Program requires a commitment of funding from the applicant. This was discussed and decided at the last meeting – to go ahead with the application, request a quote from Jennifer Layman and provide a specific resolution later.

WHEREAS the Council of the United Townships of Head, Clara & Maria at its meeting of May 15, 2009 committed to placing more emphasis on preparing and utilizing an economic development plan or strategy specific to our municipality in respect to economic development and tourism;

AND WHEREAS the Eastern Ontario Development Program's Local Initiatives Program supports marketing and economic development projects for municipalities;

AND WHEREAS the EODP element requires evidence of appropriate funding dedicated to project completion and sustainability;

AND WHEREAS at its meeting of June 19, 2009 Council approved the application to the Local Initiative program for the research and development of a marketing strategy and products to be used to promote the municipality;

THEREFORE BE IT RESOLVED THAT the Council of the United Townships of Head, Clara & Maria do hereby commit to funding for 2010 towards the development of a marketing plan and product to actively promote the municipality to new investors, residents and tourists.

Background/Executive Summary: Jennifer Layman of forwardthinking has supplied a quote on developing a marketing strategy and tools for our municipality. The cost estimates are as follows: \$7,000 - \$8,500 – for marketing work, research, building the plan, meetings, etc.
\$3,000 - \$5,000 for production of marketing materials.

This will include all travel costs, shipping charges, etc. The funding application was submitted based on those numbers. RCCFDC may contribute up to 100% of eligible projects costs, however; funding approval does not normally exceed 75% of the total project costs to a maximum of \$10,000. (75% of our estimate is \$11,917)

We have submitted total estimated costs of \$15,890 with a request for \$10,000. That would require a Council commitment of approximately \$6,000 for 2010 over and above our usual Economic Development and Visitor's Centre Costs.

Financial Considerations/Budget Impact: Increase of \$6,000 for marketing purposes. Approximately \$2,000 would be staff hours and would be expended anyway. As Jennifer's totals were estimates, the actual might be higher or lower, depending on decisions made during the strategy development process. The payoff might be increased tourism, increased residency and/or increased economic development, likely tourist related.

Policy Impact: None – the funds would simply be budgeted during 2010 budget deliberations.

Approved and Recommended by the Clerk

Melinda Reith,
Municipal Clerk

Melinda Reith