



**City of Kingston
Report to Council
Report Number 15-400**

To: Mayor & Council
From: Gerard Hunt, Chief Administrative Officer
Resource Staff: Same
Date of Meeting: October 6, 2015
Subject: Integrated Tourism Strategy

Executive Summary:

As part of the implementation plan resulting from Council's strategic priorities, Council is aware that the Kingston Accommodation Partners (KAP) have been progressing with an integrated tourism strategy. Development of this strategy by KAP demonstrates the opportunity of a community organization participating in the advancement of Council's priorities for the benefit of the community.

Council endorsed the following recommendation in CAO report 15-245:

That Council request a presentation of the integrated tourism strategy currently under development by Kingston Accommodation Partners (KAP).

Tourism is a significant driver for the Kingston and area economy. As such, an integrated strategy with the support of all major players in the tourism industry is critical to success. Since the strategy was developed, significant collaboration has occurred. KAP will be present at the October 6, 2015 Council meeting to describe the strategy, progress over the past few months and the plan for the future. As this is a priority of Council, periodic progress reports will be welcomed.

Recommendation:

That Council receive an update on the integrated tourism strategy from the Kingston Accommodation Partners, and

That Kingston Accommodation Partners provide a progress report by June 30, 2016.

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Authorizing Signatures:

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

Gerard Hunt, Chief Administrative Officer

Consultation with the following Members of the Corporate Management Team:

Cynthia Beach, Corporate & Strategic Initiatives	Not required
Lanie Hurdle, Community Services	Not required
Denis Leger, Transportation, Facilities & Emergency Services	Not required
Jim Keech, President and CEO, Utilities Kingston	Not required
Desiree Kennedy, Chief Financial Officer & City Treasurer	Not required

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Options/Discussion:

Council's strategic priorities for creating a smart economy include the development of an integrated tourism strategy. An excerpt from Report 15-245 "Council's Strategic Priorities – Implementation Plan" under the "Create a smart economy" priority notes:

iv. Prepare and implement a city-wide tourism strategy

Recently the Kingston Accommodation Partners (KAP) completed a review and developed a tourism strategy that was presented at their annual general meeting. That strategy speaks volumes to the collective interest and vision for Kingston tourism, not only for Kingston but for the surrounding regions. A recommendation in this report [15-245] requests that Council learn more about KAP's findings by inviting them to present at a future Council meeting. At that time Council can consider embracing the vision that is presented. Opportunity exists to leverage KAP's leadership and through meaningful discussion align tourism marketing and attraction strategies, creating greater return on investment and refocusing marketing and advertising expenditures in a cohesive way. This is an example of how the community organization can participate and lead a priority as KAP has essentially advanced a city wide tourism strategy.

Facilitating community participation in developing a strategy was work that the various leading partners realized was a next step in tourism marketing and product development for the community. As a result of that vision, Kingston Accommodation Partners launched a review to determine a focus for the future. Representatives will be present to share that focus with Council and will report the progress since the new vision was launched earlier this year.

Existing Policy/By-Law:

Council's Strategic Priorities 2015-2018

Notice Provisions:

There are no notice provisions with this report.

Accessibility Considerations:

Not applicable.

Financial Considerations:

There are no financial considerations at this time.

Contacts:

Gerard Hunt, Chief Administrative Officer 613-546-4291, ext. 2205

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Other City of Kingston Staff Consulted:

Not applicable.

Exhibits Attached:

Not applicable