

## **TOURISM COMMITTEE ANNUAL UPDATE 2007-2008**

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### **MANDATE:**

The Tourism Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the Chamber's Tourism Information Centre programs and services. The Tourism Committee also serves as the 'Voice of Business' in promoting a healthy tourism climate for our community and region. The committee strives to create an atmosphere conducive to tourism product development by groups and entrepreneurs.

### **MEMBERS:**

Bruce Cowan, *Timmins Daily Press* – **Chair**  
Mike Kentish, *Howard Johnson Inn* – **Co-Chair**  
Karen Bachmann, *Timmins Museum*  
Killy-Ann Brunet, *The Venture Centre/Le Centre de développement*  
Graham Campbell, *Ministry of Northern Development and Mines*  
Marcel Lamarche, *Industry Canada/ FedNor*  
Lizanne Lefebvre, *Ontario Wilderness Association*  
Don Padley, *Howard Johnson Inn*  
Frank Roch, *Tourism Timmins*  
Ellen Sinclair, *Ministry of Northern Development and Mines*  
Lise Vandal, *The Venture Centre/ Le Centre de développement*  
Marilyn Wood, *Mikro-Tek Inc.*

### **2007-2008 YEAR IN REVIEW**

- Participated in organizing the *Tourism Guest Passes* initiative. These passes are for 1 full day and are given out to non-residents to increase awareness of the city's tourist attractions. (October 2007);
- Monitored the development of a Tourism Product Generator Workshop (October 2007);
- Investigated Motorcycle Tourism initiatives in the community and researched the potential for future activities to try and attract the motorcycling segment to the City of Timmins (October 2007);
- Organized a Q & A session with Jean Rheault, assistant director with the Northeastern HOG Chapter, on motorcycle tourism opportunities. (November 2007);
- Investigated the development of a Postcard Project (October – November 2007);
- Issued letters to seven local hotels recommending that they approve the proposed Destination Marketing Fee to help generate funds for future tourism promotion in Timmins. Funds will help promote the city as a tourist destination for potential visitors, tour operators and convention planners. (November 2007);
- Investigated the availability and scheduling of train service between Timmins and James Bay coastal communities (December 2007);
- Issued a letter to Chamber members to inform about Polar Bear Express services and availability (December 2007);
- Monitored and supported the *Bonjour Timmins!* Francophone Product Project. This initiative involved asking local businesses to classify the francophone services they offer in order to better market Timmins as a destination for French-speaking tourists (December 2007);
- Investigated the First Impressions Community Exchange program offered through the Ontario Ministry of Agriculture, Food and Rural Affairs – an exchange program in which two communities of similar size complete and evaluate a visit to the other community; a set of recommendations and commendations is provided to each

community based on the evaluations completed by visitors from its partner community (December 2007);

- Monitored the Ontario Northland Strike and its effect on members and visitors to the city (December 2007);
- Issued a letter to the City of Timmins requesting the implementation of a common signage program for the attractions located throughout the city (January 2008);
- Directed the production of the Chamber's 7<sup>th</sup> annual pewter ornament series; the South Porcupine Arena – "The Barn".
- Received presentation from Grant Tunnicliffe (Friends of High Falls) regarding Grassy River/High Falls and his opposition of any potential development there (February 2007);
- Monitored developments regarding the forthcoming "International Plowing Match", which is taking place in Temiskaming in 2009;
- Shared Tunnicliffe's information with the Economic & Business Development Committee and refrained from taking an official stance on the position without hearing from other parties involved;
- Received presentation from Antoine Garwah of Science Timmins regarding the developing "Science Village" and its potential as a tourist attraction in the City of Timmins (April 2008);
- Organized annual Summer Industrial Site Tours with RioTinto/Luzenac Inc. and Goldcorp (July/August 2008);
- Support of the Doors Open initiative by Heritage Canada; partnering with the City of Timmins and the Venture Centre (September, 2008);
- Monitored the city's centennial anniversary plans (ongoing)
- Monitored Regional Tourism Funding - funding for local tourism initiatives such as the Highway 11 Tourism Corridor Project, Ontario North East Attractions Group (ONE) Project, the Polar Bear Habitat, etc. (ongoing);
- Identified "Tourism Week" event as a planned activity for 2009 (June 2008)
- Monitored the creation of the City of Timmins Tourism website and maps (ongoing);
- Provided advice, direction and feedback, through membership to the Tourism Timmins Executive Committee (throughout year).

### **Key Issues:**

- Guiding the operation of the Tourism Information Centre, housed at the Chamber office;
- Monitoring the City's development of a regional Tourism Management Plan to better execute projects and initiatives;
- Reviewing of tourism issues facing this region, identified through Positively Timmins surveys;
- Developing tourism-related and revenue-generating products for the Chamber;
- Investigating the potential for increased tourism activities in the community;
- Monitoring the impact of the Destination Marketing Fee on tourism in the City of Timmins;
- Continue to monitor Regional Tourism Funding - funding for local tourism initiatives such as the Highway 11 Tourism Corridor Project, Ontario North East Attractions Group (ONE) Project, the Polar Bear Habitat, etc.
- Identifying new opportunities and projects that better equip Timmins as a tourist destination in north eastern Ontario