

# Town of Kingsville Economic Development and Tourism Committee Report

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JUNE 2017



# Committee Members

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## Members:

Mayor - Nelson Santos

Marian Stranak

Tony Gaffan

Jim Gaffan

Mike Lauzon

Doug Quick

Dave Hunt

## Members of Administration:

CAO – Peggy Van Mierlo-West

Executive Assistant to the Mayor and CAO – Tara Hewitt

Tourism Coordinator – Natalie Cobby

BIA Coordinator – Karen Wettlaufer

Meetings held every second Thursday of each month – Committee Room A  
Town of Kingsville Municipal Offices

## 2016 Committee Re-Cap

- 2016 was the first full year of the current Ec Dev and Tourism Committee membership.
- The year mainly focused on replenishment and creation of new and updated literature, maps, and town signage.
- A digital marketing program was launched with Zoomer Media – targeting retirees to visit or relocate to Kingsville.
- Attendance at the annual Zoomer Show in Toronto in October with exposure to over 50000 attendees.
- Began collection of video footage with Zeebrah Media to capture Kingsville through the seasons for a new promotional video and digital media.
- Approved development of a new Kingsville smartphone app to collect and distribute all municipal social media channels and drive traffic to websites.



## 2017 Committee Actions

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- Kingsville had on site representation at a TWEPI sponsored “Staycation” Expo, a Windsor Express game, and the Memorial Cup at WFCU Centre in Windsor.
- The Memorial cup trophy tour also highlighted Jack Miner Sanctuary and the Historical Park Museum with “Center Ice” event downtown.
- Kingsville will be participating in the 8th annual Explore the Shore event July 29-30 at Cedar Beach / Island. A combined effort between Ec Dev, Parks and Rec and Mettawas Fundraising Committee.
- Committee has selected representation at the 2017 Zoomer Expo and 2017 Gourmet Food and Wine Expo in Toronto. Focused on attracting tourism / relocation focused upon targeted demographics. We’ll be seeking local business partners to join to further promote the area.
- MyKingsville.ca Website is being revamped to better serve our needs. This will tie in the upcoming Smartphone App and social media distribution and allow us to understand our marketing plan and how information distribution is being received.



## 2017 Committee Actions

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- Move to Kingsville – Marketing Campaign – Developing materials to use in various outlets to promote relocating to our town – Print and Digital Media
- Accommodation Study RFP – Need to determine the Hotel / Motel needs to be able to market Kingsville as an overnight destination and service the local market adequately and providing additional services.
- First Impressions Community Exchange – Program through OMAFRA. It's stand-alone project for communities who are seeking information that will help guide future economic development plans, or as a component part that will support a broader strategic plan. We're currently being paired with another community and will update once available.
- Business Attraction / Development – Many new business inquiries have been received for new establishments and have been referred to the SBC in Windsor.
- Business Retention and Expansion Study – WEEDC conducted a regional small business outreach and survey. This will be the basis of a BR+E study for Kingsville to strategically plan and execute economic development initiatives.
- C.I.P project framework to be established with Downtown Cottam within scope of project.
- Local Economic Development Conference – TEDC Committee planning to hold an Ec Dev conference to build the reputation of Kingsville as a destination for such events.