

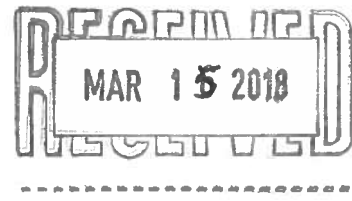
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From: Anne-Marie Loranger <tdlt.btt@gmail.com>
Sent: Thursday, March 15, 2018 1:59 PM
To: Roxanne St. Germain
Subject: financial contribution
Attachments: Letter to Temagami 2018.pdf; Testimonial of the Lake Passport 2017.docx; Accomplissements.docx; Budget Lake Temiskaming Tour.xlsx

Hello,

You will find in the attachment all the documents requested for the financial contribution to the Lake Temiskaming Tour du lac Témiscamingue.

Thank you



- File Incoming Other
- Mayor
- Council BA
- CAO
- Building
- Finance S C
- Ec Dev S C
- Parks & Rec S C
- Planning S C
- Public Wks S C
- PPP
- Social Services
- _____
- _____

Anne-Marie Loranger

Tisser des Liens Témiscamingue / Building Ties Temiskaming
 Temiskaming Shores and Area Chamber of Commerce
 c.p. 811 / P.O. Box 811
 883356 Chemin / Hwy 65
 Téléphone / Telephone: 705-647-5771
 Télécopie / Fax: 705-8633
tdlt.btt@gmail.com



March 15, 2018

Roxanne St-Germain
Administrative Assistant
Municipality of Temagami
7 Lakeshore Drive
Temagami, Ontario
P0H 2H0

Re : Lake Temiskaming Tour from partners contribution

Dear Roxanne,

With the completion of the second year of Tisser des Liens / Building Ties, we wish to reflect on our many successes. The website has over 120 businesses/organizations registered and continues to grow. We have dedicated a coop student to contact businesses and organizations around the lake to populate the website. We have over 1000 followers on our Lake Temiskaming Tour du lac Témiscamingue Facebook page and 200 followers added to our new Instagram page. The new Passport project was a great success and the 2018 passport will be distributed throughout Ontario and Québec for the 2018 tourism season.

We are making plans for the future of the Lake Temiskaming Tour du lac Témiscamingue and through the Temiskaming Shores & Area Chamber of Commerce, another application to FedNor is in Phase II approvals. Among other things, the proposed project will continue the promotion of the Lake Temiskaming Tour du lac Témiscamingue.

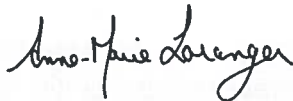
Working with the Ottawa River Heritage Designation Committee we hope to collaborate to leverage the new designation of the Ottawa River as a Canadian Heritage River as a way to further promote the Lake Temiskaming Tour du lac Témiscamingue. Tourism Northern Ontario will help us develop packages to target consumers in the international market. By participating in the 2019 International Plowing Match in the West-Nipissing area we will have the opportunity to highlight our natural beauty of Lake Temiskaming.

You have historically contributed \$ 500 annually to the Lake Temiskaming Tour du lac Témiscamingue and we would ask to commit this amount over the 3-year period. We are enclosing a copy of a proposed budget for the promotion of the Lake Temiskaming Tour. You will note your contribution will be leveraging a \$ 450,000.00 budget with \$ 195,000.00 directly related to the Lake Temiskaming Tour du Lac Témiscamingue. We hope you will agree this is good value for your contribution.

The Lake Temiskaming Tour is gaining momentum and continuing support from our partners is crucial to the success of this project.

Do not hesitate to contact the Temiskaming Shores & Area Chamber of Commerce if you have any questions or if you require any further information.

Sincerely,



Anne-Marie Loranger
Tisser des Liens / Building Ties Temiskaming
Lake Temiskaming Tour du lac Témiscamingue

Accomplissements Lake Temiskaming Tour du lac Témiscamingue
2016-2018

- 6000 passports 2017
- 10 000 passports 2018
- 50 signs 2 x 2 Lake Temiskaming Tour lac Témiscamingue with website
- 5000 Winter Fun Guides (Centre map of the Tour)
- 1000 magnetic clips to promote the website.
- 1000 Hello / Bonjour kit
- 800 search and rescue Map of Lake Temiskaming
- 700 t-shirts distributed around the lake
- 3 Take the Lake signs
- 4 Building Ties networking evenings
- Temiskaming Ambassador Day
- Shuttle to the Foire Gourmande (76 people)
- Expédition à la Vivianne
- 4 bloggers writing articles about Lake Temiskaming
- Articles with Northeastern Ontario
- 120 businesses and organisations on www.laketemiskaming.com
- 1015 Facebook followers
- 194 Instagram followers
- Marketing (Temiskaming Speaker, Le Voyageur, CTV North Bay, Le Reflet, Temiskaming District visitor's guide, Temiskaming Shores district & area map, CKVM-FM (chronique), CJTT-FM, Good Gauley Production, Guide touristique Abitibi-Témiscaming)

Testimonial of the Lake Passport 2017

1. Thank you for this great opportunity! We loved touring and getting our 'stamps' So much great local culture! Sincerely,
Cindy Charlebois and Family
North Bay, Ontario
2. Dear Organizers, we had a great week exploring your region of Ontario and definitely intend to return. The Discovery Passport was a great impetus to get us to see & visit a couple of spots we might otherwise have overlooked. I did have trouble using the correct punch in Haileybury but that was my inattention to detail easily rectified, I hope. Thank you for the opportunity.
Paul Mundy
Kitchener, Ontario
3. Hello, I finished!! However, the museum in Temiskaming was closed and punching station Inside. (sept 27 at 9:30 am) I have a photo of me there today to email as proof that I completed circle. Thank you. This was FUN!!
Connie Hergott
North Bay, Ontario
4. The Lake Temiskaming Tour was a great ride with wonderful scenery. The Blue Passport boxes were easy to find. Lunch at La Bannick was excellent. Tour well organised!
Stephane Trudel
Latulipe, Québec
5. Dear Lake Temicaming Tour, This was a delightful adventure. We drove over to North Bay and spent one night there, then 3 nights in New Liskeard, two in Ville Marie, and back to North Bay for 2 nights. The scenery along the way with all the lakes, rocky outcrops, hills and valleys and trees was beautiful. The museums displaying some aspects of local history were informative and unique. We were surprised at all the beautiful and large lakeshores parks and marinas in each town no matter how small the town was. We played frisbee golf in New Liskeard. The motel we liked best was the Caroline Motel and Restaurant in Ville Marie. The older couple there were very accommodating and the room was really clean and comfortable. One suggestion we have an information sheet in English at the Green Estate Historical Site. The young girl there did not know English and we don't know much French. We feel you did a great job organizing and presenting your area. However, since we found out about this Tour at the end of the season we think that next year there needs to be more widespread exposure such as CBC North and public announces on various TV Stations. We will tell other people we know here about your area. Feel free to use any part of this letter in your future marketing.
Rita Fink & Art Fink
Sault Ste Marie, Ontario
6. I just thought I should let you know that the Lake Tour (Tour du Lac) has been extremely effective. In all the years I have been in business and the 5 years in Cobalt, I have now seen people touring around the lake, passports in hand and enjoying the sites and history of the place. First time in years that we are seeing Temagami tourists coming THIS way to tour around and shop, instead of going back toward North Bay. The only issue I have is that with the lake tour extending to the end of September...the museums should be open ALL day till then as well instead of just the afternoons. I have had so many tourists in the shop in the morning who have come for the museums. So, I give them my tour maps, which I keep in-shop and tell them the directions to take and what the NEED to see on the Cobalt Heritage Trails. They are thrilled and grateful to have this to do. So please suggest to the museums my take on this. I hope it happens again next year.

Laura Landers Laura's Art Shoppe COBALT
Cobalt, Ontario

7. Dear Organizers. We enjoyed our time in an area of Ontario we had not yet explored. Using your Lake Tour Passport added to the fun and interest in the area. We have used an adventure passport in the Bruce Peninsula which has grown and improved each year. What we also love is that using this system, our daughter (now 30) has promoted excursions in the Bruce by bike, hike, car and camping to her friends. She loves the on-line aspect as well. She and her hubby are on a limited budget and have kept vacations local using the passport information to explore (and earn a T-Shirts -loves the reward). I encourage you to continue to share those 'special' locations in your area though the passport program.

Janice Cruickhank
Kitchener, Ontario



We had so much fun completing the Lake Temiskaming Tour this summer! We even won some prizes!



Josée Caron
Winner of the Water Fantasy (valued at 1 500\$)

Budget - Lake Temiskaming Tour du lac Témiscamingue

FedNor Project -3 years

June 1 2018 to May 31 2021



Historic Partners' Contribution	per year
MRC du Témiscamingue	5,000.00 \$
City of Temiskaming Shores	5,000.00 \$
Tourim North Bay	2,500.00 \$
Mattawa-Bonfield	1,200.00 \$
Cobalt, Coleman, Latchford	500.00 \$
Temagami	500.00 \$
TOTAL	\$ 14,700.00 X3 years

Costs for the Lake Temiskaming Tour

Canadian Heritage Rivers System (Ottawa River)	30,000.00 \$
Packages	10,000.00 \$
Way Finding signs	40,000.00 \$
Annual Passport	40,000.00 \$
Website	30,000.00 \$
International Plowing Match 2019 West Nipissing	25,000.00 \$
Marketing	20,000.00 \$
TOTAL	195,000.00 \$

** The total cost of the project is greater than 450,00.00\$ and is mostly funded by FEDNOR. We also have a partnership with Tourim Northern Ontario.