

Partnering for Prosperity: How two small municipalities work together to develop and support regional tourism



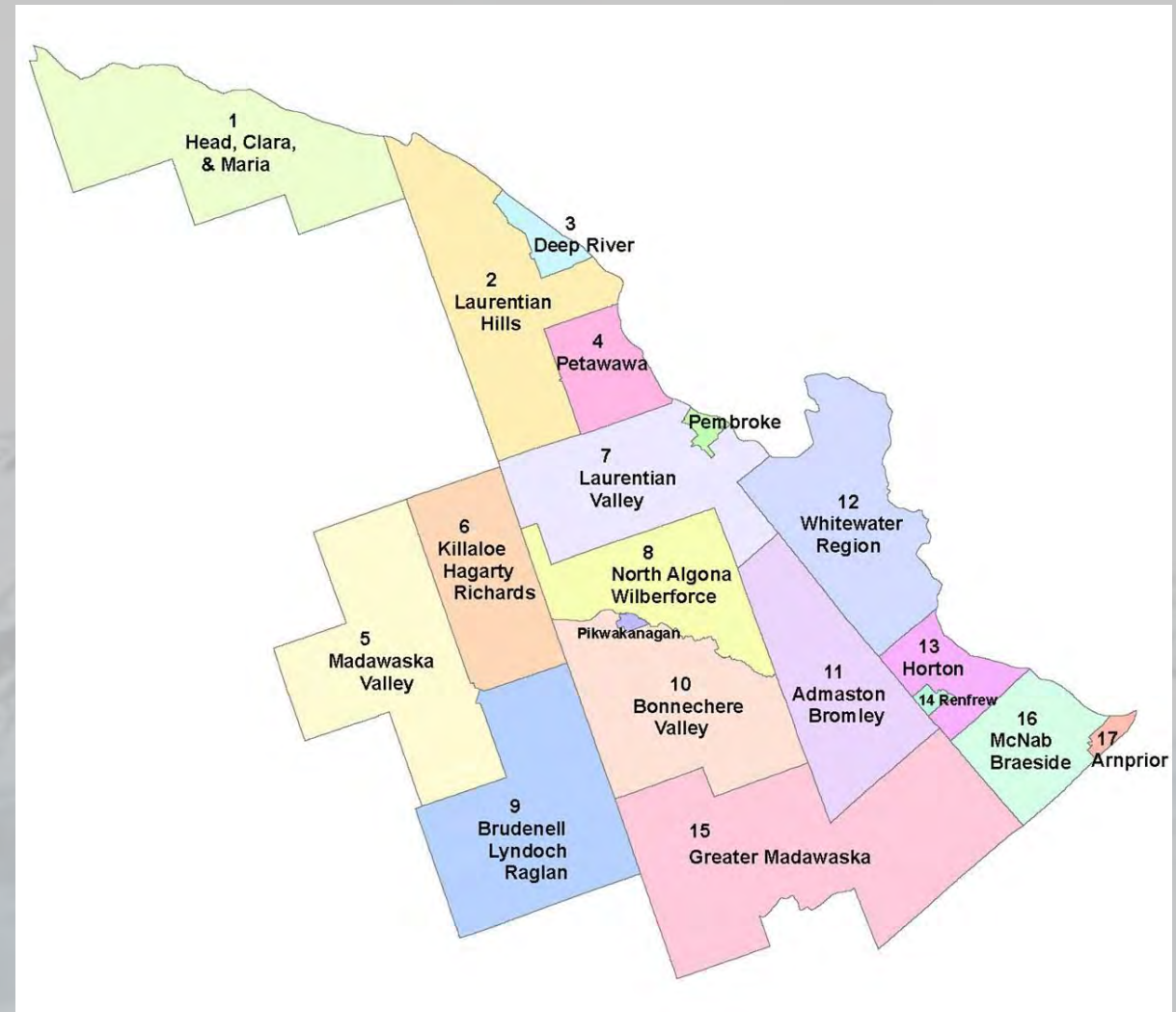
Presented by:

Cyndy Phillips, Economic Development Officer, Town of Petawawa
Heather McConnell, Economic Development Officer, City of Pembroke

Who & Where We Are



City of Pembroke	Town of Petawawa
Located in Renfrew County but a separated single-tier municipality	Located in Renfrew County and a lower-tier municipality of the County of Renfrew
Population of 14,000 and 14 square kilometers	Population of 17,200 and 166 square kilometers
City centre with historic downtown, home of many major local services such as regional hospital, Algonquin College, school boards, professional services	Largest municipality between Ottawa & North Bay; Growing community, home of Garrison Petawawa and many young families and soldiers as a result
On the beautiful Ottawa River	On the beautiful Ottawa River



How the partnership started

Tourism Strategic Plan
2012

How the partnership started

**Destination Development Action Plan
2013**

How the partnership started

“...those involved in Petawawa’s tourism destination development consider the task in a broader context by embracing development with the GPA (Greater Petawawa Area) in mind.

While tourism infrastructure gaps have been identified in the Town of Petawawa, (roofed commercial accommodations, tourist attractions, restaurants and retail) services found in the GPA fill the gaps to a certain extent by providing additional options in these specific tourism sectors”

How the partnership started

“...those involved in Petawawa’s tourism destination development consider the task in a broader context by embracing development with the GPA (Greater Petawawa Area) in mind.

While tourism infrastructure gaps have been identified in the Town of Petawawa (roofed commercial accommodations, tourist attractions, restaurants and retail) services found in the GPA fill the gaps to a certain extent by providing additional options in these specific tourism sectors”

“...It is recommended town staff, in partnership with local host committees proactively pursue attracting trail and

flat water based competitions and events

designed to first; position the GPA as an ideal location for year-round outdoor recreation activity, and second;

to attract participants and spectators from outside the region that positively impact tourism visitation and revenues.

Identify tactics to attract relevant “drop and play” events and competitions that have potential to be hosted in the GPA

**Direct emphasis on securing a kayak or SUP competition in 2014”



Meanwhile, also in 2014



Getting Council on-board

Pitched it as a
win-win

Called it a Day



Getting Council on-board



LOW COST

High Returns

Equal
Share

Festival Outline

- 3-day event on the Ottawa River between Petawawa & Pembroke
- Attracting kayakers, canoers, SUPers, and kayak anglers for races and a fishing derby
- Also features, beach activities, kids activities, film festival, live music, food, camping, bonfire, and fundraising for CHEO



Festival Growth

2015	2016	2017
13Km, 4Km, & 1 Km races	13Km, 4Km, & 1 Km races	13Km, 4Km, & 1 Km races
Reel Paddling Film Festival	Reel Paddling Film Festival	Reel Paddling Film Festival
Whitewater Brewing Beer Tent		
Live music	Live music	Live music
	Kayak Fishing Derby	Kayak Fishing Derby
Stand Up for CHEO	Stand Up for CHEO	Paddle For CHEO
	Heritage Paddle	Heritage Paddle
		Large event tent
		Chipped timing for race
		Reel, Kayaks & Real Heroes



Benefits of Partnering

- Combining resources
- More manpower
- Finances
- Geography (shoreline)
- Diverse skillset/roles
- **Collaborating vs competing**
- Political goodwill
- Increased marketing opportunities, regional tourism
- Festival appealing to broader range of local residents; combining resources allows for more events

Challenges of Partnering

- Different municipal goals – heavier rec/tourism focus in one municipality. Municipal reorg
- Different policies & procedures: ie: procurement, accounting, staffing hours, use of spaces, equipment use, interdepartmental resources, etc.
- Trust – working across municipalities and departments, equal division of labour and responsibilities, especially marketing, etc.
- Political trust – reporting to our respective councils/delivering on corporate strategic goals and initiatives while contributing to festival
- Equal recognition and promotion of each municipality

Challenges of Major Festival Organization

- Differing opinions
- Competing priorities - job responsibilities (many hats)
- Well defined roles
- **Show pretty chart now**
- Budgeting – estimates vs actuals
- Grant commitments in expenditures
- Weather/elements beyond our control



Pretty Chart



Challenges of Major Festival Organization cont'd

- Differing opinions
 - Competing priorities - job responsibilities
 - Well defined roles
-
- Budgeting – estimates vs actuals
 - Grant commitments in expenditures
 - Weather/elements beyond control



Outcomes

- 200% growth year 1 to year 2
- Additional 100% in year 3
- Target 50% growth in years 4 and 5
- Looking to add long distance race & additional community

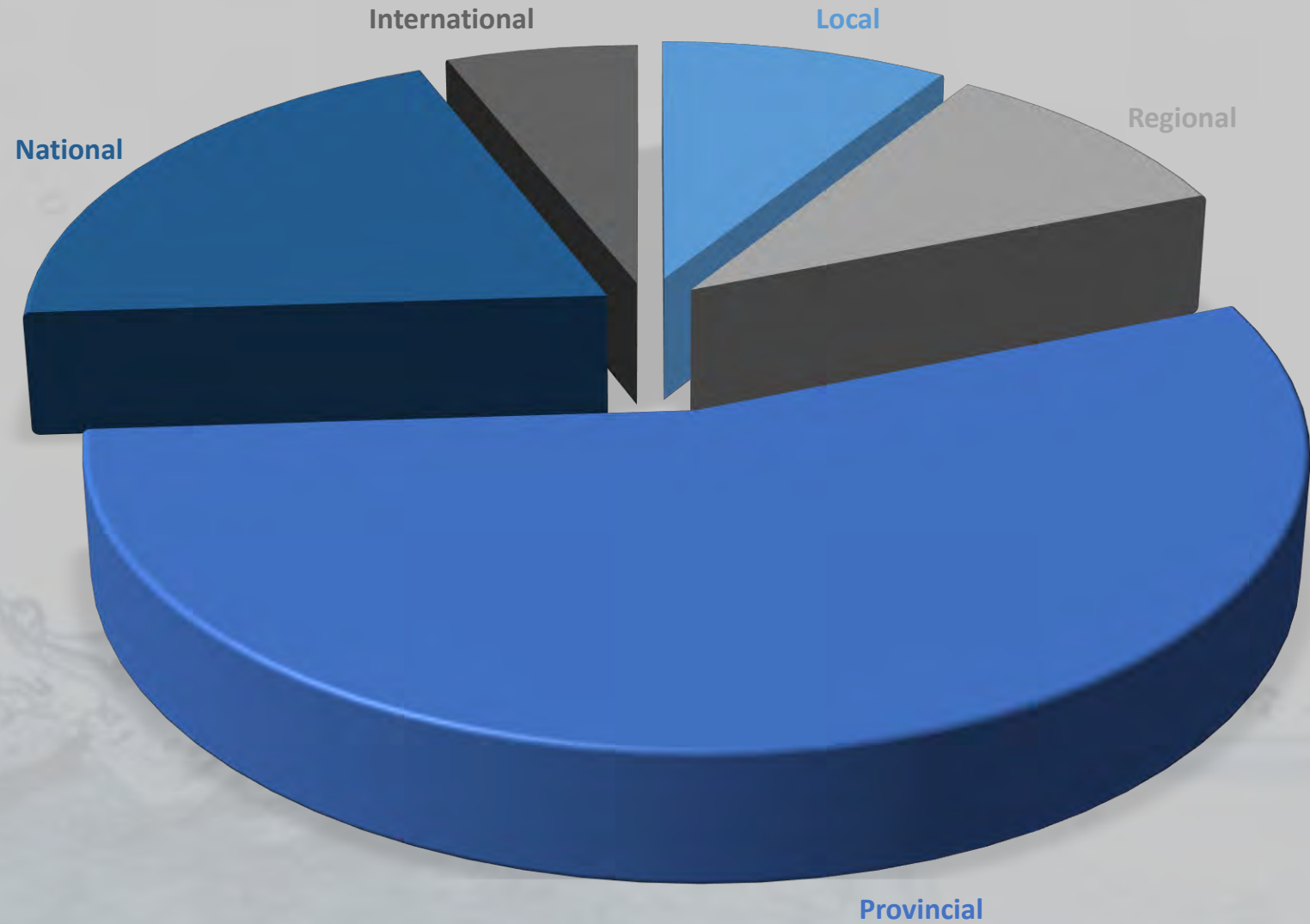
Outcomes

- Successful in receiving Celebrate Ontario Grant in 2017
 - Enhancements to assist with participant & Visitor attraction



Outcomes

ATTENDEES



Outcomes





PETAWAWA – PEMBROKE

UPPER
OTTAWA
RIVER

RACE & PADDLE FESTIVAL

CANOE SUP KAYAK

AUGUST 10-12, 2018

