



City of
Peterborough

To: **Members of the Committee of the Whole**

From: **Ken Doherty, Director of Community Services**

Meeting Date: **July 27, 2015**

Subject: **Report CSD15-020
TMAC Conference Post Project Presentation**

Purpose

A report to introduce a post project presentation on the Travel Media Association of Canada (TMAC) 2015 Conference in Peterborough.

Recommendation

That Council approve the recommendation outlined in Report CSD15-020 dated July 27, 2015 of the Director of Community Services as follows:

That the post project presentation on the TMAC 2015 conference in Peterborough, by Fiona Dawson from Peterborough & the Kawarthas Tourism, be received for information.

Budget and Financial Implications

There is no budget or financial implications with the adoption of this report. The City provided \$50,000 and the County provided \$25,000 of additional funding in support of this conference. The City also provided \$9,993.40 of in kind support for transit and facility rentals through Contingency.

Background

It was a real coup for Peterborough & the Kawarthas Tourism to lure the Travel Media Association of Canada to Kawarthas Northumberland/ Regional Tourism Organization 8 for its 2015 annual conference. This provided an unprecedented opportunity to showcase regional cultural, recreational, and culinary attractions to travel writers, photographers, bloggers, and film-makers from across the country.

Fiona Dawson, Tourism Director for Peterborough & the Kawarthas will provide a post project presentation to provide an overview of the conference program (June 10th to 14th); the unique regional experiences created for pre and post conference tours, (June 7th to 10th and June 14th to 19th, respectively); and the project statistics and outcomes to date.

Submitted by,

Ken Doherty
Director of Community Services

Contact Name:

Ken Doherty
Director of Community Services
Phone: 705-742-7777 Extension 1823
Toll Free: 1-855-738-3755
Fax: 705-748-8824
E-mail: kdoherly@peterborough.ca