



Mayor Darryl Bennett & Council  
City of Peterborough  
Via Mr. John Kennedy, Clerk

May 16, 2014

Dear Mayor Bennett and Members of Council:

Working now with Parks Canada (PC) to relocate and reinvent The Canadian Canoe Museum (CCM) at the Peterborough Lift Lock, we are moving quickly to plan and fund the transitional steps necessary to see this exciting possibility realized. We are prepared to make a brief presentation about these developments to City Council at your June 23<sup>rd</sup> meeting of the Committee of the Whole, highlighting the opportunities for the City.

At the CCM's current annual attendance of about 25,000, the Ministry of Tourism, Culture and Sport's Tourism Regional Economic Impact Model (TREIM) estimates an economic impact of The Canadian Canoe Museum for 2013 of over \$9M. And while this number is attractive it lacks specificity, but nevertheless shows significant economic impact of the Museum which, when combined with the draw and impact of the Peterborough Lift Lock, could result in significantly larger attendance and impact for Peterborough from a combined operation of both attractions at the same location. Trip Advisor consistently rates the CCM as the Number One tourist destination in the area.

There are other possible benefits to the City arising from a PC/CCM partnership including: advancement of objectives in the Little Lake Master Plan; increased civic pride; increased national attention and tourist traffic for a the innovative new facilities that would animate the Lift Lock location year round; an attractive new conference facility in town; economies of scale in City and County heritage and museum programming resulting from new close proximity between the Peterborough Museum and Archives and the CCM; possible new "Canoe City/County" branding opportunities for the region; as well as new business development opportunities along the canal corridor but also on adjacent properties, particularly on Ashburnham St..

As we move forward with this project, we are grateful always for our Service Contract with the City. But this new project represents some very exciting new possibilities and opportunities for the City and region as well. We would very much like to share some of these with Council and to provide a forum for exploring strategies for moving forward with all that must to done to bring this exciting new project to fruition.

Sincerely yours,

Richard M. Tucker  
Executive Director