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Discover our Spirit!

April 28, 2014

Chair and Members
Investment and Economic Prosperity Committee

Re: Destination Marketing Fund

Municipal Council, at its session held on April 1, 2014 resolved:

"That the following actions be taken with respect to a potential levy related to hotel/motel rates:

- a) Whereas the tourism and hotel industry creates new economic activity for the city of London and creates opportunities for many Londoners; and,

Whereas the City Council does not have the authority to implement a hotel tax under the Municipal Act 2001; and,

Whereas there is an interest in a made-in-London option that creates a voluntary Destination Marketing Program that would provide additional funding for event attraction and development, as well as the development of facilities and/or infrastructure that would improve hotel occupancy in London;

Therefore be it resolved that the London Hotel Association BE ENCOURAGED to consider a voluntary Destination Marketing Program that would establish such a fund, with the assistance of Tourism London; and,

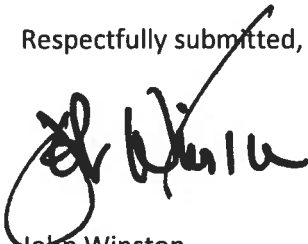
- b) The federal and provincial governments BE ENCOURAGED to continue to invest in tourism;

It being noted that the Investment and Economic Prosperity Committee received the resubmitted report dated February 13, 2008, from the City Solicitor and Director, Intergovernmental and Community Liaison, in accordance with the Municipal Council direction during the 2014 Budget deliberations, and the attached communication dated March 31, 2014 from J. Winston, General Manager, Tourism London, with respect to this matter."

The Tourism London Board of Directors would like to extend its appreciation to the Municipal Council for the above-noted actions, as the proposed voluntary Destination Marketing Program would most certainly serve to complement and strengthen Tourism London's vital work towards enhancing London's presence as a preferred tourism destination. However, in order to achieve the latter objective, it would not be prudent to use the proposed Fund as a means of offsetting the City's own investment in Tourism London. With this in mind, the Tourism London Board of Directors is respectfully requesting that the Municipal Council adopt the following recommendation:

"That, notwithstanding the Municipal Council's desire that a voluntary Destination Marketing Program be established for the London community, it BE CLARIFIED that it is not the intent of the City of London to offset its investment in Tourism London by any revenues that are generated by the Destination Marketing Program."

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'John Winston', with a large, sweeping flourish that extends upwards and to the right.

John Winston
General Manager
Tourism London

c.c. Tourism London Board of Directors