



Report to Council

Department: Development Services
Division: Economic Development
Date: June 3, 2024
Prepared by: Nelson Silveira, Manager, Economic Development
Report Number: Economic Development-2024-06
Subject: County Road 50 Tourism Promotion
Number of Pages: 4

Recommendation(s)

That Economic Development-2024-06 entitled County Road 50 Tourism Promotion prepared by Nelson Silveira, Manager, Economic Development dated June 3, 2024 be received.

Purpose

To provide Council with an overview of proposed tourism marketing campaign that will support the promotion of County Road 50 as an attractive destination for regional visitors.

Background and Discussion

The County of Essex started the Tom Wright Drain Culvert reconstruction project early in the construction season with the goal of having the road open for peak tourist and business season. However, the project has been delayed while the County addresses unforeseen issues with soil conditions discovered after excavation began. This construction project is located at a vital entrance to County Road 50 in **the Town's most concentrated agritourism sector and most travelled tourism road network**. As a result of feedback from businesses, the County has worked closely with the Town of Essex to develop a creative solution that considers the

unique circumstances of this project which includes additional wayfinding signage indicating that local roads remain open for customers to access area wineries, attractions, and other businesses along County Road 50.

In addition to these traffic measures, a notice of motion was brought forward at the May 21, 2024 Regular Meeting of Council that directed staff to bring forward ideas to support businesses impacted by the Tom Wright Drain Culvert closure. As a result, Administration is proposing the following marketing measures that will support increased tourist traffic along County Road 50 over the next several months.

1. **Blackburn Media Digital Campaign:** In partnership with Tourism Windsor Essex Pelee Island (TWEPI), the Town of Essex will launch a regionally focused digital media campaign with Blackburn Media for tourism advertisements focusing on County Road 50 on our behalf.
 - Cost: \$2,500.00 (TWEPI to provide matching funding of \$2,500 for a total budget of \$5,000.00)

2. **Social Media Campaign:** Targeted social media campaign on Facebook and Instagram focusing on points of interest along County Road 50 driving traffic to local establishments.
 - Cost: \$3,000.00

3. **Influencer Activations:** Retain up to two regional social media influencers to highlight specific experiences/and or tourist attractions in the road network.
 - Cost: \$3,000.00

4. **Photo and Video Content:** Retain photographer to capture media content for businesses along County 50 affected by the construction project. Businesses may use photography and video content to promote and market current experiences and/or products that drive traffic to their location.

- Cost: \$3,000.00

All initiatives outlined in the report will commence following this June 3, 2024 Regular Meeting of Council.

Financial Impact

Support initiatives described in this report will cost a total of \$14,000.00 to implement. Initiatives will be **funded by the Town's annual tourism marketing fund, Agritourism Implementation Fund**, and Tourism Windsor Essex Pelee Island will provide their own funding to contribute to this initiative. The total financial impact to the current budget year is \$11,500.00.

Consultations

Marc Tortola, Manager, Strategic Communications

Lori Chadwick, Director, Development Services

Kate Giurissevich, Director, Corporate/Treasurer

Doug Sweet, Chief Administrative Officer

Link to Strategic Priorities

- Embrace asset management best practices to build, maintain, and continuously improve our municipally owned infrastructure.
- Leverage our Town's competitive advantages to promote jobs and economic investment.**
- Take care of our natural environment and strengthen the sense of belonging to everyone **who makes Essex "home"**.
- Deliver friendly customer service in an efficient, effective, and transparent manner while providing an exceptional working environment for our employees.
- Build corporate-level and community-level climate resilience through community engagement and partnership and corporate objectives.

Report Approval Details

Document Title:	County Road 50 Tourism Promotion - Economic Development-2024-06.docx
Attachments:	
Final Approval Date:	May 28, 2024

This report and all of its attachments were approved and signed as outlined below:



Lori Chadwick, Director, Development Services - May 28, 2024 - 11:54 AM



Doug Sweet, Chief Administrative Officer - May 28, 2024 - 11:55 AM