

TOURISM DEVELOPMENT CORPORATION OF CORNWALL
CORPORATION DE DÉVELOPPEMENT TOURISTIQUE DE CORNWALL



CORNWALL TOURISM DEVELOPMENT FUND
FONDS DE DÉVELOPPEMENT TOURISTIQUE DE CORNWALL

Year in Review

FEBRUARY 8, 2020

CITY COUNCIL PRESENTATION

2020 Tourism Industry

- 2020 was a difficult year due to COVID with much lower MAT revenue
- Hotel Occupancy rates dropped significantly

	2019	2020
Federal	67%	35%
Provincial	71%	36%
Regional	64%	43%
Local	65%	48%

- Local tourism industry fared better than most during COVID
- Was a good opportunity to showcase outdoor adventure assets such as the Waterfront Trail
- Allowed locals to rediscover what was in their backyards

Key Highlights

- Approved \$121,270 in funding
- Updated application process July 2020
- Started a reserve of funds for anchor attraction
- Received 27 applications in 2020
- Supported 17 projects
- Replaced Board vacancy January 2020
- Continued to receive applications through pandemic and award on a conditional basis



Projects Supported

- Cline House
- BMX Track
- Arts Centre
- Your Arts Council
- Cornwall Oriels Baseball
- Ribfest
- Canadian Pro Bass Tour
- Perch Magazine
- Art Walk
- Holiday Sparkle
- Cooper Marsh
- Waterfest Dragon Boat Race 2021
- Waterfront Tours
- Spark Program winners

Board of Directors

- Etienne Saint-Aubin, Chair
- Chantal Lalonde–Beaudette, Vice-Chair
- Dale Allen, Treasurer

Board members can not have a direct beneficial or pecuniary interest in a business or an organization with ties to the tourism sector.



Advisory Committee

- Carol Ann Baxtor – Joined December 2020
- Ian Bentley – Resigned August 2020
- Amanda Brisson
- Dona Cruickshank
- Virginia Lake
- Scott Lecky
- Robert Prowse
- Jancis Sommerville – Joined December 2020
- Lesley Thompson
- Karen Torrie-Racine
- Chantal Tranchemontagne
- Justine Viray-Levac – Resigned November 2020
- Currently have 1 vacancy in the restaurant sector