

EDAC – 2018 Marketing Canada Awards
CATEGORY Advertising – Advertising Campaign



PURPOSE OF PROJECT AND OUTCOMES

The Lake of the Woods Development Commission and its partners have developed strategic community tools to assist in attracting young professionals to Kenora and have created a series of information packages and testimonials about living and working in Kenora for use by the community, by employers seeking new employees and by youth relocating or returning to the community. Project partners include the Kenora and District Chamber of Commerce, Northwest Business Centre (Small Business Enterprise Centre), Harbortown Business Improvement Zone, Kenora Young Professionals Network and Lake of the Woods Business Incentive Corporation (Community Futures Development Corporation.) Campaign materials were developed by Fifth Hammer Marketing Group and Upriver Media.

The Choose Kenora project is positioned to provide potential entrepreneurs, businesses and young professionals with current data and information about the community. The project is intended to facilitate business growth and development through the attraction of new residents, workers and businesses to the community as well as encourage youth from Kenora to stay, work and live. The project supports the three objectives of the City of Kenora's Economic Development Plan - job creation, increased assessment and population growth. The plan outlines Kenora's transition to a destination and lifestyle community - a destination for businesses, visitors and new residents. Key components of the campaign were the creation of a logo, development of a short video that focuses on personal and professional testimonials from young professionals living and working in Kenora and formal still images of young professionals that were used as content for the website and social media. Engagement and collaboration were key focuses of the project.

EFFECTIVENESS IN MEETING OBJECTIVES

To date, the video component has 25,000 views on Facebook and has been shared over 750 times. Marketing materials have been distributed and shared with employers and employment agencies in the community. The response to the campaign and the featured candidates has been positive. Young professionals who are interested in being profiled have volunteered to be featured in the next round of material development.

CHALLENGES AND CHANGES MADE

In order to keep content fresh and interesting, the partners plan to continue to profile young professionals and entrepreneurs that have chosen to call Kenora home. Since the launch of the Choose Kenora campaign, there has been a number of young professionals and entrepreneurs reaching out to share their stories. These individuals will act as the next round of candidates for the Choose Kenora campaign.

TARGET AUDIENCE

The target audience for this campaign was professionals and entrepreneurs aged 35 and younger. As such, the primary advertising avenue for this campaign was social media, more specifically, Instagram and Facebook. Both the Facebook and Instagram pages direct individuals to the website where they can find an array of information that young professionals moving to Kenora would be interested in.

SAMPLE Poster



*I chose
Kenora*

“

At first, I didn't want to leave the mountains. There's a lot of opportunities that I have here however, that I wouldn't have had out west. I get to have a job I really love, and not whatever job is available to pay the bills. Kenora is not that much different than Whistler where I moved from, in the fact that we have a lot of really great restaurants here, and some cool boutique shops. As much of a world-scale city that Whistler is, Kenora is really not that far off. Our kids like skiing here better than Whistler, since there's no lines to wait in.

In other cities, you're working simply to sustain your lifestyle. Whereas here, we don't need to stress or worry about money. We have everything we need.

There's something really nice about living in a small town. Our dog ran away a few days ago, and about 300 people from the town all rallied and helped me find him in a couple of hours. I feel like you wouldn't really get that in a big city.

”

KARLA TREADWAY
OWNER, MVMNT STUDIO

There's a beautiful dream life,
right here.

Natural beauty, and a sense of community, with an urban advantage. Interested in choosing Kenora? Visit our website for more information:
ChooseKenora.ca

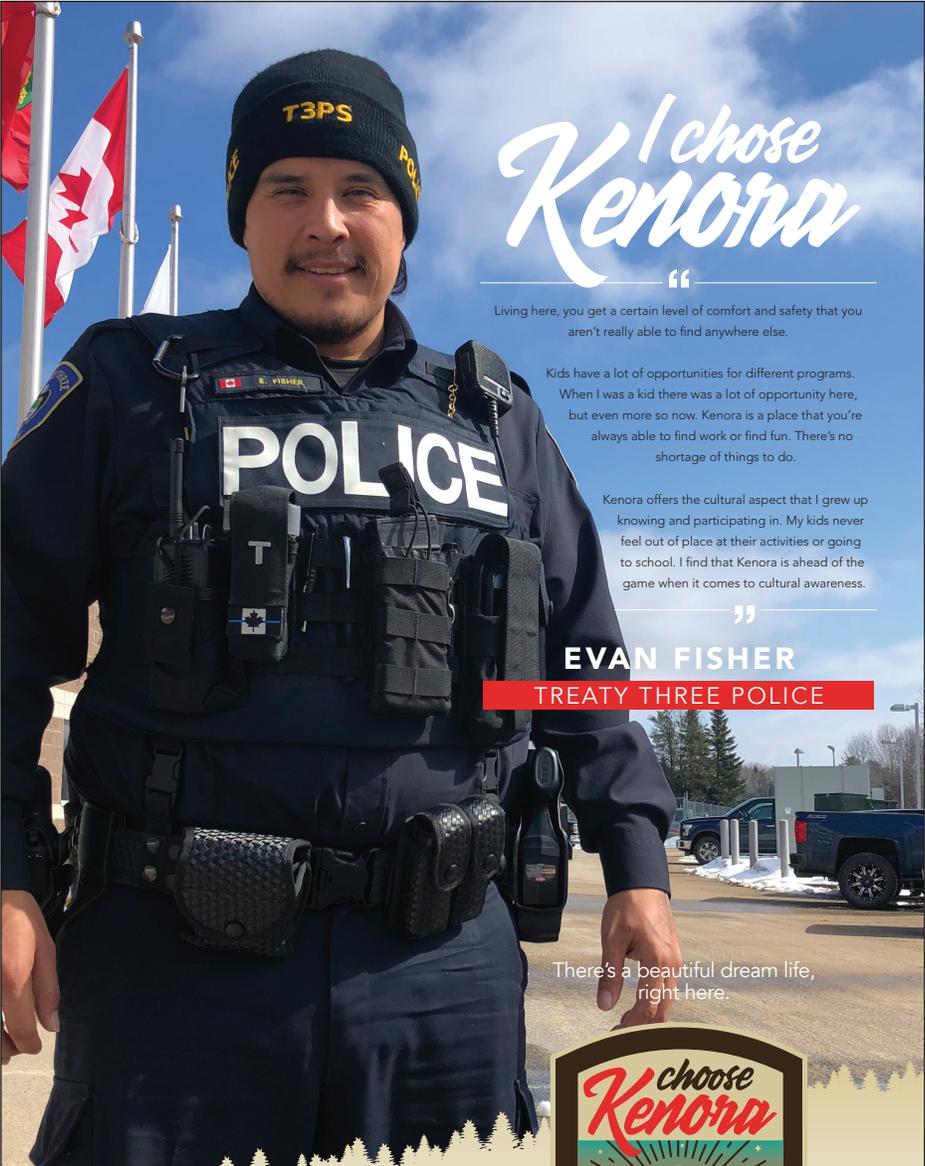
facebook.com/ChooseKenora instagram.com/ChooseKenora

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SAMPLE Poster



*I chose
Kenora*

“

Living here, you get a certain level of comfort and safety that you aren't really able to find anywhere else.

Kids have a lot of opportunities for different programs. When I was a kid there was a lot of opportunity here, but even more so now. Kenora is a place that you're always able to find work or find fun. There's no shortage of things to do.

Kenora offers the cultural aspect that I grew up knowing and participating in. My kids never feel out of place at their activities or going to school. I find that Kenora is ahead of the game when it comes to cultural awareness.

”

EVAN FISHER
TREATY THREE POLICE

There's a beautiful dream life,
right here.



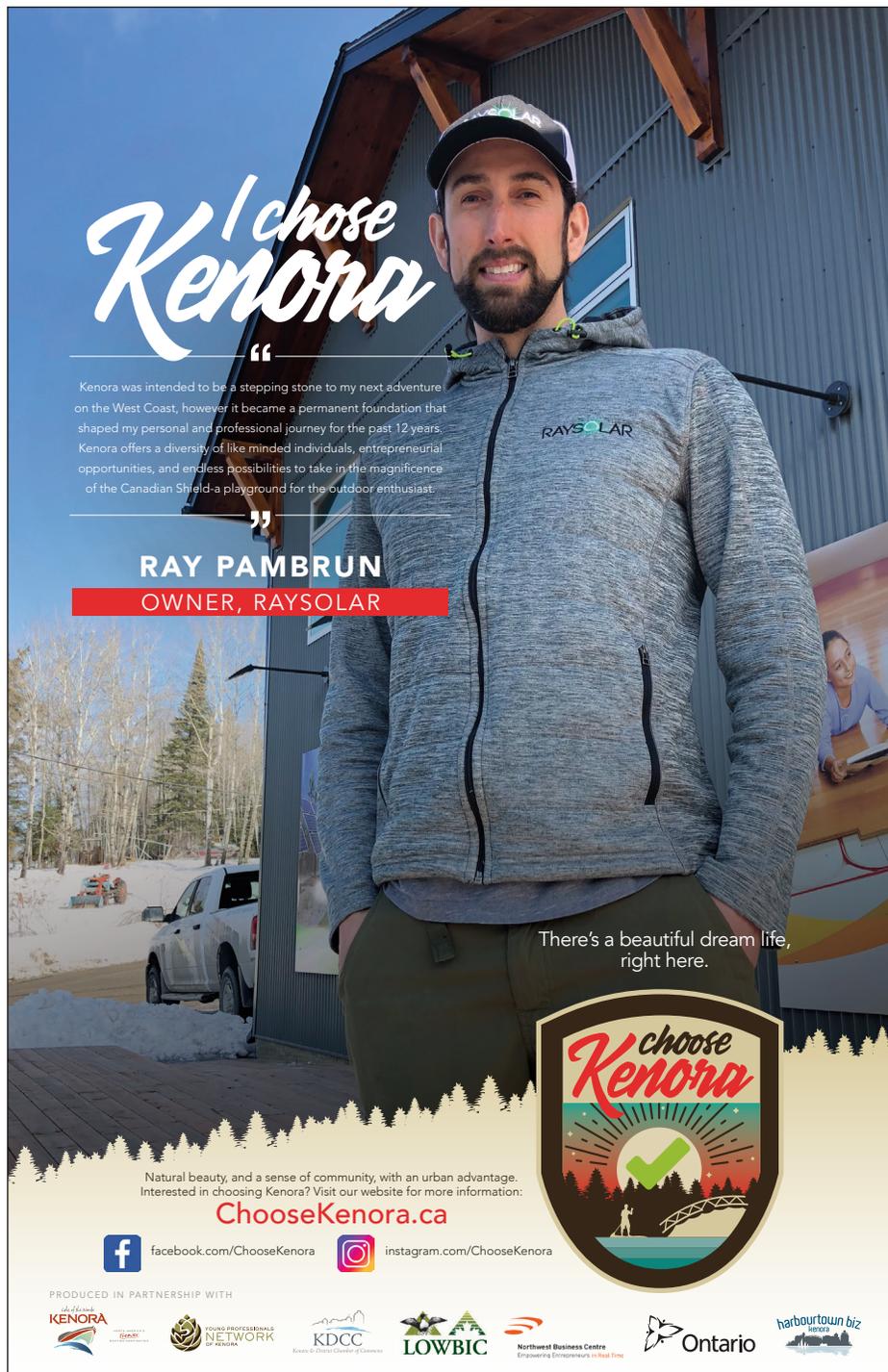
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 facebook.com/ChooseKenora  instagram.com/ChooseKenora

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SAMPLE Poster



*I chose
Kenora*

“

Kenora was intended to be a stepping stone to my next adventure on the West Coast, however it became a permanent foundation that shaped my personal and professional journey for the past 12 years. Kenora offers a diversity of like minded individuals, entrepreneurial opportunities, and endless possibilities to take in the magnificence of the Canadian Shield—a playground for the outdoor enthusiast.

”

RAY PAMBRUN
OWNER, RAYSOLAR

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KENORA
Official City of Kenora
City of Kenora

YOUNG PROFESSIONALS NETWORK
OF KENORA

KDCC
Kenora & District Chamber of Commerce

LOWBIC

Northwest Business Centre
Engineering Entrepreneurs in Real Time

Ontario

harbourtown biz
Kenora



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SAMPLE Booklet

There's a beautiful dream life, right here.
 Interested in choosing Kenora? Visit our website for more information
ChooseKenora.ca

Find us on

Natural beauty, and a sense of community, with an urban advantage.

For detailed information on Kenora and Lake of the Woods, visit
ChooseKenora.ca

NORTH AMERICA'S
Premier
 BOATING DESTINATION

Kenora is North America's Premier Boating Destination.
 We are the connection to Lake of the Woods and its 14,522 islands. Through our events and amenities we celebrate our history and build our future. We love our lake; we are its stewards and we nurture its pristine environment.

RECENTLY NAMED THE
2017 BEST CANADIAN COTTAGE REGION
 BY USA TODAY

KENORA & LAKE OF THE WOODS AT A GLANCE

- 15,096** The population of the City of Kenora is 15,096 per the 2016 Census. The median age is 44.9 years. In the summer months, the population doubles as seasonal residents are drawn to the water based playground of Kenora and Lake of the Woods.
- 8 KEY SECTORS** The economy of the City of Kenora is primarily driven by eight key sectors including healthcare, public service, tourism, construction, value-added forestry, manufacturing, mining services and culture and recreation.
- 40 AREA RESTAURANTS** Kenora offers a wide variety of dining options at over 40 area restaurants featuring local and regional fare. Residents and tourists alike enjoy opportunities to dine on outdoor waterfront patios or at restaurants located in heritage buildings.
- 5 PUBLIC BEACHES** The City of Kenora has five public beaches: Anicinabe Beach, Garrow Park Beach, Keewatin Beach, Norman Park Beach, and Coney Island Beach.
- 1 AMAZING MUSEUM** CAA called it one of the coolest little museums in Canada. The Lake of the Woods Museum was established in 1964 and seeks to promote understanding of and respect for the cultures and heritage of the Lake of the Woods area, and to engage a diverse community in discovery and learning.
- 2 PUBLIC LIBRARIES** There are two libraries in the City of Kenora: the Kenora branch and the Keewatin branch. The collections, consisting of more than 67,000 books, magazines, as well as audio and video tapes, can be viewed online or at the libraries.
- 2 SCHOOL BOARDS** There are two school boards in Kenora: Keewatin Patricia District School Board with an enrollment of 5,200 and Kenora Catholic District School Board with an enrollment of 1,480 in 2016.
- 2 POSTSECONDARY INSTITUTIONS** Confederation College and Seven Generations Education Institute offer post-secondary education and training opportunities in Kenora.

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SAMPLE Booklet



LAKE OF THE WOODS
14,522 ISLANDS
65,000 MILES 105,000 KMS OF SHORELINE
SPANS INTO PARTS OF MANITOBA AND MINNESOTA
WORLD CLASS FISHING
CANOEING, KAYAKING, SAILING AND BOATING
UNDISTURBED WILDLIFE
VAST CULTURAL HISTORY

PICTURESQUE BEAUTY
OF THE CANADIAN SHIELD AND BOREAL FOREST
INFINITE SANDY BEACHES
185 CAMPGROUNDS AND LODGES
7TH LARGEST LAKE **14TH LARGEST LAKE**
IN USA IN CANADA
EXCELLENT WATER QUALITY RATING BY ENVIRONMENT CANADA



QUALITY OF LIFE

HOUSING
Housing in Kenora ranges from high end homes on the lake to affordable housing inside the municipality. The City of Kenora has identified housing as a priority within its strategic plan and is working to support new development within the community.

INCOME
Individual and family income levels stack up very well against the provincial average. As per the 2016 census, the median total individual income for Kenora is \$37,910 and the Ontario median total individual income is \$33,539. The median total income of households in Kenora is \$67,106 and the Ontario median total income of households is \$74,287.

ECONOMY AND EMPLOYERS
Kenora has eight key sectors: healthcare, public services, tourism, culture and recreation, manufacturing, construction, mining services, and value-added forestry. Like many communities in Northwestern Ontario and typical of smaller communities in general, Kenora's largest employers are in the public sector. Yet, the private sector remains very diverse and active with thriving small businesses and a few large corporations.

THINKING OF OPENING A BUSINESS?
There are a variety of resources and supports available to entrepreneurs in Kenora. The Northwest Business Centre and Lake of the Woods Business Incentive Corporation are available to provide business counselling and financial supports for new business development. The Northern Ontario Heritage Fund Corporation and Federal Economic Development Initiative for Northern Ontario offer programming for entrepreneurs and new business start-ups and expansions. The Kenora and District Chamber of Commerce provides an active voice for businesses in the community. The Harbortown Business Improvement Zone represents businesses located in Kenora's downtown and delivers community beautification and support for shopping local initiatives.





COMMUNITY EVENTS
LARGEST FARMERS' MARKET
IN NORTHWESTERN ONTARIO
FESTIVALS AND CONCERT SERIES THROUGHOUT THE YEAR
100+ YEAR-ROUND COMMUNITY EVENTS
CARNIVALS+FAIRS
ALL SEASON SPORTING COMPETITIONS
SUMMER + WINTER
FISHING TOURNAMENTS ICE FISHING TOURNAMENTS
TRADITIONAL POWWOWS
THROUGHOUT SPRING AND SUMMER



AMENITIES

The **Kenora Recreation Centre** is a state-of-the-art recreation facility and features an NHL-size hockey rink, swimming pool, fitness centre and walking track. There are a wide variety of swimming programs for individuals of all ages, from swim and play classes for toddlers to national lifeguard courses for persons aged 16 and up. The fitness centre offers a variety of instructional workout classes and personal training lessons.

Kenora is also home to **Mount Evergreen Ski and Recreation Area** and has operated since 1946. Mount Evergreen features 14 downhill runs, 11 nordic trails as well as tubing activities.

The City of Kenora features both **nature and urban trails** throughout the community which offer the opportunity to experience the Northwestern Ontario outdoors. Explore the **Path of the Paddle** canoe route. Travel the thousands of kilometers of groomed **snowmobile trails**.

The **Kenora Rowing Club** is the Mid-Canada Rowing Centre of Excellence in Garrow Park on Rabbit Lake. The Kenora Rowing Club recently hosted the rowing events for the Canada Summer Games in 2017.

Outdoor Facilities: Tennis Courts, Baseball Fields, Skate Parks, Basketball Courts, Beach Volleyball Courts, Soccer Fields, Golf Courses, Speedway and Ice Rinks.

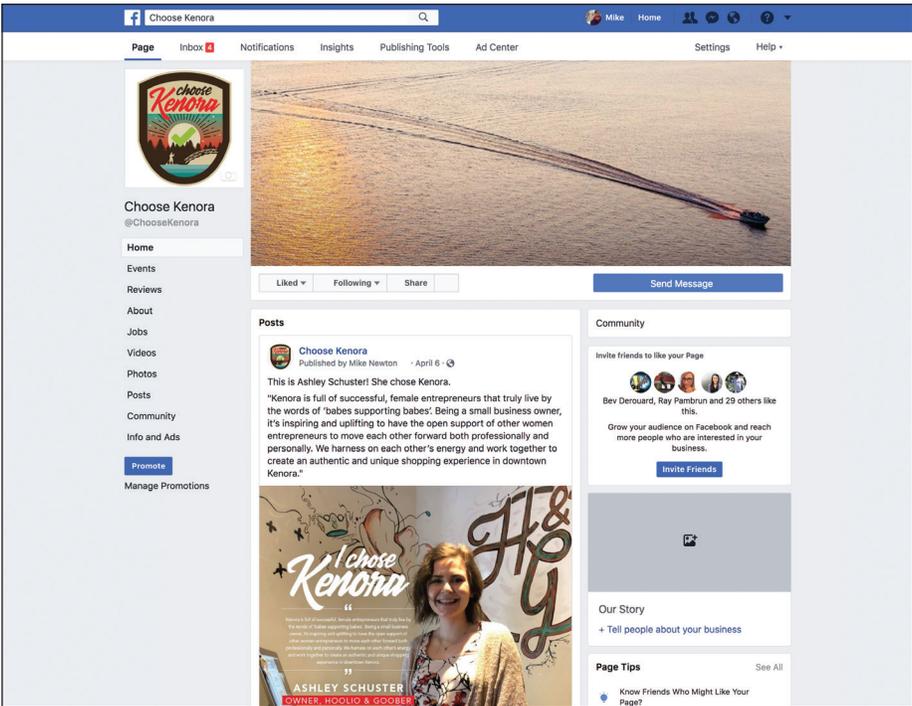
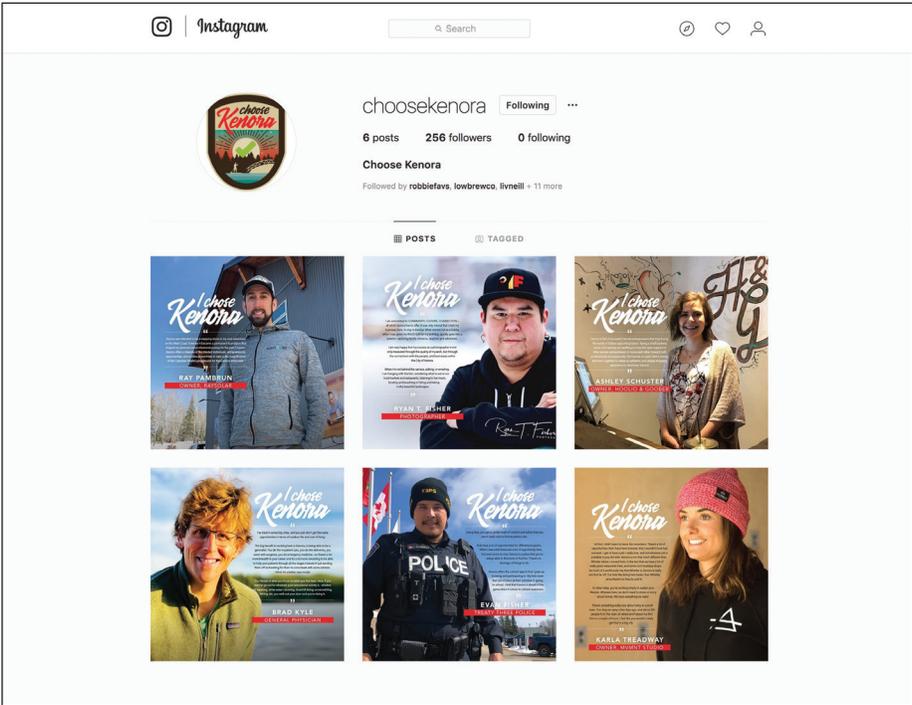
Indoor Facilities: Community Theatre, Bowling Alley, Movie Theatre, Sports Complex, Ice Surfaces, Curling Clubs and Pool.

ACTIVITIES

Paddleboarding	Sailing	Dance	Curling
Canoeing	Pickleball	Gymnastics	Skating
Kayaking	Squash &	Cheerleading	Snowshoeing
Rowing	Racquetball	Martial Arts	Fishing
Cycling	Badminton	Basketball	Ice Fishing
Running	Golfing	Baseball	Hunting
Swimming	Football	Soccer	Skating
Hiking	Volleyball	Skateboarding	Snowboarding
Rock Climbing		Hockey	

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SAMPLE Social Media



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SAMPLE Website



WEBSITE CAN BE VIEWED AT www.choosekenora.ca