



CITY OF KINGSTON
REPORT TO COUNCIL

Report No.: 12-080

TO: Mayor and Members of Council

FROM: Cynthia Beach, Commissioner of Sustainability & Growth

RESOURCE STAFF: Paul MacLatchy, Director of Environment and Sustainable Initiatives

DATE OF MEETING: February 7, 2012

SUBJECT: Ministry of Citizenship and Immigration 2011–2012 Marketing Funding Agreement

EXECUTIVE SUMMARY:

The purpose of this report is to receive Council authorization for the City of Kingston to enter into an agreement with the Ministry of Citizenship and Immigration to receive \$19,273 in funding over a 3 month period commencing as soon as possible ending March 31, 2012 for external advertising to promote the Newcomers Web Portal — www.immigrationkingston.ca .

RECOMMENDATION:

THAT Council supports the marketing initiative that will promote the municipality as a destination for newcomers to Canada; and further

THAT Council authorize the Mayor and Clerk to sign a funding agreement, satisfactory to the Legal Services Department, in the amount of \$19,273 with the Ontario Ministry of Citizenship and Immigration under the Municipal Immigration Information Online (MIIO) Program –Marketing Initiative.

AUTHORIZING SIGNATURES:

ORIGINAL SIGNED BY COMMISSIONER Cynthia Beach, Commissioner of Sustainability and Growth
ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER Gerard Hunt, Chief Administrative Officer

CONSULTATION WITH THE FOLLOWING COMMISSIONERS:

Lanie Hurdle, <i>Community Services</i>	N/R
Denis Leger, <i>Transportation, Properties & Emergency Services</i>	N/R
Jim Keech, <i>President and CEO, Utilities Kingston</i>	N/R

(N/R indicates consultation not required)

OPTIONS/DISCUSSION:

The City of Kingston submitted an application under the under the Municipal Immigration Information Online (MIIO) Program – Marketing Initiative in September 2011, which has been approved pending signing of the funding agreement. The City has secured grant funding up to \$19,273 to promote Kingston as a destination for newcomers to Canada.

Marketing communication activities will be undertaken in partnership with the Kingston Economic Development Corporation (KEDCO) which is the marketing arm for the City of Kingston. KEDCO works on behalf of the City of Kingston to develop and enhance the local labour market. Within KEDCO's Strategic Plan 2010-2015, the attraction of newcomers is noted as a target market for the community's labour market development and attraction activities. KEDCO and the City of Kingston have worked closely on initial phases of the municipal immigration portal (Newcomers Web Portal) and will continue their successful relationship to advance current synergies and leverage and compliment existing advertising buys.

The additional marketing of the New Web Portal is to expand upon outreach activities originally accomplished by the 2009-2010 Newcomers Web Portal grant project and continuing outreach since.

EXISTING POLICY/BY LAW:

Not applicable

NOTICE PROVISIONS:

N/A

ACCESSIBILITY CONSIDERATIONS:

N/A

FINANCIAL CONSIDERATIONS:

The cost of this project is estimated at \$19,273. The Ministry of Citizenship and Immigration has approved to fund the full amount through payments outlined in the funding agreement.

CONTACTS:

Paul MacLatchy, Director, Environment and Sustainable Initiatives
Kim Jamieson, Project Office Assistant, Environment and Sustainable Initiatives
Donna Gillespie, Marketing & Communications Manager

OTHER CITY OF KINGSTON STAFF CONSULTED:

Susan Nicholson, Director, Corporate Affairs
Marielle Laplante-Wheeler, Manager, Client Services

EXHIBITS ATTACHED:

None.