



*JFardell Marketing Inc.*

“Specializing in Marketing and Strategic Development”

February 17 2016

Dear Mr. Mayor and Council of the City of Hamilton

I am writing this letter as both a consultant in Tourism and also as a member of the Hamilton Tourism Partnership.

I have been involved in Tourism for over 30 years and particularly in the role as President of several Tourism Destinations including Hamilton, Calgary and Niagara Falls.

My expertise is in the field of Tourism Revenue Sources concentrating on the best practises for sustain funding for Tourism Destination to be effective in the global market has lead me to advise on the proposed Destination Marketing Program for Tourism in Hamilton

During my tenure as President I had the opportunity to implement the Destination Marketing Programs in major cities (Calgary) and with private organizations (Hotel chains) who have been successful in developing sustain marketing plans and sustain dollars for destination marketing through strong partnerships (industry and City) and Destination Marketing Programs (DMP).

The City of Hamilton now is in a position to begin its journey to compete in the market with sustained partnership with key investors in the industry who wish to come to the table to help sustain dollars for tourism in Hamilton through a strong partnership in the industry.

Destination Marketing Organizations faced huge funding issues in the past. Primarily reliant on municipal funding, support for the DMO varied depending on the economic strength of the region and extent to which senior government economic issues were “downloaded” on the municipal level. In the 1990s, and particularly during the recession of 1991, senior governments began downloading responsibilities to the municipal level. As this level became impoverished, discretionary funding areas such as tourism and economic development were seriously downsized. Thus, just when the DMO needed money to respond to recessionary cutbacks in travel, monies from the municipality were not forthcoming.

The implementation of the DMP has been proven to be a catalyst to bring industry together to work together because of the vested interest in the investment.

In order for Hamilton and surrounding area to compete in the Tourism Market, specifically nationally and provincially, sustained revenue sources to market the area is necessary. The DMP along with the partnership with City of Hamilton will provide this Revenue source.

Sincerely,

Joseph Fardell