



Staff Report

Report Title: Ice Cream Trail March 2021 Update

Prepared By: Taralyn Cronin, Business and Economic Officer

Department: BED

Date: Apr. 7, 2021

Report Number: BED-2021-04-19

File Number: D06 ICT 21

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby approves Report Number BED-2021-04-19 prepared by Taralyn Cronin, Business and Economic Officer; AND FURTHER approves moving forward with the 2021 Ice Cream Trail™ as detailed in the report.

Background:

The Ice Cream Trail™ was established in 2011 and with the exception of 2020, we have run this promotion annually. This was originally developed as a tourism initiative; a way to attract visitors to the Township and highlight various points of interest. Visitors are invited to visit our ice cream retailers (Stops) across the Township and read clues to find Sammy Sprinkles. Sammy is either located at the Stop, or nearby at a point of interest. Once they find Sammy, participants take their picture with him and submit the pictures to the Township for a free t-shirt and a chance to win 250 Huron Kinloss Dollars and other prizes.

Discussion:

With COVID-19 protocols in mind, we would like to run the Ice Cream Trail™ again this year, shifting its focus from a tourism initiative to a shop local campaign. We feel that as an outdoor scavenger hunt, the associated health risks are very low. In recent years, we have had around 200 people complete the Trail between the May long-weekend and the end of September. We will be scaling back on the marketing of the Trail and promoting it only on a local level as something to do with your household. The clues will reflect on past Trails as we celebrate our 10 year anniversary and promote businesses in Lucknow, Point Clark and Ripley.

Financial Impacts:

The project costs are included in the 2021 Budget.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision and Mission. The recommendations contribute to our goals in achieving a prosperous community, a vibrant community, and a spirited community.

Respectfully Submitted By:

Taralyn Cronin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer