



OBJECTIVE

Destination Northern Ontario's (DNO) main objective in Investment Attraction is to increase investment in the tourism industry to enhance visitor experience.

Destination Northern Ontario will take a complementary role in Investment Attraction across the region to support the activities of **FedNor**, the **Northern Ontario Heritage Fund Corporation**, stakeholder provincial ministries such as the **Ministry of Agriculture, Food and Rural Affairs** and the **Ministry of Northern Development, Mines, Natural Resources and Forestry**.

ACTIVITIES INCLUDE:

- 01 Leveraging** the organization's relationship with **EDCO** and other economic development agencies.
- 02 Leveraging** partnership Program funds available through the Ministry of Tourism, Culture and Sport.
- 03 Working** with federal and provincial ministries to make the case for a capital investment program for tourism businesses in the region.
- 04 Identifying** investment tool requirements for stakeholders.
- 05 Assisting** in relative funding applications for industry or relative tourism organizations; and
- 06 Providing** critical training opportunities such as succession planning to operators across the North.





SUCCESS STORIES



- ✓ Fielding and directing potential investors to opportunities; **nine** completed to date.



- ✓ Work completed to secure **several** grant and contribution programs with for-profit and not-for-profit organizations and businesses.



- ✓ Northwest Ontario (13C) has **increased** coverage due to physical presence in the region, and **increased staffing**.



- ✓ **Increased partnerships** and collaboration in the economic development space with **local** and **regional partners**.



- ✓ **143 outreach activities** made to council and Economic Development Organizations (**154%** increase from 2019/20.)



- ✓ **Three** new community tourism development plans completed with Manitoulin Island, Schreiber Investment Attraction and Silver Islet.



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