

Strategy #1: Promote Pickle Lake as a unique, one-of-a-kind natural destination to achievers, solitaires, connected explorers, and expeditioners

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Complete an integrated marketing plan that allocates appropriate budgets for different online promotions, that attracts visitors through the website and social media	Marketing plan	Increase number of visitors to Pickle Lake each year	CDO	NOHFC	Winter, 2023

Work with companies to build sample routes and itineraries that can be posted online, which provide direction to Pickle Lake businesses, aimed at day trippers, road travellers, and American lodge guests	Sample itineraries	Increased visitation to tourism enhancers in Pickle Lake, indicating higher tourism spending	CDO Marketing Intern	NOHFC Superior Country	Spring, 2023
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Diversify American tourist marketing by promoting alternate travel packages, to include Pickle Lake businesses	Increase capacity for American tourists	Increased visitors leading to greater visitor spending	CAO/CDO	NOHFC Superior Country	Winter, 2024
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Strategy #2: Develop an inclusive digital marketing strategy connecting Pickle Lake through a range of mediums, including web, social media, mobile apps, and integrated technology partners

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Develop a variety of digital tools with different target drivers for tourism growth	Facebook and other social media posts	Increased number of likes, shares, and views	CDO Marketing Intern	NOHFC	Ongoing

Establish a long-term marketing plan to draw on established assets, in line with driving a longer term, four-year strategy campaign	Develop strategy that allocates specific dollars to specific campaigns	Increased number of visitors that visit Pickle Lake	CAO/CDO	NOHFC	Ongoing
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Strategy #3 Integrate technology to connect tourists, local residents, and businesses in the Pickle Lake region

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Develop and operate a stand alone website with integrated routes for relevant segments	Web site	Increased number of unique visitors Increased number of views	EDO	NOHFC	Launch late Fall, 2020 with ongoing updates

Encourage visitors to take photographs, and upload images on social media, with inclusion of small signs that promote selfies, and “#Pickle Lake”	Identification of sites for selfie images Install small signs encouraging such activity	Number of shares	EDO	NOHFC	Fall, 2022
Continue to develop expanded internet service capabilities, to provide more public WiFi hotspots	Develop a small number of WiFi hotspots to better connect tourists with the offerings of the waterfront and Pickle Lake	Number of WiFi hotspots	EDO	FedNor	Ongoing

Strategy #4: Build distinctive wayfinding signage to attract and steer tourists to and from the local lodges, and to direct those visitors towards appropriate tourist assets in Pickle Lake

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Identify top trip enhancers within the town, and key attractions within the region	Identified locations	Ability to draw in tourists from the highway	EDO	NOHFC	Winter, 2022

Identify locations along the Highway for wayfinding signage to encourage and direct visitors to explore Pickle Lake	Identified multiple locations.	Ability to draw in tourists from the highway at a reasonable cost	EDO	NOHFC	Spring, 2022
Engage a marketing firm to create exciting designs for signs at these locations	RFP developed, firm selected, and designs completed	Increased traffic drawing tourists from the highway	Clerk/Treasurer	NOHFC	Winter, 2023

Prepare an RFP for installation of signs	Signs created and installed	Longevity of installed signs.	Clerk/Treasurer	NOHFC	Spring, 2023
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Strategy #5: Plan for re-development of small existing campground

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Determine infrastructure needs of campground, and actively work towards upgrading facilities	List of needs Re-development plan	Availability of sites, and increased value of facilities	EDO	NOHFC	Ongoing

Plan for marketing revitalized campground	Marketing plan for revitalization of small campground	Increased number of visitors that visit the campground in Pickle Lake	EDO	NOHFC	Ongoing
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Strategy #6: Attract a hotel developer to anchor tourism and development, with a plan for execution over the next five years

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Develop a plan to understand capacity, market need, pro-forma revenues, and site selection alternatives	Hotel feasibility plan	Suitability of property for development	EDO	NOHFC	Winter, 2021
Prepare a brochure package for hotel developers	Brochure	Number of interested developers.	EDO	NOHFC	Spring, 2021

Liaise with interested developers	Relationships established	Attraction of developer	EDO	NOHFC	Winter, 2021
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Strategy #7: Offer visitor packages to target personas, to increase visitor engagement

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Work with targeted personas to create full-featured itineraries for segments	5 defined itineraries	Increased number of visitors to Pickle Lake Increased spending per tourist.	EDO	N/A	Winter, 2021
Encourage businesses to develop collaborative packages	5 defined packages	Increased number of visitors to Pickle Lake Increased spending per tourist	EDO	N/A	Winter, 2021

Strategy #8: Work with local tourism operators to diversify off-season package offerings

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Compile and distribute a list of resources for off season development, available for tourism businesses	List development	Number of interested businesses in off season potential	CDO	NOHFC	Winter, 2021
Determine gap in marketing training, and establish a training seminar for market development strategies	Training delivery to relevant operators	Increased number of businesses which activate off season potential Increased number of visitors drawn to Pickle Lake operators with Winter offerings	CDO	NOHFC	Winter, 2021
Prepare a list of grant opportunities for off-season tourism development	List grant opportunities	Financial support for operators	CDO/CAO	NOHFC	Winter, 2021

Strategy #9: Promote abundance of scenic winter and off-season eco-tourism activities

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Prepare digital marketing assets (videos, photos) of regional winter destination drivers	Social media posts	Increase in number of likes, shares, and actual visitors to assets in Pickle Lake and region	EDO	NOHFC	Winter, 2022
Develop winter itineraries that integrate destination drivers with trip enhancers in Pickle Lake, to be posted online	Collection of itineraries	Increased number of visitors to Pickle Lake for eco-tourism in winter	EDO	NOHFC	Winter, 2022

Strategy #10: Encourage development of local dining establishments and retailers, and source available funding for strategic infrastructure

Action	Measure of Success	Accountability	Partners	Timeline

Create a "Gap Analysis" to determine target businesses which should be established, with comparisons to nearby communities and services	Identification of three businesses that are viable within the dining/retail sector	CDO/EDO	NOHFC	February, 2021
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Develop a tourism business attraction plan based on the results of the gap analysis	Number of interested entrepreneurs.	CDO/EDO	NOHFC	February, 2022
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Strategy #11: Prepare economic plan to provide goods and services to the lodges in the area

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Develop plan to increase economic value of local lodge services	Lodge service economy plan	Number of people employed in lodge service economy	Clerk/Treasurer EDO	NOHFC	Ongoing

Strategy #12: Explore market research to further examine the viability of commercial development of the new highway intersection, currently in planning

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Identify property along the highway corridor, with proper zoning, for a commercial development related to tourism (gas/lodging)	Identified properties	Suitability of properties for development	Clerk/Treasurer with Engineer	NOHFC	Winter, 2021

Prepare a "Gap Analysis" to explore potential for highway corridor, with reference to comparable communities, and local market supply and demand	Gap analysis	Longevity and market size of gaps identified	CAO/CDO	NOHFC	Spring, 2021
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Build a brochure package targeting potential developers	Brochure	Number of interested developers	CDO Marketing Intern	NOHFC	Fall, 2021
Manage developer relations to solidify development potential	Liaise with developers	Attraction of developer	CAO/CDO	NOHFC	Ongoing

Strategy #13: Develop and build an exciting event portfolio

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Plan for a highly unique event that caters to tourists, and explore potential for sponsorship	Event plan, organization, and management	Number of event attendees	EDO	NOHFC Superior Country	Winter, 2022

Strategy #14: Promote stronger integration between regional airlines and tourism markets

Objective	Deliverables	Measure of Success	Accountability	Partners	Timeline
Promote integration between Google Flights and the Pickle Lake airport for passenger services	Appearance of YPL on GoogleFlights	Increased number of tourists travelling to Pickle Lake by plane	EDO	NOHFC	Winter, 2022

Promote availability of passenger service to Pickle Lake	Marketing of packages involving airfare	Increased number of tourists travelling by plane	EDO	NOHFC	Winter, 2022
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