



SIoux LOOKOUT

Hub of the North

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MEDIA RELEASE

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~ FOR IMMEDIATE RELEASE ~

Tourism Diversification Infrastructure Enhancement Study Open House

Sioux Lookout, ON – The Municipality of Sioux Lookout has led several studies to unlock our tourism potential, support local Tourism Outfitters with new revenue streams, and boost visitor traffic through sports tourism initiatives like tournaments. As we roll out our Sport Tourism Strategy, we’re diving deep into market insights, capacity reviews, and building a solid business case for sport tourism infrastructure investments. These key investments will attract visitors and residents, strengthening our labor force and community.

To complete the Tourism Diversification Infrastructure Enhancement Study, which includes a Community Pool Feasibility Study, we’re engaging the community on:

- Needs of potential users of the pool and/or recreation hub facility.
- Demographics of those most interested in the facility.
- A high-level understanding of willingness to pay for specific facility features.
- Finding synergistic opportunities for sport tourism and recreation.
- Establishing any current gaps in community programming or the sport tourism strategy.
- Incorporating feedback on downtown core improvements, potentially integrating sports and recreation elements in Centennial Park. (See Downtown Revitalization at <https://slkt.me/DowntownRevitalization>.)
- Understanding our community's priorities for investments that will best support quality of life.

The Municipality is collaborating with Deloitte to integrate all research, data, and feedback complete the project. Residents should watch their mailbox for a postcard in the coming weeks, featuring a link to an online survey. This will give everyone an opportunity to share their feedback about available and desired recreational assets and programming.

In addition to stakeholder interviews and focus groups, Deloitte will host a virtual open house on July 18th at 6:30 pm via Microsoft Teams. You can join the meeting by going to <https://slkt.me/TourismStudyOpenHouse>. Staff will also be available in person at the Sunset Inn banquet room for those who prefer to attend on site.

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For more information, please contact:

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