

## 2. Strategic Priorities and Reduction of Property Tax Reliance- Broad Taxpayer Benefit

The framework also acknowledges that TGT revenues may be used for any lawful public purpose under Charter Ordinances 23-24 and 24-25. This allocation is determined during the annual budget process, allowing flexibility to respond to changing revenue trends and fiscal needs. Suggested eligible uses include:

- **Arts & Recreational Facilities:** Support for operations, capital improvements, and marketing of venues such as the Ottawa Memorial Auditorium or recreation/sports complexes that attract regional visitors such as the pool, golf course, or Orlis Cox.
- **Marketing & Promotion:** Regional advertising, branding campaigns, website development, and media outreach to enhance Ottawa's visibility as a destination.
- **Community Events, Partnerships & Initiatives:** Support for nonprofits and public agencies to deliver programs, events and initiatives that measurably increase visitation and tourism impact.
- **Infrastructure & Beautification Projects:** Capital investments that enhance the visitor experience in high-traffic areas such as downtown streetscapes, wayfinding signage, and trail improvements.
- **Community Partner Support:** Allocation to Community Partners