



**WRITTEN QUESTIONS FORM**  
**2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly**  
**Legislative Assembly of PEI**

Palmer  
5.4.18  
CA

Question number: 1225	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: <small>10/11/2017 10:45:00 AM</small>

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2016/17 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) 3<sup>rd</sup> party verifications
- b) Individual clients of PEI PNP (overseas validations done for every client and a report prepared)
- c) Atlantic Security Group
- d) \$55,467
- e) No
- f) Specific expertise not available elsewhere
- g) No one on staff with expertise to perform overseas inquiries

- a) Report on Research of Recruitment Strategy
- b) Recruitment with focus on francophone community
- c) Individual Private Contractor
- d) \$2,750
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Immigration Entrepreneur Incubator Research and Modeling
- b) Newcomer Entrepreneurs
- c) Dunne Consulting
- d) \$26,500
- e) No
- f) Unsolicited proposal – provided information on business incubators with a newcomer focus as well as industry research.
- g) Did not have in-house expertise

- a) Population Enhancement Through Immigration
- b) Recruitment and Retention
- c) The Grafton Group
- d) \$20,000
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Economic Rationale for Immigration
- b) Economic immigration programs
- c) Grant Thornton
- d) \$2,000
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise



# WRITTEN QUESTIONS FORM

*2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly*  
*Legislative Assembly of PEI*

Question number: <b>1226</b>	Question date: <b>May 10, 2017</b>
Question asked by: <b>Matthew MacKay, MLA for Kensington-Malpeque</b>	
Question asked of ( <i>department</i> ): <b>Economic Development and Tourism</b>	
Question answered by ( <i>Minister</i> ): <b>Hon. Chris Palmer</b>	Date answer received by Clerk's Office: <b>May 10, 2017</b>

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2015/16 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) 3<sup>rd</sup> party verifications
- b) Individual clients of PEI PNP (overseas validations done for every client and a report prepared)
- c) Atlantic Security Group
- d) \$39,097
- e) No
- f) Specific expertise not available elsewhere
- g) No one on staff with expertise to perform overseas inquiries

- a) Appraisal
- b) Appraisal on assets in loan portfolio
- c) Altus Group
- d) \$2,500
- e) No
- f) Not required for small contracts
- g) No certified appraisers on staff

- a) Economic Rationale for Immigration
- b) Economic immigration programs
- c) Grant Thornton
- d) \$1,500
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) The Need for Temporary Foreign Workers in Atlantic Seafood Industry
- b) Temporary Foreign Workers in the Seafood Industry
- c) Grant Thornton
- d) \$5,950
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Prince Edward Island Provincial Nominee Program Evaluation and Results
- b) Evaluation of the PEI PNP
- c) Grant Thornton
- d) \$96,879
- e) No
- f) Previous evaluation was tendered, therefore was able to do this one at a reduced rate due to knowledge gained from previous exercise.
- g) Did not have in-house expertise



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1227	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: <i>2017-05-10</i>

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2014/15 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) 3<sup>rd</sup> party verifications
- b) Individual clients of PEI PNP (overseas validations done for every client and a report prepared)
- c) Atlantic Security Group
- d) \$66,857
- e) No
- f) Specific expertise not available elsewhere
- g) No one on staff with expertise to perform overseas inquiries

- a) Economic Rationale for Immigration
- b) Economic immigration programs
- c) Grant Thornton
- d) \$1,600
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Economic Impact of Recent Immigration to PEI
- b) Economic Impact of Immigration
- c) Grant Thornton
- d) \$4,600
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) The Need for Temporary Foreign Workers in Atlantic Seafood Industry
- b) Temporary Foreign Workers in the Seafood Industry
- c) Grant Thornton
- d) \$18,050
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1228	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: 05/14/2017 10:51 AM

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2013/14 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) 3<sup>rd</sup> party verifications
- b) Individual clients of PEI PNP (overseas validations done for every client and a report prepared)
- c) Atlantic Security Group
- d) \$84,669
- e) No
- f) Specific expertise not available elsewhere
- g) No one on staff with expertise to perform overseas inquiries

- a) Review of "A Model of Settlement of Newcomers to Canada: PEI Results"
- b) Settlement of Newcomers
- c) Individual Private contractor
- d) \$1,000
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Market Research for IT Recruitment
- b) Recruitment
- c) Island Recruiting
- d) \$5,100 (30% of total – ACOA paid 70%)
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Economic Impact of Recent Immigration to PEI
- b) Economic Impact of Immigration
- c) Grant Thornton
- d) \$3,500
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) The Need for Temporary Foreign Workers in Atlantic Seafood Industry
- b) Temporary Foreign Workers in the Seafood Industry
- c) Grant Thornton
- d) \$3,000
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise





# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: <b>1229</b>	Question date: <b>May 10, 2017</b>
Question asked by: <b>Matthew MacKay, MLA for Kensington-Malpeque</b>	
Question asked of ( <i>department</i> ): <b>Economic Development and Tourism</b>	
Question answered by ( <i>Minister</i> ): <b>Hon. Chris Palmer</b>	Date answer received by Clerk's Office: <b>2017-05-10</b>

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2012/13 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) Quality Assurance Plan Report
- b) Provincial Nominee Program
- c) Individual Private Contractor
- d) \$22,012
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Retention Vision Framework
- b) Retention of Newcomers
- c) Individual Private Contractor
- d) \$3,318.00
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Repatriation Framework
- b) Repatriation of Islanders
- c) Individual Private Contractor
- d) \$4,500
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) PEI Job Availability Report
- b) Labour Market information
- c) Island Recruiting
- d) \$3,000
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) An Analysis of Settlement Services and Programs in PEI with Recommendations for a Revised Settlement Strategy
- b) Settlement of Newcomers
- c) Individual Private Contractor
- d) \$21,250
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Valuation
- b) Valuation of assets in loan portfolio
- c) MM&R Valuation
- d) \$82,748
- e) No
- f) Specific expertise required
- g) We do not have valuers on staff

- a) The Health of Refugees on PEI
- b) Refugees
- c) Private Contractor
- d) \$6,250
- e) No
- f) Not required for small contracts

g) Did not have in-house expertise

- a) Valuation
- b) Valuation of assets in loan portfolio
- c) Area Inc.
- d) \$100,916
- e) No
- f) Specific expertise required
- g) We do not have valuers on staff

- a) Economic Analysis of Current and Future Labour Capacity of PEI
- b) Predicted future labour shortages in PEI
- c) Grant Thornton
- d) \$11,603
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Business Impact Category of Prince Edward Island's Provincial Nominee Program and its' Contribution to Social and Economic Prosperity on PEI
- b) Analyzing impact of Business Stream of PEI PNP
- c) Grant Thornton
- d) \$2,901
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Economic Rationale for Immigration
- b) Economic immigration programs
- c) Grant Thornton
- d) \$6,354
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise



# WRITTEN QUESTIONS FORM

2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly  
Legislative Assembly of PEI

Question number: 1230	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: .....

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2011/12 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) Settlement Programs in PEI Gaps in Services and Suggested Pilot Projects
  - b) Settlement of Newcomers
  - c) Individual Private Contractor
  - d) \$5,000
  - e) No
  - f) Not required for small contracts
  - g) Did not have in-house expertise
- 
- a) Summary of Lessons Learned and Recommendations for Moving Forward with the SMART Board Initiative
  - b) SMART boards for public schools
  - c) MRSB
  - d) \$28,900
  - e) n/a
  - f) n/a
  - g) Did not have in-house expertise

- a) Appraisal
- b) Appraisal of assets in loan portfolio
- c) RBKR Ltd.
- d) \$1,855
- e) No
- f) Not required for small contracts
- g) Do not have certified appraisers in-house

- a) IFRS Conversion
- b) Converting financial statements to IFRS
- c) Grant Thornton
- d) \$1,575
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise

- a) Prince Edward Island Provincial Nominee Program Evaluation and Results
- b) Evaluation of the PEI PNP
- c) Grant Thornton
- d) \$116,045
- e) Yes
- f) n/a
- g) Did not have in-house expertise



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1231	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office:

**QUESTION:** Please provide a list of studies and reports commissioned by the Island Investment Development Inc. during the 2010/11 fiscal year, including:

- a) Name of study/report;
- b) Subject area;
- c) Vendor;
- d) Cost
- e) Was it tendered?
- f) If not tendered why not
- g) Reason for not using staff resources

**ANSWER:**

- a) Settlement Strategy
- b) Settlement of Newcomers
- c) MRSB
- d) \$32,625
- e) No
- f) Due to unprecedented levels of newcomers landing, a settlement strategy was needed to be completed quickly by a firm with knowledge of both PEI settlement offerings and newcomers.
- g) Did not have in-house expertise

- a) Language Policy
- b) Policy document about how to process refunds of language deposits
- c) Davis Consulting
- d) \$1,879
- e) No
- f) Not required for small contracts
- g) Did not have in-house expertise



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1232	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: <input type="text"/>

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2016/17 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

#### ANSWER:

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	Legal services - acquisition of Slemon Park	415
	Legal services - acquisition of Slemon Park	207
	Letter for audit of financial statements	311
	Legal services - immigration matters	1,168
Stewart McKelvey	Legal services - acquisition of Slemon Park	606
McInnes Cooper	Legal services - immigration matters	732
Green & Spiegel	Legal services - immigration matters	1,500



# WRITTEN QUESTIONS FORM

2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly  
Legislative Assembly of PEI

Question number: 1233	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: <small>CONFIDENTIAL</small>

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2015/16 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	Legal services - loans	995
	Letter for audit of financial statements	307
	Legal services - immigration matters	410
	Legal services - loans	4,158
	Legal services - immigration matters	200
	Legal services - loans	228
	Legal services - immigration matters	400
	Legal services - loans	2,910
	Legal services - acquisition of Slemon Park	2,493
	Legal services - acquisition of Slemon Park	12,624
	Legal services - acquisition of Slemon Park	910
Stewart McKelvey	Letter for audit of financial statements	1,440
	Legal services - FOIPP review	9,629
	Legal services - immigration matters	4,862
Boyne Clarke Barristers and Solicitors	Legal services - immigration matters	675
	Legal services - immigration matters	1,535
	Legal services - immigration matters	2,531
	Legal services - immigration matters	2,429





# WRITTEN QUESTIONS FORM

2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly  
Legislative Assembly of PEI

Question number: 1234	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office:

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2014/15 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	Legal services - immigration matters	1,220
	Legal services - immigration matters	1,080
	Legal services - loans	2,545
	Legal services - immigration matters	1,420
	Legal services - immigration matters	650
	Legal services - immigration matters	1,750
Stewart McKelvey	Legal services - immigration matters	222
	Legal services - immigration matters	183
	Legal services - immigration matters	1,257
Boyne Clarke	Legal services - immigration matters	3,136
	Legal services - immigration matters	618
	Legal services - immigration matters	950
	Legal services - immigration matters	1,713
	Legal services - immigration matters	1,711
	Legal services - immigration matters	5,601
	Legal services - immigration matters	3,066



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1235	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: <i>Matthew MacKay</i>

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2013/14 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

**ANSWER:**

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	General legal counsel - CADDC	2,770
	Letter for audit of financial statements	260
	Legal services - immigration matters	765
Stewart McKelvey	Legal services - FOIPP review	675
	Legal services - FOIPP review	11,098
	Legal services - immigration matters	490
Boyne Clarke	Legal services - immigration matters	4,536
	Legal services - immigration matters	6,723
	Legal services - immigration matters	1,598
	Letter for audit of financial statements	124
	Legal services - immigration matters	6,397
	Legal services - immigration matters	1,302

Legal services - immigration matters	2,415
Legal services - immigration matters	1,408



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1236	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of (department): Economic Development and Tourism	
Question answered by (Minister): Hon. Chris Palmer	Date answer received by Clerk's Office: <small>Online from 2017</small>

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2012/13 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

#### ANSWER:

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	Legal services - immigration matters	497
	Letter for audit of financial statements	259
	Letter for audit of financial statements	249
	Legal services - immigration matters	3,848
Stewart McKelvey	Legal services - FOIPP review	45,938
	Legal services - FOIPP review	22,862
	Legal services - immigration matters	21,182
	Legal services - FOIPP review	24,157
	Legal services - FOIPP review	42,633
	Legal services - FOIPP review	28,792
	Legal services - FOIPP review	583
	Legal services - immigration matters	2,954
	Legal services - FOIPP review	1,455
Legal services - FOIPP review	3,300	
Boyne Clarke	Legal services - immigration matters	445

	Legal services - immigration matters	572
	Legal services - immigration matters	7,647
	Legal services - immigration matters	6,643
	Legal services - immigration matters	5,891
	Legal services - immigration matters	1,101
	Legal services - immigration matters	2,220
	Legal services - immigration matters	3,666
	Legal services - immigration matters	3,326
Green & Spiegel	Legal services - immigration matters	3,500



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 1237	Question date: May 10, 2017
Question asked by: Matthew MacKay, MLA for Kensington-Malpeque	
Question asked of (department): Economic Development and Tourism	
Question answered by (Minister): Hon. Chris Palmer	Date answer received by Clerk's Office: <i>Office of the Clerk</i>

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2011/12 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

**ANSWER:**

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	Legal services - immigration matters	3,501
	Letter for audit of financial statements	249
	Legal services - immigration matters	1,082
Stewart McKelvey	Legal services - immigration matters	191
	Legal services - immigration matters	88
	Legal services - FOIPP review	24,326
	Legal services - FOIPP review	66,385
	Provide legal council on immigration related matters	5,127
	Legal services - FOIPP review	7,655
	Legal services - immigration matters	304
Boyne Clarke	Legal services - immigration matters	1,370
	Legal services - immigration matters	286
	Legal services - FOIPP review	1,165
	Legal services - immigration matters	152
	Legal services - immigration matters	1,421
	Legal services - immigration matters	2,280
	Legal services - immigration matters	970
	Legal services - immigration matters	1,862
	Legal services - immigration matters	11,194
	Legal services - immigration matters	2,805

Legal services - immigration matters	2,157
Legal services - immigration matters	799
Legal services - immigration matters	718
Legal services - immigration matters	796
Legal services - immigration matters	500
Legal services - immigration matters	4,315



# WRITTEN QUESTIONS FORM

## 2<sup>nd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: <b>1238</b>	Question date: <b>May 10, 2017</b>
Question asked by: <b>Matthew MacKay, MLA for Kensington-Malpeque</b>	
Question asked of ( <i>department</i> ): <b>Economic Development and Tourism</b>	
Question answered by ( <i>Minister</i> ): <b>Hon. Chris Palmer</b>	Date answer received by Clerk's Office: <b>2017-05-10</b>

**QUESTION:** A breakdown of all legal expenses by the Island Investment Development Inc. for the 2010/11 fiscal year, detailing:

- a) Subject
- b) Cost
- c) Law firm used

**ANSWER:**

Law Firm Used	Subject	Cost
Carr Stevenson & MacKay	Letter for audit of financial statements	249
	Legal services - immigration matters	938
	Legal services - immigration matters	1,933
Stewart McKelvey	Legal services - FOIPP review	8,108
	Legal services - FOIPP review	23,517
	Legal services - Bell Aliant FOIPP	3,657
	Legal services - FOIPP review	4,937
	Legal services - FOIPP review	5,040
	Legal services - FOIPP review	4,415
	Legal services - FOIPP review	6,222
	Letter for audit of financial statements	216
	Legal services - immigration matters	3,106
	Legal services - FOIPP review	1,782
	Legal services - immigration matters	1,685
	General legal counsel - loans	4,613
	Legal services - FOIPP review	29,662
	Legal services - immigration matters	882
	Legal services - FOIPP review	790
Legal services - FOIPP review	13,065	
Legal services - immigration matters	796	
Boyne Clarke	Legal services - immigration matters	4,227
	Legal services - immigration matters	8,135
	Legal services - immigration matters	456



Legal services - immigration matters	4,034
Legal services - immigration matters	3,917
Legal services - immigration matters	11,442
Legal services - immigration matters	1,800
Legal services - immigration matters	5,489
Legal services - immigration matters	6,970



# WRITTEN QUESTIONS FORM

## 3<sup>rd</sup> Session, 65<sup>th</sup> General Assembly

### Legislative Assembly of PEI

Question number: 46	Question date: February 27, 2018
Question asked by: Jamie Fox, Member for Borden-Kinkora	
Question asked of ( <i>department</i> ): Economic Development and Tourism	
Question answered by ( <i>Minister</i> ): Hon. Chris Palmer	Date answer received by Clerk's Office: <small>Original Use Only</small>

**QUESTION:** What consultants, companies or firms, have been contracted, hired, or engaged to develop, produce or work on tourism related advertisements for any Government Department or Agency of the Province of Prince Edward Island for the years 2016 and 2017?

#### ANSWER:

There are many components to advertising campaigns. Destination Marketing is a highly competitive global industry and requires professional services to ensure we gain desired visibility. We utilize the services of companies who can bring us volume buying discounts and the ability to use the latest technology to fine-tune messaging and targeted reach. We are fortunate to also utilize many local companies for important components including photography and videography.

The following summarizes the companies who worked on our 2016 and 2017 campaigns:

- 1) Hiero Marketing (Account Management) with sub-contract to:
  - a. Initiative (Media Buying)
    - i. On the Go Ads (food and cube truck PR activations)
  - b. Prime Creative (Creative)
    - i. Buoy Marketing & Production (video)
    - ii. Joe Audio (radio ads)
    - iii. The Montreal Office (French adaptation of ads)
    - iv. Plasticraft (sign/billboards)
  
- 2) The following companies were hired to produce video for use in our campaigns:
  - a. Confound Films
  - b. Furrow Creative
  - c. Square Deal Production
  - d. Tiny Town Media

3) The following companies were hired to produce photography for our campaigns:

- a. Lans Photography
- b. Reel Media
- c. Carrie Gregory Photography
- d. Stephen Harris Photography
- e. Yvonne Duivenvoorden
- f. Sean Lansman Photography
- g. St. Clair MacAulay Photography
- h. Sander Meurs Photography
- i. Emily O'Brien Photography
- j. Heather Ogg Photography

4) Kwik Kopy (print material)

5) Norecob Printing and Trico Evolution (Visitor Guide printing and Envelopes)

6) Results Marketing (payment for phase 2 of a competitive bidding process)

7) Insight Marketing (payment for phase 2 of a competitive bidding process)