

Priorities Committee Meeting_Apr20_2021

STRATEGIC INITIATIVE AND UPDATE**Tourism Product Development Plan update****Report Purpose**

To provide the Priorities Committee with an update on the development of a Tourism Product Development Plan.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 3 - Cultivate economic diversification, within the petro-chemical industry and beyond, through a business-friendly environment

Goal 6 - Provide facilities and services that are available and accessible to residents

Report

In September 2020, Council approved sections of the final Tourism Strategy and Implementation Plan and also directed administration to provide a report on the development of a Tourism Product Development Plan. This report highlights the work required to fulfill one of the implementation items provided in the final Tourism Strategy and Implementation Plan.

The purpose of the project will be to identify the top tourism product opportunities for development in Strathcona County and to create tactical action plans that will enable the County and its stakeholders and partners to move forward to the next steps in making products market ready. The presentation will include background, purpose, research, the expected scope of work and budget.

It is expected that the Tourism Product Development Plan will move ahead in a phased approach starting late 2021 and ending early 2022. Funds that have been allocated for tourism initiatives within Economic Development and Tourism's annual operating budget will be used to fund the project.

Council and Committee History

September 8, 2020 Council passed the following motion: THAT the 10-year Vision and the Focus Areas and Goals of the Strathcona County Tourism Strategy and Implementation Plan, as set out on pages 97 and 109, respectively, of Enclosure 2 to the September 8, 2020 Economic Development and Tourism report, be approved;

THAT administration provide a report, for Council's consideration by end of the second quarter of 2021, with a proposal for development of a Product Development Strategy; and

THAT administration prioritize and provide recommendations to Council for implementation of the Action Plan, as set out in Enclosure 2 to the September 8, 2020 Economic Development and Tourism report, annually through the multi-year budget and business planning process.

July 14, 2020 Priorities Committee received an update on the Economic Development and Tourism draft review

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April 28, 2020	Priorities Committee received a report on What We Heard related to the Economic Development and Tourism Plan
April 28, 2020	Priorities Committee Meeting, Economic Development and Tourism What We Heard Report
March 10, 2020	Priorities Committee Meeting, Economic Development and Tourism Business Plan update
February 11, 2020	Priorities Committee Meeting, Economic Development and Tourism Advisory Committee (EDTAC) Annual Report
January 21, 2019	Priorities Committee Meeting, EDTAC Annual Report
December 4, 2018	Council Budget Meeting, 2019 Multi-Year Budget
November 13, 2018	Priorities Committee Meeting, EDTAC Annual Report
November 21, 2017	Priorities Committee Meeting, EDTAC Annual Report
January 24, 2017	Priorities Committee Meeting, EDTAC update
November 22, 2016	Priorities Committee Meeting, EDTAC 2016 Council update

Other Impacts**Policy:** n/a**Legislative/Legal:** n/a**Interdepartmental:** Economic Development and Tourism; Recreation, Parks and Culture; Planning and Development Services; Transportation and Agricultural Services; Communications**Master Plan/Framework:** Tourism Strategy and Implementation Plan**Enclosures**

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| 1 | Tourism Product Development Plan update presentation |
| 2 | Final Tourism Strategy and Implementation Plan |