

St. Paul/Elk Point Tourism Initiative Terms of Reference

Background:

At the request of business, particularly the hotel businesses, the St. Paul & District Chamber of Commerce hosted a meeting to inquire and assess the need for, demand and desire to grow tourism in the immediate St. Paul region. Based on that initial meeting and a subsequent meeting, the following proposal/initiative is being put forward at a very preliminary stage.

To date, the St. Paul Chamber, Alberta's Lakeland and HUB have met on several occasions including with Travel Alberta to discuss how this might be achieved. We have reviewed several studies from the region; ROADS (Regional Opportunities And Development Study) and the GAP Analysis. We still need to look at the St. Paul – Elk Point Regional Partnership Recreation Master Plan.

In the fall of 2018, the St. Paul Chamber and Alberta's Lakeland hosted a Travel Alberta "Getting To Know Your Best Customer" workshop and just finished the "Experience Essentials" workshop while the Chamber and HUB hosted the Tourism Entrepreneur Start-Up Seminar last week. The next workshop will be "Partnering & Packaging" which will run in the spring of 2020. The response to the workshops was excellent and, combined with discussions with a variety of entrepreneurs and tourism operators, we think the time is right to work towards a stronger tourism sector for our region.

Mandate:

Work collaboratively to develop the St. Paul/Elk Point region as a vibrant and welcoming tourism centre in the Lakeland, to support the retention and expansion of existing businesses and to encourage tourism entrepreneurship.

Objectives:

1. Establish a working committee with representation from stakeholders and industry
2. Conduct a tourism inventory of the region
3. Identify customer/tourist type- who is our target market?
4. Identify consumer drivers – what do they want to see and do?
5. Strengthen visitor experience through product and destination development
6. Foster tourism entrepreneurship
7. Liaison with the larger NE AB Destination Development Plan

Partners:

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| <p><i>Municipalities:</i> Town of St. Paul - Sarah Burton - County of St. Paul - Arlene Swartz - Laurent Amyotte Town of Elk Point - Cristin Tchir - <i>Enablers:</i> St. Paul & District Chamber of Commerce - Linda Sallstrom</p> | <p><i>Industry:</i> Hampton Inn - Michelle Murray Lakeland Brewing Company - Colin Porozni St. Paul Ag. Society - Rhea Labrie UFO Landing Pad - Missy Finaly</p> |
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| Elk Point Chamber of Commerce <ul style="list-style-type: none"> - Terri Hampson N.E. Alberta HUB <ul style="list-style-type: none"> - Bob Bezpalko Alberta's Lakeland DMO <ul style="list-style-type: none"> - Marianne Janke Community Futures (Champions For Change) <ul style="list-style-type: none"> - Penny Fox | |
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Committee Roles:

The expectation is committee members will volunteer for specific duties as befits their areas of expertise, capacity and connections.

- Enablers (Chambers, Alberta's Lakeland, HUB and Community Futures) to be the lead and bring forward their expertise, specifically in the areas of community engagement, product development, business startup, statistics, marketing and resources.
- Industry to develop, enhance and/or partner to create new tourism experiences.
- Staff member currently responsible for aspects of economic development, tourism, marketing, promotions, website and social media to assist with administration, research ??????
- Councilor to be a liaison and messenger between the committee and community and businesses and between the committee and council and senior staff.

Committee Structure:

The intent is to arrive at a course of action through consensus as this is not an official Board of any organization or municipality. Other than the industry members, the rest of us will be reporting to and accountable to our respective Boards/Councils/Management.

Time Commitment:

We clearly want to state this is to be a working committee with the time commitment and duties being somewhat fluid and subject to variation depending on the role of the individual.

We anticipate one committee meeting per month and a fair assessment may be as follows and includes time for a monthly meeting:

Enablers – 22 hours/month

Staff – 12 hours/month

Councilor – 12 hours/month

Industry – 22 hours/month plus the work they will do on their own operations