



TOURISM ACTION PLAN

2018 - 2020

WHY

Parkland County has identified economic diversification as a key strategic priority. As part of Parkland County's larger economic diversification efforts, tourism has been recognized to have substantial opportunities.



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ALIGNMENT

Although a strong tourism sector supports many areas within the Strategic Plan, the Strategic Economic Diversification Pillar specifically identifies tourism development in one of its Guiding Principles (2.2). To enhance the tourism sector within Parkland County, key tourism stakeholders must come together to fulfill the Guiding Principle's broad objective of:

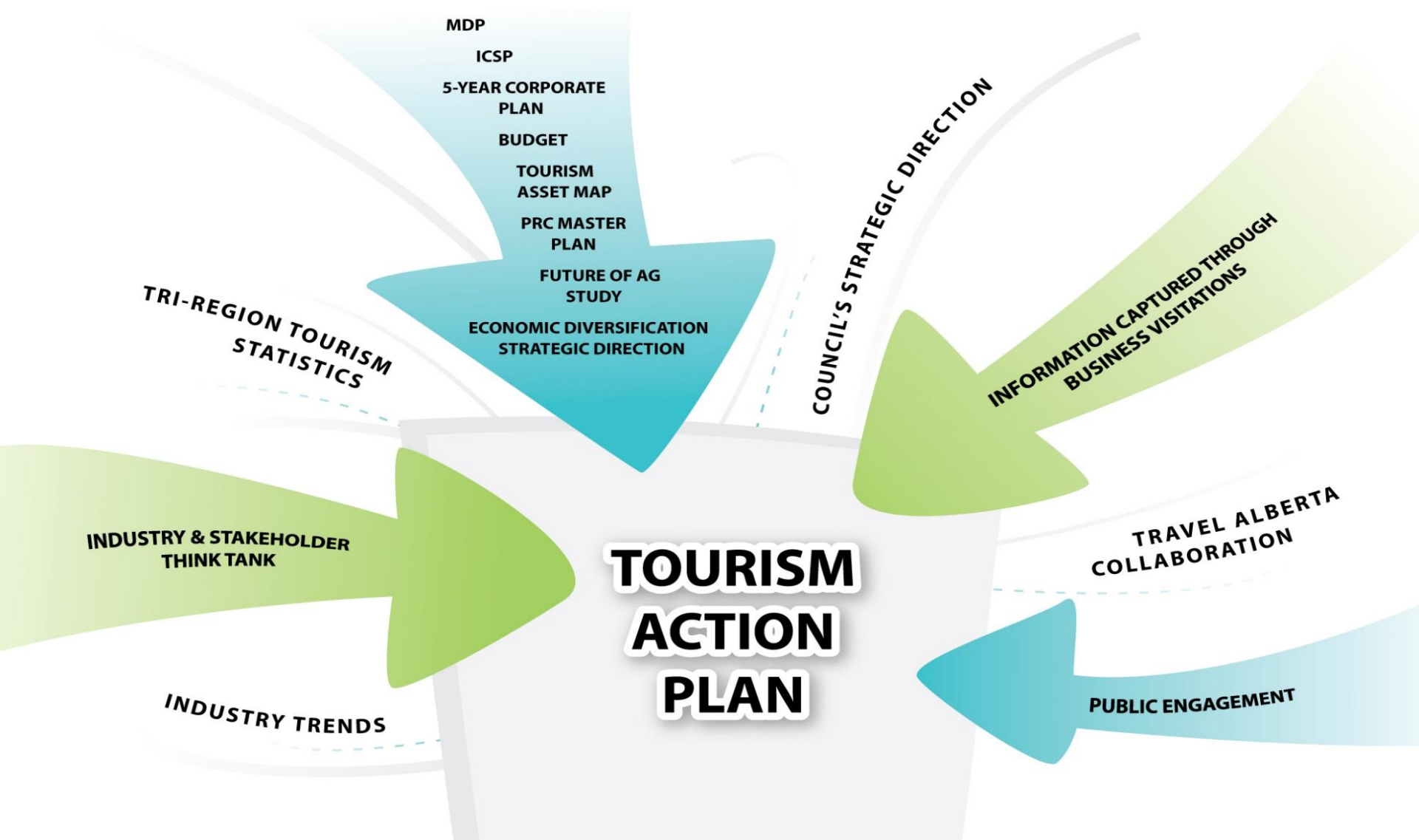
→ *"Enhancing business support services to our local business community to foster innovation, promote entrepreneurship, and manage risk"*

GUIDING PRINCIPLE 2.2

"We are a region that supports the local economy, including the agricultural, tourism, entrepreneurial, and industrial sectors."

Parkland County's Long-Term Strategic Plan, 2017

ACTION PLAN DEVELOPMENT



ACTION PLAN PILLARS



BUSINESS & EXPERIENCE DEVELOPMENT	PROGRAMMING & EVENTS	ADVOCACY & COLLABORATION	MARKETING
<p>We actively attract new tourism business to Prime Recreation and Tourism Areas outlined in the Municipal Development Plan and support the retention and expansion of our current tourism sector</p>	<p>We support the development of tourism related events and programs that provide opportunities for residents and visitors to explore Parkland County</p>	<p>We build, maintain and advocate for strong partnerships with key tourism stakeholders to support Parkland County's shared vision of One Parkland: Powerfully Connected.</p>	<p>We recognize the importance of creating a consistent regional identity and increasing the awareness of Parkland County tourism experiences</p>



BUSINESS & EXPERIENCE DEVELOPMENT

GUIDING PRINCIPLE 1.1

Increase the number and diversity of tourism businesses in Parkland County

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 1.1.1

Complete a Gap Analysis to determine the types of businesses we should aim to attract

BROAD OBJECTIVE 1.1.2

Support a cluster development initiative to identify current and future opportunities

BROAD OBJECTIVE 1.1.3

Develop a tourism business attraction program based on results of the Gap Analysis

GUIDING PRINCIPLE 1.2

Create an environment that supports the retention and expansion of tourism businesses while focusing on multi-seasonal experiences

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 1.2.1

Compile and distribute a list of resources available for tourism businesses

BROAD OBJECTIVE 1.2.2

Determine the need for business training through our business visitation program and work to fulfill those needs by partnering with certified training organizations

BROAD OBJECTIVE 1.2.3

Research grant opportunities through both external partners and an internal business grant program (this will include links to the Hamlet Revitalization Strategy)



ADVOCACY & COLLABORATION

GUIDING PRINCIPLE 2.1

Cultivate and nurture partnerships between key tourism stakeholders and related industries

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 2.1.1

Determine opportunities for partnerships with post-secondary institutions

BROAD OBJECTIVE 2.1.2

Maintain partnerships with local and provincial tourism bodies

BROAD OBJECTIVE 2.1.3

Work with Indigenous Communities to determine additional tourism opportunities

BROAD OBJECTIVE 2.1.4

Continually explore partnership opportunities that will aid in growing Parkland County's tourism sector

GUIDING PRINCIPLE 2.2

Advocate and promote on behalf of the local industry to all levels of tourism business development

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 2.2.1

Continually look for opportunities to streamline the process for opening and expanding a tourism businesses in Parkland County

BROAD OBJECTIVE 2.2.2

Act as a conduit for information between businesses and leading tourism organizations

BROAD OBJECTIVE 2.2.3

Leverage additional funding opportunities from external stakeholders



PROGRAMMING & EVENTS

GUIDING PRINCIPLE 3.1

Support and encourage individuals and organizations looking to organize programs and events that align with Parkland County Council's strategic priorities relating to tourism

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 3.1.1

Create a Parkland County Event Planning Toolkit

BROAD OBJECTIVE 3.1.2

Provide support for the creation of a special events policy

BROAD OBJECTIVE 3.1.3

Promote Parkland County events that align with Council's strategic priorities

GUIDING PRINCIPLE 3.2

Work with local businesses to develop and build on programs and events that will attract visitors and residents out to Parkland County

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 3.2.1

Expand on agri-tourism opportunities to introduce the rural lifestyle to visitors

BROAD OBJECTIVE 3.2.2

Create a Parkland County Passport to promote local travel

BROAD OBJECTIVE 3.2.3

Develop and expand programs and events in Parkland County



MARKETING

GUIDING PRINCIPLE 4.1

Increase the number of tourists visiting Parkland County

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 4.1.1

Complete a Tourism Marketing Plan that will act as a roadmap for all future communications

BROAD OBJECTIVE 4.1.2

Celebrate Parkland County's history, agriculture and natural beauty through supporting culturally immersive experiences

GUIDING PRINCIPLE 4.2

Increase awareness of all Parkland County tourism experiences by leveraging external tourism marketing organizations

RECOMMENDED BROAD OBJECTIVE:

BROAD OBJECTIVE 4.2.1

Work with businesses to create packaged experiences that can be marketed nationally and internationally through Tri-Region Tourism, Edmonton Tourism, Travel Alberta, and Destination Canada

BUDGET



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PLAN DEVELOPMENT

BUDGET

\$65,000

ACTUAL

\$11,000 - existing staff time

REASON FOR VARIANCE

Completed Internally

IMPLEMENTATION

BUDGET

\$200,000

ACTUAL

\$65,000 from reserves

REASON FOR VARIANCE

Multiple projects to be completed internally

NEXT STEPS

2018 – 2020

Implementation



@YegCornMaze