



## Legislation Text

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**File #:** RFD 17-197, **Version:** 1

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### Tourism Action Plan

#### **Proposed Motion**

That the Tourism Action Plan be approved, as presented.

#### **Administration Recommendation**

Administration supports the recommended broad objectives as presented.

#### **Purpose**

Administration is presenting the Tourism Action Plan for Council's consideration and approval.

#### **Summary**

Economic Diversification has been working on the Tourism Action Plan since January 2017. The initiative for the plan was brought forward for 2015. Due to a variety of changes, the project was delayed until 2017.

Should Council approve the plan as presented, administration will begin the implementation in 2018.

#### **Strategic Plan/Policy/Legal/Staff Implications:**

Strategic Pillar - Strategic Economic Diversification

Guiding Principle 2.2 - "We are a region that supports the local economy, including the agriculture, tourism, entrepreneurial, and industrial sectors."

#### **Financial Impact:**

Cost: \$65,000

Source: Long Term Sustainability- Operating