



1001C
Tourism

Supporting Procedure: 130P Destination Olds Collective Fund

Prepared By: Office of the CAO

Council Approval Date: Sept. 14, 2020

Effective Date: Immediately

Council Resolution No.: 20-334

References: Economic Development Strategy

POLICY STATEMENT

The Town of Olds will coordinate and invest in a tourism strategy as a component of an overall economic development strategy.

PURPOSE

The purpose of this policy is to focus on continued long term growth and prosperity for the Town of Olds through tourism related initiatives. This may be through self-directed initiatives or by joining in partnerships within and outside of the town, as well as with regional entities.

SCOPE

The policy shall support tourism related initiatives that create value and prosperity for the town, however, being mindful of the opportunities to develop regional initiatives in partnership with other agencies and municipalities.

The goal of the tourism strategy will be based on the following four objectives:

1. Increase the number of people who choose to visit Olds.
2. Increase the amount of money spent by visitors in the community of Olds.
3. Increase utilization of revenue producing facilities within the community of Olds.
4. Create great visitor experiences that result in visitor referrals and return visits.

RESPONSIBILITIES

The Chief Administrative Officer (CAO) is authorized by Council to delegate authority to the Economic Development Secretariat; and the authority to utilize budgetary funds to develop a tourism strategy for the Town. This may include the creation of a committee specifically dedicated to providing guidance and advice to Council in carrying out this strategy.

The Olds Destination Collective Fund is a tool to support this policy.

STANDARDS

1. To report to Council on an annual basis on activities and initiatives of the Strategy
2. To develop metrics to determine how to measure spin-offs from the Town's investments.