



Corporate NO: R072

Report COUNCIL DATE: March 27, 2000

REGULAR COUNCIL

TO: Mayor & Council **DATE: March 22, 2000**

FROM: Acting Manager, Economic Development **FILE: 2120-010**
for Tourism Advisory Committee

SUBJECT: Tourism Action Plan 2000 - 2001

RECOMMENDATION

It is recommended that Council:

1. Adopt the Tourism Action Plan 2000 - 2001.
2. Authorize staff to implement the Goals and Actions to achieve the Targets outlined in the Tourism Action Plan 2000 - 2001.

BACKGROUND

In April 1999, City Council requested a Tourism Strategy for 2000 - 2001 to provide focus and direction for the tourism industry in Surrey. Creation of a Tourism Master Plan is one of the stated goals in the Economic Development Action Plan 1999 - 2000. The Tourism Action Plan 2000 - 2001 (see attached "Tourism Action Plan 2000-2001), will provide direction and create synergy through partnerships and a team approach to the marketing of Surrey as a tourism destination. A vibrant tourism industry in Surrey can contribute to economic growth and prosperity, create jobs, increase the tax base and provide opportunities that will benefit everyone.

DISCUSSION

The Tourism Action Plan 2000 -2001 has as a focus, three major targets which are supported by goals and actions to achieve each of the targets. The target areas are:

- Establish an Independent Surrey Tourism Association,
- Promote and attract major tourism events, businesses, attractions and conferences,
- Develop Surrey-wide tourism marketing and promotional pieces.

Each of the targets in the Tourism Action Plan have identified goals and actions that will be undertaken in 2000 and/or 2001. The single most significant target is the establishment of a Surrey Tourism Association which has as its primary goal to establish a Surrey Tourism Bureau. The Surrey Tourism Bureau will be operated by the Association which will represent all sectors of Surrey's tourism industry. A task force comprised of members of the Tourism Advisory Committee will review options for obtaining funding to establish the Tourism Bureau and to provide ongoing core operational funding.

Initial leadership to establish the Surrey Tourism Association and Bureau will come from: the City of Surrey; the Surrey, South Surrey/White Rock and Cloverdale Chambers of Commerce; the Cloverdale Business Improvement Area and; the members of the Tourism Advisory Committee.

CONCLUSION

The Tourism Action Plan 2000 - 2001 is focused on energizing the tourism industry in Surrey. Three targets are set out in the Plan with goals and actions that support the achievement of the targets. Establishment of a Surrey Tourism Association and Bureau will create new and expanded tourism activities and facilitate collaboration and partnerships to make tourism an economic success story in Surrey. It is recommended that Council adopt the targets contained in the Tourism Action Plan 2000 - 2001 and direct staff to implement the actions required to meet the stated goals.

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Economic Development

for Tourism Advisory Committee