

PURPOSE

Lead a robust community engagement process that generates broad based and meaningful conversations around tourism and its role in Canmore. This dialogue will lead to a shared understanding of how a comprehensive and balanced framework for the tourism industry can:

- Preserve the social fabric of the community,
- Maintain and where possible enhance ecological integrity, and
- Continue to ensure Canmore's long term economic health.

OBJECTIVES

1. Establish an engaged and informed Task Force who have a shared understanding and purpose and a common language with respect to their work.
2. Facilitate *both* community acceptance and commitment (i.e. social license) that supports appropriate tourism *and* a tourism industry that acknowledges and prioritizes the shared values of the community.
3. Evaluate sustainable frameworks for tourism that will ensure long-term social, environmental, and economic viability.
4. Question our assumptions and preconceived notions about the tourism industry, our community, and their impacts on each other.

DELIVERABLES

1. Provide education opportunities for Task Force members to ensure a shared purpose, understanding, and vocabulary for our work, including by learning from the experiences of tourism communities around the world regarding over tourism, sustainable and regenerative tourism, best practices, and challenges.
2. Lay a foundation for meaningful community engagement by developing shared terms, conditions of success, and frameworks for decision-making.
3. Create well-defined guiding principles as a framework for the vision of tourism in Canmore.
4. Achieve clarity around those principles through community-wide engagement as to:
 - a. The qualities that make Canmore unique and special for residents and visitors, and which therefore must be preserved and protected while embracing the tourism opportunities that allow Canmore to thrive.
 - b. How to harmonize community needs and the needs of the tourism industry.
 - c. How to ensure that tourism in Canmore contributes to the triple bottom-line of people, planet and profit.

TIMELINE

1. Council appointed public members on September 8, 2020.
2. Nov-Dec 2020 – Education and shared learning opportunities for Task Force members.
3. Dec 2020 – Council approval of Task Force Terms of Reference and budget.
4. December - Q1 2021 - Proposal call issued and hiring of engagement consultant.
5. Q1-Q2 2021 - Community engagement to begin as soon as a consultant is hired.

6. Presentation to Council by the end of September 2021.

STRUCTURE

The task force will be made up of:

- the Mayor;
- one member of Council;
- the CEO of Tourism Canmore-Kananaskis;
- 16 members of the public representing a variety of backgrounds, experiences, and industries;
- the Town of Canmore CAO and General Manager of Municipal Services; and
- other members of Town Administration as required.

Meeting agendas and minutes, once approved, along with other Task Force information will be available at: <https://canmore.ca/town-hall/boards-committees/tourism-task-force>

Meetings will be closed to the public to protect advice and recommendations being developed for Council, in accordance with section 24(1) of the Freedom of Information and Protection of Privacy Act.

RESOURCES

1. Administrative time for task force meetings and action items
2. Communication Department support for promoting community engagement opportunities
3. Capital budget for hiring a consultant to develop and lead community engagement process
4. Significant volunteer time and effort
5. Resident participation
6. TCK staff time