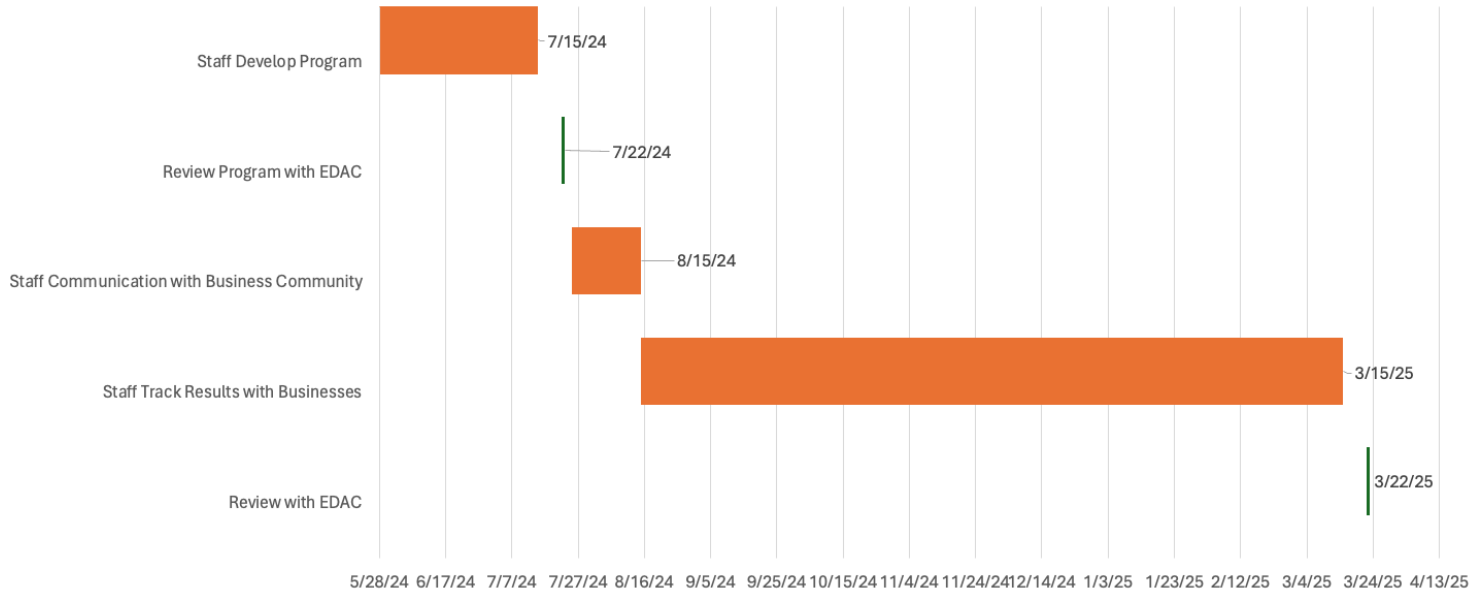


TOWN COUNCIL STRATEGIC INITIATIVE #3 ACTION PLAN

Adjust Tourism Promotion to Focus on Less Busy Times
And Assess Alignment with Other Marketing Activities

Staff Contact: Ali MacIntyre

Council Contact: Bernard, Pearson



Task	Start Date	End Date	Duration	Responsible Group
Staff Develop Program	4/15/24	7/15/24	91	Staff
Review Program with EDAC	7/22/24	7/22/24	1	EDAC
Staff Communication with Business Community	7/25/24	8/15/24	21	Staff
Staff Track Results with Businesses	8/15/24	3/15/25	212	Staff
Review with EDAC	3/22/25	3/22/25	1	EDAC

<u>Resource Needs</u> - Staff - o Ali MacIntyre, Lead - o Staff intern(s) - Council - o VM Bernard, CM Pearson - Outside - o RedThinking, EDAC	<u>Budget Needs</u> - No additional funding expected
<u>Risk Factors</u> - Partnership with businesses to promote midweek visitorship requires special promotions by restaurants/retailers	<u>Implications on Other Projects</u> - None identified