



INFORMATION REQUEST

REQUESTED BY: Councillor Stevenson

TOPIC: Chamber Funding for Visitor Information Services

DATE OF REQUEST: November 7, 2023

DATE OF RESPONSE: November 8, 2023

QUESTION:

What is the amount of the Greater Parkland Visitor Centre funding historically?

Response

The City has a contract with the Greater Parkland Regional Chamber of Commerce for the delivery of visitor information services. This is an annual contract at \$15,000 per year. The Chamber has separate agreements with Stony Plain and Parkland County.

Background

The contract is to deliver visitor information and other services for the benefit of businesses in Spruce Grove (not just Chamber members) in collaboration with the City. This includes the operation of the regional visitor's centre in Stony Plain, provision of pop-up mobile services at major outdoor community events in Spruce Grove, and promotional support through the Chamber website and social media platforms.

The contract is also to develop and deliver tourism ambassador training to hospitality, retail and not-for-profit businesses / organizations in Spruce Grove. This was launched in May 2023 with the delivery of workshops.

Finally, the contract commits the parties to undertake discussions in 2023 regarding future delivery of tourism and attraction services within a regional context. This follows up on the Alberta Government's commitment to develop tourism as a strategic growth priority for the province. Due to staff turnover at the Chamber, these discussions have not occurred yet.

The Chamber provides the City with an annual report on its activities and visitor engagement delivered under this contract.

Financial Implications/Taxation Impact

The contract has been funded at \$15,000 since the Chamber regional amalgamation. Historically, the amounts have been as follows:

- 2019 - \$35,000.
- 2020 - \$35,000.
- 2021 - \$20,000.
- 2022 - \$15,000.
- 2023 - \$15,000.

In addition, the City does provide sponsorships for the Business Awards of Distinction at \$3,000; Tri Expo & Marketplace at \$750; State of the Region at \$750; and Chamber Golf Tournament at \$1,000 (includes 2 golf passes).

Contact: Dave Walker, Director of Economic and Business Development, City Manager's Office