



*RPT 20-241*

**TITLE:** PAREDA - Tourism Agreement

**DATE:** June 5, 2020

**TO:** Executive Committee

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

1. That the agreement between the City of Prince Albert and the Prince Albert Regional Economic Development Alliance to operate/manage tourism for the Prince Albert Region be approved
2. That the Mayor and City Clerk be authorized to execute the agreement and any other required documentation on behalf of the City, once prepared.

**TOPIC & PURPOSE:**

For Prince Albert City Council to approve an agreement with the Prince Albert Regional Economic Development Alliance to operate/manage tourism for the Prince Albert region.

**BACKGROUND:**

On February 25<sup>th</sup>, 2019, City Council approved resolution No. 0097 to formally establish the Prince Albert Regional Economic Development Alliance:

1. *That the Memorandum of Understanding, formally establishing the Prince Albert Regional Economic Development Alliance between the City, the Rural Municipality of Prince Albert, the Rural Municipality of Buckland, the Town of Shellbrook, Muskoday First Nation and Peter Ballantyne Developments LP, be approved; and,*
2. *That the Mayor and City Clerk be authorized to execute the Memorandum of Understanding on behalf of the City, once prepared.*

In December 2019, Ashley Charles was hired as the CEO for the Prince Albert Regional Economic Development Alliance (PAREDA)

In past years, tourism in Prince Albert has been managed by a Tourism Board which oversaw employee performance, operations of the tourism center, and various tourism initiatives.

From the onset, Prince Albert City Council has always referenced their desire to transfer the above responsibilities to the PAREDA, as tourism is such a significant component of Economic Development in Prince Albert and the surrounding Region.

While the past work of the Tourism Board is very much appreciated, after discussions with them, they have now stepped away from their roles as board members and recognize that the PAREDA will be managing tourism from this point forward.

**PROPOSED APPROACH AND RATIONALE:**

With the establishment of PAREDA, came a new, fresh direction for Economic Development in Prince Albert. In May of 2019, a formal Board was established which consists of representatives of a number of different sectors across the region. Further, a

specific tourism representative was also assigned to the Board. Sharon Hopkins has vast experience in the tourism industry and offers a very unique perspective to the Board.

As per the PAREDA Framework which was developed in collaboration with members of the Prince Albert Region, tourism was established as one of 4 pillars in which the PAREDA has adopted as a mandate moving forward.

With such a strong PAREDA Board and an enthusiastic CEO with an exciting vision for the tourism industry, there has never been a better time to move forward in this new direction.

Ashley Charles will report regularly to City Council, to keep them apprised of tourism directives as she forges ahead.

The attached agreement describes the expectations of PAREDA in regards to tourism in Prince Albert while also touching on management of the tourism center, operational costs and maintenance, goals and objectives, staffing, and grant funding.

Specifically regarding grant funding, an initial contribution of \$140,000 has been established for the initial term of the agreement, to be reviewed yearly during the City Budget process. This figure matches past allocations to Prince Albert tourism by City Council.

### **CONSULTATIONS:**

Consultations have taken place between the City of Prince Albert, the City Manager, the PAREDA Solicitor, City Board representative Mayor Dionne, PAREDA CEO Ashley Charles, and PAREDA Chair Matthew Vermette. All are quite pleased with the attached agreement and with the established way forward.

### **COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

Once approved, the City will work with the Communications Manager to establish a City wide Communications Plan as this is an exciting announcement for the Prince Albert Region.

**FINANCIAL IMPLICATIONS:**

\$140,000 has been established for the initial term of the agreement, to be reviewed yearly during the City Budget process.

**OTHER CONSIDERATIONS/IMPLICATIONS:**

There are no Policy implications, privacy implications, or options to the recommendation

**STRATEGIC PLAN:**

Two of the core values of the City Strategic Plan are the establishments of partnerships and being innovative in order to move Prince Albert forward.

The Establishment of PAREDA and the taking over of tourism exemplifies these core values and should be seen as a fine example of developing “out of the box” ways to foster Economic Development for the Prince Albert Region.

**OFFICIAL COMMUNITY PLAN:**

Section 13.2 of the OCP outlines a number of goals and policies that will promote Arts, Culture and Tourism for the City and surrounding area.

**PUBLIC NOTICE:**

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

**PRESENTATION:**

PPT Presentation by the Director of Planning and Development and PAREDA CEO Ashley Charles

**ATTACHMENTS:**

1. PAREDA - Tourism Agreement
2. PAREDA - Tourism Strat Plan
3. Tourism PPT - Ashley Charles

Written by: Craig Guidinger, Director of Planning and Development Services

Approved by: City Manager