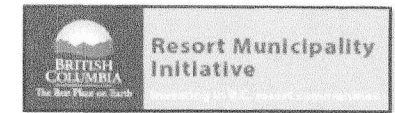


2012 – 2016 Resort Development Strategy

Project Proposal List for Preliminary Strategy Proposal



PROJECT/ INITIATIVE	BASE SCOPE OF INITIATIVE	TACTICS	EVALUATION FACTORS	TOTAL BUDGET	PROJECT TERM AND BUDGET DISPERAL P=planning phase; I=implementation phase				
					2012	2013	2014	2015	2016
Visitor Sign Program	Continue implementation per the Visitor Sign Strategy	Prioritize placements and surety of design, contract specialized design, implement permitting, and installation.	<ul style="list-style-type: none"> • Sign Strategy implementation • Positive satisfaction surveys • Increased media exposure 	\$400,000	I \$80,000	I \$80,000	I \$80,000	I \$80,000	I \$80,000
Monitoring Success	Annual survey and data gathering and analysis of projects	Commission and collaborate with local groups to define data sets, tools, and scheduling; establish annual work plan and annually contract for implementation.	<ul style="list-style-type: none"> • Consistent reporting • Statistical validity • Clear results 	\$50,000	I \$10,000	I \$10,000	I \$10,000	I \$10,000	I \$10,000
Community Wireless Service	Provision of free Wi-Fi in selected areas of the town.	Determine scope of band reach and cost, operating and ownership model. Procure structural implementation and ensure commensurate marketing.	<ul style="list-style-type: none"> • Frequency of use • Tourist commentary • Increased awareness of area 	\$75,000	P \$5,000	I \$35,000	I \$35,000		
Highway 1 Corridor Enhancement	Enhance public area aesthetics; provide tourist information, and implement connector pedestrian route to the downtown.	Commission phased capital plan to determine scope, themes, design and costs of components, then implement works.	<ul style="list-style-type: none"> • Increased stops to all establishments • Increased numbers downtown • Positive satisfaction surveys • Features in media and promotion 	\$1,100,000	P \$50,000	P \$50,000	I \$500,000	I \$500,000	
Community Tourist Shuttle	Determine a scope of need and working model (feasibility study) for this service.	Determination of need, scope, costs, ownership, capitalization, operating model and partnerships.	<ul style="list-style-type: none"> • Ability for implementation • Scope of partnerships • Success of best practices 	\$10,000	P				
Community Banner Program	Assurance of program longevity through scheduled replacement of existing and newly designed stock.	Assess timing of replacements, commission new designs and printing, install.	<ul style="list-style-type: none"> • Positive satisfaction surveys • Increased area awareness • Increased media features and promotion 	\$60,000			P \$15,000	I \$45,000	
Public Art Program	Program that invites and (partly) pays for public art including housing materials.	Create Terms of Reference for annual capital program including application process and funding formula. Implement annual program including structures for housing art if required.	<ul style="list-style-type: none"> • Positive satisfaction surveys • Promotion of art in community • Features in media 	\$50,000	I \$10,000	I \$10,000	I \$10,000	I \$10,000	I \$10,000
Permanent Square Amenity Hub	Structure in square to include washrooms, performance stage, concession, visitor information.	Commission architectural design, follow with engineered design, reconcile land use and infrastructure requirements and contract construction.	<ul style="list-style-type: none"> • Greater downtown visitation • Greater concert attendance • Positive satisfaction surveys 	\$300,000		P \$10,000	P \$20,000	I \$200,000	I \$70,000
Snowmobile Trail Maintenance	Financial support for annual grooming of most popular trails in the area.	Contract the Golden Snowmobile Trail Society to maintain trail standards, leveraged against other contributions on an annual basis.	<ul style="list-style-type: none"> • Increased numbers • Positive satisfaction surveys • Increased media features and promotions 	\$300,000	I \$60,000	I \$60,000	I \$60,000	I \$60,000	I \$60,000
Nordic Centre Completion	Funding to ensure completion of facility to meet requirements to hold Masters competition and professional industry standards.	Contribution to the Golden Nordic Club to complete the final capital phasing of the centre.	<ul style="list-style-type: none"> • Increased user numbers • Positive satisfaction surveys • Increased events • Media attention and promotion 	\$100,000	I \$100,000				
Bike Share Program Enhancement	Purchase and installation of third rack and bikes to enable system across the entire community and a “card only” swipe system.	Determine location, order, and enable card-only system.	<ul style="list-style-type: none"> • Increased use • Positive satisfaction surveys • Media attention and promotion 	\$45,000		P \$35,000	I \$10,000		
TOTAL FUNDS				\$2,500,000					
Annual Expenditures					\$315,000	\$295,000	\$740,000	\$905,000	\$230,000