

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



POLICY TITLE: **TERMS OF REFERENCE:**
WHITE ROCK TOURISM STRATEGY TASK FORCE

POLICY NUMBER: **COUNCIL - 148**

<i>Date of Council Adoption: May 25, 2015</i>	<i>Date of Last Amendment:</i>
<i>Council Resolution Number: 2015-194</i>	
<i>Originating Department: Recreation and Culture / City Clerk's Office</i>	<i>Date last reviewed by the Governance and Legislation Committee): N/A</i>

Policy:

The Tourism Strategy Task Force will work under the direction of a consultant (specializing in tourism marketing and development) to collaborate with stakeholders in the community to develop and implement a strategic plan to enhance tourism economic activity in White Rock.

The specific activities will include:

- background research on tourism best practices;
- identification of all existing and potential tourism attractions, businesses and facilities in the community;
- conduct a SWOT analysis to determine the strengths, weaknesses, opportunities and threats that impact White Rock as a tourism destination;
- develop a vision for tourism in White Rock;
- consult with community stakeholders to develop strategic goals and actions to market White Rock as a world-class tourism destination;
- establish timelines, assign responsibilities and determine resources required to deliver on the strategic goals and actions identified in the White Rock Tourism Strategy;
- research options and recommend a long term arrangement for a visitor center(s);
- identify options and recommend a governance model for White Rock's destination marketing organization; and
- identify options and make recommendations for securing long term sustainable funding sources that will support the continued success and growth of the tourism industry in White Rock.

Membership

The Tourism Strategy Task Force will consist of up to ten (10) voting members appointed by Council from the community at large, two (2) non-voting member of Council, and City staff as required.

Representatives from the following groups, organizations or businesses will be invited to participate in the strategy development:

- City Council (2 members)
- Tourism White Rock (Executive Director and 1 Board member)
- South Surrey/White Rock Chamber of Commerce (Executive Director and one Board member)
- White Rock BIA (Executive Director and one Board member)
- White Rock Economic Development Committee Member
- Ocean Promenade Hotel owner/operator
- Restaurant owner/operator
- Tourism Surrey (Executive Director)

Required staff representatives are:

- Eric Stepura – Director Recreation and Culture
- Karen Cooper –Director Planning and Development (or designate)
- Lorraine Sym – Committee and FOI Clerk

Chair

Council will appoint a Chair and the Committee will select a Vice-Chair from among its voting members.

Term

The tenure of the Committee will be for approximately one (1) year term, with the initial appointments expiring December 31, 2015, or until the activities are complete, whichever is sooner.

Meetings

Meetings will be held as the need arises at the call of the Chairperson.

A majority of the appointed voting members shall constitute quorum.

Procedures

Unless otherwise provided for in these terms of reference, the procedures of the Committee will be governed by the City's Council and Committee Procedure Bylaw.

Code of Conduct

Appointees will be required to sign a statement agreeing that they have read, understood, and will conform to the City's code of conduct as defined the Council policy regarding Code of Conduct for Committee Members. This will be required immediately upon appointment. The statement / agreement for signature is attached to and forming part of this policy.

Rationale:

The purpose of the Tourism Strategy Task Force is to develop a five (5) year strategic plan for the advancement of tourism service delivery in White Rock. A Tourism Strategy has been identified as one of the City of White Rock Council Strategic Priorities.