



Community Tourism Coordinator Program

Proposal Guide

In addition to the application form for the Community Tourism Coordinator Program, qualifying organizations also need to submit a proposal that includes and/or addresses the following points:

- Clearly expressed community desire for tourism development through a community tourism strategic plan or economic development plan.

This document will be available from the municipal office or band council.

- Clearly expressed financial support and commitment from the applicant for the community tourism coordinator positions (30% or at least \$15,000).

Qualifying organizations need to demonstrate how they will finance their portion of the salary and benefits for the CTC. For example: submitting a budget with a separate line item for the CTC position and the amount committed.

- A description of the qualifying organization

A short description of the activities of the qualifying organization. For example: including the "About Us" description from your website or demonstrating the organizations current involvement with community tourism.

- Demonstrated capacity to operationalize the position.

Describe how your organization will be able to support a new position within its current operations (more than financial support – office space, available equipment, etc.)

- Availability of recognizable tourist attractions or potential tourist attractions and experiences within the community.

A listing of current or potential tourism attractions available in your community. For example: what current attractions are featured in the NWT Tourism Explorers' Guide?

- The potential for packaging tourist attractions, products and experiences within the community or in close proximity to the community.

Referring to the list of current or potential tourism attractions, describe how feasible it is to create tourism packages of multiple products and experiences for visitors to your community. If you can, include a description of the kinds of visitors that come to your community. For example: business travellers, people visiting friends or family, outdoor adventurers, etc.



- Availability of accommodation infrastructure or clearly expressed financial commitment to developing accommodation infrastructure in the community.

Provide information about the number of hotels, bed and breakfasts or other types of accommodations available in your community or if accommodations are in development (include timelines if possible).

- Ease and affordability of access to the community.

Describe the methods of transportation available to get to and from your community and average costs for this transportation.

- Availability of food services or clearly expressed desire to develop food services in the community.

Provide information about the number of restaurants available in your community or if restaurants are in development (include timelines if possible).

- The number of licensed tourism operators operating within the community or within the vicinity of the community.

Provide information about how many licensed tourism operators provide services in and around your community. For example: what operators are currently listed in the NWT Tourism Explorers' Guide?

- The availability of tourism related services within the community or in close proximity to the community.

Provide information about any other tourism-related services available in your community. For example: visitor centre, museum, vehicle rental services, etc.

- Availability of events/festivals and a strong commitment towards leveraging the opportunities presented by events and festivals.

Provide a description of special events or festivals that take place in your community and how the community could create additional tourism opportunities around these activities.

- Availability of trained labour pool for the tourism services or a clearly expressed willingness and commitment to work with GNWT and other relevant stakeholders to enhance the service skills sets of community residents interested in tourism employment.

Provide information about the training and skills development that people have taken to



build their tourism awareness. For example: customer service training like NorthernMost Host or FirstHost; emerit courses related to tourism. If training and skills development is required, please explain what skills are needed. Note: ITI has funding programs for training and offers workshops which could be used to support this project.

- Community health and wellness

Describe the health and wellness of your community and how this may impact tourism activities. The NWT Bureau of Statistics will have information about your community regarding crime rates, income assistance, labour force, traditional activities, and volunteerism. <http://www.statsnwt.ca/community-data/>

- Availability of tourism champions within the community.

Are there people in your community who are interested in and committed to tourism development? Provide a list of people within your community who are willing to community build and help create and deliver positive tourism experiences for visitors. For example: people who would attend community meetings for planning or workshops for skills development to assist with tourism development in your community.

- Competing industries for the tourism labour pool in the community.

Are there other work-related activities happening in your community that will compete for people available to work? For example: a construction project, summer-time on-the-land activities.

Proposal Sample

Note: The following sample is an imaginary proposal from the Town of Hay River

As you develop your proposal, remember to check what is already available online. Refer to websites that have current and accurate information about your community. A good source to start with is spectacularnwt.com.

Proposal for CTC Program

Submitted by the Town of Hay River

Community Tourism Plan:

2012 Tourism Development Plan for Hay River (attached)

Financial Commitment:

2015 Budget Presentation (attached)

As demonstrated on slide 12 and slide 23, there are funds available in the recreation budget to cover the \$15,000 required for the CTC position.

The Town of Hay River (THR) is the municipal organization that governs the community. The THR is responsible for all aspects of community life from municipal maintenance to business development to residential services. The THR recognizes that tourism is an important economic driver for the community and has made considerable investment in promotions, specifically through our website. <http://hayriver.com/visitors/>

The THR is ready to take on a CTC to help develop tourism packages for visitors to Hay River. There is office space available in the visitor centre where the Director of Community Recreation, the CTC's supervisor, also works. The office is fully equipped with computer and phone. The Director is on site during regular working hours and, in addition to orientation to the new role, available to provide on the job support as needed.

Hay River has many attractions for visitors within the community. Situated on the shore of Great Slave Lake, Hay River is a beautiful location offering the following attractions and activities:

- Golf
- Beach
- Hiking Trails
- Recreation facilities (aquatic centre, curling rink, arena)
- Cross-country skiing
- Hay River Heritage Centre
- Dene Cultural Institute
- Hay River Beach
- Hay River Mission Sites
- Fisherman's Wharf

For more detailed information about our attractions and activities, visit:

<http://hayriver.com/visitors/attractions/>

Accommodations

Hay River has several accommodation options for visitors from full service hotels to wilderness campgrounds:

- Ptarmigan Inn
- Cambridge Suites
- North Country Inn
- 2 Seasons Adventures
- Hay River Golf Club and Campground
- Harbour Guest House
- Hay River Territorial Park
- Anchorage Guest House
- Brabant Lodge
- Paradise Garden and Campground
- Mountain Aven Enterprises
- Eileen's Bed and Breakfast
- Hay River Suites
- Deegahni Lake Camp
- Sandy Point Lodge
- Northwest Territories Parks

For more detailed information about each accommodation option, visit <http://spectacularnwt.com/destinations/south-slave/communities/hay-river#tabindex=1>

Transportation

By Road: All the communities of the South Slave are road accessible. The South Slave is linked to Alberta via Highway 35, which, at the territorial border, becomes Northwest Territories Highway 1 (the Mackenzie Highway). The region is also connected to northern B.C. via Highway 7 (the Liard Trail).

Distances:

- Edmonton-Hay River: 1,093 kilometres
- Yellowknife-Hay River: 481 kilometres
- Fort Nelson, B.C.-Hay River: 1,190 kilometres

By Air: Hay River has one of the major airports in the South Slave, receiving daily flights from Edmonton and Yellowknife.

Routes & Airlines:

- Edmonton-Hay River (Northwestern Air Lease)
- Yellowknife-Hay River (Buffalo, First Air)

Flying from Edmonton to Yellowknife varies in cost depending on the airline and the time of year. The four airlines servicing Yellowknife out of Edmonton are Air Canada, West Jet, Canadian North and First Air. On average, a return flight is between \$450 - \$500. From Yellowknife to Hay River on Buffalo Air is approximately \$250 for a return flight.

Restaurants

Visitors to Hay River have many great restaurants to choose from:

- The Diamond Willow Café
- Doghouse Sports Bar
- Woodland Wok and Grill
- Driftwood Diner
- The Boardroom
- Back Eddy's

For more details about each of the dining options, visit:

<http://spectacularnwt.com/destinations/south-slave/communities/hay-river#tabindex=2>

Tourism Operators

Hay River is home to many knowledgeable and welcoming tour operators that offer a wide-variety of activities and services for visitors to our community:

- Canoe North
- 2 Seasons Adventures
- Hay River Golf Club
- Thubun Lake Lodge
- Frontier Coachlines NWT
- Dbeck Kennels
- Brabant Lodge
- Your Planner (the Bucket List Tour)
- Deegahani Lake Camp
- Nonacho Lake Fishing Camp

For additional information on each of these operators and their tourism offerings, visit: <http://spectacularnwt.com/destinations/south-slave/communities/hay-river#tabindex=0>

Attractions Nearby

Hay River is fortunate to have many spectacular attractions in close proximity to the community. All of the sites listed here are within driving distance and it is possible to visit several in one day.

- Winnie's Gift Shop (Enterprise, NWT)
- Hay River Territorial Park
- Louise Falls
- Alexandra Falls
- Lady Evelyn Falls
- Escarpment Creek
- McNallie Creek

Events

There are lots of reasons to celebrate and gather together in Hay River to enjoy events and festivals all year round.

Winter	Spring	Summer	Fall
K'amba Winter Carnival	Hay River Lobster Fest	National Aboriginal Day	Fiddling and Jigging Talent Show
Polar Pond Hockey Tournament		Kole Crook Fiddling Camp	
		Annual Commissioner's Cup Race	

For a description of each event and their dates, visit:

<http://spectacularnwt.com/destinations/south-slave/communities/hay-river#tabindex=4>

Labour Pool

General information about Hay River's available labour pool is as follows:

The unemployment rate in Hay River in 2014 was 7.2%

Labour force activity in 2014 indicates:

- Population 15 and over: 2,974
- Employed persons: 2,109
- Not in the labour force: 547
- Available labour force: 318

The employment profile is:

- Gov't/ Health/ Social Services/Education – 35.2%
- Goods Producing – 23.8%
- Other industries (including tourism) – 37.1%

For this tourism development initiative, the available labour pool includes X operators interested in combining their tourism products into packages for visitors; X tourism champions who have committed to supporting these packages and refining the offering; X staff from the Town of Hay River who will support the Community Tourism Champion (for example: Director, Economic Development Officer, etc.); X summer students who have on-the-job experience in various aspects of tourism product delivery and will be returning to Hay River next summer.

Several tourism operators and summer students participated in NorthernMost Host customer service training. The RTO for our region participated in the Community Tourism Development Workshop offered by ITI in March 2016.

Community Health and Wellness

According to the NWT Bureau of Statistics, in 2014 Hay River the violent crime rate was 72.4/1000 (and steadily decreasing since 2011) and the property crime rate was 176.5/1000 (a rate with minor fluctuations since 2011).

For income assistance, in 2014, there were 118 beneficiaries, a number which has remained steady since 2011.

Hay River is considered a “wet” community as it has a liquor store that is open to the public and restaurants are licensed establishments.

<http://www.statsnwt.ca/community-data/Profile-PDF/Hay%20River.pdf>

Tourism Champions

There is considerable commitment to the tourism industry in Hay River as demonstrated by the number of tour operators and other tourism-related services available in our community. The leaders in our local tourism industry include X hotel and B&B owner/operators, X restaurant owners and X tourism operators who have devoted time not only to their business endeavours but also to growing tourism in Hay River. These tourism champions have actively participating in tourism conferences and in local tourism events and have developed products and other opportunities to increase visitor numbers to our town. They have indicated they will support the Community Tourism Coordinator to develop new product packages.

Competing Labour Opportunities

As indicated above, the three main categories of employment in Hay River are Gov't/ Health/ Social Services/Education; Goods Producing; and Other industries. The top employers fall into the "Other Industries" category that also includes tourism. The closest competitor for jobs is the Gov't/ Health/ Social Services/Education.

Summer students returning to Hay River may prioritize government positions over tourism-related positions making it challenging for operators to engage summer staff.