

# Proposed Activities

The following outlines a summary of activities and roles of both organizations.

## Guelph Chamber of Commerce (entity) – Destination Marketing activities

- Management of the tourism destination marketing program
  - e.g. Administration and staffing, coordination of a Stakeholder Destination Committee.
- Market and promote Guelph
  - e.g. In collaboration with the City, create and implement a destination marketing strategy that aligns with the City of Guelph's Economic Development and Tourism Strategy.
- Event, sport and conference bids
  - e.g. Development of funding programs, support capacity building, attraction and retention.
- Stakeholder communication and engagement
  - e.g. Develop and implement tools, communication.

## City of Guelph – Destination Management activities

- Implement appropriate Goals and Objectives of the Economic Development Strategy:
  - Goal 1.2 – amplify tourism product development opportunities with financial support
  - Goal 2.4 – develop and execute a targeted destination marketing plan that support increased sport, group and conference tourism activity
  - Goal 5.1 – implement municipal accommodation tax
  - Goal 5.2 – update inventory of Guelph's destination assets (previously completed in 2006) and enhance support and training for tourism-focused businesses to meet changing market trends
  - Goal 5.3 – enhance place-making
  - Goal 5.4 – wayfinding signage strategy and implementation
  - Goal 6.2 – develop a revised destination marketing plan in collaboration with the Guelph Chamber of Commerce
- MAT Project Administration
  - e.g. all contract management, communication to public
- Visitor Infrastructure

- e.g. digital properties, capital infrastructure, equipment
- Visitor Experience / Programming
  - e.g. New tourism products, art and cultural experiences and promotion, front line visitor information
  - Leverage opportunities for women, BIPOC, people who identify as members of the LGBTQ2+ community, and other underrepresented groups
- Research and data collection, reporting
  - e.g. tracking and measuring visitor economic impact data
- Training and Network development
  - e.g. support Economic Development and Tourism strategy, support tourism businesses/organizations