

Partnership Agreement for Implementing the Tourism Master Plan for Fernie



Purpose of the agreement:

The purpose of this agreement is to agree to work with other Fernie organizations to implement the actions and projects as identified in the Tourism Master Plan for Fernie and in order to work toward the Vision for:

A vibrant and sustainable tourism destination built on respect, collaboration and authenticity

This agreement describes understandings and commitments to this collaborative effort.

Scope and Duration:

Partners will work together toward the Vision, Focus Area and Goals in the Tourism Master Plan for Fernie. This agreement will guide the collaboration for the period beginning January 2020 until December 2024. The scope and duration of the agreement may be amended and/or extended after a review. A review of the agreement will take place after year one and every two years after that.

Agreement:

Our mission is to *'work together to manage and grow tourism sustainably for the betterment of our community and our visitors.'*

As Partners, we share Fernie's tourism vision, guiding principles, goals, and recognize the importance of focusing on the TMP strategic directions and implementing actions the coming years.

There are **three** Tourism Master Plan partnership levels with increasing commitment tiers.

Tier 3

We commit to fulfill this mission by:

- Creating awareness of the vision, goals and directions with respective colleagues, community members, organization members and other tourism stakeholders;
- Considering the TMP vision, goals and directions in our organization's decision making process;
- Taking part in engagement activities (Focus Groups , surveys, interviews) that allow our organization to continue to provide feedback on the implementation of the TMP and tourism development and management;
- Participating in TMP actions that help our organization build capacity to continuously improve tourism in our community and area;
- Considering TMP actions where we are identified as the lead organization, championing those we commit to, and reporting back on progress;
- Collaborating and partnering on TMP actions where we are identified as a supporting partner; and
- Creating opportunities for engagement and collaboration on our non-tourism projects that may impact or benefit tourism.

Tier 2

We commit to fulfill this mission by committing to all of Tier 3 above, plus:

- Participation with the TMP Champions Group meeting at least quarterly to help ensure implementation of the plan. Meetings will:

- Check in on TMP action acceptance or modifications by lead organizations
- Check in on progress for the TMP actions
- Evaluate progress by reviewing and discussing the results from the TMP Monitoring Program
- Adjust action timing and prioritization as required based on new information
- Review local/regional/national and global tourism trends and
- Include updates by partners on their seasonal and multi-year plans related to tourism or activities that may impact tourism
- Identifying one person within our own organization to serve on the TMP Champions Group for this collaboration;
- Supporting the planning and implementation of the Resort Development Strategy and associated projects;
- Considering the TMP during strategic planning and to align our plans and actions where our organization can have the greatest impact on the focus areas and goals;
- Reporting TMP progress to, respective councils, boards, colleagues and members;
- Taking a *lead role* in advocating (such as taking part in TMP outreach or presentations, reporting back publicly, lobbying other levels of government or industry associations etc.) for the vision, goals, directions and actions with respective colleagues, community members, organization members and other tourism stakeholders; and
- Providing letters of support and / or Board or Council Meeting resolutions as needed to other TMP partners in support of funding applications for TMP actions or other.

Tier 1

We commit to fulfill this mission by committing to all of Tier 2 & 3 above, plus:

- Providing resources as available including but not limited to:
 - Meeting space
 - Meetings facilitation
 - Meeting supplies
 - Meeting minute taking
 - In kind staff time
- Resourcing evaluations, as available, of the TMP implementation and partnerships (e.g might include surveys, facilitators, interviews, reporting back processes etc.)

The signing of this partnership agreement implies that signatories will strive to reach to the best of their ability the commitments stated in the agreement.

On behalf of my organization I wish to sign and commit to:

Please check one:

<input type="checkbox"/>	Tier 1 Partnership
<input type="checkbox"/>	Tier 2 Partnership
<input type="checkbox"/>	Tier 3 Partnership

and contribute to the implementation of the Tourism Master Plan for Fernie.

Organization Name:

Date:

Print Name:

Title:

Signature: