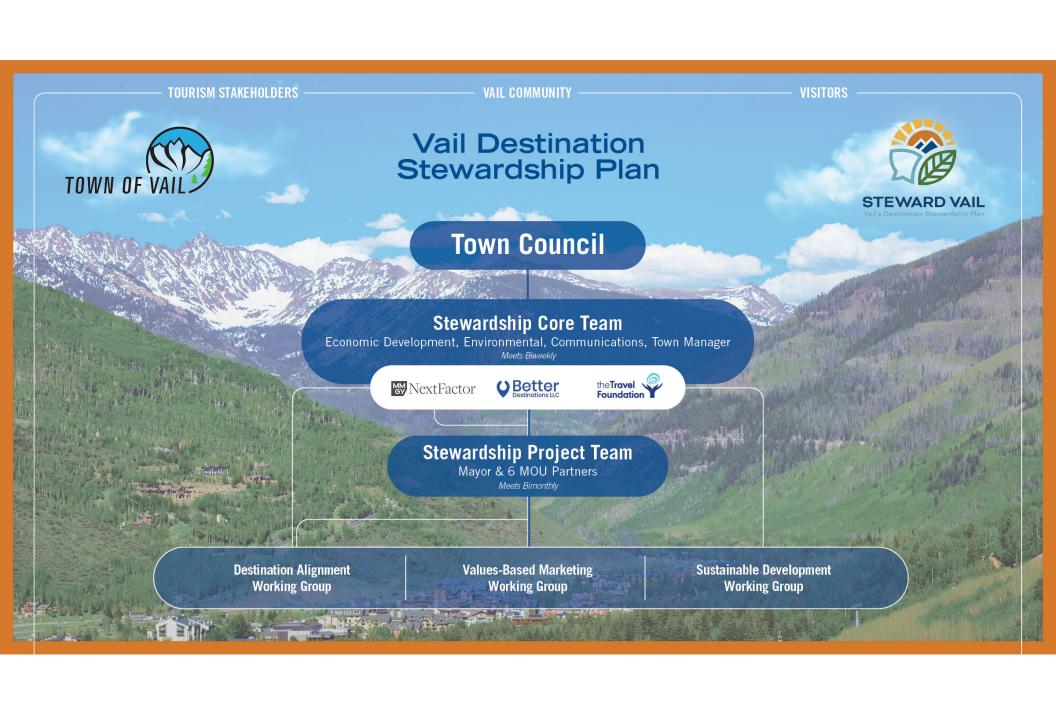


Why a Destination Stewardship Plan?

- 1. Designation as a certified Sustainable Destination
- 2. Over-visitation impacts
- 3. Marketing





3 Transformational Opportunities

1. DESTINATION ALIGNMENT

Aligning the public, private and civic sectors drives destination performance

2. SUSTAINABLE DEVELOPMENT

Destination and product development should marry people, planet, profit and policy

3. VALUES BASED MARKETING

Community values, goals and energy are the new competitive advantage

Extensive Community Consultation

- Community Perception Survey
- Up to 20 1:1 interviews
- Up to 12 Focus Groups
- Community-Wide Public Engagement Workshops
 - April 27-28: Input
 - June 28-29: Feedback
 - October 19-20: Validation
- Virtual engagement workshops
- Creation of Optimal Value Framework
- Town Council consideration and approval: December 2022



