

Leduc-Nisku Economic Development Association

Request for Proposals

Regional Tourism Economic Impact Study and Tourism Strategy Recommendations

RFPTA 01-16

Contact:

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RFP Issue Date: March 24, 2016

Proposal Due Date: April 15, 2016

Late proposals will not be accepted.

All proposals to be sent electronically to:

Leduc-Nisku Economic Development Association

Attn: Barbara McKenzie, Executive Director

bmckenzie@leducniskueda.com

Purpose:

The Leduc-Nisku Economic Development Association is seeking a person or firm to prepare an economic impact analysis and recommendations for a regional tourism strategy for Alberta's International Region which includes Leduc County, the City of Leduc, Towns of Beaumont, Calmar and Devon and the Villages of Warburg and Thorsby.

The analysis will define and assess the tourism industry as an economic driver and cluster in Alberta's International Region and provide recommendations for the development of tourism activities in the region. A regional tourism asset inventory will be conducted during the summer of 2016 to provide background information for the recommendations.

The deliverable will need to be highly collaborative, actionable and have a strong implementation strategy.

Proposed Procurement Timetable

Events	
Issue RFP	March 24, 2016
Due Date for questions regarding RFP	March 31, 2016
Responses to written questions provided	April 1, 2016
Proposals due	April 15, 2016
Short list announcement	April 18, 2016
Interviews with short list	April 21 – 22, 2016
Competition of decision making process	April 25, 2016
Announcement of final selection	April 25, 2016
Contract Begins	May 1, 2016
Project Completion	October 31, 2016

Project Definition

The Leduc-Nisku Economic Development Association is seeking to undertake a tourism inventory assessment and economic impact analysis for Alberta's International Region which includes Leduc County, the City of Leduc, Towns of Beaumont, Calmar and Devon and the Villages of Warburg and Thorsby.

The analysis will define and assess the tourism industry as an economic driver and cluster in Alberta's International Region, providing recommendations for the development of tourism activities in the region to assist us in finding ways to diversify our economy and provide an economic driver for the hotels, restaurants and other hospitality providers in the region that currently derive much of their revenue from business related to the energy sector.

Understanding the full scope of available attractions and tourism capacity in the region will better enable us to market tourism assets and the asset inventory will help us understand what our assets are enabling us to craft a regional strategy to position those assets to develop a focus tourism cluster in the region that can become an economic driver. It will also allow us to better work with and leverage opportunities with other tourism and destination marketing opportunities that we currently have not been able to leverage regionally, such as Tourism Alberta and Edmonton Tourism. With increased knowledge we will be able to plan better, market better and engage more effectively in the tourism market.

As the regional economic development partnership we are responsible for supporting all regional communities in their economic sustainability, this goes beyond industrial and commercial development to quality of place assets, tourism, infrastructure and much more.

This project will provide us an enhanced ability to accurately assess all aspects of the economy on the region, and support industries beyond our core historical focus of energy, agriculture, advanced manufacturing and logistics & transportation.

Project Background

Tourism can play an important role in the economic and social well-being of a community. The more visitor friendly a community is, the more likely it is to create opportunities for visitors to do more, stay longer and visit again. As competition increases for visitors, each community needs to identify, enhance and develop characteristics that create positive visitor impressions and memorable experiences.

Alberta Culture and Tourism (AC&T) offers support to communities interested in becoming more 'visitor friendly'. The Visitor Friendly Alberta Program enables communities to assess their visitor friendliness in five categories – ambiance and visual appeal, wayfinding and signage, quality of service and professionalism (customer service), public services and amenities, and visitor information services – and convert that assessment into actionable items to address gaps and areas for improvement.

Interest has been expressed from the Leduc-Nisku Economic Development Association (the Association), representing the communities of Leduc County, City of Leduc, Towns of Beaumont, Calmar and Devon and the Villages of Warburg and Thorsby (the Municipalities), to incorporate a regional perspective to the assessment. While the visitor friendly process was designed to be conducted at the community level, there are benefits to expanding the assessment to include a regional approach. In addition, it is important for a community to understand its tourism assets and the economic impact that tourism has on the regional economy.

Alberta's International Region includes all of Leduc County; which ranges from the edge of Lake Wabamum and Highway 20 (west boundary) to just past Highway 21 by Ministik Lake (east boundary) bordering (to the north) the City of Edmonton and the North Saskatchewan River and reaching to the northern shores of Pigeon Lake (south boundary) and six growing and active municipalities, including the City of Leduc, the Town of Beaumont, two of Canada's fastest growing municipalities, the Town of Devon located on the banks of the North Saskatchewan River, the Town of Calmar and the Villages of Thorsby and Warburg in the South sector of the County on Highway 39.

In addition to these communities, the region contains Northern Alberta's premier international airport the Edmonton International Airport (EIA) – one of the fastest growing cargo airports in Canada, and the Nisku and Leduc Industrial Parks which covers over 10,000 acres of developed and developable land. The region employees over 30,000 people and has a population of over 70,000. The County covers 2608 square kilometers.

Capitalize on the **OPPORTUNITY** in **Alberta's International Region**



Project Goals and Outcomes Goals:

- Conduct an economic impact study of tourism in Alberta's International Region, including a determination of the number of visitors to the region annually over the last five years.
- To incorporate an approach that addresses the Region as a regional tourism destination.
- To develop a final report that compiles all information and work gathered from the Project.

Outcomes:

- An economic impact assessment of the value of tourism as a key pillar in the economic development strategy of Alberta's International Region.
- A practical assessment of the Region as a regional tourism destination that present gaps, opportunities and practical actions for collaboration amongst the Municipalities that will lead to tangible improvements in the visitor friendliness of the Region.
- Information that will provide the basis of a regional tourism strategy enabling increased marketing effectiveness and net positive economic impact on the region.

Final Project Deliverables

- An economic impact assessment of the value of tourism as a key pillar in the economic development strategy of Alberta's International Region.

- A practical assessment of the Region as a regional tourism destination that present gaps, opportunities and practical actions for collaboration amongst the Municipalities that will lead to tangible improvements in the visitor friendliness of the Region.
- A well written, professional final report approved by the Project steering committee and presented to each Council of the Municipalities.

Document Review and Supplementary Information

In alignment with this project, the Leduc-Nisku EDA will be conducting a regional tourism asset inventory from May 1, 2016 to August 31, 2016. This inventory will include documenting all tourism assets in the Leduc region and clustering those assets to provide an overview of assets in a variety of aspects. The inventory will utilize the Government of Alberta tourism asset inventory template (Appendix 1) to provide structure to the analysis. This inventory will be available to the consultant so that they can inform their recommendations.

In addition, we will be working with local municipalities to review and conduct visitor friendly assessments.

Finally, the consultant will need to review documents such as:

- Municipal tourism and economic development strategies
- Economic impact assessments from past events
- Visitor Information Centre data
- Demographic information
- EIA strategic plan and economic impact study

Background

Currently, there is no regional overview of the variety of tourism assets in the region, the ability of each community to attract visitors, the economic impact of tourism in the region, the tourism operators in the region, or a regional strategy to enhance tourism initiatives in the region.

Each community currently governs their own tourism efforts, with a different focus from each. Below is an overview of each community's tourism objectives and focus.

Community	Objectives	Focus	Potential Assets
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Leduc County	No tourism objectives as this has not been a priority	No tourism focus as an economic driver	Variety of assets located in Leduc County are Pigeon Lake, Ministik Lake Bird Sanctuary, Rabbit Hill Ski Resort and Leduc #1 Historic Site to name a few.
City of Leduc	Develop and leverage community assets such as Leduc Recreation Centre, Telford Lake and outdoor amenities	Sports Tourism	Alberta Summer Games Sledge Hockey Tournament Variety of sporting events Telford Lake Leduc Recreation Centre
Town of Beaumont	No strategic objectives set in strategic plan	Attraction of community events,	Centre Ville Beaumont Rec Centre
		various sporting events and other events	
Town of Devon	Leverage Bike Town Brand and outdoor identity	Attraction of bike oriented events and outdoor focused events	River Valley
Town of Calmar	No strategic objectives set in strategic plan	No focused tourism activities	Not determined
Village of Warburg	No strategic objectives set in strategic plan	No focused tourism activities	Not determined
Village of Thorsby	No strategic objectives set in strategic plan	No focused tourism activities	Not determined

Economic Impact Analysis

The economic impact study will provide context for the size and impact that tourism has as an industry in Alberta's International Region. The area is primarily known for industrial development, with key economic drivers being energy and manufacturing. However, many of the regional municipalities have focused on encouraging tourism and attracting events to their communities. However, few economic

impact studies for these events have been conducted, and when conducted they are done only for these events and for the host community.

Tourism as a whole has not been assessed from an economic impact viewpoint. The full direct, indirect and induced impact of events have not been assessed on a year over year basis, and the economic impact of other ongoing tourism assets in the community have not been assessed. Without an understanding of the economic impact of tourism in our region, how events drive economic impact and how local assets drive economic impact, we will not be able to do adequate strategic planning for the region for tourism, or understand if this is an area that we should focus on as a key industry in our local region. Finally, Leduc County is home to the Edmonton International Airport (EIA), though we understand the economic impacts of the airport as a business in the region, the GDP and employment it creates we do not understand its effects on tourism in the region.

EIA will be undertaking a significant expansion in the next few years, having already built a hotel and currently planning on a 2017 opening for a 400,000 square foot outlet mall. We know that this expansion will have significant impact on the local market and need to understand the economic impact of this and how we can leverage our tourism assets to attract visitors into the area.

Key inputs into the economic impact study will include primary data obtained for the communities that have undertaken economic impact assessments around events hosted from 2010 - 2015, secondary data obtained through Statistics Canada, Government of Alberta and other sources (such as events that have been hosted in the region), as well as tax assessments, industry revenue and income information and economic impact information provided by the Edmonton International Airport.

This economic impact analysis will provide us with a picture of where we are and where we could be and therefore assist in informing our strategy. It will also inform the impact of tourism to our local GDP, and provide us with an assessment of the size of the industry locally in comparison to our other key industries.

Vendor Experience, Knowledge and Skills

The Association is interested in contractors with the following experience, knowledge and skills:

- Community development and /or planning
- Tourism product development and /or planning
- Economic Impact Studies
- Knowledge of tourism in Alberta, including rural tourism

It is expected that experience, knowledge and skills can be demonstrated with past projects similar to the nature and scope of this Project (e.g. minimum of three projects within the last five years).

Scope of Work

The contractor will perform the following services and tasks:

Economic Impact Analysis

Prepare an economic impact analysis of the tourism industry, including all affects direct, indirect and induced, in Alberta's International region including elements such as number of visitors attracted, impact of events regionally and per community, impact to GDP, employment in the tourism industry, and impact of the Edmonton International Airport.

As an economic development agency this component is a vital part of understanding the value of the tourism industry in terms of overall regional GDP and how tourism will be supported as an economic driver in the region.

Tourism Strategy Recommendations

Utilizing all components the consultant will provide strategic recommendations for the region and for each community on how to catalyze tourism investment in the region as an economic driver.

Adjustments will be incorporated to the general framework /process /tools to meet the Project objectives, final project deliverables, and tasks identified in the Scope of Work.

The submission should outline how the contractor will approach the following processes and tasks. Contractors proposing alternatives to the following key tasks should clearly substantiate the merit of each alternative. Proposed alternatives should meet the fundamental intent of the Project objectives, final project deliverables, and scope of work.

Steering Committee Meetings. Undertake the assessment and work with the steering committee. A minimum of two in-person meetings with the steering committee in the Region should be held. The steering committee's purpose is to provide support and guidance to the contractor and the Project and, as needed, will involve other key stakeholders in the review of draft materials to obtain additional input into the Project.

Focus Groups and Interviews: The recommendations should be developed from a series of information and data gathering exercises including interviews and focus groups with regional tourism operators such as hotels, restaurants, independent operators, retailers, industry associations, downtown business associations, chambers of commerce and others to understand the challenges and needs of the industry that will support of the development of a tourism industry in the region.

Action Plans. Draft an action plan for the Region as a regional tourism destination, based on the above assessment. The Regional action plan will address gaps and opportunities for Municipal collaboration and tangible tourism strategies in the Region. The contractor will validate the draft action plans with the steering committee and modify to incorporate the committee recommendations. The steering committee will approve the action plans before they are incorporated into the final report.

Final Report. A draft final report will be written that compiles information from the Project. The contractor will determine with the steering committee how information should be organized so it meets the needs of the Region. The final report should include, but not be limited to the following: executive summary, introduction, purpose of engagement, project objectives, assessment /methodology, situational and market analysis, community /regional assessment findings, action plans, conclusion and appendices (e.g. photographs, detailed assessments, etc.).

Project Documents

Relevant studies, plans, policies, by-laws, guidelines, etc. that may impact or influence improving visitor friendliness.

Tourism brochures, literature, website, etc.

Project Timelines

Anticipated start-up: May 1, 2016

Anticipated end date: October 31, 2016

Project Budget

The submission's total fixed price must not exceed \$50,000 (Canadian). The submitted price must be inclusive of all applicable taxes and expenses.

Required Content for Proposal

Questions must be submitted in writing to bmckenzie@leducniskueda.com by 5:00 PM, March 31, 2016. All questions will be amalgamated and a response to all questions will be issued by the Leduc-Nisku EDA to all submitters and posted on Alberta Purchasing Connection by 5:00 PM, April 1, 2016. Phone calls will not be accepted prior to this, however following the posting of the question responses discussion and follow-up via phone conversation may take place.

Each proposal must comply with the following criteria. Proposal not meeting all criteria will be considered non-responsive and will be eliminated from the selection.

Section One: Proposal Requirements

1. Format and Page Length Limitations
 - a. The response to this RFP must be organized in accordance with the core criteria listed in this section. The response must not exceed 10 pages, including the coversheet, fee schedule and pricing information (resumes are excluded). Proposal should be two-sided 8.5 x 11 pages with minimum 11-point font size.
2. Date of Proposal Submissions
 - a. The response to this RFP must be received to the individual and email address identified on the cover page no later than 5:00 pm MST, April 15, 2016.
3. Original Signature
 - a. The RFP must be signed by an authorized representative of the proposer.
4. Cover Sheet
 - a. The proposal must include a cover sheet with the following information:
 - b. Proposers Name
 - c. Address
 - d. Telephone Number
 - e. Name and phone number of contact person
 - f. Email address
5. Corporate Background
 - a. Brief corporate background, overview of three projects, preferably of a similar nature, undertaken within the last five years, year(s) conducted, role in each project and if

subcontracting resources were used;

6. Resources
 - a. identify the resources (people) on the project team, their roles and responsibilities, and their demonstrated experience, qualifications and skills relevant to their roles and responsibilities within this Project;
7. An indication why the contractor considers itself, its submission and its resources to be the “right” ones, what key strengths it will bring to the project, and the ability to deliver a quality product;
8. References for the projects identified in point 2 above. Include references for at least two projects undertaken by any consortium members not involved in the contractor references;

Section Two: Project Methodology

1. The proposed approach /methodology, reflecting an understanding of the Project objectives, scope, requirements and deliverables, including how a regional perspective can be efficiently and effectively incorporated;
2. The proposed communication strategy with the Association, the project team and key stakeholders.
3. Detailed work back schedule within the specified start and end dates, including major tasks, resource allocations (people), meetings, milestones, status reports and deliverables;
4. An accurate, thorough proposed budget, with a breakdown of budget per task, resource(s) assigned to each task with the hourly rate of each resource and expenses;
5. Outline of the proposed payment schedule;
6. Strategies that will be applied to manage performance, quality assurance and timelines during the project;
7. Any assumptions as to the scope or nature of the work, which has been made in completing the submission, or any other significant factors upon which changes in resource effort may result;
8. An identification of risks applicable to the Project, and proposed strategies to mitigate such risks;
9. What is seen as the critical success factors for the Project; and
10. A description of any ‘value added’ benefits that would be brought to the Project.

Evaluation

Section One: Proposal Requirements

Requirements	Description	Total Points Possible
Format and Page Length Limitations	The response to this RFP must be organized in accordance with the core criteria listed in this section. The response must not exceed 10 pages, including the coversheet, fee schedule and pricing information (resumes are excluded). Proposal should be two-sided 8.5 x 11 pages with minimum 11-point font size.	5
Date of Proposal Submissions	The response to this RFP must be received to the individual and email address identified on the cover page no later than 5:00 pm MST, March 25, 2016.	5
Original Signature	The RFP must be signed by an authorized representative of the proposer.	5
Cover Sheet	The proposal must include a cover sheet with the following information: Proposers Legal Name Address Telephone Number Name and phone number of contact person Email address	5
Corporate Background	Brief corporate background, overview of three projects, preferably of a similar nature, undertaken within the last five years, year(s) conducted, role in each project and if subcontracting resources were used.	10
Resources	Identify the resources (people) on the project team, their roles and responsibilities, and their demonstrated experience, qualifications and skills relevant to their roles and responsibilities within this Project.	10
Fit	An indication why the contractor considers itself, its submission and its resources to be the "right" ones, what key strengths it will bring to the project, and the ability to deliver a quality product.	10
References	References for the projects identified in point 2 above. Include references for at least two projects undertaken by any consortium members not involved in the contractor references.	5
Total Points		35

Section Two: Project Methodology

Requirements	Description	Total Points Possible

Methodology	The proposed approach /methodology, reflecting an understanding of the Project objectives, scope, requirements and deliverables, including how a regional perspective can be efficiently and effectively incorporated.	20
Communication	The proposed communication strategy with the Association, the project team and key stakeholders.	10
Schedule	Detailed work back schedule within the specified start and end dates, including major tasks, resource allocations (people), meetings, milestones, status reports and deliverables.	5
Budget	An accurate, thorough proposed budget, with a breakdown of budget per task, resource(s) assigned to each task with the hourly rate of each resource and expenses.	5
Payment	Outline of the proposed payment schedule.	5
Project Management	Strategies that will be applied to manage performance, quality assurance and timelines during the project.	10
Assumptions	Any assumptions as to the scope or nature of the work, which has been made in completing the submission, or any other significant factors upon which changes in resource effort may result.	5
Risk	An identification of risks applicable to the Project, and proposed strategies to mitigate such risks.	5
Critical Success Factors	Critical success factors for the project.	5
Value-added	A description of any 'value added' benefits that would be brought to the Project.	5
Total Points		75

Total Possible Points: 110

IMPORTANT ADDITIONAL INFORMATION

Please note the preference will be given to consultants and contractors who propose to be imbedded at the Leduc-Nisku Economic Development Association offices for the duration of the contract.

The project must be completed by October 31 31, 2016 as it will inform the 2017 Leduc-Nisku Economic Development Association business plan and 2016 budget. However, the project can be complete prior to October 31, 2016 dependent on the proposal of the contractor. The maximum budget for the contract is \$55,000 and is supported by a grant from Alberta Culture and Tourism (AC&T).

OMISSIONS AND DISCREPANCIES

Should the Proponents be in doubt as to the meaning or interpretation of anything in the Proposal Documents, find any discrepancies or omissions for the Proposal Documents; the Proponent should immediately contact the Issuing Officer in writing.

The Proponent shall be solely responsible for any errors, omissions, discrepancies or misunderstandings resulting from the Proponent's failure to examine thoroughly the Proposal Documents and from the Proponent's failure to enquire further with the Leduc-Nisku Economic Development Association.

The Proponent shall not claim any time after the submission of a Proposal or, the subsequent execution of a contract, that there was any misunderstanding with respect to anything contained in the Proposal Documents.

INTERPRETATION

No oral interpretation of any the Proposal Documents by anyone, whether or not employed by the Leduc-Nisku Economic Development Association, shall be effective to alter or modify any of the provisions in the Proposal Documents.

Every request for interpretation of the meaning of the requirements of the Proposal Documents shall be made in writing to the Issuing Office.

NO ASSIGNMENT OR SUBCONTRACTING

The RFP or any subsequent contract which may be entered into between the Leduc-Nisku Economic Development Association and a Proponent may not be assigned or sub-contracted in whole or in part by the Proponent without the prior written permission of the Leduc-Nisku Economic Development Association.

Leduc-Nisku Economic Development Association reserves the right to accept or reject any and all proposals, and to waive irregularities and informalities at its discretion. The Leduc-Nisku Economic Development Association reserves the right to accept a proposal other than the lowest proposal without stating reasons. By submitting its proposal, the Bidder waives any right to contest, in any proceedings or

action, the right of the Leduc-Nisku Economic Development Association to accept or reject any proposal without stating reasons. By submitting its proposal, the Bidder waives any right to contest, in any proceedings or action, the right of the Leduc-Nisku Economic Development Association to accept or reject any proposal in its sole and unfettered discretion.

Appendix 1 – Inventory Template

Tourism Inventory Sample Template

Inventory categories could include:

- Transportation Services
- Places to Eat and Drink
- Accommodation
- Shopping and Visitor-related services
- Festivals and Events
- Attractions
 - Cultural and Historical Features
 - Natural
 - Facilities
 - Entertainment and General

SAMPLE

Transportation

Specific Feature Type	Business name	Standard hrs of operation	Street Address	Town	Postal Code	Business Phone	Business Email	Website
Gas /service stations								
Garages								
Taxi Services								
Car rentals								
RV rentals								
Airport								
Bus Service								
Other?								

Places to Eat and Drink

Specific Feature Type	Business name	Standard hrs of operation	Unique features? e.g. food type /locally produced, internet, wifi	Evening entertainment /liquor license?	Street Address	Town	Postal Code	Business Phone	Business Email	Website
Fine dining										
Family/casual										
Café/bistro										
Fast food										
Stand-alone bakeries										
Pubs/bars										
Other (specify)										

Shopping and Visitor Related Services

Specific Feature Type	Business name	Standard hrs of operation	Unique features?	Street Address	Town	Postal Code	Business Phone	Business Email	Website
Arts /crafts/ souvenirs									
Clothing									
Other retail?									
Travel services									
Health & wellness									
Business services e.g. liquor stores, laundromat									
Banking /financial									
Grocery stores / pharmacies									
Visitor Information Centre									
Public washrooms - key visitor locations	See note below								
Public parking - key community locations	See note below								
Internet, wifi	See note below								

Public washrooms could be recorded differently; these are ones not necessarily associated with a business; e.g. if I'm not a customer are there washrooms available elsewhere? Wheelchair accessible? Public parking and internet /wifi could also be recorded differently Internet, wifi may be a feature of note in accommodations, places to eat & drink. In this Component, does the municipality provide internet coverage, e.g. for a certain area of the community, such as downtown?

Accommodation

Specific Feature Type	Business name	Seasonality e.g. yr round /spring /summer /fall /winter	Accreditation?	Features of Note? e.g. on-site food services; Amenities - wheel chair accessible rooms /washrooms, internet, wifi, etc.	Street Address	Town	Postal Code	Contact /Business Phone	Business Email	Website
Hotels /motels										
RV Park										
Serviced campground										
Un-serviced campground										
Bed & Breakfast										
Resort /guest ranch										
Other – please specify										

Do you need to know capacity (e.g. number of rooms or number of campsites)? Do you need to know parking capacity e.g. sufficient for large RVs and buses?

Festivals and Events – NOTE: these should be tourism related – capacity to draw visitors to your community (not intended to list all community events)

Specific Feature Type	Festival name /description /length e.g. 1, 2 day, weekend	Seasonality when held e.g. spring /summer /fall /winter	Location	Amenities offered e.g. on-site food /drinks, retail, washrooms; wheelchair accessible, other?	Customer communication for info /tickets e.g. phone, fax, website, during off season, etc.	Contact org /person Decide if this info here is for internal or for public sharing (also phone, email	Phone	Email	Website	Do you need mailing address for contact?
Annual musical events										
Annual non-musical events										
Rodeo /cowboy /western events										
Annual or recurring sports tournaments & events										
Farmers markets										
Other please specify										

NOTE: feel free to change the specific feature type to suit your needs

Attractions - Facilities

Specific Feature Type	Name /description	Standard hrs of operation	Seasonality	Amenities offered e.g. on-site food /drinks, retail, washrooms; wheelchair accessible, other?	Customer communication for info /booking e.g. phone, fax, website, during off season, etc.	Contact org /person Decide if this info here is for internal or for public sharing (also phone, email	Phone	Email	Website	Do you need mailing address for contact?
Golf course										
Fair /rodeo grounds										
Sport /recreation arena										
Playing field complexes										
Multi-use facilities e.g. community centre, educational facility, etc.										
Community Halls										
Conference /meeting facilities										
Boat launch /marina										
Other please specify										

NOTE: adjust to suit your needs

Attractions – Cultural and Historical Features

Specific Feature Type	Name /description /location	Standard hrs of operation	Seasonality	Amenities offered e.g. on-site food /drinks, retail, washrooms; wheelchair accessible, other?	Customer communication for info e.g. phone, fax, website, during off season, etc.	Contact org /person Decide if this info here is for internal or for public sharing (also phone, email	Phone	Email	Website	Do you need mailing address for contact?
Museum /Interpretive Centre										
Art galleries										
Performing arts /cultural venue										
Public art, murals, statues										
Historic main street										
Cultural trail or route feature										
Historic use site										
Historic trail or route										
Other cultural /historic features - please specify										

Attractions – Outdoor Adventure /Natural (Note: This category may not be applicable; depends upon the study area boundaries, or perhaps if these activities ‘influence’ travel to your community)

Specific Feature Type	Name /description	Location	Seasonality	Unique features or amenities?	Customer communication for info /booking e.g. phone, fax, website, during off season, etc.	Contact org /person Decide if this info here is for internal or for public sharing (also phone, email	Phone	Email	Website	Do you need mailing address for contact?
Outfitter /guiding										
Guided trail riding										
River adventure										
Guided fishing										
Day use /picnic areas										
Trail system										
Water feature – lake, river, creek, etc.										
Birding opportunities - places										

where you can view birds (aquatic, migratory, etc)										
Wildlife diversity (places where you can view wildlife)										
Other please specify e.g. nature centre, botanical gardens, etc.										

NOTE: add standard hours of operation if needed

Attractions – Entertainment and General

Specific Feature Type	Name /description	Location	Unique features or amenities							
Scenic Drive										
Walking Tour										
Movie Theatre										
Casino										
Theme Park										
Other – please specify										

NOTE: Please add columns as needed, e.g. if you have a movie theatre, add standard hours of operation, etc. using column headings from other tables, or creating new headings to fit the table.