

MUNICIPALITY OF JASPER SPECIAL MEETING

DATE: Tuesday, November 26, 2013
PLACE: **ESB meeting room**
TIME: 1:30 p.m.

A G E N D A

- 1.0 Call to Order
- 2.0 Approval of Agenda attachment
- 3.0 Application for Grant
 - 3.1 Request to waive two-week public notice period in view of the upcoming November 30th deadline for applications attachment
 - 3.2 Application for Regional Cooperation Grant together with Banff and Canmore to Consider the Increased Costs of Maintaining a Tourist-based Municipality as opposed to a non-Tourist based Municipality attachment
- 4.0 Adjournment attachment

Request for Decision

DATE OF MEETING: November 26, 2013 **Agenda #:** 3.2

SUBJECT: Tourism Communities – Funding Gap

SUBMITTED BY: Peter Waterworth, Chief Administrative Officer

RECOMMENDATION: That council authorize the Municipality of Jasper to participate in an application for the Tourism Communities Funding Gap Project, submitted by the Town of Jasper under the Province’s Regional Collaboration Program; and further,

That the Municipality of Jasper agrees to abide by the terms of the Conditional Grant Agreement, governing the purpose and use of the grant funds.

EXECUTIVE SUMMARY

The Competitive Tourism Communities Project is a proposed evidenced based research project to be undertaken jointly with the Towns of Banff and Canmore. The purpose of the project is to define the municipal foundations that underlie a competitive tourism community and to define the costs specific to the provision of infrastructure and resources to support tourism and to clearly delineate how that differs from a traditional municipality.

BACKGROUND

In 2010, the Municipality of Jasper participated in a study with resort municipalities across the province to define “Tourism Based Communities” and to identify possible revenue sources to help sustain them.

The previous study completed in 2010, which belongs to the Minister of Municipal Affairs and has not been published, established the “Why” and “How” of sustainable funding for tourism based communities. The purpose of this new regional initiative is to establish the “What”, or the “Need”. The intent is to clearly define the costs of providing tourism services, and examine how those compare to other more traditional municipalities, thereby establishing the need for sustainable funding sources.

FINANCIAL IMPACTS

The application will seek a 100% grant under the Province’s Regional Collaboration Program. Therefore there is no anticipated additional cost for each municipality participating in the initiative.

STAKEHOLDER ENGAGEMENT

None undertaken.

STRATEGIC ALIGNMENT

Goal 2.2.1 of the Jasper Community Sustainability Plan is a sustainable tourism economy with a goal of Creating and sustaining a viable tourism-based economy which honours the National Park context.

Goal 2.5.2 Decision-making and social responsibility requires council to:

- Integrate sustainability considerations into community governance.
- Ensure long-term municipal fiscal sustainability

In addition, council is committed to working in partnership with the Government of Alberta and regional municipalities.

Approved by: Peter Waterworth
Chief Administrative Officer

Date: November 24, 2013