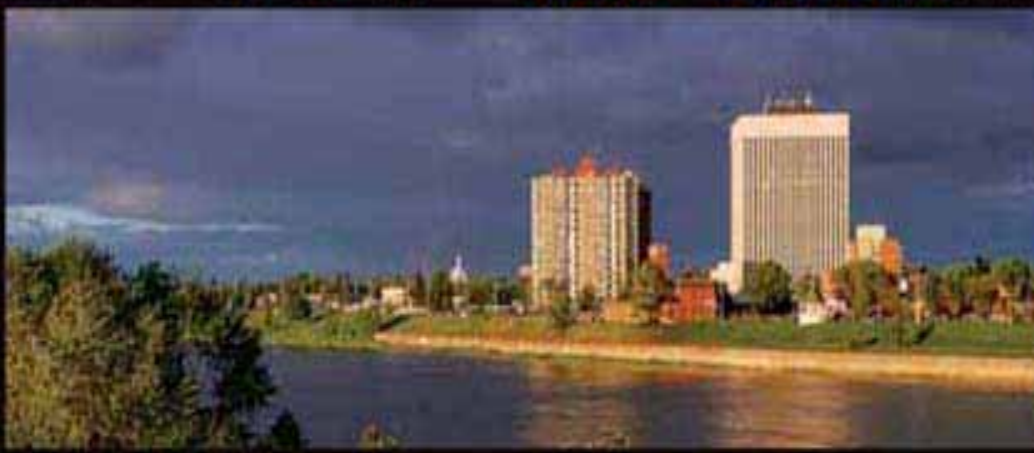


# Prince Albert Tourism 2006 Plan



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# I INTRODUCTION

- Prince Albert Tourism fell under the auspices of The Prince Albert Regional Economic Development Authority (PAREDA) in 2005. Prior to 2005, Prince Albert Tourism was a sub committee of the City of Prince Albert.
- A Prince Albert and Area Regional Development Strategic Plan was developed by the PAREDA in October 2005 and tourism industry development initiatives were identified as a major component of that plan.
- Early in 2006, The PAREDA established a Tourism Advisory Committee. The PAREDA charged the Tourism Advisory Committee to meet the tourism objectives that were noted in the strategic plan by implementing an overall tourism strategy which would also incorporate the needs of the various communities belonging to the PAREDA.
- The Tourism Advisory Committee determined that the communities would be best positioned to develop their own community tourism plans based upon each community's unique tourism assets and opportunities.

As a result, Community Tourism Plans will be prepared by tourism industry interests of each of the communities belonging to the PAREDA. The intent is to prepare and implement these action plans without delay.

This Prince Albert Community Tourism Plan has been prepared by a working group comprised of tourism industry members from Prince Albert and representatives of other stakeholders and interests as considered appropriate. All PA tourism members were invited to provide their input into the plan through a series of open meetings. As well, all PA tourism members were kept informed of the process and were invited to provide their ongoing input via e mail. Approximately 27% of the PA tourism membership participated in the planning process.

The plan was developed using the Community Tourism Planning Guide provided by Tourism Saskatchewan. This guide describes tourism in the following five key components:

- **Attractions**
- **Services and Businesses,**
- **Infrastructure**
- **Hospitality**
- **Promotion.**

The plan considers community tourism markets, assets, and concerns in developing policy, goals, objectives and action steps. In some cases, individual tourism members will be responsible for initiating actions that have been stated in the plan with support and assistance of local individuals, businesses, and community groups. In other cases, the responsibility for initiating the recommended actions will lie with Prince Albert Tourism, the PAREDA, or other agencies.

The tourism industry in Prince Albert is vital, bringing dollars into our community, creating jobs, profitable businesses and viable attractions. It brings interesting people to our community, promotes and enriches our cultural sector, and helps instil pride in our residents. A nice place to visit is a good place to live and invest.





## II EXECUTIVE SUMMARY

From the beginning, Prince Albert has been a place where people gather. It was and is a center of trade and commerce for the north, a meeting place for governance, traditional ceremony and celebration. The Cree name for Prince Albert is *kistapinanihk*, which means “a great meeting place”.

Today, Prince Albert welcomes the world to share in its significant history and bright future. Our city is brimming with culture and activity with all amenities needed for a brief holiday, a long term stay and it’s a great place to live! Our location, on the doorstep of 80 million acres of wilderness, lakes, streams, forests and minerals offers adventure, relaxation, employment and opportunity.

This document addresses the actions required to grow Prince Albert’s tourism industry and to expand and improve our tourism assets. These action items are essential to capitalize on the opportunities that have already been embraced by the community such as further development of the North Saskatchewan River Valley and Pehonan Parkway, historical downtown, planned improvements to the visual appearance of the entrances to the city, and realization of a second traffic bridge. Action items also speak to opportunities that have not been addressed to date, such as the development of a First Nations Cultural and interpretive center and other new tourism business developments.

This document also addresses the need to improve our event planning, marketing and service initiatives to better promote Prince Albert as a unique and welcoming community offering exciting festivals, cultural and sporting activities and convention services with all necessary amenities to support the needs of our visitors, as well as the needs of our new residents.

***Come, gather in Prince Albert***

***Our future is bright. We are preparing for it.***

***We welcome you to join us!***

The following prioritized objectives (which respond to the concerns the Prince Albert tourism industry thought to be most important) are shown below. Some of the ratings were very close, so a few “4”s have been recorded as well.

#### **To improve tourism attractions and events**

1. To encourage further development of the North Saskatchewan River Valley and Pehonan Parkway as a tourist attraction
2. To break down historical barriers among community groups and organizations which are preventing co-operation in their planning processes and in tourism decision making
3. To encourage the development of Aboriginal Tourism attractions in or near Prince Albert
4. To encourage agencies responsible for the operation and renewal of attractions to ensure that sufficient budgets are in place

#### **To improve capital and organizational infrastructure**

1. To improve the appearance of the highway 11 access to Prince Albert (current landscaping and land uses make this unattractive and unappealing)
2. To improve the ‘attitudes’ of people who live in Prince Albert
3. To support efforts by the City to secure the land and financial commitments necessary for construction of another traffic bridge across the North Saskatchewan River

#### **To improve tourism hospitality**

1. To ensure employers are aware of the continual need to ‘develop’ their employees in order to improve their proficiency, versatility and retention
2. To encourage the City to take measures to increase the safety of visitors
3. To continue encouraging business owners, attraction operators, and their staff to participate in hospitality training programs

#### **To improve tourism services and businesses**

1. To promote the ongoing repair, maintenance, and reinvestment in businesses and attractions and to encourage stakeholders to ensure sufficient maintenance and improvement budgeting is in place
2. To improve the co-ordination of events
3. To increase awareness of tourism business opportunities
4. To promote opportunities for greater utilization of our convention space

## To improve tourism promotion

1. To establish integrated efforts and partnerships of entire community to promote Prince Albert and the tourism resources here
2. To promote increased cross-promotion of our tourism assets (e.g. stay and play – casino, golf, packages, etc.)
3. To maintain close ties with the Northern Tourism Region and participate in the co-operative cost-shared marketing opportunities it provides to its members
4. To investigate the development, introduction, and effective use of a new “Brand”

***“It is the intention of Prince Albert Tourism to take action on the above stated initiatives and to continue to engage the tourism industry and it’s stakeholders to build upon the communication and the momentum that the development of this plan has created.”***



### III Tourism Market Profiles

- More than half of all tourists are from Saskatchewan(2060) then Alberta (Edmonton area) – (688) and then Ontario (238)
- The main reasons for travel are pleasure (2805) other (560) , business (370) and relocate (398)
- The average stay is 60% overnight and 40% same day for northern region
- The main pass-through destinations are in northern Saskatchewan
- Travel mode is mainly personal vehicles – although motor coach is increasing
- Most travel is in the summer and on weekends
- Primary markets for Prince Albert are visitors from the region (Saskatoon in particular), other Saskatchewan, and Alberta; secondary markets are B.C., Manitoba, and the U.S.A.

### Tourist Types

Shoppers  
Visiting friends and relatives  
Sports – teams and spectators  
Business travelers – conventions and meetings  
Casino excursions  
Golfers  
Cultural events and experiences  
Motor Coach tour visitors  
Hunters  
Campers  
Fishermen  
Cross country skiers  
Snow-mobilers  
People attending agricultural fairs and exhibitions  
People visiting physicians, accountants, and other professionals  
Road and utility work crews  
Curlers  
Service club members  
Students – including First Nations and Métis from the north  
First Nations Government members on business  
Art and entertainment patrons  
Performers  
People attending a very broad range of events  
Campers  
Hikers  
River sport enthusiasts  
Association members  
Construction and development project workers  
National Car clubs (Vintage Thunderbird club, Model T, Etc)



## **IV Tourism Assets / Attractions**

### **Historical**

Diefenbaker House  
Prince Albert Arts Centre – National Historic Site  
Prince Albert Historical Museum  
Evolution of Education Museum  
Rotary Museum of Police and Corrections  
1885 Resistance sites in ½ hour driving distance  
Blockhouse from 1885 Rebellion built in 1872 and Presbyterian Mission Church and School in Kinsmen Park  
St Mary's Church at Penitentiary – build 1871  
Keyhole Castle – National Historic Site  
La Colle Falls Dam (undeveloped asset)  
The Forks of the North and South Saskatchewan Rivers (only good access)  
Numerous designated heritage properties  
Vintage power machine  
Area art galleries  
Historical downtown  
Cemeteries  
Architecture – especially older churches and banks  
The old railway 'swing' bridge

### **Cultural**

E.A. Rawlinson Centre for the Arts  
Grace Campbell Art Gallery  
Art Gallery of Prince Albert  
Several Artists Galleries  
Craft stores

### **Entertainment and Recreation Venues - Indoor**

Northern Lights Casino  
EA Rawlinson Center  
Art Hauser Center  
Restaurants  
Night Clubs  
Pubs and Bars  
Billiard Halls  
Minto Bowling and Recreation Center  
Several Hockey and Skating rinks  
Wheel-a-While Family Roller Skating Center  
Frank Dunn Pool  
Marion Aquatics

## **Recreational Outdoor**

Little Red River Park  
Kinsmen Water Park  
Kinsmen Ski Center  
Prince Albert Kiwanis Park Nature Trail  
Close proximity to National, Provincial, and Regional Parks  
Pehonan Parkway  
New riverbank park  
Prime Ministers' Park  
Skateboard park  
Area petting zoos  
Soccer Pitches  
Ball Diamonds  
Red River Riding and Roping Club  
Paintball Paradise  
PA Kart World and Amusements  
Paddling Pools  
Playgrounds  
Kristi Lake Nature Trail  
Rotary Trail (Volkesport – an international walking club that walks trails all over the world – there has been interest from this group from )  
Horse riding – Jackpine Stables  
Cover wagon tour

## **Golf Courses**

Cooke Municipal Golf Course  
Silver Hills Golf Course  
Fairview Fairways  
Mark's Nine Golf and County Club  
Birch Hills Golf Course  
Shellbrook Golf Course  
On the way to well known courses (PANP, Elkridge, Candle Lake, Emma, etc.)

## **Facilities**

Saskatchewan Forest Center (industry research and excellence)  
SIAS Woodlands Campus  
Prince Albert Exhibition  
A complete range of shopping facilities  
Pawn shops  
The penitentiary  
Facility tours – PIT Nursery, etc

## **V Events Attractions**

### **Arts and Culture**

Odyssey Productions dinner theatres  
Irish Dancers  
Northern Lights Casino POWWOW  
Annual NLC Round Dance  
Short Stuff Theatre Productions  
Wahpeton Dakota Nation Powwow  
Muskoday Powwow  
RCMP Musical Ride  
Sturgeon Lake Powwow  
Northern Lights Casino Pow Wow.  
Treaty Days  
PA Dance Festival  
PA Music Festival  
PA Grand Council Fine Arts Festival  
YWCA Gardens Art Tour  
Broadway north  
Celtic Games (By MacDowell)

### **Music**

Voices of the North  
Rising Stars  
Country North Show  
12th Street Station  
Gospel Jamboree  
Old Time Fiddling Competition  
Rawlinson Center performances  
Band Concerts  
Gospel Music Jamboree at Kinsmen Park  
Christmas Concerts

### **Sporting**

Canadian Challenge Dog Sled Race  
Rotary Club Ice Fishing Derby  
Chuck wagon and Chariot Races  
Bull Riders Challenge  
Fresh Air Experience Road Race  
Prince Albert Raiders  
Sask-Loppett  
Canoe tours on the North Saskatchewan  
Numerous Sports Competitions  
Potash Golf Tournament  
PA Sports Hall of Fame Induction  
Celtic Games (By McDowell)

## **Trade Shows and Exhibitions**

Prince Albert Exhibition  
Farm Fair  
Northern Lights Casino Cruise Night  
Canadian Tire Car Show  
Several Cars Shows  
Numerous trade shows  
Focus on women  
Evergreen craft show  
Lions Antique and craft show  
Cosmo home show

## **Clubs and Association conferences/events**

PA Kennel and Obedience Club Dog Show  
YWCA Gardens Art Tour  
Cancer Society Jail-n-Bail  
AA Roundup  
Annual Celebrity Roast  
Spring Fling  
Fall Ball  
Women of Distinction Celebration  
Pitch In Prince Albert  
Farmers Market

## **Festivals**

Northern Lights Casino POWWOW  
Discoveries Children's' Festival  
Prince Albert Winter Festival  
High Noon Optimists Founders Day  
SaskTel Saskatchewan Jazz Festival venues  
Canada Day Celebrations  
Vintage Power Machine Thrashing Festival  
Kidzfest in Kinsmen Park  
Downtown Street Fair  
PA Dance Festival  
PA Music Festival  
PA Grand Council Fine Arts Festival  
Métis Fall Festival  
La Fete Fransaskois  
Taste of PA  
Shriners Circus  
Tapastrama  
Polkafest  
Oktoberfest  
Festival of trees  
CKBI Twinkle Tour

## **Downtown**

Downtown Street Fair  
Historical walking tour  
Santa Clause parade  
Chautauqua Street Fair  
1912 dinner gala at Museum  
Christmas shopping – an ongoing major northern lifestyle/family event  
Downtown Old Fashioned Christmas

## **VI Tourism Infrastructure**

John G. Diefenbaker Bridge – connecting Northern and Southern Saskatchewan  
Louis Riel Trail – (#11) gradually being twinned to Saskatoon  
Can-Am Highway (#6)  
Northern Woods and Waters Route (#55)  
Boat launch on the North Saskatchewan River  
Airport facilities are in place to serve small, medium, and large passenger aircraft  
Motor Coach facilities and repair services are available here  
Abundance of clean air and water  
Prince Albert is a sport, recreation, and business service center for the north-central region of Saskatchewan  
Recreational Trails in the Nisbet Forest and Red River Park  
Very popular and well located tourism information center – open year-round  
Groomed snow-mobile trails  
Groomed cross-country ski trails  
York boat replica enhancing the visitor center  
Head office of the Saskatchewan Outfitters Association  
Swing Arm Rail Bridge

## **VII Tourism Hospitality**

Prince Albert Tourism Ambassador Program  
A culturally diverse workforce  
Some very friendly people  
A relaxed atmosphere  
First Nations University, Saskatchewan Indian Institute of Technology, and SIAST  
Woodlands Campus all offer tourism hospitality training  
Health services  
Dental services  
Optometry services  
First Nations and Métis Culture  
Downtown Business Improvement District.  
Library



## VIII Tourism Services/Businesses

Convention hotels  
Other hotels, motels, and accommodation available  
Variety of restaurants and fast food outlets  
Four campgrounds and rest stops  
Numerous automated banking machines available  
Recreational vehicle sales and servicing available  
Regional health centre – complete health services available  
Taxi-bus services  
Auto/truck/recreational vehicle rentals and servicing available  
Convention support services and entertainment facilities available  
Tourist information services  
CAA services  
Bed and breakfast accommodation available  
Prince Albert Tribal Council is an active partner in the business community  
All retail services  
Local audio/visual businesses are available to assist with events  
Local businesses with portable facilities are available to assist with events  
PAGC Center of Governance  
Downtown Improvement District  
Movie Theatre

## IX Tourism Promotion

- Prince Albert Tourism
- Internet web-sites operated by Prince Albert Tourism, the City, and REDA
- Prince Albert Raiders broadcasts
- Active membership in Northern Tourism Region
- Active membership in and web-site links to Tourism Saskatchewan
- Prince Albert and area visitor guide
- Tourist map providing directions to regional attractions
- Walking and driving tour maps
- Visitor centre staff are well acquainted with the region and provide one-to-one hospitality and promotion
- Pamphlets regional attractions are available
- Featured in the Saskatchewan vacation guide
- Louis Riel Trail designation and signage
- Can-Am Route designation and signage
- Northern Woods and Waters Route designation and signage
- Local media – including Prince Albert Herald, CKBI (900 – AM, 99.1 and 101.5 FM), Access Communications, Prince Albert Grand Council Tribune, Prince Albert Shopper, Missinipe Broadcasting Corporation
- The 'Gateway to the North' trademark is very well established in tourism markets
- Promotional support from local service clubs and associations is very positive
- Growing local pride and enthusiasm for the amenities, benefits, and quality of life available in Prince Albert provides a positive atmosphere supporting tourism.
- Rural newspapers very receptive to publishing tourism articles and promotion
- Stay and shop packaging in place

- What's happening in PA rural newspaper and radio feature
- Sharing of literature
- Packaging
- Passport to Prince Albert
- Eco-Tourism opportunities
- Downtown historical walking tour
- Ghosts and haunting
- Blair Morgan – dirt bike champion – facilities – there are potential sites – old gravel pits, etc – liability concerns – financing?



## X Tourism Priorities and Action Steps

The following prioritized objectives and action steps have been identified. The remaining objectives are valid as well, and as part of the ongoing planning process, action steps will gradually be developed for them, as well as for any new ones which emerge as time goes by.

Statements indicating the “**Concern Addressed**” and a brief “**Background**” are also provided. The former ensures the “Objective” does indeed respond to a concern expressed earlier, and the “Background” explains why it is important.

### Attractions – Priority # 1

To encourage further development of the North Saskatchewan River Valley and Pehonan Parkway as a tourist attraction

**Concerns Addressed: Riverbank is a key asset.**

Additional opportunities to utilize the river valley as a positive tourism resource have been overlooked.

**Background:** The Provincial Government has recently designated the Pehonan Parkway as an Urban Park, similar to other Urban Parks such as the Tatagwa Parkway, Wascana Park, Meewasin Valley, Wakamow Valley, etc. A funding formula for its development has also been legislated. Prairie cities such as Saskatoon (“The River Landing”) and Winnipeg (“The Forks”) continue to develop their riverfront areas with a tourism focus, thereby benefiting other attractions and businesses with the resulting economic spin-off.

| Action Steps  | By Whom   | When   | Results |
|---|---|--------|---------|
| Letter to Dawna Wiebe, Community services seeking clarification of city’s plans and expressing support for future development | Margaret Duncombe, Chair PAREDA Tourism Board and Debbie Honch, Prince Albert Tourism | Oct 31 |         |

|  |  |                |  |
|--|--|----------------|--|
| <p>Ensure tourism input by requesting participation on the committee that is overseeing the development of Pehonan Park.</p> | <p>Jayne Remenda, Downtown BID and Brenda Barry Byrne – Prince Albert Art Gallery, Lyn Brown - Chamber of Commerce</p> | <p>Oct 31</p>  |  |
| <p>Ensure ongoing Reporting to the PA Tourism membership Committee</p>   | <p>Downtown BID, Art Gallery, PAREDA Tourism Chair and Tourism Director</p>  | <p>ongoing</p> |  |
|  |  |                |  |



## Attractions and Events Priority # 2

To break down historical barriers among community groups and organizations which are preventing co-operation in their planning processes and decisions affecting tourism.

### **Concerns Addressed:**

Organizations are siloing their planning processes and tourism related decisions; we need to break down historical barriers to work together. Some decisions have been taken by the City of Prince Albert that has had a negative impact upon cultural and historical attractions and with minimum public input. This has caused rifts resulting in communication barriers and lack of trust.

The PAREDA and the City of Prince Albert have undergone have undergone staff turnover and organizational changes which necessitates the need for communication and cooperation in planning processes.

### **Background:**

During the preparation of this plan, it has been noticed that some organizations which have an impact on the tourism industry do not communicate or co-operate with each other. As a result, opportunities for pro-active tourism development are being missed.

| Action Steps  | By Whom  | When            | Results |
|---|--|-----------------|---------|
| Meet with the PAREDA board regarding improving communication between the PAREDA board and the tourism advisory committee. | Chair – Tourism Committee                      | By September 30 |         |
| Arrange meeting with managers of applicable city departments to present the tourism plan and                              | Brent Zlukosky – City Ec Dev, Tourism Director | September 30    |         |



|  |   |              |  |
|--|---|--------------|--|
| address objectives   |   |              |  |
| Prepare a strategy to highlight tourism as an election platform during campaign for civic election | Down Town BID, PA Art Gallery, Tourism Director | September 15 | Mayoral candidates to receive plan by Oct 1 and election platform forum to be held Oct 11 in partnership with PA Chamber |
|  |   |              |  |



### Attractions and Events Priority # 3

To encourage the development of Aboriginal Tourism attractions in or near Prince Albert

#### **Concerns Addressed:**

Opportunities to develop Aboriginal tourism attractions may require further promotion and encouragement

#### **Background:**

Development of a major Aboriginal attraction in our area has been discussed for years. In 1985, a conceptual plan recommended the “Pehonan Historic Park” be constructed on the James Smith First Nation. In 1998, the Aboriginal Waterways project identified both the confluence of the North and South Saskatchewan Rivers east of the city, and the 18<sup>th</sup> century trading posts west of the City, as two sites with strong Aboriginal history and importance. Then, in 2001, a study suggested adding an Aboriginal heritage component to the Visitor Reception Center next to the Cemetery. The recent designation of the Pehonan Parkway provides another opportunity to promote Aboriginal tourism attractions.

The Prince Albert and Region Economic Strategic plan recommends the development of a major Tourism Information and Regional Interpretive Center. Plans have already been developed for this regional cultural, historic, natural and Aboriginal Tourism asset that would require updating and implementing in consultation with the region.

| Action Steps  | By Whom        | When   | Results  |
|---|----------------|--------|--|
| Contact PAGC regarding loan of Tipi's for tourism site and suggestions for story teller | Tourism Office | June 1 | <b>Tipi poles supplied by PAGC Engineering, canvas supplied by Leisure Sport, Tipi erected on Thursday, June 20/06</b> |

|   |   |                |   |
|---|---|----------------|---|
| Contact Peter Ballantyne Cree Nation and possible PAGC members to begin discussions on Aboriginal Tourism initiatives wants/needs | Dwight Bergstrom – PAREDA Tourism Board | Oct 30         |   |
| Make contact with Aboriginal Music Awards planners to network with tourism industry   | Tourism Director                        | Completed      | <b>Tourism Director will serve as co-chair on the planning committee with Patricia Crowe in the mayor's office, events to occur in March and October, 2007.</b> |
| To assist in the formation of and network with the committee established to plan for Aboriginal Interpretive Center               | Tourism Director, Tourism Chair         | When developed |   |
|   |   |                |   |



## Attractions & Events Priority # 4

To encourage agencies responsible for the operation and renewal of attractions to ensure that sufficient budgets are in place.

### **Concerns addressed:**

Key tourism assets require ongoing repair and maintenance, and periodic renewal.

### **Background:**

Decisions with respect to providing stable funding for the operation and periodic expansion of attractions are frequently made by made by various departments within different levels of government. It is important that decision makers are kept up to date as to the ongoing needs (and the benefits) of these attractions, so that budgetary provisions are put in place on an annual basis.

| Action Steps   | By Whom                                     | When                                 | Results |
|--|---|--------------------------------------|---------|
| Communicate with key decision makers in municipal government to ensure that maintenance and improvements are suitably budgeted | Tourism advisory committee – Tourism Office | October 30 <sup>th</sup> and ongoing |         |
| Ensure tourism asset maintenance and improvements are included in election platform  | Down Town BID, Art Gallery, Tourism Office  | Oct 11, 2006                         |         |
|  |   |                                      |         |

## Capital & Organizational Infrastructure Priority # 1

To improve the appearance of the highway 11 access to Prince Albert

### Concerns Addressed:

Entrance to the city is not appealing – ditches, lack of trees, junk buildings, zoning issues better control of development; city entrance signs very poor; cleanliness; beautification.

### Background:

The appearance of a community affects its appeal to visitors. Nice places to visit become regarded as nice places to live, work, and invest.

| Action Steps   | By Whom   | When     | Results  |
|--|---|----------|--|
| Investigate the Community First Impressions Program  | Tourism Office  | July/Aug | To be discussed further with Tourism SK - spring |
| Request to present tourism concerns to the Highway 11 improvement project consultant and established working group | Tourism Office to write letter on behalf of tourism membership to request a meeting with consultant working on project. | Oct 30   |  |
|  |   |          |  |





## Capital and Organizational Infrastructure Priority # 2

To improve the 'attitudes' of people who live in Prince Albert

### Concerns Addressed:

Improvement is needed in the 'attitude' of some citizens of Prince Albert. Some residents are negative towards our community and generally not supportive of initiatives to improve the quality of life available here. This attitude negatively affects tourism and investment.

### Background:

Negativity is based in a lack of knowledge of the community, and a lack of awareness of positive attributes of the community. We must encourage people to become better informed, and to speak positively about the City to friends, relatives, business associates, etc.

| Action Steps  | By Whom        | When     | Results   |
|---|----------------|----------|---|
| Prince Albert Ambassador Program delivery   | Tourism Office | On-going | Adult program Presentation prepared, children's program being developed |
| To develop a "pride in our community and awareness campaign" using regular media news releases, editorials and community newsletters. | Tourism office | Jan 1    |   |
|   |                |          |   |

**Capital and Organizational Infrastructure Priority # 3**

To support efforts by the City to secure the land and financial commitments necessary for construction of another traffic bridge across the North Saskatchewan River.

**Concerns Addressed:**

Construction of a second traffic bridge should be a priority – other opportunities to access northern Saskatchewan (bridges at Nipawin, Gronlid, and Petrofka) could negatively impact business development

**Background:**

The John Diefenbaker Bridge connects the north and south sides of our community, and provides the most direct access to the recreational resources of north central Saskatchewan. The structure of the bridge is a provincial responsibility (highway #2), but paving and maintenance of the roadway is sometimes regarded as a municipal responsibility. When roadwork is underway, traffic is constrained. Some visitors might easily take other bridges to their destinations and by-pass Prince Albert.

| Action Steps   | By Whom        | When   | Results |
|--|----------------|--------|---------|
| Write letter to Joan Corneil to ask that Tourism industry be invited to participate in a public consultation regarding the bridge initiative | Tourism office | Oct 30 |         |
|  |                |        |         |

**Tourism Hospitality Priority # 1**

To ensure employers are aware of the continual need to ‘develop’ their employees in order to improve their proficiency, versatility and retention

**Concerns Addressed:**

Some employers overlook the importance of continuing to train, coach, and broaden the experience and skill levels of their employees

**Background:**

There is a general shortage of employees trained in tourism hospitality. Failure to pay attention to the development of employees can lead to poor morale, frustration, and high turnover. Proper attention can result in improved job satisfaction, better quality of service, better customer satisfaction, and less time required for hiring and training new staff.

| Action Steps  | By Whom   | When  | Results |
|---|---|---|---------|
| Tap into existing customer service training offered through STEC to members, tourism businesses and retail businesses | Chamber of Commerce, DownTown BID and Tourism offices | Planning through summer, advertise in fall, deliver Jan/Feb |         |
|   |   |   |         |



**Tourism Hospitality Priority # 2**

To encourage the City to take measures to increase the safety of visitors who attend conferences and conventions here by protecting them from harassment and abuse on downtown streets

**Concerns Addressed:**

Safety is a huge concern (almost ¼ of the respondents listed this in the top 3 concerns).

**Background:**

As an example, last year when the National Forestry Congress was held at the Rawlinson Centre, delegates reported that they were accosted by persons hanging out in the area; this did not add to the pleasure of visiting Prince Albert.

| Action Steps   | By Whom        | When                                   | Results |
|--|----------------|--|---------|
| Representation by the tourism industry in networking and support of Downtown BID Clean and Safe Committee and other community initiatives on social issues | Tourism office | On-going                               |         |
| Lobby for increased police presence in the downtown core   | Tourism office | During mayoral campaign- by Oct 11/06. |         |
|  |                |  |         |

## Tourism Hospitality Priority # 3

To continue to encourage business owners, attractions operators, and their staff to participate in hospitality training programs

### Concerns Addressed:

There is a general shortage of employees trained in tourism hospitality. Participation in Hospitality Training / Customer Service Training should be increased – the uptake in available programs is below capacity.

### Background:

Not all merchants and attractions operators recognize the need to renew their own customer service habits and practices on a regular basis, and sometimes overlook the effect their example has on their staff. Additionally, some tourism businesses may not be aware of training programs.

| Action Steps  | By Whom   | When  | Results |
|---|---|---|---------|
| Market existing customer service training offered through STEC to members, tourism businesses and retail businesses | Chamber of Commerce, DownTown BID and Tourism offices | Planning through summer, advertise in fall, deliver Jan/Feb |         |
|   |   |   |         |





## Services and Businesses Priority # 1

To promote the ongoing repair, maintenance, and reinvestment in businesses (and attractions), and to build awareness of the need for sufficient budgeting for such initiatives

### Concerns Addressed

Ongoing repair, maintenance, and reinvestment in facilities is required, but not all businesses and attractions recognize the need nor appear to have budgets in place for these expenditures; storefront improvements (look, atmosphere) need serious upgrading; some businesses need to consider how they are presenting themselves.

### Background

(This is similar to 'Infrastructure Priority # 1) The appearance of business and attractions implies a level of quality and affects their ability to appeal to visitors. Depreciation eventually has to be addressed and budgets need to be provided for doing so.

| Action Steps   | By Whom        | When         | Results |
|--|----------------|--------------|---------|
| To promote tourism assets and the impact they have to the tourism industry | Tourism office | On-going     |         |
| Support applications for grants /funds available to the asset owners       | Tourism office | As requested |         |
|  |                |              |         |

## Services and Businesses Priority # 2

To improve the co-ordination of events

### Concerns Addressed:

Some improvement appears to be required in co-ordinating events

### Background:

The attraction of conventions and events has become a major priority for PA Tourism. Some event organizers overlook the opportunity to check with PA Tourism to see if the timing of an event possibly conflicts with others, or perhaps links favourably with other events of a similar nature. Co-operative marketing opportunities and profitable linkages with business and other attractions can be overlooked.

| Action Steps   | By Whom        | When      | Results |
|--|----------------|-----------|---------|
| Contact local associations/hotels/sports groups, etc to encourage use of Tourism office, events calendar, etc to coordinate events and maximize communication/networking | Tourism office | On-going  |         |
| Plan 2 receptions for event and convention planners and organizers (Sport and association/ Corporate)  | Hotels         | Fall 2006 |         |
|  |                |           |         |

**Services and Businesses Priority # 3**

To increase awareness of tourism business opportunities

**Concerns Addressed:**

Some of the business community and some provincial government departments appear unaware of tourism business opportunities; people in general are unaware of tourism business opportunities

**Background:**

Opportunities to establish more 24 hour services, expand camping facilities, profit from conferences and conventions, increase the number of high quality eating establishments, and diversify some accommodation facilities were suggested in the planning process.

| Action Steps    | By Whom | When | Results |
|-----------------|---------|------|---------|
| To be developed |         |      |         |
|                 |         |      |         |
|                 |         |      |         |



## Services and Businesses Priority # 4

To promote opportunities for greater utilization of our convention space

### Concerns Addressed:

Opportunities for greater utilization of our convention space, which would increase travel, occupancy rates, and tourism expenditures, are being overlooked.

### Background:

There is a feeling that we could be attracting more convention business. Our capabilities for doing so and accommodating their particular requirements, and looking after all the potential visitors, should be examined. A survey or analysis might be warranted.

| Action Steps    | By Whom | When | Results |
|-----------------|---------|------|---------|
| To be developed |         |      |         |
|                 |         |      |         |
|                 |         |      |         |



## Promotion Priority # 1

To establish 'integrated efforts' and partnerships of entire community to promote Prince Albert and the tourism resources offered here

### Concerns Addressed:

### Background:

There will always be an ongoing need to reinforce awareness within the community with respect to Prince Albert and the tourism resources here.

| Action Steps   | By Whom        | When                 | Results  |
|--|----------------|----------------------|--|
| Plan 2 receptions to market to regions' event and convention planners (Sport and association/ Corporate)                                   | Hotels         | Fall 2006            |  |
| Design Media campaign  | Tourism office | Has begun – on-going |  |
| Write letter mayor and city manager requesting changes to the city website - to be promotional rather than an internal communications tool | Tourism office | July 31              | Suggestions presented to Communications manager and are being considered |
| Connect with Grant McDonald with SK Tourism for ideas/advice   | Tourism office | Aug 30               | Contact made, Grant will meet with Tourism group to suggest ideas fall   |
|  |                |                      |  |

## Promotion Priority # 2

To market increased cross-promotion of our tourism assets (e.g. stay and play – casino, golf packages, etc.)

### Concerns Addressed:

Cross promotion of our tourism assets is somewhat limited

### Background:

Packaging of tourism experiences increases the value of visitation, by increasing the number of venues at which visitors spend money. For instance, a package including accommodation and golf expands a golfing experience by adding an overnight stay and several meals – and could result in an extra round of golf the following day. This greatly increases the spending associated by a visitor coming to the City for a simple round of golf.

| Action Steps  | By Whom   | When                              | Results |
|---|---|-----------------------------------|---------|
| Take advantage of Tourism Saskatchewan subsidised marketing opportunities for the city and the region | Tourism Office                                    | On-going                          |         |
| “Stay, play and shop campaign”  | Tourism, hotels, casino, EA Rawlinson, Malls, etc | Fall campaign and winter campaign |         |
|   |   |                                   |         |

**Promotion Priority # 3**

To maintain close ties with the Northern Tourism Region and participate in the co-operative cost-shared marketing opportunities it provides to its members

**Concerns Addressed:**

Opportunities to participate in (and initiate) cost-shared marketing opportunities available through the Northern Tourism Region may not be actively pursued

**Background:**

The Northern Tourism Region receives \$70,000 from Tourism Saskatchewan, which is used to cost share a wide range of tourism marketing activities with its members. PA Tourism is well placed to initiate and participate in these activities.

| Action Steps  | By Whom        | When    | Results |
|---|----------------|---------|---------|
| Prepare project proposal for submission to Northern Tourism | Tourism office | Sept 30 |         |
|   |                |         |         |
|   |                |         |         |
|   |                |         |         |



**Promotion Priority # 4**

To investigate the development, introduction, and effective use of a new “Brand”

**Concerns Addressed:**

The REDA has recommended use of a new Prince Albert “Brand” to replace the “Gateway to the North”.

**Background:**

Prince Albert’s marketing campaigns might benefit from the development of a new “Brand”.

| Action Steps    | By Whom | When | Results |
|-----------------|---------|------|---------|
| To be developed |         |      |         |
|                 |         |      |         |
|                 |         |      |         |



### **1. Stakeholders and Affiliation**

This Community Tourism Action Plan was prepared with the assistance of Tourism members and stakeholders who represent businesses, attractions, local governments, and a wide range of community associations: Following is a list of Tourism members and stakeholders.

#### **Members and Stakeholders**

7 – Day Cleaning  
Academy of Learning  
Amy’s on Second  
Birch Hills Business Association  
Boston Pizza  
Canadian Tire  
Cherry Insurance  
City of Prince Albert  
CJVR/CK750  
Comfort Inn  
Conexus Credit Union  
Country View Motel and R.V. Park  
Custom Security and Investigations Ltd  
Days Inn – Prince Albert  
Elkridge Resort  
Flora Bora Eco Resort  
Gateway Mall – Redcliff Management  
Happy Camper RV  
Hillcrest Inn Bed and Breakfast  
Innovation Place  
Jewel of the North  
Kinsmen Ski Center and Mary Nisbet Campground  
Leisure Sports  
Marlboro Inn  
Marquis Inn and Suites  
McDonalds Restaurant  
North Star Trophies  
Northern Lights Casino  
PA Bottlers Ltd  
PA Daily Herald  
PA Exhibition Association

PA Fast Print Inc  
Prince Albert Art Gallery  
Prince Albert & District Chamber of Commerce  
Prince Albert Community Futures  
Prince Albert Downtown Improvement District  
Prince Albert Historical Society  
Prince Albert Inn  
Prince Albert Photocopier  
Prince Albert Raiders Hockey Club  
Prince Albert Roman Catholic Separate School Division  
Prince Albert Winter Festival  
Rawlco Radio  
RioCan – South Hill Mall  
Riverbank Development Corp  
RM of Birch Hills  
RM of Buckland  
RM of Garden River #490  
RM of Prince Albert #461  
RM of Shellbrook #493  
Saskatchewan Rivers School Division  
SIAST  
Sk. Environment – Forest Gate Park  
South Hill Inn  
Super 8  
Supreme Basics  
The Northwest Company  
Tim Hortons – Zap Holdings  
Town of Birch Hills  
Town of Kinistino  
Town of Shellbrook  
Travelodge PA  
Tyrone Pest Controls  
Waskesiu Chamber of Commerce  
Whispering Pines

|                  |                                  |
|------------------|----------------------------------|
| Ian McGilp       | Saskatchewan Tourism             |
| Marc Hauser      | PAREDA Chair                     |
| Margret Duncombe | PAREDA Tourism Committee - Chair |
| Mona Selanders   | PAREDA Tourism Committee         |
| Dwight Bergstrom | PAREDA Tourism Committee         |
| Melanie Kawula   | PAREDA Tourism Committee         |
| John Quinn       | PAREDA Tourism Committee         |
| Linda Jensen     | PAREDA Tourism Committee         |

|                     |                          |
|---------------------|--------------------------|
| Del Phillips        | PAREDA Tourism Committee |
| Annelle Johnston    | PAREDA Tourism Committee |
| Tricia Bell         | PAREDA Tourism Committee |
| Lee Atkinson        | PAREDA Tourism Committee |
| Lise McKenna        | PAREDA Tourism Committee |
| Margaret Neighbours | PAREDA Tourism Committee |
| Debbie Honch        | PAREDA Tourism Director  |

*Photos by Thomas Porter, Northern Lights Casino, City of Prince Albert and Prince Albert District Tourism*

## **2. Schedule for Review and Renewal**

The Plan contains a large number of Objectives. Nineteen of them were prioritized when the plan was initially prepared, and they will be worked on concurrently as required for their accomplishment.

The Tourism Committee has set a schedule for periodic review, so that progress on these various objectives can be measured.

The Committee also plans to renew the Plan annually. This work will include a brief review and update of each section, including the objectives. Stakeholder input will again be sought.

As objectives are achieved, they will be replaced by other objectives which were identified earlier, but which had a lower priority at the outset. In this way, the Plan will remain current and progress ongoing.

The first annual review is scheduled for May 31<sup>st</sup>, 2007.

## **3. Budget Implications**

Budgets for the major initiatives listed will be developed as the projects progress. Several projects/initiatives indicated do not require budget considerations as they are initiatives supported by other Tourism stakeholders and or community organizations.