

# Protocol

## For implementing the **Sunshine Coast Tourism Development Strategy**

Between

2010 Olympic Committee  
Capilano College Sunshine Coast  
Coast Cultural Alliance  
Community Futures Development Corporation of the Sunshine Coast  
District of Sechelt  
Gibsons & District Chamber of Commerce  
Gibsons Economic Development Partnership  
Gibsons Landing Business Association  
Pender Harbour and Egmont Chamber of Commerce  
Pender Harbour Growth & Development Partnership  
Pender Harbour Tourism Partnership  
Roberts Creek Business Association  
Sechelt & District Chamber of Commerce  
Sechelt Downtown Business Association  
Sechelt Economic Development Partnership  
Sunshine Coast Bed & Breakfast and Cottage Owners Association  
Sunshine Coast Community Services / Sechelt Visitor Info Services  
Sunshine Coast Regional District  
Tourism Powell River  
Town of Gibsons  
Vancouver, Coast & Mountains Tourism Region

**SCTP Business Plan and Strategic Marketing Plan is on line at  
[www.communityfutures.org/sctp\\_bp.html](http://www.communityfutures.org/sctp_bp.html)**

# Protocol for Implementing the Sunshine Coast Tourism Development Strategy

**THIS AGREEMENT IS MADE** on the \_\_\_\_\_ day of \_\_\_\_\_, 2004.

## 1. INTRODUCTION

The partners have completed a series of meetings that has resulted in all parties formally adopting the Sunshine Coast Tourism Development Strategy which is included as part of this agreement.

The Strategy recognizes that marketing the greater Sunshine Coast area as a visitor destination will contribute to long term economic growth and a healthy community.

The Strategy recognizes that a Partnership including major stakeholders, i.e. Government, Tourism Industry, Special Interest Organizations, and Businesses from the greater Sunshine Coast area has a unique and critical leadership role to play in future development and economic expansion of the whole area.

The Strategy also recognizes that there are many more stakeholders that will benefit from the outcomes of this agreement and have a vested interest in its success. Therefore, Tourism sectors are represented by Committees of the Partnership: Accommodation, Food & Beverage, Adventure & Recreation, Transportation, Travel Trade, Events & Conferences, Attractions, Services.

The short term objectives of this strategy are:

- a) Establish legitimacy of the partnership
- b) Develop multi-sourced financial strategies
- c) Hire a Destination Marketing Director
- d) Implement the Business Plan
- e) Implement the Branding Strategy
- f) Implement a promotions and publications print strategy
- g) Develop a long term strategy

This protocol agreement is meant to set out the general framework for the implementation of the Strategy.

## 2. ORGANIZATIONAL STRUCTURE

The Partners agree that implementation of the Strategy should be accomplished through a formal, permanent organizational structure that provides for representation from each party. The initial format, role and respective responsibilities for the partnership structure is as follows:

### Partnership Council Table

- Partners – one vote per partner
- Rotating Chair
- 8 Tourism Sector Committee Chairs
- Governance by 70% majority
- Meets as required (once/month)
- Role: guide overall implementation of the Tourism Development Strategy, and make decisions regarding policy.

The Partners will cooperate in the pursuit and accomplishment of the Strategy's objectives and will formalize working agreements to clarify roles and responsibilities. This formalization process will ensure that joint co-operation in tourism development issues does not jeopardize the jurisdictional integrity of each organization and their need to maintain independence in decision making on broader aspects of their overall mandate and responsibilities.

**3. POSITIVE IMAGE AND ECONOMIC DEVELOPMENT**

The Partners agree that expansion of the tourism industry on the Sunshine Coast will provide an opportunity to grow and diversify community economics.

The Partners agree to develop marketing and promotional programs to present the greater Sunshine Coast Area in a "Positive Image" focused on the strengths, virtues and attributes of the whole area and to establish and maintain high standards applicable to all advertising mediums utilized to promote the area's image.

**In Witness Whereof** as one of the above mentioned partners, on principle and in good faith that all above mentioned partners will sign this agreement, we have executed this Protocol Agreement as of the day and year above written.

Partner: \_\_\_\_\_  
Name of Partner

Address: \_\_\_\_\_  
Street City Postal Code

Signing Authority: \_\_\_\_\_  
Name (print) Position

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Facsimile: \_\_\_\_\_ Alternate: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_