



Appendix "B"

Fernie and Area Resort Development Strategy Advisory Working Group (the AWG)

Terms of Reference

A. Purpose

The City of Fernie anticipates the receipt of annual funding from the Province of BC under the Resort Municipality Initiative (RMI) program. RMI funding from the Province is contingent upon its approval of a five-year (2012-2016) resort development strategy (RDS) developed in compliance with Provincial guidelines and requirements.

The RMI requires annual reporting to the Province and tourism industry stakeholders, including qualitative and quantitative measures and details on RMI expenditures and outcomes in comparison to identified RDS goals and objectives, and general information on the state of the tourism economy and outlook. The AWG will assist with the preparation of annual reports, including performance measures and outcomes, other RDS metrics, monitoring the tourism economy and communicating and engaging tourism industry stakeholders to promote understanding, awareness, participation and support for the RDS.

With respect to the 2013-2016 RDS projects, programs and services, the AWG will prioritize and fine-tune those projects based on priority and their ability to support or achieve the goals identified in the Strategy. The AWG will help define implementation strategies and timelines for priority projects, identify project partners and other funding opportunities and help to refine metrics to measure success and ensure continued stakeholder engagement and communication. The AWG will strive to complete this task by the end of September 2012.

Going forward, the AWG members will be operational partners with the City of Fernie, leading or facilitating specific projects independently or in collaboration with the City.

On an ongoing basis, the AWG will promote awareness of the opportunities available under the Tourism Incentives Investment Fund program area and assess applications for funding to ensure that proposals are relevant, timely and support RDS goals and objectives. The AWG will make recommendations related to those applications to Council.

The use of RMI funding is subject to the approval of Council and/or the City's Purchasing Policy and other applicable federal, provincial and local legislation, regulations and policies.

B. Advisory Working Group composition

The AWG will consist of nine members representing the following organizations and agencies:

- Fernie Chamber of Commerce (1)
- Tourism Fernie (1)
- Fernie Alpine Resort (1)
- Accommodation provider > 30 rooms with rental management (1)
- Accommodation provider > 30 rooms solely owned (1)
- Fernie Trails Alliance (1)
- Fernie and District Arts Council (1)
- City of Fernie staff (2)

The City of Fernie will send written notice to the applicable AWG organizations and agencies requesting them to nominate one of the members to the AWG for a two-year term. In the event of a vacancy occurring during a members' term the City will request the applicable organization or agency to nominate a replacement. A failure by a member organization or agency to nominate a member to the AWG or a vacancy or vacancies shall not invalidate or render non-functioning the AWG provided it consists of at least 5 members.

While not a council committee, the AWG will strive to adhere to the committee meeting guidelines set out in the *Council Procedure Bylaw*.