

## Supplementary Budget – Briefing Note

## 2021 Budget

## Tourism Development Officer

**Briefing Note required for:**

- items +/- \$50,000 or more
- changes in FTE
- Council Priority requests

Dept	Division	Business Unit	Item	Base Supp	Amount	FTE Impact
CD	CAP	CK TOURISM GENERAL & ADMIN	Tourism Development Officer Grade 6.6 – Contract - Pilot: Year 1 of 3	S	\$82,080	1.00
CD	CAP	CK TOURISM GENERAL & ADMIN	Tourism Reserve # 17161	S	-\$82,080	
			<b>Total:</b>		<b>Net: \$0</b>	<b>1.00</b>

**Background:**

- The Tourism sector is an economically important sector to CK and has been particularly hard hit by the COVID-19 pandemic.
- Sector operators are in need of enhanced support over the coming years.
- CK Tourism is currently comprised of two FTEs, which is insufficient given both the tourism sector support needed and the opportunities that lie ahead.
- CK Tourism proposes using resources from the Tourism Reserve to hire a Tourism Development Officer as a pilot project to help the sector and operators adjust to the new environment and operate post-COVID.
- The Tourism Development Officer (Grade 6) would be focused on working directly with sector operators in support of key tourism tiers (e.g., Black History, Angling, Small Towns, Villages and Rural Landscapes) and would be the lead on Visitck.ca website content updating, creation, and maintenance.

**Comment:**

- The Tourism Development Officer role would be fully funded from the Tourism Reserve over the three-year pilot.

