

## Supplementary Budget – Briefing Note

## 2022 Budget

## Tourism Development Officer

**Briefing Note required for:**

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

Dept	Division	Item	Base Supp	Amount	FTE Impact
CD	CAP	Tourism Development Officer – for 2 years (Pilot: Years 2 & 3 of 3)	S	\$163,881	2.00
CD	CAP	Cell phone & Microsoft Costs	S	\$1,416	
CD	CAP	Funded from Tourism Reserve - 17263	S	(\$165,297)	
		<b>Total:</b>		<b>\$0</b>	<b>2.00</b>

**Background:**

- Tourism is an economically important sector to CK and has been particularly hard hit by the COVID-19 pandemic
- The Tourism Development Officer (TDO) (Grade 6) contract role was filled in July 2021 and in year 1 has successfully focused on engaging tourism operators to determine supports needed and the opportunities and challenges faced
- Supports offered include tourism sector general information, grant funding information, safe travels stamp, tourism newsletter, and assisting with other tourism/business issues
- The Contract role is also supporting a Wayfinding RFP and research into other sector opportunities that address gaps within the tourism sector (e.g., Bike share program), and assists with web content updates
- CK Tourism proposes continuing to use resources from the Tourism Reserve to commence an additional two years of the Tourism Development Officer pilot project to help the sector and operators adjust to the new post-COVID environment
- The Tourism Development Officer will continue to focus on working directly with sector operators in support of key tourism tiers (e.g., Black History, Angling, Small Towns, Villages and Rural Landscapes)
- The role will continue to support tourism sector recovery through operator engagements that solidify and build relationships, collaboration and engagement across the sector, helping to grow the tourism sector and enhance its economic contribution

**Comment:**

- The Tourism Development Officer role will be fully funded from the Tourism Reserve over the 2 remaining years of the pilot

