

Build Strategic Community Partnerships

C H E C K L I S T

The Foundation to Revitalizing Tourism

Tourism's revival and growth depends on the ability of tourism businesses to engage in community-led strategies. In many communities, tourism businesses are the main economic driver and a significant job creator. Tourism businesses often take on a leadership role in their community, helping harness resources to create a destination that is ready and willing to accept visitors.

Community partnerships are built on a few core principles or shared values:

- Building trust and respect using methods that promote inclusivity
- Committing to working on shared goals and promoting strategies that benefit the wellbeing of the community
- Being accountable to the community, along with following trusted decision-making mechanisms

Identify reasons and opportunities to engage the community or form partnerships, for example:

- Shared tourism marketing strategies and messages
- Shared services and use of resources
- Need to coordinate shared worker plan
- Coalition to advocate on behalf of industry to influence policy change or seek financial supports
- Infrastructure plan to overcome limitations that impact visitor travel
- Education, training, or employment services to help address staffing needs
- Joint proposals to seek government funding

Identify potential community partners, such as:

- Other businesses that rely on the visitor economy
- Chambers of Commerce
- Economic development agencies
- Indigenous economic development groups
- Education and training providers
- Career development services
- Social agencies (e.g., immigrant serving groups)

Meet potential partners and create a plan:

- Confirm interest in establishing a partnership (formal or informal)
- Clarify shared goals and objectives/purpose
- Identify opportunities to work together and projected outcomes or impacts
- Identify requirements, such as:
 - Necessary resources (e.g., money, time, skills)
 - Individuals to consult, where needed
 - Essential communication and reporting requirements
- Establish a community engagement strategy that considers a range of stakeholder needs:
 - Inform: focus on communication to keep the community informed
 - Consult/involve: seek individuals to contribute to the planning or execution of the plan
 - Collaborate: look for ways to leverage other work or capacity
 - Empower: work with individuals who have specialized expertise to address issues and inform solutions or actions, such as Indigenous Elders, legal experts, financial advisors
- Develop action plan



- In larger community-led initiatives**, consider:
 - Establishing a formal working committee/group to lead the community plan
 - Setting up an 'executive' committee to manage governance requirements and key administration requirements
- Develop partnership agreements**, considering:
 - Purpose
 - Governance/oversight requirements
 - Strategic goals
 - Services and resources
 - Funding/financing
 - Communications
 - Reporting requirements
- Maintain partnership engagement**:
 - Monitor and evaluate engagement strategy, including:
 - Effectiveness of communications efforts
 - Level and type of community represented in the strategy
 - Schedule regular reviews/meetings to review progress and challenges
 - Establish communication processes
 - Hold collaborative planning meetings as needed (e.g., weekly, monthly)

N O T E S

