

December 11, 2023

Addendum 4 - RFP A10201 - 2023 Smart Tourism Vision Development

Question: Noting the emphasis on the vision's role in unifying your community and guiding future marketing efforts towards effectively communicating community values, could you provide insights into the confidence level regarding the existing capture and articulation of community values? Additionally, is there a more comprehensive list of community values for a thorough understanding.

Answer: The most comprehensive articulation of Whistler community values is in the Official Community Plan (OCP), in particular in the Community Vision within it. This work was completed in mid 2020 and was informed by extensive community engagement. It must be acknowledged that the OCP was adopted by Council in advance of the COVID-19 pandemic and the various impacts and outcomes of this, and some values may have been challenged or shifted. The RMOW checks in with the community annually in its Community Life Survey, and some questions specific to smart tourism have been integrated. Other research into tourism and related topics has also been conducted by other Whistler organizations.

The responsibility for marketing the destination is shared between the destination marketing organization Tourism Whistler (<https://www.whistler.com/>) and the resort operator Vail Resorts/Whistler Blackcomb (<https://www.whistlerblackcomb.com/>).

The Economic Partnership Initiative (EPI) Committee was established in 2013 with a [terms of reference](#) that focused heavily on growing the resort, building confidence in the resort economy and encouraging reinvestment. As such, many of the measures of success were economic, but aligned with the people, place, guests and partners identified in the EPI [strategic plan](#) and quantified within the [summary of key findings report](#). This committee has continued to seek a shared understanding of both market and community trends that impact the economy and associated marketing of the resort community.

The EPI will transition into the Smart Tourism Committee and begin to develop a holistic approach to destination management that will guide the community. Smart Tourism will be aligned with the OCP vision and values but will develop new targets and goals that will help add context to performance indicators that are currently displayed within the www.performance.whistler.ca site.

Question: In our examination of the Smart Tourism Committee, we observed that First Nations representation was not explicitly identified. We acknowledge that the committee may undergo expansion, and we understand that not all committee members are explicitly named. Could you please confirm whether there will be First Nations representation in the workshops? Moreover, we are interested in understanding how their values will be integrated into the process—whether through direct participation, review, or other forms of input.

Answer: The RMOW is currently undergoing a [committee of Council review](#) and we are looking to expand representation within the committee, but the final composition of the Smart Tourism Committee has not been confirmed.

As per our OCP, the RMOW is committed to working with Skwxwú7mesh Úxwumixw (Squamish Nation) and L'il'wat7úl (Lil'wat Nation) to create an enduring relationship; establish collaborative processes for Crown land planning; achieve mutual objectives; and enable participation in Whistler's resort economy. Some collaborative structures are in place for ongoing discussions and work. These commitments will be an important consideration of the Smart Tourism definition of success.

The RMOW expects that proposals will include suggested additions and rationale for additional workshop participants, as well as recommendations for the overall process, for consideration.

End of Addendum