

STAFF REPORT



SUBJECT: Tourism Updates

DEPARTMENT: Tourism

STAFF CONTACT: Alyee Whitworth

RECOMMENDATION:

Update and report out on the direction and focus of the Tourism department since the hiring of a new Tourism Manager.

BACKGROUND:

Introduction of Alyee Whitworth, new Tourism Manager and allow her to provide updated information on Stephenville and all that is going on. She will give an overview of the steps she's taken regarding marketing of Stephenville to attract visitors. Over the last month I have spent time getting to know what makes Stephenville unique and reflecting that in updates to the website and the visitor's guide.

FISCAL IMPACT SUMMARY:

With the marketing efforts being put in place, the anticipation is an increase in the number of visitors coming to Stephenville generating a positive financial impact for the city.

ALTERNATIVES