

## **Tourism Promotion Committee Staff Report**

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**Date:** September 3, 2025

**From:** Zoe Mombert, Assistant to the City Manager

**Subject:** Collective Impact Update

**Recommended Action:**

N/A

**Background:**

City Council adopted the Tourism Development Strategy in April 2025. Whereabout has been contracted to support the implementation for the first five strategies the Tourism Promotion Committee selected to focus on in fiscal year 2025-2026.

Whereabout will provide an update on the CORE team kick off meeting and planned next steps for strategies 1.2, 1.8, 1.15 and 1.16 and 2. 2.

There will be an opportunity to participate in working groups for each of the strategies.

**Fiscal Impact:**

Included in the FY 2025 – 2026 budget (Implementation of the Tourism Development Plan)

**Attachments:**

N/A