INFORMATION REQUEST

INFORMATION REQUEST #:	IR-019-26
REQUESTED BY:	**Councillor Tokar**
TOPIC:	**Tourism Attraction and Development Program**
DATE OF REQUEST:	**November 3, 2026**
DATE OF RESPONSE:	November 3, 2026

QUESTION:

For the Tourism Attraction and Development Program (p.249)

- Would this work also include efforts to develop strategies for or help facilitate community events that attract tourism to the city? This can include city-led events like Canada Day, Light Up, etc. but also business-led events like Summer in the Centre or community-led events like Agra Fair and Ribfest.

Response

Yes, the proposed Tourism Attraction and Development Program could include opportunities to support existing City-led, business-led and community-led events that contribute to tourism and economic activity in Spruce Grove.

This component of the proposed program would support existing events and their organizers by identifying opportunities to attract more visitors, strengthen partnerships, access resources and funding opportunities, and improve long-term sustainability. This could also include connecting organizers with local businesses, sponsors and other partners to add value to their events, enhance the visitor experience and increase the economic benefits to Spruce Grove.

From an operational perspective, event planning and delivery remain separate from tourism development. City-led events, such as Canada Day and Light Up, are planned and delivered through existing departmental work plans, budgets and staffing resources. Community-initiated events, such

as Summer in the Centre, Ribfest and Agra Fair, are organized and delivered by external organizations.

There would be opportunities for Economic Development and Recreation & Culture to collaborate, with Recreation & Culture supporting event permitting and municipal coordination, and Economic Development focusing on tourism attraction, partnerships and economic opportunities.

Background

The proposed 2027 Budget and Fiscal Plan business case includes funding for the development of a Tourism Development and Attraction Program, intended to support tourism growth, visitor attraction and economic development opportunities in Spruce Grove. It is built around three pillars including the tourism business opportunity, product development and destination marketing.

The City currently supports a range of business-led and community-initiated events that contribute to community vibrancy and provide opportunities for tourism and local economic activity. This provides a good base to work from. Recreation & Culture is also currently developing a Community-Initiated Event process, including an event organizer toolkit, to improve guidance, permitting and municipal coordination for event organizers. This work is being advanced separately from the proposed Tourism Attraction and Development Program but will be an important resource in articulating a broader tourism strategy.

Financial Implications / Taxation Impact

The business case is intended to provide resources for the development of the program.

Contact: Dave Walker, Director of Economic and Business Development
Jeanine Merkus, Director of Recreation and Culture