



BRIEFING NOTE

TO: Mayor and Council
DATE: June 8, 2023
SUBJECT: DPA-029-23

PURPOSE:

TONY VERMILLION has submitted a Home Occupation Development Application. This application is for operation of Thebacha Investments Inc. at the following location:

Lot	Block	Plan	Zone	Civic Address
1000/100	NA	1260	R1	5 & 7 Winter St.
or Certificate of Title:			NA	

BACKGROUND:

The Property is zoned R1 and a Home Occupation Business is a conditional use in this zone requiring council approval.

ANALYSIS:

A Home Occupation Business License application has been received that indicates operations include desk and office operations to support the business. There will be no foot and vehicle traffic related to the business. Nothing related to the business will be stored outside of buildings on the property.

The Applicant has been advised of the requirement to comply with:

- All Town Bylaws, specifically the Town Zoning, Business License Bylaws and Unsightly Lands Bylaw
- National Building Code, most current.
- National Fire Code, most current; and
- All Federal and Territorial Regulations.

Please see the attached map showing the location of the lot.

Approval Considerations

A home occupation is conditional in this zone. Based on the business type there should be no substantial bylaw enforcement issues related to this type of operation.

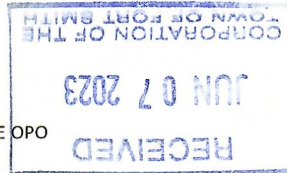
Respectfully Submitted,

Development Officer



TOWN OF FORT SMITH

Post Office Box 147, Northwest Territories, X0E 0P0
Phone: (867) 872-8400 Fax: (867) 872-8401



Application No DPA-029-23

DEVELOPMENT PERMIT APPLICATION

Applicant Information:

Name: Tony Vermillion Interest (if not owner): _____
Telephone: 867-621-2580 Email: _____
Mailing Address: PO Box 789

Owner Information (if different than applicant):

Registered Owner's Name: Same as above.
Telephone: _____ Email: _____
Mailing Address: _____

Property Information:

Civic Address to be Developed: 567 Winter St.
Zoning: R1 Lot# 1000/1001 Block# — Plan# 1260
Lot Width: _____ metres Lot Depth: _____ metres Lot Area: _____ square metres
Existing Use(s) of Property: residential
Proposed Use(s) of Property (if applicable): residential / home occupation

Estimated Cost of Project: \$ NA

Each application for a Development Permit **shall** be accompanied by a fee calculated in accordance with the current consolidated rates and fees bylaw.

I hereby make application under the provisions of the Town of Fort Smith Zoning Bylaw 936 for a Development Permit, in accordance with the plans and supporting information submitted herewith and which form a part of this application.

SIGNATURE:

Tony Vermillion
Applicant's Signature

June 7, 2023
Date

Owner's Signature (if different than applicant)

Date



TOWN OF FORT SMITH

Post Office Box 147, Northwest Territories, X0E 0P0
Phone: (867) 872-8400 Fax: (867) 872-8401

Application No. _____

PROPOSED DEVELOPMENT(S):

Check all applicable development(s) and submit the completed, corresponding checklist of required items with your application.

- ☐ 1. CONSTRUCTION ☐ 2. EXCAVATION ☒ 3. HOME OCCUPATION
☐ 4. RELOCATION ☐ 5. DEMOLITION ☐ 6. SIGN

1. CONSTRUCTION:

Proposed Building Dimensions:

Width: _____ Length: _____ Height: _____ Area: _____

- ☐ 1 set of site plans showing:
- Building outlines; - Legal description - Provisions for landscaping and drainage
 - Yards/Setbacks (front, rear, and side) - Provisions for off-street loading, parking, and property access
- ☐ 1 set of floor plans (minimum 1:100 scale)
- ☐ 1 set of elevations (minimum 1:100 scale)
- ☐ 1 set of sections (minimum 1:100 scale)
- ☐ Estimated commencement date _____
- ☐ Estimated completion date _____
- ☐ Proof that documents have been submitted to and reviewed by the Office of the Fire Marshal of the NWT (single-family dwelling units are exempted)

2. PROPOSED EXCAVATION

- ☐ 1 set of plans for the location of the excavation
- ☐ Plans for excess fill: _____
- ☐ Length (metres) _____ Width (metres) _____ Depth (metres) _____
- ☐ Planned Excavation Start Date _____
- ☐ Planned Excavation Completion Date _____

3. HOME OCCUPATION

- ☒ Business License Application Completed and Fees Paid.
- ☒ Business License and Zoning Bylaws reviewed to ensure the Home Occupation is suitable for a residential zone.
- ☒ A complete description of the business is submitted for review by the Development Officer.



TOWN OF FORT SMITH

Post Office Box 147, Northwest Territories, X0E 0P0
Phone: (867) 872-8400 Fax: (867) 872-8401

Application No. _____

4. PROPOSED RELOCATION

- ☐ Type of Building or Structure to be Relocated: _____
- ☐ From: Lot# _____ Block# _____ Plan# _____
- ☐ To: Lot# _____ Block# _____ Plan# _____
- ☐ Proposed Route: _____

- ☐ Planned Date of Move: _____

The following **CONDITIONS** apply to the relocation of buildings the applicant is responsible for:

1. Bylaw 936 Part 6.1 (7)
2. Securing a permit to construct on the destination property if applicable.
3. Alerting NorthwesTel Inc., NWT Power Corporation, the GNWT Department of Highways, and RCMP of the move.
4. Any damages which may occur as a result of this relocation.

5. PROPOSED DEMOLITION

- ☐ Type of Building or Structure to be Demolished: _____
- ☐ Demolition Methods to be used: _____
- ☐ Disposal Methods: _____
- ☐ Planned Demolition Start Date: _____
- ☐ Planned Demolition Finish Date: _____

6. PROPOSED SIGN

- ☐ Site Plan showing the location of the sign.
- ☐ 1 set of drawings to scale, showing:
- Sign location
 - Dimensions (Height, Width, and Thickness)
 - Size of letters
 - Projection from the building face
 - Height above average ground level at the building face
 - Manner of illumination, animation, or flashing lights (if applicable)
- ☐ Message on sign: _____
- ☐ Planned Installation Date: _____



TOWN OF FORT SMITH BUSINESS LICENSE APPLICATION

In accordance with Bylaw 504, Bylaw 873, and the current Rates and Fees Bylaw

ALL BUSINESSES AFFECTING THE USE OR INTENSITY OF USE OF A PROPERTY PER ZONING BYLAW 936 MUST BE ACCOMPANIED BY A DEVELOPMENT PERMIT APPLICATION.

Date of Application		New Application <input checked="" type="checkbox"/> Renewal <input type="checkbox"/>		RECEIVED JUN 2 2023	
Name of Applicant <i>Tony Vermillion</i>		Name of Business <i>Thebacha Investments Inc.</i>			
Business Street Address <i>2547 winter st.</i>		Legal Address <i>1000/1001</i>	Mailing Address <i>PO Box 789</i>		
Phone Number <i>867-621-2580</i>		Lot: <i>1260</i>	Can your business info be put on the Town's website? <i>only email</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Email Address <i>thebachainvestments@gmail.com</i>		Business Website:			
Do you wish to receive email newsletters from the Town regarding Business opportunities? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
Type of Business: RESIDENT <input type="checkbox"/> Commercial <input checked="" type="checkbox"/> Home Occupation – Includes desk operations <input type="checkbox"/> Commercial in a residential zone – Non-conforming <input type="checkbox"/> Hawker/Peddler <input type="checkbox"/> Junior Business <input type="checkbox"/> Charitable Purposes			Type of Business: NON-RESIDENT <input type="checkbox"/> Non-resident <input type="checkbox"/> Non-resident Vendor <input type="checkbox"/> Charitable Purposes		
<input type="checkbox"/> Change Fee <input type="checkbox"/> Late Fee (if renewal received after February 15) <input type="checkbox"/> Reduced resident rate (application after Sept. 1 st)					
ALL RATES AND FEES WILL BE BASED ON THE CURRENT RATES AND FEES BYLAW					
PROVIDE A COMPLETE DESCRIPTION OF YOUR BUSINESS: Include what the business does, how much foot and vehicle traffic there will be, what will be stored on-site, what services or products will be offered, what the hours of operation will be, what signs will be installed, what demolition or construction may occur etc. (Being thorough will avoid delays in processing times. Attach a separate letter if necessary.) <i>Thebacha Investments Inc is an Operational Property management business</i>					
Date of Commencement (If New or Non-Resident): <i>June 9, 2023</i>		Date of Termination (If Non-Resident):		Number of Employees Full Time: Part Time: <i>1</i>	

I, *Tony Vermillion*, hereby make an application for a license in accordance with the particulars as above stated and certify that the number of persons employed in the said business will be 1 (or _____ person-years) including owner and that the necessary verification has been received in accordance with the provisions of the Worker's Compensation Act.

* Note: If you wish to submit this application via email please send it to reception@fortsmith.ca

Tony Vermillion
Signature of Applicant

Tony Vermillion
On Behalf of (Name of Business)

Signature of Development Officer

Date



ATLAS

Government of
Northwest Territories

5 & 7 Winter Street Home Occupation



June 8, 2023

Legend

- Block Land Transfer Boundaries
- Development Areas
- Surveyed Parcels
- Surveyed Easements
- Suspension Order
- Tenured Commissioner's Land
- Land Application
- Federal Land
- Commissioner's Land
- Territorial Protected Area
- Municipal Land
- Salt River Reserve

- Municipal Boundaries
- Condominium Units
- Building Footprints
- Line Approximately 31m from O.H.W.M.
- Surface Land Withdrawal
- Land Application
- Tenured Territorial Land
- Indian Affairs Branch (IAB) Land
- Territorial Land
- Public Highway
- Private Land

For Tony Vermillion

Scale 1: 1,000

25 metres

UTM Zone: 12

COPYRIGHT Government of the Northwest Territories,
Department of Lands.

From: Tony <thebachainvestments@gmail.com>
Sent: June 8, 2023 1:16 PM
To: Lands
Subject: Re: Home occupation application

Hi Raji,

The business will be run from my desk at home, and no to all your questions, alternative start date of July 1, 2023.

Thank you,
Tony

Sent from my iPad

On Jun 8, 2023, at 10:00 AM, Lands <Lands@fortsmith.ca> wrote:

Good morning Tony,

My name is Raji Cavala I am the Lands and Development Officer with the town. I have a few follow-up questions regarding your home occupation application:

1. Please provide a detailed description of the business operation, i.e., desk operation, does it require storage space, equipment/vehicles, etc. Property management to what extent?
2. Will your business operation increase foot/vehicle traffic?
3. Will there be any alterations to the existing structure?
4. Any change in noise levels of a residential zone.
5. Will there be any signage installed on the property?
6. Please provide an alternative start date as the process will not be completed before Jun 9.

Thank you,

| Mársi | Kinanāskomitin | Thank you | Merci | Haj' | Quana | ᑭᓄᓐᓴᓂᓐ | Quyanainni | Máhsı | Máhsı | Mahsı |

Raji Cavala

She/Her
Lands Officer/ Bylaw Officer
Town of Fort Smith
PO Box 147; 174 McDougal Road
Fort Smith, NT, X0E 0P0

867-872-0867
Email: lands@fortsmith.ca
www.fortsmith.ca

The Town of Fort Smith acknowledges that the land where we work, live, and play is the traditional territory of the Indigenous Peoples of the Salt River First Nation, Smith's Landing First Nation,

<image001.jpg>

and the Northwest Territory Metis Nation from time immemorial.



BRIEFING NOTE

To: Mayor and Council

Date: June 20, 2023

Subject: Staying Sea Can Orders

Purpose:

To provide Mayor and Council information on the legal opinion on staying sea can orders as per motion 23-136.

Background:

Council Motion 23-136 requested Administration prepare a briefing note with the implications of staying the orders placed on sea cans respective to the Zoning Bylaw 936.

Analysis:

Administration sought legal opinion on staying enforcement orders. Administration has been advised that Town Council cannot suspend the application or enforcement of any portion of the Zoning Bylaw by resolution. Instead, the Town Council would need to amend the Zoning Bylaw by passing an amending bylaw with a public hearing.

Recommendation:

That Council allow bylaw enforcement to continue per the existing bylaw until such time as the bylaw is reviewed and revised through due process.



BRIEFING NOTE

To: Mayor and Council

Date: 20 June, 2023

Subject: South Slave Tourism Development Workshop

Purpose:

To present a final report on the South Slave Tourism and Development Workshop to Mayor and Council.

Background:

The South Slave Tourism Development Workshop was held for the first time in Fort Smith April 20-22, 2023 as a collaborative event with the Town of Fort Smith, The Town of Hay River, Salt River First Nation, and the GNWT Industry, Tourism, and Investment. The funding sources included a \$50,000.00 commitment from SRFN and SEED funding from ITI. This helped solidify partnerships and stand out as a first in the Northwest Territories. As you will see in the report, the event stayed on budget allowing for no cost to the Town of Fort Smith outside of the time spent organizing the event.

Recommendation:

For Council review.

SOUTH SLAVE TOURISM DEVELOPMENT WORKSHOPS REPORT

2023



Fort Smith
NORTHWEST TERRITORIES

Project Overview

The South Slave Tourism Development Workshops were designed to help new and existing entrepreneurs start or strengthen businesses in their communities and build partnership throughout the South Slave region.

Through a combination of interactive discussion, hands-on activities, and real-world case studies, attendees learned about business planning, brand development, and building partnership on an individual, local and regional level.

With a focus on hands on learning, practical tips, and best practices, these workshops aimed to equip new and existing entrepreneurs with the skills and confidence they need to take their business to the next level or turn their good Tourism business idea into a great Tourism business.



Workshop Organizers	Town of Fort Smith <ul style="list-style-type: none"> • Diane Seals – Economic Development Officer • Namiko Harris – Economic Development Assistant • Emily Prescott – Economic Development Assistant Town of Hay River <ul style="list-style-type: none"> • Jill Morse – Tourism Coordinator Salt River First Nation <ul style="list-style-type: none"> • Elizabeth Westwell – Chief Executive Officer GNWT – Industry, Tourism & Investment <ul style="list-style-type: none"> • Daniel Wiltzen – Business Development Officer • Michelle Keizer – Coordinator, Parks & Regional Facilities • Kayla Hoff – Regional Tourism Officer
Budget	\$50,000
Event Dates	April 20, 2023 – April 22, 2023
Primary Sponsor	Salt River First Nation

Project Background

Why host a regional tourism development event?

The communities in the South Slave region have been challenged by a lack of tourism operator businesses, despite huge potential and identified opportunities in the tourism sector.

According to research completed during the 2022 Fort Smith Marketing Strategy, and outlined in the Fort Smith Economic Development Strategy, tourism represents a significant potential growth market for Fort Smith and the South Slave.

Driven in the summer by outdoor adventure activities and in winter by aurora viewing, tourism has been a growth industry for the NWT over the past decade.

Statistics released in November of 2020 report that 117,620 visitors travelled to the NWT in 2019-2020 spending just over \$200 million, which is a 3% decrease from the \$210 million spent in 2018/2019.

Project Background

Leisure visitation accounted for 73% of visitors and 62% of spending in 2019/2020, while business travel accounted for 27% of visitor numbers and 38% of visitor spending in the same fiscal year.

The majority of visitors are Canadians from other provinces and territories, followed by people from the USA and Germany. For those travelling by air, Asian visitors made up a significant proportion (24%).

Over the five years from 2015/16 to 2019/20, the main purpose of leisure visitation to the NWT was viewing aurora borealis. In 2019/20, aurora viewing eclipsed business travel as the primary motivation for visiting the NWT with 37,100 visitors naming it as the primary motivation for travel to the NWT.

This reflects a 53% growth rate over the preceding five years. Hunting and fishing as the primary purpose of tourism has remained a small and stable market, while outdoor adventure and general touring collectively have seen good growth (28%). The Visiting Friends and Family segment of leisure visitation has also seen a 23% growth in both visitor numbers and spending over the same period.

When asked about major opportunities for economic development in the community over the next five years, key informants' interviews in the 2022 Fort Smith Marketing Strategy most commonly identified:

- Tourism (identified by 20 of the 40 key informants)
- Taltson power expansion (8)
- Expansion of Aurora College (7).

Key informants highlighted opportunities related to outdoor adventure activities (e.g., ecotourism, world class rapids, canoeing on Slave River, hunting, and fishing), winter tourism, festivals, and aurora borealis viewing as well as the further development of accommodation (e.g., hotels and bed and breakfasts).

Potential growth segments for Fort Smith include:

- Outdoor adventure travel, with a particular focus on ecotourism
- The southern road touring market
- The short haul getaway market with a particular focus on Yellowknife
- Sports and events
- Meetings and conferences
- Indigenous tourism
- Aurora viewing.

Project Background

The limited accommodation, packages and products serve as a constraint to development in the short-term.

To attract more visitors, Fort Smith needs to broaden the base of events, products, services and packages that it is able to market to attract tourists.

In some cases, this may involve developing or attracting new capabilities (e.g., outdoor adventure tour operators). More commonly, it will involve further defining available resources and experiences, which can then be actively marketed to various target groups and incorporated into packages.



Workshop participants enjoying a Fort Smith tourism experience at Flat World Alpaca Farm.

Project Background

Research completed for the Fort Smith Marketing Strategy identified the following opportunities to market:

- Meetings and conferences, building on the new Salt River First Nation Business & Conference Centre. The first step towards actively marketing meeting and conferences is to determine if and how the Centre and other facilities are interested in working with the Town and its partners in promoting Fort Smith as a host community for conferences and meetings and identify the unique tourism experiences conference participants can participate in.
- Sports and cultural events. The region can build on existing events such as the Dark Sky Festival, Slave River Paddlefest, and various sporting events and music festivals. The sport and event market has been one of the fastest growing segments of the tourism industry.
- Outdoor adventure. The outdoor adventure market can be advanced by creating self-guided itineraries and work to attract tour operators who can package and promote outdoor adventure products such as from aurora viewing, ecotourism, hiking, paddling, wildlife viewing, camping, fishing, hunting, dogsledding, and snowmobiling.
- These opportunities can also be packaged along with transportation (e.g., reduced fares for Northwest Air), accommodation, dining and other options.



Through the sharing of data and information with colleagues in Hay River and other parts of the South Slave we also know that these are shared challenges and opportunities for other South Slave communities.

As Fort Smith's leadership looks to work collaboratively with Indigenous partners, we also want to extend that working relationship to the region. As a region working cooperatively, we have a stronger voice, can share resources, build regional tourism packages and create a regional brand with more extensive marketing campaigns.

Instead of looking at other municipalities as competition we know that working cooperatively with our Indigenous partners and regionally with other municipalities, we will create opportunities to improve tourism products and services, improve tourism packages, and create innovative and cost effective solutions to common problems.

In order to address the region's challenges and opportunities we need businesses, leaders and government to meet, discuss, and learn together.

Goals

The goals for the South Slave Tourism Development Workshops were as follows:

- Foster and encourage business creation and expansion
- Increase communication with and within the business and tourism community
- Diversify the local economy
- Create strategies to attract visitors to Fort Smith and the South Slave region
- Champion and assist tourism product development
- Work with regional partners to market Fort Smith and the South Slave
- Create economic opportunities and boost visitor spending in the region

Objective and Scope

Scope:

Working together to discuss the creation of a cohesive regional brand story that will strengthen the region as a Tourism destination by creating dynamic and engaging packages and partnerships in, and between our unique communities.

For too long, our businesses and Tourism operators have been struggling on their own, in their own communities. In order to support economic development in the South Slave, we believe that it is important for us to come together to realize the collective potential in our region.

The South Slave Tourism Development Workshops were designed as a catalyst to bring more tourists and more tourism dollars to the region. Creating diverse and engaging businesses and intra and inter-community Tourism packages will keep visitors in the region and increase overall spending.

Key objectives:

- Promote development by connecting prospective businesses, entrepreneurs, and investors to opportunities, information, and supporting resources.
- Build stronger partnerships and collaboration in the South Slave
- Leverage resources
- Improve the readiness of Fort Smith and the South Slave to attract, support and service tourists.
- Increase access to business development training and services
- Improve the regulatory environment.
- Work together as a region to facilitate increased access to entrepreneurial training, co-working spaces, early-stage funding, and other business support services.
- Broaden the base of events, products, services and packages available to be actively marketed to attract tourists.
- Build a regional brand identity
- To create a collaborative community that supports businesses in the tourism industry in the South Slave through hands-on workshops, peer support, and networking.

Deliverables

- A 2.5 day workshop that encouraged the development of tourism business ideas into business opportunities.
- Free spaces in Firecircle's online tourism business accelerator program
- Workshops on business planning, tourism opportunities, regional brand development, partnerships, package development and marketing.
- Showcase Fort Smith as an ideal host for meetings and conferences, including top quality conference facilities, tourism experiences, accommodations, entertainment and catering.
- Showcased the Salt River First Nation Business & Conference Centre - participants were impressed with the venue and the care and attention from SRFN staff that supported the event.
- Support local entrepreneurs with new skills and resources
- Build partnerships and networks on a local and regional level
- Strengthen our regional brand strategy for the South Slave
- Foster dynamic and engaging inter-community Tourism package development
- Provide education and knowledge in tourism business development
- Presentation by local business owner Brenda Dragon of Aurora Heat - Something New from Something Old.
- Canadian Northern Economic Development Agency - presentation on programs and opportunities in the North.
- GNWT - ITI - presentation on NWT parks contracts, outfitter licensing, and funding opportunities
- Spectacular NWT - a presentation on What is Spectacular NWT - Branding and Marketing the Northwest Territories and what role the South Slave can play in their marketing strategy.
- GNWT Indigenous Tourism - information table and staff representative
- Parks Canada - presentation on tour guide licensing in Wood Buffalo National Park
- Cultural experiences – Dene Drummers song and prayer, JBT jiggers' performance and invitation to participate
- Tourism experiences – Alpaca Farm tour, Guided hike with Wood Buffalo National Park, art experience with Northern Life Museum & Cultural Centre
- Networking opportunities – Bell Rock Band performance



Outcomes

The tourism development workshop resulted in several outcomes that can help grow tourism in Fort Smith and the South Slave.

1. Identification of key tourism assets: The workshop helped identify the unique tourism assets of our communities, and our region, such as natural attractions, historical sites, cultural arts and events, etc. This will help in developing tourism packages and marketing them effectively.
2. Understanding the value of pricing and how it connects to marketing and packaging.
3. Discussion and greater understanding around issues related to the tourism sector including Indigenous tourism development, licensing fees and the licensing process.
4. Identified potential tourism operators for Fort Smith and Hay River
5. Identified potential tourism packages for Fort Smith and Hay River.
6. Understanding of the target market: The workshop provided insights into the preferences and behaviors of the target market, such as demographics, travel patterns, interests, etc. This will help in designing tourism products and services that meet the needs of the target market.
7. Collaboration among stakeholders: The workshop brought together various stakeholders in the tourism industry, such as NWT Tourism, local Indigenous Governments, GNWT - Industry, Tourism & Investment, GNWT Indigenous Tourism, museum representatives, local businesses, artists, etc. This fostered collaboration and partnerships that can lead to more coordinated and effective tourism development efforts in the future.
8. Community partnerships and friendships were made to promote the South Slave as a desirable tourism destination.
9. In the post event surveys participants indicated they were very please with the overall experience especially highlighting the excellent food and catering, entertainment from the JBT jiggers and Bell Rock Band, and found the workshop content helpful while also looking for more opportunities to network.
10. Development of future tourism strategies: The workshop identified and outlined specific actions and initiatives to grow tourism in the region. These strategies can include the development of regional marketing campaigns, infrastructure improvements, product development, and regional packages.



Outcomes

11. Increased awareness and support for tourism: The workshop raised awareness among the community and the NWT about the benefits of tourism in the South Slave such as job creation, and economic growth opportunities. This can help in generating more support and participation from the community, local governments, and territorial governments in tourism development efforts. Media articles:
 1. Cabin Radio - <https://cabinradio.ca/127495/news/south-slave/south-slave-tourism-workshops-launch-new-partnerships/>
 2. My True North radio - <https://www.mytruenorthnow.com/62354/featured/south-slave-tourism-hosts-workshops-to-discuss-industry-issues/>.
12. Creating potential packages - To showcase a successful travel package you must have licensed partners that provide accommodations, transportation, food and enticing activities. Expanding our list of licensed operators and guides will open the door to new possibilities and growth for Fort Smith and the South Slave region.
13. Entrepreneurs were given a platform and voice to tell their stories and exchange contact information.
14. Total budget costs for the event were \$48,578. The remainder of the unspent budget will be returned to Salt River First Nation.



South Slave Tourism Development Workshop Statistics

Registration

number of people registered: 39

The economic development staff worked extremely hard to encourage attendance by local businesses and business and entrepreneurs from across the region including phone calls, in-person visits, emails, newsletter, advertising on the ToFS website, advertising on Cabin Radio, paid Facebook advertisements, and paid Instagram advertisements.

number of participants from Hay River: 10*

Due to the start of flood warnings in Hay River some business owners could not attend. We will look at different timing for the second annual workshop event.

Advertising

- **Cabin Radio:**
 - 74,398 Impressions
 - 83 Clicks (Click-through rate of 0.11%)
- **Firecircle Website - Registration page - www.thefirecircle.ca**
 - Total Views: 2,632
 - Registrations: 39 (1.48% of people who viewed the page then registered)
 - The page was well designed to inform viewers and encourage their registration. Potentially this page acted more as information rather than registration.
- **Facebook and Instagram - paid advertising - \$500**
 - Total reach (views): 13, 536
 - 645 clicks (click through rate of 4.7%)



Next Steps

- **Umbrella Tourism Operator's License**
 - Using the example of Liidlí Kue First Nation in Fort Simpson the Town of Fort Smith and Town of Hay River will look at each municipality applying for an Umbrella Tourism License with the GNWT - ITI. This license would allow guides and operators to sign up under the Town license (or other lead organization) to provide their tours. This would help new operators to reduce the high costs of insurance and licensing.
- **Increase number of licensed operators**
 - Having more licensed operators will draw more attention to our community and the region, and help economic growth for all Fort Smith businesses. This would also make it easier for guides and operators to partner and provide services that are currently unavailable.
- **Create a Fort Smith Tourism group or committee**
 - Work with all residents interested in growing tourism in Fort Smith including local businesses, new entrepreneurs, Indigenous governments and municipal and territorial government representatives to meet regularly and continue the efforts towards building and expanding tourism products and services.
 - The role of the committee will be to establish priorities, facilitate connections with businesses and stakeholders, and determine initiatives, roles and responsibilities of the various parties.
 - It is important that the private sector take a leadership role on this initiative as they are the intended beneficiaries. The Town will support and assist as needed.
- **Increase regional marketing**
 - You can't market what you don't have. We need to give our marketing partners, Spectacular NWT, something to market. Increasing the number of operators will allow us to increase our marketing opportunities and put us on the path to realize we have just as much, if not more, tourism assets in the South Slave as they do in Yellowknife, who currently have 70 licensed operators.



Next Steps

- **Create a vision for the South Slave**
 - Listening to participants' plans and visions for their businesses was heart warming and emphasized our need for a regional vision. We will continue to meet and work with local businesses, entrepreneurs and our colleagues in Hay River and the other South Slave communities to create a vision for the region, a regional brand, and marketing strategy.
- **Hospitality Challenge**
 - One element of success that became very clear during the workshops is that our residents are a large part of our success as a tourism destination. Engaging with residents to be local ambassadors and show community pride will boost our reputation as a destination and increase word of mouth and User Generated Content on social media sites.
 - The Town of Fort Smith will create a challenge to all other South Slave communities to participate in a "Kindness Campaign", asking each resident what role do they play in welcoming visitors.
 - The Town of Hay River will create a challenge to all other South Slave communities to participate in a "Catch the Wave" campaign to encourage residents to give a friendly wave to new visitors and engage in conversation.
- **The 2nd Annual South Slave Tourism Development Workshops**
 - The Town of Hay River is excited to host our second annual workshop event for 2024
 - We have learned a few things from this first event to make the second workshops event better!
 - Key areas participants identified they are looking for in next year's event: business planning, financial literacy, and specific data on visitors coming to the South Slave.
 - We hope to continue the conversation, learning opportunities, friendships and partnerships for years to come!



Project:

South Slave Tourism Development Workshops

Partners:	Salt River First Nation, Town of Hay River, GNWT - ITI, Firecircle					
Total project costs:	\$ 50,000.00					
Date	Supplier	Description	Invoice #	SRFN funding source	GNWT funding	Comments
23-Apr-23	Firecircle	Business workshop development and live series delivery	2023 - 21	\$ 14,490.00		
23-Apr-23	Firecircle	Travel costs for 2	2023 - 21	\$ 6,595.11		
23-Mar-23	Salt River First Nation	Venue rental: Conference hall and kitchen with additional options for audio visual, kitchen service supplies, and table ware.		\$ 7,373.50		
01-May-23	Brenda Dragon	Speaker fees		\$ 175.00		
	Dene Drummers	7 drummers - Welcome song and prayer		\$ 700.00		
23-Apr-23	Nsixty Inc	Catering - 2 x breakfast, 4 x coffee breaks		\$ 5,653.18		
01-May-23	Anna's Home Cooking	Catering - 1 x dinner, 2 x lunches		\$ 4,830.00		
	Jody's Kitchen	Catering - 1 x dinner		\$ 2,875.00		
02-May-23	Flat World Alpaca	Group alpaca farm tour		\$ 180.00		
21-Apr-23	Northern Life Museum & Cultural Centre	Group art experience		\$ 90.00		
	Salt River First Nation	Activity transportation: Bus rental and service		\$ 300.00		
24-Apr-23	Bell Rock Recording	Networking event - AV equipment rental and live music performance			\$ 2,600.00	SEED funding
24-Apr-23	Royal Canadian Legion	Networking Event - Venue			\$ 194.50	
	Kaesers Stores	Water and snacks for JBT Jiggers		\$ 200.00		
	Facebook Ads	Advertising		\$ 500.00		
19-Apr-23	Cabin Radio	Advertising		\$ 1,417.50		
07-Mar-23	4 imprint	promotional materials		\$ 3,199.62		
	TOTAL			\$ 48,578.91	\$ 2,794.50	

Funding Sources	Supplier	Description		Amount		Comments
	Salt River First Nation	Economic Development partnership agreement		\$ 50,000.00		
	Registration Fees	Participant fees @ \$100 / person	30	\$ 3,000.00		
				\$ 53,000.00		