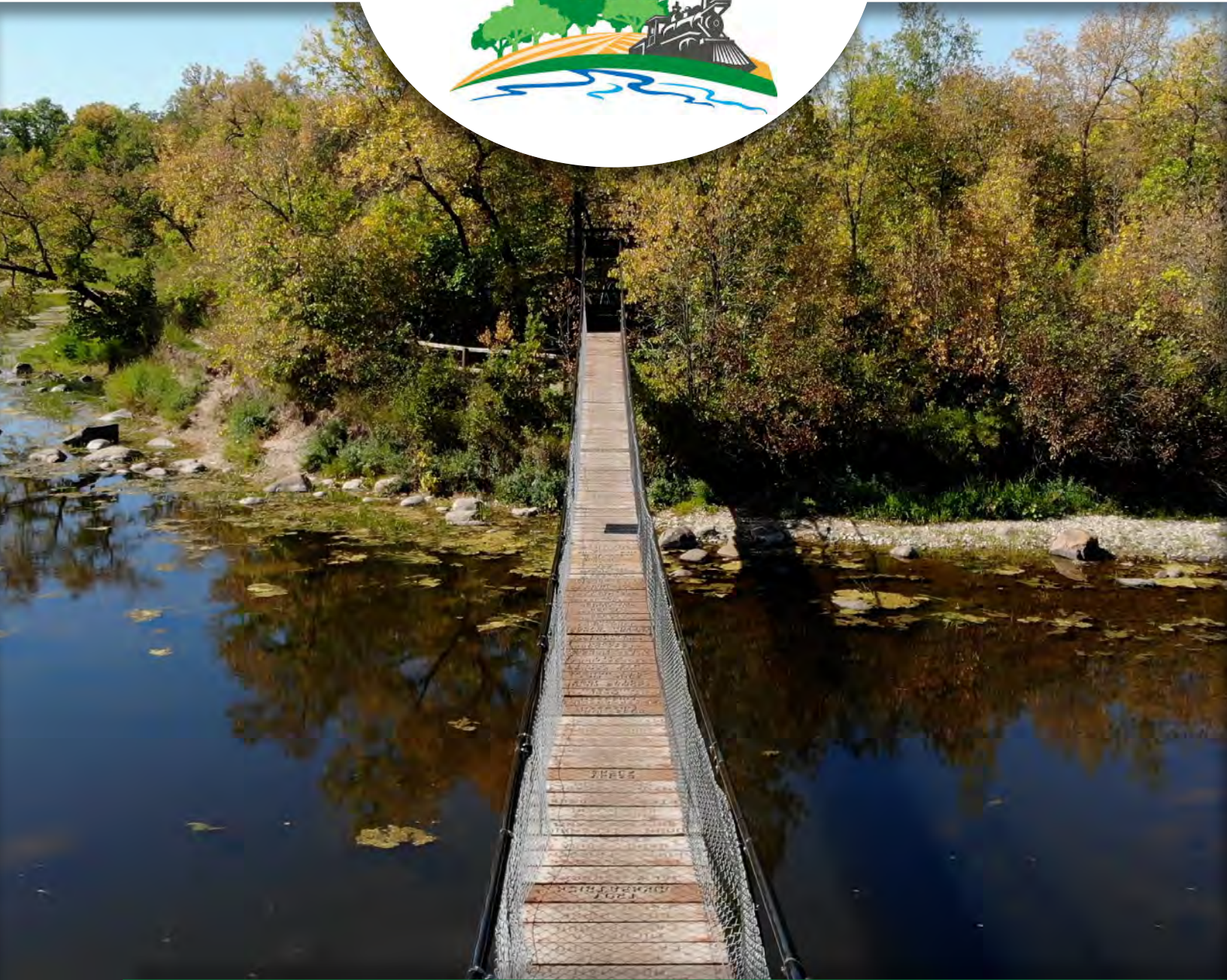


Municipality of
Emerson-Franklin



Tourism Action Plan 2022-2023

Updated: March 2022

Prepared by: Richard+Wintrup Planning & Development

Action Plan Framework

This action plan is intended to guide the activities and efforts of the Emerson-Franklin CDC Tourism Committee over the next 3-5 years, with action items being reviewed annually.

“Entering Canada/Emerson should be delightful, curious, entertaining, practical and should show our Canadian pride!” – Resident of Emerson-Franklin, June 2020.

Principles: Understanding and Building Upon Existing Strengths; Making Community Connections through Collaboration; Implementing Lighter, Quicker, Cheaper (LQC) Activities; and building the Power of 10+ Destinations.

VISION STATEMENT



Creating memorable visitor experiences by celebrating Emerson-Franklin’s rich heritage, outdoor adventures and unique location to the international border.

TOURISM DRIVERS



- Emerson Town Hall
- Roseau River Paddling
- Roseau River Park
- International Border Port’s of Entry
- Campgrounds
- Baseball and Outdoor Swimming
- Crow Wing Trail
- Dominion City Sturgeon Statue
- Emerson Fruit Orchard
- Senkiw Swinging Bridge
- Fishing
- Fort Dufferin
- Franklin Museum
- Tolstoi Heritage Centre
- Cemeteries
- Golf courses
- Ice Skating & Curling
- Wildlife viewing
- Log Customs House



Action Areas: These are tourism categories that will structure and frame the goals, actions and efforts of the Tourism Committee. The three action areas are:

1. Branding & Marketing
2. Improving Destinations & the Visitor Experience
3. Business Support & Collaboration

BRANDING & MARKETING

Brand and awareness-building is important to help the travelling public identify Emerson-Franklin with a particular destination “identity.” Actions under this category will make use of traditional means of marketing such as signage and brochures, but will also make use of digital technology and virtual story-telling to promote the Municipality as a premier tourism destination in Manitoba.

IMPROVING DESTINATIONS & THE VISITOR EXP.

Product quality and visitor satisfaction are very important. Actions under this category range from fundraising, allocating funds or providing general support for physical improvements, maintenance of facilities, and/or finding solutions to enhance the overall appeal or visitor experience of a destination.

BUSINESS SUPPORT & COLLABORATION

Working with local businesses and the community is critical. Actions under this category will target community and stakeholder engagement, as well as targeted outreach to businesses that offer accommodations, entertainment, indoor/outdoor recreation, and event planning services in order to coordinate and enhance our overall level of service.

Branding & Marketing



Action Items:	Priority	Lead
1. Collect high-quality drone video/photos of strategic tourism locations.	High	CDC
Outcome: Why Emerson-Franklin? Tourism / Investment Attraction Video		
2. Generate unique themes for each community to guide destination branding and marketing.	Medium	CDC
Outcome: Destination Investment Strategy		
3. Create a Tourism Storymap/Web App, showcasing Tourism Asset Inventory and including Heritage and Roseau River mapping.	Medium	Municipality of Emerson-Franklin
Outcome: Tourism StoryMap / Web App		
4. Provide marketing support for public, not-for-profit and private campgrounds, and other spin-off destinations including Franklin Museum.	Low	Municipality of Emerson-Franklin
Outcome: Summer Festival Brochure		

Improving Destinations & the Visitor Experience



Action Items:

1. Identify locations along the Crow Wing Trail as 'hotspots' for day travellers visiting the Senkiw Swinging Bridge.

Outcome: Priority Areas

2. Form a Kirkpatrick Marsh Working Group to gather support for wetland restoration project.

Outcome: Tourism Relief Grant Application Submission

3. Research hiring a summer student/employee to provide Municipal-wide tours.

Outcome: Cost-benefit report

4. Design a municipal/community welcome sign to be strategically placed across the Municipality.

Outcome: New Welcome Sign(s)

Priority

High

High

Medium

Low

Lead

Tourism Coordinator

Tourism Coordinator

Tourism Coordinator

Municipality

Business Support & Collaboration



Action Items:

1. Seek additional representation on the tourism committee.

Priority

High

Lead

Tourism Committee

Outcome: Additional Committee Members

2. Maintain a repository of key tourism business and services within the Municipality

High

Tourism Coordinator

Outcome: Updated Tourism Inventory

3. Engage tourism operators to provide tours/promotional opportunities across the Municipality.

Medium

Tourism Committee

Outcome: Seasonal Tour Guide / Operator

4. Explore annual engagement opportunities to Tourism Meet & Greet.

Low

Tourism Committee Working Group

Outcome: Meet & Greet Event

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Box 66, 115 Waddell Avenue East
Dominion City, MB R0A 0H0
204-427-2557
info@emersonfranklin.com
www.emersonfranklin.com