

Legislation Text

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CANADIAN SPORTS TOURISM ALLIANCE (CSTA)

K. Trainor, Executive Director of Tourism Barrie provided an update regarding the Canadian Sports Tourism Alliance (CSTA) membership purchased by Tourism Barrie. Ms. Trainor reviewed the benefits of CSTA membership including access to webinars and templates for sport tourism planning, business plans, sport event bids and requests for proposals.

Ms. Trainor provided an overview of potential options for the Committee's consideration as follows:

- Participating in a one-day CSTA sport tourism workshop;
- Hiring CSTA Consulting Services to develop a customized assessment of the sport industry in Barrie; and/or
- Hiring CSTA Consulting Services to develop a customized strategy for Barrie.