



Committee of the Whole
Discussion Report

Agenda Item #

4.0

Subject:	Horseshoe Canyon Discussion
Meeting Date:	2022-05-17
Presented By:	Shelby Sherwick, Jacqueline Buchanan
Prepared By:	Shelby Sherwick
Background/ Proposal	<p>Administration is presenting a proposal following Recommended Strategies from the Horseshoe Canyon Focus Group for additional opportunities as part of the Horseshoe Canyon Pay Parking Pilot to explore new potential for revenue generation at the site, specifically around the sale of branded items.</p> <p>Secondly, in preparing for Budget 2023 discussions, Administration would like to engage Council in discussion on the prioritization of the remaining Horseshoe Canyon Focus Group’s Recommended Strategies.</p>
Discussion/ Options/Benefits/ Disadvantages:	<p>These options are being presented following the Horseshoe Canyon Focus Group’s Recommended Strategies and stakeholder discussions, and align with the Focus Group’s Strategies to Consider <i>First</i> and <i>Next</i>.</p> <p>Options include: moving forward with some of the recommended strategies, not moving forward with the strategies, or moving forward with all of the recommended strategies in a prioritized order.</p> <p>Benefits to moving forward with the strategies include increased engagement, increased promotion of the site, brand ownership, opportunity for partnership.</p> <p>Disadvantages include that there are increased budget impacts with new initiatives.</p>
Link to Strategic Plan:	Pursuing Focused Growth
Discussion Outcome:	<p>That the presented brand materials be recommended for Council’s approval as the Horseshoe Canyon brand.</p> <p>That the presented materials be recommended for Council’s approval for the purpose of promotion and sale at Horseshoe Canyon by staff or by third party operators.</p> <p>That the prioritized recommended strategies of the Horseshoe Canyon Focus Group be brought forward as part of 2023 Budget Discussions.</p>
Attachments:	

Director Approval:
Name, Title

CAO Approval:
Mike Haugen, Chief Administrative Officer