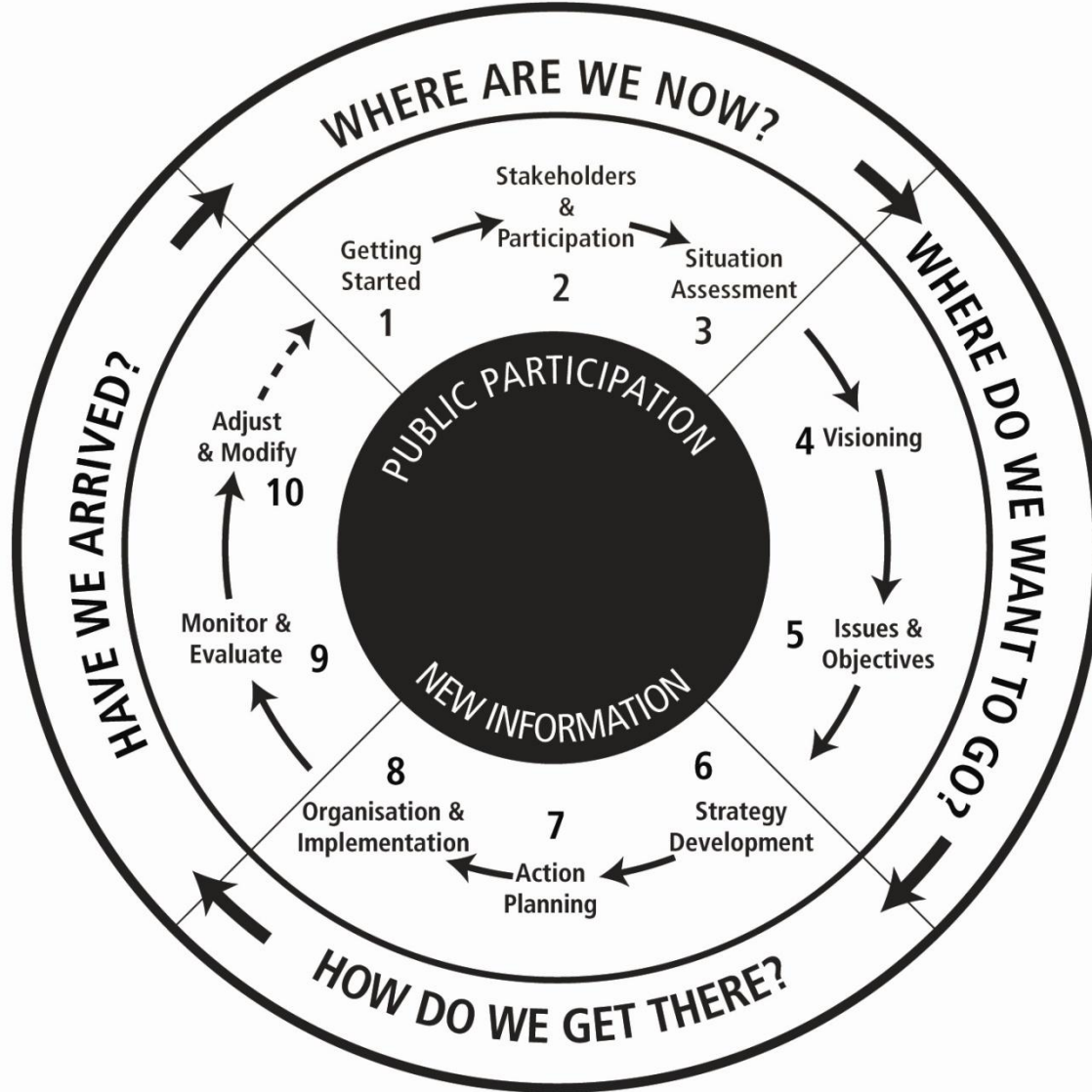


# Blood Tribe Tourism Planning

Economic Development  
Tourism Workshop  
March 26, 2010

# Sustainable Tourism Strategy

## Work Plan for the Blood Tribe - 2007



# 4 month study with 5 deliverables

1. The establishment of a local Advisory Committee to provide planning and oversight into tourism and economic development decision-making for the Kainai Nation;
2. A situation assessment document of tourism capital in Kainai territory and the surrounding areas;
3. An overarching vision for tourism in Kainai territory;
4. A list of articulated and prioritized objectives that guide the Nation's decision-making around tourism; and
5. A set of prioritized, Advisory Committee driven, tourism and economic development opportunities earmarked for further analysis in the second project phase.

# Advisory Committee

<b>Blood Tribe Government Departments</b>	<ul style="list-style-type: none"><li>▪ Economic Development</li><li>▪ Land Management</li><li>▪ Recreation &amp; Parks</li><li>▪ Community Development</li><li>▪ Employment &amp; Skills Training</li><li>▪ Red Crow College</li><li>▪ Public Relations</li></ul>
<b>Private Sector</b>	<ul style="list-style-type: none"><li>▪ Chamber of Commerce</li><li>▪ Entrepreneurs</li><li>▪ Tourism outfitters</li></ul>

# KAINAI TOURISM VISION STATEMENT

Established by the project's Advisory Committee, the Kainai Tourism Vision Statement articulates the guiding principles of which tourism activity in Kainai territory should adhere to. It is as follows:

*To improve quality of life, community pride, and individual self-esteem through the establishment of a profitable and sustainable tourism economy that is respectful of Kainai culture and heritage.*

*Kainai tourism shall support both entrepreneurship and employment to increase self-reliance and empowerment among Blood Tribe members*

# Tourism Objectives

END OBJECTIVE:	MEANS OBJECTIVES:
<p><b>Efficient and effective governance for tourism</b></p>	<ul style="list-style-type: none"> <li>▪ Better collaboration and communication among bureaucracies</li> <li>▪ Improve tourism planning and regulation</li> <li>▪ Improve private-public sector dialogue</li> </ul>
<p><b>Protect land and culture</b> <i>(Kainayssini)</i></p>	<ul style="list-style-type: none"> <li>▪ Protect reserve from impacts of increased traffic</li> <li>▪ Protect cultural and heritage sites</li> <li>▪ Protect intellectual property</li> <li>▪ Improve aesthetic on reserve</li> <li>▪ Protect Treaty rights</li> </ul>
<p><b>Increase employment for Blood members</b></p>	<ul style="list-style-type: none"> <li>▪ Training and capacity</li> <li>▪ Provide training for direct and tourism-related jobs</li> <li>▪ Reduce seasonality</li> <li>▪ Increase incomes</li> </ul>

# Tourism Objectives – Cont...

<b>Share Kainai culture appropriately</b>	<ul style="list-style-type: none"><li>▪ Improve Blood Tribe marketing and visibility</li><li>▪ Improve image of reserve to outsiders</li></ul>
<b>Growth of entrepreneurship among Blood Tribe members</b>	<ul style="list-style-type: none"><li>▪ Support entrepreneurship on reserve</li><li>▪ Increase local ownership of business</li><li>▪ Support business start-up activities</li></ul>
<b>Increase existing business revenues</b>	<ul style="list-style-type: none"><li>▪ Improve knowledge of tourist needs</li><li>▪ Retain/attract tourists already in region</li><li>▪ Improve accessibility to products and services</li><li>▪ Foster local and regional business linkages</li></ul>

# Potential Tourism Opportunities

CATEGORY	OPPORTUNITIES
Accommodations	<ul style="list-style-type: none"> <li>▪ Bed and breakfast</li> <li>▪ RV Park</li> <li>▪ Hotel/Motel</li> <li>▪ Campground</li> </ul>
Tours	<ul style="list-style-type: none"> <li>▪ Non-intrusive eco-tours (trail rides, horse packing, hunting, fishing, river trips, etc.)</li> <li>▪ Non-intrusive recreation (e.g. birding, hiking, and camping)</li> </ul>
Culture & Heritage	<ul style="list-style-type: none"> <li>▪ Cultural historical centre</li> <li>▪ Arts/crafts/ammolite store</li> <li>▪ Cultural interpretive guides</li> <li>▪ Festivals / events</li> </ul>
Large-Scale Tourism	<ul style="list-style-type: none"> <li>▪ Golf course</li> <li>▪ Hotel/casino</li> <li>▪ Resort and convention centre</li> <li>▪ Water park</li> </ul>
Ancillary Services	<ul style="list-style-type: none"> <li>▪ Restaurant</li> <li>▪ Local and regional transportation</li> <li>▪ Tourism training</li> </ul>
Marketing & Information	<ul style="list-style-type: none"> <li>▪ Signage</li> <li>▪ Tourism information facility</li> </ul>
Organizational Development	<ul style="list-style-type: none"> <li>▪ Tourism partnership with other Blackfoot Tribes</li> <li>▪ Tourism stakeholder group and association membership</li> <li>▪ Business and entrepreneurship support</li> <li>▪ Protocol system for use of cultural assets</li> </ul>
Other	<ul style="list-style-type: none"> <li>▪ Recreation and environmental reserve</li> <li>▪ Public parks</li> <li>▪ Tourism credit and finance</li> <li>▪ Reserve aesthetic improvements</li> </ul>



# Opportunities Analysis

<b>Rank</b>	<b>Opportunity</b>
1	Tourism zoning, bylaws, plans, and protocols
2	Tourism partnerships and stakeholder groups
3	Arts / crafts / ammolite store
T3	Cultural historical centre
5	Business support services
6	Tourism information facilities
7	Promotion of on-reserve activities and events
8	Festivals and events
9	Tour Operations
10	Convention Centre
11	Restaurant
12	Recreation/environment reserve/public park
13	Local / regional transportation services
14	Campground / RV Park
15	Hotel / Motel
16	Bed and Breakfast
17	Golf course
18	Casino

# Priority Tourism Opportunities

QUICK START		
IMMEDIATE	<ul style="list-style-type: none"> <li>Establish a local signage program on reserve using currently available provincial funding</li> <li>Develop a local business directory &amp; database</li> <li>Establishment of an arts and crafts store</li> </ul>	
	ORGANIZATIONAL DEVELOPMENT	BUSINESS DEVELOPMENT
SHORT-TERM	<ul style="list-style-type: none"> <li>Establish a Standing Committee (or Stakeholder Group) for Blood Economic Development, including tourism</li> <li>Establish tourism and economic development partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Aesthetic improvements on reserve through a beautification program</li> <li>Improvement of marketing events currently being held on reserve</li> </ul>
MID-TERM	<ul style="list-style-type: none"> <li>Establish a business licensing and registration program</li> <li>Establish bylaws that identify land-use designations</li> <li>Develop a comprehensive economic development plan for the Kainai Nation.</li> <li>Establish a cultural protocol system for economic activities</li> </ul>	<ul style="list-style-type: none"> <li>Development of new events</li> </ul>
LONGER-TERM	<ul style="list-style-type: none"> <li>Expansion of business and entrepreneurial support services</li> <li>Expand its current business financing program</li> </ul>	<ul style="list-style-type: none"> <li>Development of a cultural historical centre</li> </ul>

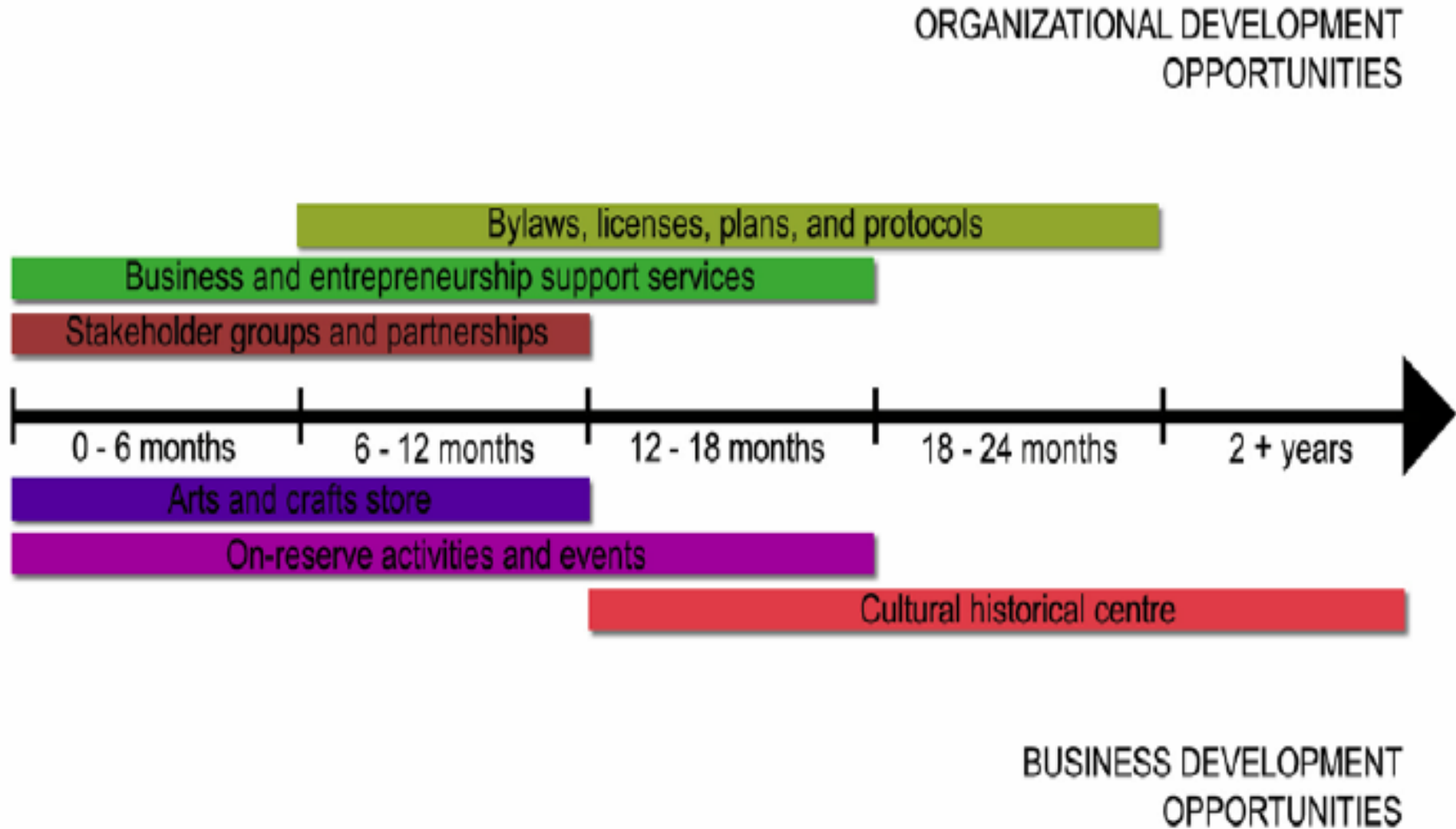
# Phase 2 - Activities

Objectives – To develop tourism as a component of our overall economic development strategy

Deliverables:

1. Arts & Crafts Business Plan
2. Timber Limits- Site analysis, tourism opportunities assessment, and business feasibility analysis of agreed-upon strategy direction

Figure Three: Proposed Planning Timeline for Identified Opportunities



# Special Thanks

- Lyle Scout (*Economic Development*)
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- Donald Cotton (*Chamber of Commerce*)
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- Rob Crow (*Economic Development*)
- Paulette Fox (*Land Management*)
- Tricia Bruised Head (*Rec. & Parks*)
- Marvin Many Chief (*BTEST*)
- Dorothy First Rider (*Tribal Government*)
- Francis First Charger (*Red Crow College*)
- Pete Standing Alone (*Entrepreneur*)
- Butch Tail Feather (*Entrepreneur*)



EcoPlan International  
208-131 Water Street  
Vancouver, BC V6B 4M3

phone: 604-228-1855  
fax: 604-228-1892  
e-mail: [info@ecoplan.ca](mailto:info@ecoplan.ca)  
web: [www.ecoplan.ca](http://www.ecoplan.ca)

**For further information contact:**

**BLOOD TRIBE  
ECONOMIC DEVELOPMENT**

**Box 350, Standoff, AB, T0L 1Y0**

**Phone: (403) 737-8124**