



PLAN D'ACTION POUR LE DÉVELOPPEMENT DU TOURISME COMMUNAUTAIRE

TACHÉ 2026-2033

COMMUNITY TOURISM DEVELOPMENT ACTION PLAN

An action plan typically includes:

1. Goals and Objectives: Clear, measurable targets you aim to achieve
2. Tasks and Activities: Specific actions required to reach the goals
3. Timeline: Deadlines and milestones to track progress
4. Resources: Partners, stakeholders and budget
5. Responsibilities: Assigning tasks to individuals or teams
6. Evaluation: Methods to assess progress and make adjustments

Why we need an action plan:

1. Clarity and Focus: It provides a clear roadmap, helping everyone understand their roles and responsibilities
2. Efficiency: By outlining specific steps, it ensures resources are used effectively and tasks are completed on time
3. Accountability: Assigning tasks and setting deadlines helps hold individuals and teams accountable
4. Progress Tracking: It allows for monitoring progress and making necessary adjustments to stay on track
5. Motivation: Clear goals and a structured plan can boost morale and motivation by showing a clear path to success

Following the submission of the Taché Community Tourism Development Strategic Plan in August 2024, and with the help of the Economic Development Council for Manitoba Bilingual Municipalities (CDEM), the Economic Development Officer of Taché, Martha Petrusevich and the Taché CDC invited stakeholders on June 9th, 2025, to work on an action plan for the next 6 months to seven years. This action plan is the result of collaboration and thoughtful consideration of the challenges and opportunities that lie ahead. It is designed to provide a clear roadmap, detailing the specific actions required to achieve our desired outcomes.

The CDEM has been a driving force behind economic development in Manitoba's bilingual communities since 1995. Their mission: stimulate, encourage, support and coordinate economic development in the communities that belong to the Association of Manitoba Bilingual Municipalities.

The CDEM activities in the area of economic development have two main bearings: they coordinate the implementation of major economic development projects, in close cooperation with bilingual municipalities and their community development corporations. These projects are often the product of Visions, ie, medium to long-term plans established with the CDEM's support and available to all bilingual municipalities.

They offer a wide range of services to start-ups, existing businesses and businesses looking to expand or export:

- Services in French to established businesses and start-ups
- French business development programs, many that are tailored to the needs of entrepreneurs
- Their investment fund gives small businesses access to risk capital
- They coordinate the implementation of major economic development projects
- They work in the following sectors: tourism, rural development / small business support, green economy and youth financial literacy

We recognize that the success of this plan hinges on the collective efforts of all stakeholders. Therefore, we encourage active participation, open communication, and a commitment to excellence from everyone involved. By working together, we can turn our vision into reality and make a meaningful impact.

Regular reviews and updates will be conducted to ensure that we remain on track and adapt to any changes in our circumstances. We are confident that with dedication, perseverance, and a shared sense of purpose, we will achieve our goals and set a new standard of success.

Thank you to the people who invested time and energy in developing this action plan.

Sincerely,
Cécile Dumesnil, President
Taché CDC



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2026-2033 GOALS

ENHANCE MARKETING & BRAND AWARENESS

Strengthen promotional strategies to increase visibility and attract a broader audience

MAXIMIZE INFRASTRUCTURE DEVELOPMENT

Invest in key facilities and accessibility improvements to support sustainable growth

EXPAND TOURISM PRODUCTS & EXPERIENCES

Develop diverse, high-quality attractions and services that enrich visitor engagement

PROMOTE COMMUNITY COLLABORATION & SUPPORT

Build strong partnerships with local stakeholders to create a cohesive and welcoming tourism environment

INCREASE SEASONAL ENGAGEMENT WITH YEAR- ROUND ATTRACTIONS & EVENTS

Diversify offerings to ensure a thriving tourism industry throughout all seasons



GOALS & OBJECTIVES

GOAL #1
ENHANCE MARKETING & BRAND AWARENESS

QUICK WIN OBJECTIVE #1 <i>100% in favour</i>	Launch Southern Manitoba targeted digital and social media campaigns
QUICK WIN OBJECTIVE #2 <i>98% in favour</i>	Create separate Taché tourism website or piggyback onto new Taché CDC website to create specific content and landing pages
QUICK WIN OBJECTIVE #3 <i>80% in favour</i>	Design, print, and distribute destination promotional material for immediate-term visitor boost
LONG TERM OBJECTIVE #1 <i>93% in favour</i>	Develop a unified branding strategy emphasizing Taché's Centre of Canada location and unique attributes
LONG TERM OBJECTIVE #2 <i>93% in favour</i>	Coordinate with Travel Manitoba for ongoing content creation, cross promotion, marketing, and visibility

GOAL #2
MAXIMIZE INFRASTRUCTURE DEVELOPMENT

QUICK WIN OBJECTIVE #1 <i>100% in favour</i>	Improve directions and signage to local attractions to enhance visitor experience
QUICK WIN OBJECTIVE #2 <i>90% in favour</i>	Establish a strategic partnership with the Centre of Canada Committee – contingent on funding – to collaborate on the development of landmark features and supporting facilities within the broader infrastructure plan
LONG TERM OBJECTIVE #1 <i>73% in favour</i>	Provide tourism-related advisory support, and give incentives to encourage investment in diverse tourism assets and accommodations

GOAL #3
EXPAND TOURISM PRODUCTS & EXPERIENCES

QUICK WIN OBJECTIVE #1 <i>100% in favour</i>	Bundle existing agritourism, nature, wellness, golf, and dining assets to create visitor day packages
QUICK WIN OBJECTIVE #2 <i>97% in favour</i>	Develop heritage and cultural experiences themed on the Taché Historic Site
QUICK WIN OBJECTIVE #3 <i>90% in favour</i>	Pursue federal or provincial funding opportunities to support local businesses with advancing their digital capacities in web-based scheduling, booking, and payment options
QUICK WIN OBJECTIVE #4 <i>65% in favour</i>	Find a solution for the management and ongoing care of community-owned historic and cultural assets currently managed by volunteers
LONG TERM OBJECTIVE #1 <i>100% in favour</i>	Further develop local and existing “Field to Fork” culinary experiences
LONG TERM OBJECTIVE #2 <i>95% in favour</i>	Provide advisory support and encourage businesses to create additional Indigenous/Métis experiences, agritourism, eco-tourism, and soft adventure products
LONG TERM OBJECTIVE #3 <i>65% in favour</i>	Provide advisory support to develop heritage and cultural experiences themed on the Dawson Trail, the grain elevator, the river lot system, the Centre of Canada, the Sistine Chapel of the Prairies, and the Taché Historic Site

GOAL #4

PROMOTE COMMUNITY COLLABORATION & SUPPORT

QUICK WIN OBJECTIVE #1 <i>100% in favour</i>	Set up a tourism advisory volunteer committee reporting to council, assign specific tourism development-related portfolios to each committee member, and meet regularly to monitor progress
QUICK WIN OBJECTIVE #2 <i>90% in favour</i>	Host twice-yearly community tourism forums and networking events
LONG TERM OBJECTIVE #1 <i>95% in favour</i>	Build formal partnerships, collaborations, and information-sharing among local businesses, neighbouring municipalities, Travel Manitoba, and Winnipeg Economic Development & Tourism

GOAL #5

INCREASE SEASONAL ENGAGEMENT WITH YEAR-ROUND ATTRACTIONS & EVENTS

QUICK WIN OBJECTIVE #1 <i>100% in favour</i>	Enhance existing trails and guided outdoor activities for winter
QUICK WIN OBJECTIVE #2 <i>100 % in favour</i>	Encourage programming for holidays (e.g., Thanksgiving, Halloween, Mother's Day, Father's Day, Easter) and other event themes (e.g., farm events, indoor events), and offer specials such as restaurant and gift shop specials
LONG TERM OBJECTIVE #1 <i>93% in favour</i>	Allocate municipal funding for enhanced social media promotion of winter and themed events
LONG TERM OBJECTIVE #2 <i>92% in favour</i>	Develop seasonal festivals, farmers' markets, and events



ACTION PLANS

GOAL #1

ENHANCE MARKETING & BRAND AWARENESS ACTION PLAN

#1 of 3 Quick Win Objective
100% in favour

LAUNCH SOUTHERN MANITOBA TARGETED DIGITAL AND SOCIAL MEDIA CAMPAIGNS

1) Refine social media campaign with summer employees:

- Collaborate with summer employees to improve messaging, visuals, and distribution strategies
- Identify target audiences and tailor campaign tone to their interests

2) Develop a long-term (one year) marketing schedule:

- Create an annual marketing calendar aligned with key events and organizational goals
- Establish milestones and activation periods for each initiative

3) Allocate funding strategically:

- Set a clear budget for each pillar of the marketing plan
- Prioritize high-impact activities with measurable return

4) Maintain continuity through external partnerships:

- Sustain collaboration with a specialized social media management company
- Outsource selected tasks to ensure consistency and professionalism

5) Increase online presence and engagement:

- Boost the number of relevant and engaging posts
- Diversify content formats (videos, carousels, infographics) to enhance reach

6) Strengthen visibility through strategic sharing:

- Encourage partners, employees, and followers to share content widely
- Integrate sharing incentives in campaigns (contests, mentions, hashtags)

COST

\$100-\$2,000

DEADLINE

Fall 2026

LED BY

EDO of Taché

PARTNERS

Centre of Canada

What evidence will there be of what you will have accomplished by 2033?

- ✓ Social media accounts are established; content is posted regularly
- ✓ Accounts have dedicated management, and metrics demonstrate increasing engagement and reach

Continued...

7) Strengthen regional tourism promotion through coordinated partnerships:

- Collaborate with Travel Manitoba (*via UpHouse agency*) and CDEM to co-create high-quality, locally rooted content
- Engage the RM tourism committee to strategically design and implement an effective social media campaign that reflects community values and regional assets

What evidence will there be of what you will have accomplished by 2033?

- ✓ A high-quality digital campaign exists, is being executed, and is evaluated/updated regularly
- ✓ Partnerships/collaborations with CDEM and Travel Manitoba are secured (with formal contracts)



COST
\$5,000

DEADLINE
Summer 2026

LED BY
RM of Taché
Taché tourism committee

PARTNERS
Travel Manitoba
CDEM

#2 of 3 Quick Win Objective
98% in favour

**CREATE SEPARATE TACHÉ TOURISM WEBSITE OR PIGGYBACK ONTO NEW TACHÉ CDC WEBSITE TO
CREATE SPECIFIC CONTENT AND LANDING PAGES**

1) Develop a standalone tourism website for RM of Taché:

- Build a new platform based on existing tourism asset documentation, highlighting attractions, services, and local experiences
- Collaborate closely with the tourism committee to guide long-term content evolution and design choices

What evidence will there be of what you will have accomplished by 2033?

- ✓ A well-functioning website is live and features tourism content tailored to the region, launch announcements, promotional materials, etc.
- ✓ Feedback from users and/or local businesses is collected regularly to validate the website's functionality and relevance

COST

\$50,000

DEADLINE

Summer 2026

LED BY

RM of Taché
Taché tourism committee

PARTNERS

Tansi Tourism Solutions
Centre of Canada
Committee
Travel Manitoba

2) Transition to independent online tourism presence:

- Build a new platform based on existing tourism asset documentation, highlighting attractions, services, and local experiences
- Collaborate closely with the tourism committee to guide long-term content evolution and design choices

What evidence will there be of what you will have accomplished by 2033?

- ✓ Online presence is accurate and up to date
- ✓ Evaluation of online presence is ongoing, and content is updated as required

COST

\$40,000

DEADLINE

ASAP

LED BY

CDC of Taché

PARTNERS

RM of Taché
Taché Tourism Committee
Centre of Canada
Committee

#3 of 3 Quick Win Objective
80% in favour

**DESIGN, PRINT, AND DISTRIBUTE DESTINATION PROMOTIONAL MATERIAL FOR
IMMEDIATE-TERM VISITOR BOOST**

1) Design targeted promotional tools:

- Develop a one-page advertising asset to showcase RM of Taché's unique offerings, aimed at enhancing visibility and attracting new visitors

What evidence will there be of what you will have accomplished by 2033?

- ✓ Advertising assets are developed and are being used strategically in overall marketing efforts

COST
\$500 – \$2,000
DEADLINE
2026
LED BY
EDO of Taché CDC of Taché
PARTNERS
Travel Manitoba

2) Collaboration for professional content creation:

- Partner with CDEM and Travel Manitoba to co-create promotional materials that reflect regional strengths and align with provincial marketing standards

What evidence will there be of what you will have accomplished by 2033?

- ✓ Promotional materials are developed; used strategically in overall marketing efforts

COST
\$2,000
DEADLINE
Spring 2026
LED BY
EDO of Taché Taché tourism committee CDC of Taché
PARTNERS
CDEM RM of Taché

Continued...

3) Enhance on-site visibility with infrastructure:

- Increase the number of highway signs to highlight key attractions and guide travelers directly to points of interest within the region

4) Leverage print distribution channels:

- Promote the region using dedicated tourism guides featured on Travel Manitoba platforms, offering visitors curated and accessible information

5) Expand reach through digital storytelling:

- Launch engaging campaigns using video content on platforms like YouTube and TikTok to capture younger audiences and showcase immersive experiences

COST

\$20,000

DEADLINE

ASAP

LED BY

Center of Canada
Committee
CDC of Taché
RM of Taché

PARTNERS

Travel Manitoba
Ste Genevieve tourism
committee

What evidence will there be of what you will have accomplished by 2033?

- ✓ Signage, print, and digital assets are developed and implemented, and are addressing existing gaps and strengthening existing assets

#1 of 2 Long Term Objective
93% in favour

DEVELOP A UNIFIED BRANDING STRATEGY
EMPHASIZING TACHÉ'S CENTRE OF CANADA LOCATION AND UNIQUE ATTRIBUTES

1) Secure financial resources for brand development:

- Identify funding sources (grants, partnerships, municipal budgets) to support the full rollout of a branding strategy
- Ensure long-term sustainability of brand assets through phased budgeting and resource allocation

What evidence will there be of what you will have accomplished by 2033?

- ✓ Ongoing funding sources and budgets are secured

COST

\$0

DEADLINE

2026

LED BY

RM of Taché

PARTNERS

Taché tourism committee
Neighbouring municipalities

2) Develop a cohesive branding strategy:

- Define brand purpose, story, and core messaging that reflect the identity and values of the organization or region
- Align brand elements with audience expectations and strategic goals

COST

\$5,000 – \$25,000

DEADLINE

Spring 2027

LED BY

Center of Canada
Committee
EDO of Taché

PARTNERS

Travel Manitoba
CDEM

3) Create a visual identity toolkit:

- Design a logo, tagline, and visual assets that ensure consistency across platforms and materials
- Establish a colour palette and branding guidelines to maintain a unified look across all communications

What evidence will there be of what you will have accomplished by 2033?

- ✓ Tourism branding and visual assets are developed and are being used consistently in marketing efforts

#2 of 2 Long Term Objective
93% in favour

COORDINATE WITH TRAVEL MANITOBA FOR ONGOING CONTENT CREATION, CROSS PROMOTION, MARKETING, AND VISIBILITY

1) Launch collaborative content-planning sessions with Travel Manitoba and key partners:

- Organize a series of structured meetings that bring together Travel Manitoba representatives, community tourism leaders, educators, and youth participants
- Use these sessions to align marketing goals, identify storytelling opportunities, and co-develop content strategies that highlight local experiences, youth tourism initiatives, and regional strengths
- Ensure the sessions support ongoing cross-promotion and visibility efforts, allowing all partners to contribute ideas, share resources, and coordinate messaging

COST

\$0

DEADLINE

Summer 2026

LED BY

RM of Taché

PARTNERS

Manitoba Métis
Federation

What evidence will there be of what you will have accomplished by 2033?

- ✓ Work sessions/meetings completed; input is informing ongoing work



Continued...

2) Integrate local youth into tourism storytelling initiatives:

- Feature young voices and perspectives in digital content, promotional videos, and storytelling campaigns
- Highlight their connection to the region's culture and attractions to foster authenticity and community pride

3) Empower youth to co-create social media content:

- Provide training and support for local youth to generate tourism-related content (reels, posts, stories) aligned with branding goals
- Establish a youth-led content group or ambassador program to sustain ongoing creativity and engagement

COST

\$1,000 – \$2,500

DEADLINE

Summer 2026

LED BY

EDO of Taché

PARTNERS

Local schools
Local youth groups
Travel Manitoba

What evidence will there be of what you will have accomplished by 2033?

- ✓ Tourism storytelling assets by youth have been developed and are being used strategically in overall marketing efforts
- ✓ Training sessions have been delivered to youth in developing tourism-related digital content

GOAL #2

MAXIMIZE INFRASTRUCTURE DEVELOPMENT ACTION PLAN

#1 of 2 Quick Win Objective
100% in favour

**IMPROVE DIRECTIONS AND SIGNAGE TO LOCAL ATTRACTIONS
TO ENHANCE VISITOR EXPERIENCE**

1) Develop a municipal attractions map to enhance visitor navigation and experience:

- Identify and catalog all local attractions, including historical sites, parks, cultural centres, and recreational facilities
- Collaborate with tourism stakeholders and municipal planners to ensure coverage and accuracy
- Design an accessible, visually engaging map suitable for use in print, digital platforms, and physical signage
- Integrate the map into wayfinding signage throughout high-traffic visitor areas and entry points
- Promote the map through tourism websites, brochures, and local businesses

COST

\$5,000

DEADLINE

2026

LED BY

Centre of Canada
Committee

PARTNERS

Travel Manitoba
Taché CDC
AMBM

What evidence will there be of what you will have accomplished by 2033?

- ✓ Tourism asset inventory is completed; map is developed and launched/made accessible to the public

2) Coordinate with tourism businesses to identify signage needs and strategic locations:

- Organize meetings or surveys with tourism-focused businesses to gather input on signage priorities and visitor navigation challenges
- Develop a collaborative inventory of required signage types (e.g., directional, informational, interpretive) and their proposed locations
- Assess collected data for common themes and high-traffic areas to guide placement decisions
- Integrate feedback into the broader municipal signage improvement plan
- Maintain an open feedback loop for future signage updates and adjustments

COST

\$20,000

DEADLINE

Summer 2026

LED BY

RM of Taché
Taché tourism committee

PARTNERS

Travel Manitoba

Continued...

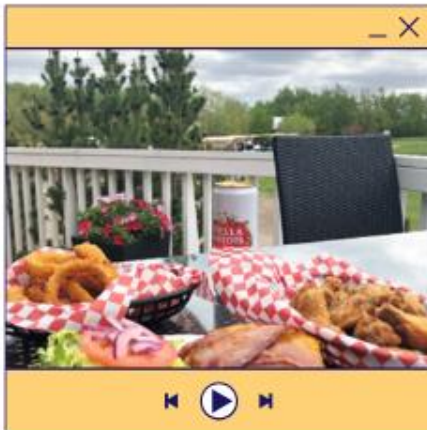
3) Approach AMBM to find funding for bilingual signage enhancement:

- Prepare a detailed proposal highlighting the need, scope, and projected impact of bilingual signage improvements
- Align the project with AMBM's mandate and funding priorities to strengthen application success
- Collect data on current signage gaps and areas of high visitor traffic
- Submit funding applications within required timelines and include letters of support from community partners
- Coordinate with design and installation teams to ensure quality and consistency in both languages

COST
\$20,000
DEADLINE
Summer 2026
LED BY
RM of Taché Taché tourism committee
PARTNERS
Province of Manitoba

What evidence will there be of what you will have accomplished by 2033?

- ✓ Inventory of signage needs/locations is developed
- ✓ Funding for signage development/installation is secured



Continued...

4) Find and apply for funding under CDC for signage in Ste. Geneviève

What evidence will there be of what you will have accomplished by 2033?

- ✓ Funding is secured

COST
\$15,000
DEADLINE
Fall 2026
LED BY
Ste. Geneviève tourism committee
PARTNERS
CDC of Taché RM of Taché AMBM

5) Coordinate the retrieval and deployment of the Centre of Canada road signage by coordinating logistics for removal from storage and installation at designated locations across the region:

- Submit applications for highway permits required for signage installation and related activities
- Engage with the local farmer to inform and discuss project plans affecting nearby land or access

COST
Install only/already paid
DEADLINE
ASAP
LED BY
RM of Taché
PARTNERS
Local farmers

What evidence will there be of what you will have accomplished by 2033?

- ✓ Installation of signage at identified locations along the Trans-Canada highway is completed
- **Tourism attraction government highway sign = blue + white; for key attractions in RM = circle with arrow*

#2 of 2 Quick Win Objective
90% in favour

**ESTABLISH A STRATEGIC PARTNERSHIP WITH THE CENTRE OF CANADA COMMITTEE
– CONTINGENT ON FUNDING –
TO COLLABORATE ON THE DEVELOPMENT OF LANDMARK FEATURES AND SUPPORTING
FACILITIES WITHIN BROADER INFRASTRUCTURE PLAN**

1) Develop a comprehensive infrastructure plan:

- Conduct stakeholder consultations to gather insights and priorities
- Perform site assessments and feasibility studies
- Define development objectives, timelines, and budget estimates
- Outline implementation phases and resource requirements
- Integrate sustainability, accessibility, and community impact considerations

COST
\$20,000
DEADLINE
2026 end of year
LED BY
Centre of Canada Committee
PARTNERS
Private developers

What evidence will there be of what you will have accomplished by 2033?

- ✓ An infrastructure plan is developed and is being implemented (tasks have been completed)

2) Mobilize funding support from the RM of Taché for future development phases:

- Prepare a compelling funding proposal detailing project scope, timelines, and anticipated outcomes
- Schedule formal presentations and meetings with RM decision-makers
- Align proposed phases with regional development priorities and economic impact objectives
- Cultivate relationships and maintain transparent communication with RM officials
- Monitor funding milestones and adjust engagement tactics as needed

COST
\$100,000
DEADLINE
Summer 2026
LED BY
Centre of Canada Committee
PARTNERS
Private businesses

What evidence will there be of what you will have accomplished by 2033?

- ✓ Financial support from the RM is obtained; partnerships are cultivated and continuously strengthened

Continued...

3) Engage the Manitoba Métis Federation to secure dedicated funding for Métis exhibit:

- Schedule meetings with Manitoba Métis Federation representatives to present the exhibit concept and its cultural significance
- Prepare a proposal highlighting exhibit themes, location, design elements, and expected community impact
- Align the proposal with Métis cultural priorities and funding criteria
- Explore co-curation opportunities to ensure authentic representation and inclusive planning
- Establish ongoing communication and reporting frameworks to build trust and accountability

COST
\$40,000
DEADLINE
December 2026
LED BY
EDO of Taché RM of Taché
PARTNERS
CDC of Taché

What evidence will there be of what you will have accomplished by 2033?

- ✓ Sources of funding identified (e.g., direct from Manitoba Métis Federation, joint grants, government allocations influenced by Federation advocacy)
- ✓ Financial support obtained; Métis exhibit produced with collaborative input from the Manitoba Métis Federation to ensure a meaningful exhibit honoring Métis identity and legacy



Continued...

4) Build strategic partnerships with Treaty 1 Indigenous group:

- Identify shared values and economic outcomes that benefit both parties
- Obtain knowledge and skills to approach conversations and collaborations respectfully and mindfully
- Choose a representative who can regularly communicate with Treaty 1 leaders and entrepreneurs to build trust and consistency
- Propose to showcase individual stories and products on-site and through digital platforms, including social media and newsletters
- Plan to develop advertising that highlights Treaty 1 identity and products using inclusive language and visuals
- Offer to host periodic events where Treaty 1 entrepreneurs can sell and demonstrate their products directly to customers
- Hold meetings to assess progress and adjust strategies collaboratively
- Acknowledge and promote achievements and partnerships to inspire continued involvement

COST
N/A

DEADLINE
October 2026

LED BY
Indigenous Consultant
RM of Taché

PARTNERS
Manitoba Métis
Federation

What evidence will there be of what you will have accomplished by 2033?

- ✓ Partnerships are forged, with a formal agreement or understanding in place
- ✓ Advertising is developed and executed
- ✓ Training is implemented and ongoing (Truth and Reconciliation, etc.)

Continued...

5) Advocate for funding through targeted government engagement:

- Coordinate meetings with the Minister of Business, Mining, Trade and Job Creation and the Minister of Culture, Heritage, Tourism and Sport to present project goals, community impact, and economic benefits
- Prepare a funding brief outlining priorities, timelines, and return on investment
- Align project vision with provincial tourism strategies and cultural infrastructure objectives
- Leverage existing relationships and community endorsements to strengthen advocacy
- Follow up with tailored communications and supplemental materials to reinforce funding requests

COST
\$0
DEADLINE
Summer of 2026
LED BY
EDO of Taché RM of Taché
PARTNERS
Treaty 1 Indigenous Group Travel Manitoba

What evidence will there be of what you will have accomplished by 2033?

- ✓ Advocacy is taking place/ongoing, with funding brief developed and updated regularly to strengthen advocacy efforts



#1 of 1 Long Term Objective
73% in favour

PROVIDE TOURISM-RELATED ADVISORY SUPPORT, AND GIVE INCENTIVES TO ENCOURAGE INVESTMENT IN DIVERSE TOURISM ASSETS AND ACCOMMODATIONS

1) Attract developers through incentive programs and business engagement events:

- Identify and promote available municipal incentives (e.g., tax credits, expedited permitting, infrastructure support) tailored to development goals
- Organize business mixers – curated networking events that showcase priority sites, present investment benefits, and facilitate dialogue between developers and municipal leaders
- Collaborate with economic development agencies to co-host events and extend outreach to regional and national developers
- Develop marketing materials highlighting development-ready locations and available resources
- Track developer interest and engagement following each event to evaluate strategy effectiveness

COST
N/A

DEADLINE
Early 2027

LED BY
CDC of Taché
RM of Taché

PARTNERS
Taché tourism committee

What evidence will there be of what you will have accomplished by 2033?

- ✓ Increased developer interest and investment driven by accessible incentives and personalized engagement opportunities

Continued...

2) Establish a development readiness taskforce:

- Create a working group with RM Administration, Planning, CDC, and local developers to identify barriers, streamline permitting, and prioritize infrastructure upgrades supporting new development
- Launch an investor relations outreach program
- Schedule quarterly check-ins with developers, builders, and commercial realtors to discuss available sites, market trends, and municipal support tools

COST

N/A

DEADLINE

Spring 2026

LED BY

Taché CDC

PARTNERS

CDEM

Manitoba Economic
Development,
Investment and Trade

What evidence will there be of what you will have accomplished by 2033?

- ✓ Taskforce is developed, active, and engaging with stakeholders to grow tourism-related investments

GOAL #3

EXPAND TOURISM PRODUCTS & EXPERIENCES ACTION PLAN

#1 of 4 Quick Win Objective
100% in favour

**BUNDLE EXISTING AGRITOURISM, NATURE, WELLNESS, GOLF, AND DINING ASSETS TO
CREATE VISITOR DAY PACKAGES**

1) Leverage existing assets to create visitor day packages:

- Approach and collaborate with CDEM and Travel Manitoba to create themed packages (e.g., “Farm-to-Table Wellness Escape” or “Nature & Nourish Day Out”)
- Coordinate with local tourism operators and service providers to make an inventory of regional attractions (e.g., create an agritourism corridor or seek participation in the SK MB agritourism corridor currently in development)
- Offer pricing strategies and online booking logistics support
- Elaborate a marketing campaign (digital, print, social media, discount codes from local businesses, Destination Canada via the SK MB agritourism corridor, local partnerships)
- Test a pilot launch and collect visitor feedback
- Run seasonal soft launches
- Approach and engage local influencers

COST

\$5,000 - \$15,000

DEADLINE

2028

LED BY

CDC of Taché
Ste. Geneviève tourism
committee

PARTNERS

Travel Manitoba
Destination Canada
Treaty Indigenous
groups

What evidence will there be of what you will have accomplished by 2033?

- ✓ Visitor day packages are created and offered to visitors; corresponding marketing campaigns are created and executed

#2 of 4 Quick Win Objective
97% in favour

**DEVELOP HERITAGE AND CULTURAL EXPERIENCES THEMED ON
THE TACHÉ HISTORIC SITE**

1) Create an interactive interpretive experience through a QR code walking trail:

- Develop interpretive content (e.g., history, ecology, culture)
- Offer trail mapping and signage installation with QR codes
- Have mobile-friendly landing pages or app integration for content access
- Coordinate a marketing and community launch to promote the experience

What evidence will there be of what you will have accomplished by 2033?

- ✓ Taché (Historic Site) QR code walking trail is developed and implemented

COST

\$5,000 - \$10,000

DEADLINE

2027

LED BY

CDC of Taché
Taché Historical Site
Committee

PARTNERS

EDO of Taché
Grant writing consultant

#3 of 4 Quick Win Objective
90% in favour

PURSUE FEDERAL OR PROVINCIAL FUNDING OPPORTUNITIES TO SUPPORT LOCAL BUSINESSES WITH ADVANCING THEIR DIGITAL CAPACITIES IN WEB-BASED SCHEDULING, BOOKING, AND PAYMENT OPTIONS

1) Hire a grant consultant to maximize funding opportunities

What evidence will there be of what you will have accomplished by 2033?

- ✓ Grant consultant hired; funding is secured to support the advancement of digital capacities (reservations, payment options, etc.)

COST
\$50,000
DEADLINE
December 2027
LED BY
RM of Taché
PARTNERS
Travel Manitoba PrairiesCan Province of Manitoba

2) Develop unique tourism accommodations at the Centre of Canada:

- Conduct research to identify the most suitable and cost-effective accommodations to invest in, with strong potential to attract tourists
- Ensure site preparation and necessary infrastructure (e.g., security cameras, utilities, signage, amenities)
- Develop an online booking platform with calendar, payment, and confirmation features
- Create marketing campaign to promote the new accommodations provincially and regionally

COST
\$50,000
DEADLINE
December 2027
LED BY
RM of Taché
PARTNERS
Travel Manitoba

What evidence will there be of what you will have accomplished by 2033?

- ✓ Accommodations with best ROI determined; site preparations completed (or in progress)
- ✓ Accommodations are constructed and available for use (or nearing completion); online platform exists for booking sites

#4 of 4 Quick Win Objective
90% in favour

FIND A SOLUTION FOR THE MANAGEMENT AND ONGOING CARE OF COMMUNITY-OWNED HISTORIC AND CULTURAL ASSETS CURRENTLY MANAGED BY VOLUNTEERS

1) Hire a consultant to develop a comprehensive asset management plan for all RM-owned properties:

- Create an inventory of community assets currently owned or managed by external parties, with follow-up to determine preferred ownership or partnership arrangements
- Conduct a condition assessment of RM properties
- Proceed with identification and documentation of community assets held by others
- Engage with current asset holders to explore future ownership or collaboration
- Ensure integration of findings into the RM's long-term infrastructure and financial planning

COST

\$70,000

DEADLINE

End of 2027

LED BY

RM of Taché

PARTNERS

Private funding
Foundations
Funding from all three levels of government

What evidence will there be of what you will have accomplished by 2033?

- ✓ Inventory completed; asset managers identified



#1 of 3 Long Term Objective
90% in favour

FURTHER DEVELOP LOCAL AND EXISTING “FIELD TO FORK” CULINARY EXPERIENCES

1) Build deeper connections between local farmers and culinary professionals to create authentic, seasonal menus:

- Identify tourism partners interested in agritourism
- Host networking events or “meet-the-producer” forums
- Facilitate supply chain coordination for fresh, local ingredients
- Encourage co-branded experiences (e.g., “Chef’s Table with Farmer X”)

2) Develop signature “field to fork” events:

- Organize seasonal dinners on farms or in unique rural settings
- Launch tasting tours or progressive meals across multiple venues
- Feature storytelling elements about the origin of ingredients

COST

\$5,000

DEADLINE

Summer 2026

LED BY

RM of Taché
EDO of Taché
CDC of Taché

PARTNERS

CDEM
Travel Manitoba

What evidence will there be of what you will have accomplished by 2033?

- ✓ Local “field to fork” culinary experiences have been developed, are promoted, and attract attendees
- ✓ Producer-chef partnerships have been created to execute these experiences

Continued...

3) Connect participating farms, restaurants, and food artisans into a cohesive visitor journey:

- Map out trail stops with signage and digital guides
- Offer a “passport” or loyalty program to encourage exploration
- Include educational stops (e.g., cheese-making, honey harvesting)

4) Provide training and support for experience design:

- Host workshops on culinary tourism, storytelling, and hospitality
- Share best practices for hosting guests on farms
- Offer toolkits for packaging and pricing experiences

5) Launch a coordinated marketing campaign:

- Develop a regional brand for “field to fork” experiences
- Promote through social media, tourism websites, and food influencers
- Partner with regional tourism boards and culinary associations

6) Pilot new experiences and gather feedback:

- Launch limited-time pop-up events or chef collaborations
- Collect visitor feedback through surveys and reviews
- Use insights to improve and scale successful models

COST
\$5,000

DEADLINE
Summer 2026

LED BY
RM of Taché
EDO of Taché
CDC of Taché

PARTNERS
CDEM
Travel Manitoba

What evidence will there be of what you will have accomplished by 2033?

- ✓ A well-mapped “field to fork” trail, loyalty program, and/or educational and culinary stops are developed
- ✓ Training and support are being provided, including sharing best practices
- ✓ Marketing campaign is developed and being executed

#2 of 3 Long Term Objective
95% in favour

**PROVIDE ADVISORY SUPPORT AND ENCOURAGE BUSINESSES TO CREATE ADDITIONAL
INDIGENOUS/MÉTIS EXPERIENCES, AGRITOURISM, ECO-TOURISM,
AND SOFT ADVENTURE PRODUCTS**

1) Organize a guided tour for local tourism businesses to visit exemplary farms and ecotourism enterprises, providing firsthand insight into best practices, operational models, and visitor experience strategies:

- Identify and coordinate with host sites (farms, eco-lodges, nature-based attractions)
- Recruit and register local tourism participants
- Plan itinerary, transportation, and learning sessions
- Facilitate post-tour debriefs and idea-sharing workshops

What evidence will there be of what you will have accomplished by 2033?

- ✓ Site visits planned and executed; evaluations conducted and next steps identified
- ✓ New ideas for local tourism experiences are outlined; partnerships are created to support the development of these experiences



COST
\$2,500

DEADLINE
Summer 2026

LED BY
Ste. Geneviève tourism
committee
Travel Manitoba

PARTNERS
Manitoba Métis
Federation
Local knowledge keepers
Local businesses
Volunteers

Continued...

2) Empower Indigenous and Métis tourism businesses to create and promote their tourism experiences:

- Engage directly with Indigenous and Métis communities through listening sessions and cultural gatherings
- Establish ongoing dialogue to understand needs, aspirations, and barriers
- Offer training in experience design, business planning, and tourism operations
- Facilitate mentorship opportunities with established Indigenous/Métis tourism leaders
- Assist with the creation of culturally rooted experiences such as storytelling, land-based activities, culinary events, and artisan workshops
- Ensure experiences are community-led and reflect authentic traditions and values
- Collaborate with regional and provincial tourism bodies to feature Indigenous/Métis experiences in campaigns
- Provide support for branding, digital presence, and storytelling through websites and social media
- Identify and share relevant grants, subsidies, and business development programs
- Help businesses navigate application processes and reporting requirements
- Showcase Indigenous and Métis tourism stories at events, in publications, and through media partnerships
- Create opportunities for peer learning and recognition within the tourism sector

COST

\$2,500

DEADLINE

Summer 2026

LED BY

Ste. Geneviève tourism
committee
Travel Manitoba

PARTNERS

Manitoba Métis
Federation
Local knowledge
keepers
Local businesses
Volunteers

What evidence will there be of what you will have accomplished by 2033?

- ✓ New Indigenous/Métis tourism experiences are created (or existing experiences are identified)
- ✓ Marketing campaigns are developed and executed
- ✓ Experience development is ongoing and supported

PROVIDE ADVISORY SUPPORT TO DEVELOP HERITAGE AND CULTURAL EXPERIENCES THEMED ON THE DAWSON TRAIL, THE GRAIN ELEVATOR, THE RIVER LOT SYSTEM, THE CENTRE OF CANADA, THE SISTINE CHAPEL OF THE PRAIRIE, AND THE TACHÉ HISTORIC SITE

- Bring together historians, cultural leaders, tourism experts, and community members to guide development

- ✓ Committee is developed and active; experience development is underway and ongoing

COST
\$30,000
DEADLINE
2028
LED BY
Taché Heritage Site Committee
PARTNERS
Manitoba Métis Federation Treaty 1 Indigenous groups Travel Manitoba



GOAL #4

PROMOTE COMMUNITY COLLABORATION & SUPPORT ACTION PLAN

#1 of 2 Quick Win Objective
100% in favour

SET UP A TOURISM ADVISORY VOLUNTEER COMMITTEE REPORTING TO COUNCIL, ASSIGN SPECIFIC TOURISM DEVELOPMENT-RELATED PORTFOLIOS TO EACH COMMITTEE MEMBER, AND MEET REGULARLY TO MONITOR PROGRESS

1) Create and launch an online tourism business funding information hub; develop a centralized information hub on the main website to show funding programs, grants, loans, and financial tools available to businesses:

- Create a dedicated subpage or section on both the CDC and municipal websites that link directly to the hub and include tailored local resources
- Partner with relevant stakeholders such as chambers of commerce, economic development officers, and provincial funding agencies to source timely and relevant content
- Design content for clarity and engagement, including visual guides, FAQs, and case studies of successful funding recipients
- Maintain and update the hub regularly to reflect new programs and deadlines

COST

\$2,500 - \$5,000

DEADLINE

Summer 2026

LED BY

EDO of Taché
Manitoba Southeast
Commerce Group

PARTNERS

Local businesses
Neighbouring
municipalities

What evidence will there be of what you will have accomplished by 2033?

- ✓ Online information hub is created and launched; is maintained and updated regularly to reflect new programs and deadlines

Continued...

2) Create partnership with CDEM to have an online business tourism funding information hub:

- Establish a comprehensive and user-friendly business tourism funding information hub on the website, including dedicated sections on both the CDC and municipal websites to increase visibility, streamline information access, and foster collaboration

What evidence will there be of what you will have accomplished by 2033?

- ✓ Centralized format is determined, developed, and live, with access to tourism funding opportunities and support programs



COST
\$0

DEADLINE
Spring 2026

LED BY
EDO of Taché

PARTNERS
CDEM
Local businesses
Neighbouring
municipalities

#2 of 2 Quick Win Objective
90% in favour

HOST TWICE-YEARLY COMMUNITY TOURISM FORUMS AND NETWORKING EVENTS

1) Work with CDEM's tourism and community economic development sectors to coordinate a networking event for municipal members, showcasing successful tourism initiatives to inspire collaboration and exchange best practices:

- Approach other tourism groups in the region to work with the CDEM to coordinate and host a dedicated networking event, inviting all municipal members to share tourism initiatives and achievements. The event will be designed to showcase replicable success stories, foster collaboration, and promote regional innovation in tourism development

COST

\$3,000

DEADLINE

Spring 2026

LED BY

Ste. Geneviève
tourism committee

PARTNERS

CDEM
RMED

What evidence will there be of what you will have accomplished by 2033?

- ✓ Forums and/or networking events are executed regularly and are well received (based on attendee surveys); new partnerships and collaborations are created



Continued...

2) Host a regional tourism business breakfast to foster partnerships:

- Select a date, time, and accessible venue (e.g., community centre, local hotel)
- Develop a theme or focus (e.g., “Growing Regional Tourism Together”)
- Create a detailed agenda including presentations, networking times, and Q&A
- Send formal invitations to:
 - Local tourism-related businesses (hotels, restaurants, attractions)
 - Neighbouring municipalities
 - Representatives from Travel Manitoba and Winnipeg Economic Development & Tourism
- Promote the event via email, social media, and local media outlets
- Invite guest speakers from Travel Manitoba and Winnipeg Economic Development & Tourism to share insights
- Include local business success stories and municipal tourism updates
- Provide a platform for open discussion and idea exchange
- Include structured networking activities (e.g., roundtable discussions, breakout groups)
- Provide contact cards or a shared directory for attendees
- Share a summary of key takeaways and action items with attendees
- Collect feedback through a post-event survey
- Use the event to initiate formal partnership discussions and future collaboration planning

COST
Minimal

DEADLINE
Quarterly

LED BY
EDO of Taché

PARTNERS
CDC of Taché

What evidence will there be of what you will have accomplished by 2033?

- ✓ Events take place regularly, with attendance from diverse tourism industries/organizations and positive feedback from participants
- ✓ New partnerships or collaborations are created
- ✓ Follow-up meetings or joint initiatives are scheduled and developed

#1 of 1 Long Term Objective
95% in favour

BUILD FORMAL PARTNERSHIPS, COLLABORATIONS, AND INFORMATION SHARING AMONG LOCAL BUSINESSES, NEIGHBOURING MUNICIPALITIES, TRAVEL MANITOBA, AND WINNIPEG ECONOMIC DEVELOPMENT & TOURISM

1) Establish a regional tourism partnership framework:

- Organize quarterly meetings with local businesses, municipalities, and tourism organizations to share updates, identify joint opportunities, and foster relationship-building
- Create a formal network or working group that includes representatives from Travel Manitoba, Winnipeg Economic Development & Tourism, and neighbouring municipalities to coordinate marketing, events, and visitor services
- Launch an online portal or newsletter for partners to share tourism data, event calendars, promotional materials, and best practices
- Formalize collaboration through MOUs outlining shared goals, responsibilities, and resource commitments among partners
- Collaborate on seasonal or thematic campaigns that promote regional attractions, leveraging each partner's audience and media channels
- Establish agreements where local businesses and tourism bodies promote each other's offerings through signage, brochures, and digital content
- Offer workshops or webinars on tourism trends, customer service, and digital marketing to strengthen partner capabilities and alignment
- Engage actively in Travel Manitoba and Winnipeg Economic Development & Tourism programs, grant opportunities, and strategic planning sessions

COST
\$25,000

DEADLINE
December 2033

LED BY
Travel Manitoba
CDEM & EDO

PARTNERS
Winnipeg Economic
Development & Tourism
RM of Taché

What evidence will there be of what you will have accomplished by 2033?

- ✓ Signed partnership agreements or MOUs with local businesses, municipalities, Travel Manitoba, and Winnipeg Economic Development & Tourism, and meeting minutes from joint planning sessions or stakeholder roundtables
- ✓ Collaborations and information sharing exist (e.g., strategic plans, tourism development frameworks, etc.)

GOAL #5

INCREASE SEASONAL ENGAGEMENT WITH YEAR- ROUND ATTRACTIONS & EVENTS ACTION PLAN

#1 of 2 Quick Win Objective
100% in favour

ENHANCE EXISTING TRAILS AND GUIDED OUTDOOR ACTIVITIES FOR WINTER

1) Obtain permits and insurance coverage for two key winter experiences:

Horse-drawn sleighrides

- Consult proper authorities to determine requirements for commercial sleighride operations
- Submit applications for land use permissions, commercial activity licenses, and any specific animal transport or animal welfare certifications
- Acquire liability insurance tailored to equine-based activities, including coverage for public safety, property damage, and animal-related incidents
- Prepare documentation detailing risk mitigation measures, emergency procedures, and driver training standards

Guided snow-shoe walks

- Apply for trail usage permits, especially if routes cross public parks, conservation areas, or private land
- Secure coverage that includes guided tours, participant accidents, and environmental liability
- Ensure guides possess recognized training in wilderness safety and first aid, and include documentation in permit applications
- Demonstrate eco-friendly practices and trail impact management to strengthen permit approvals

COST

\$3,000

DEADLINE

Winter 2027

LED BY

RM of Taché

PARTNERS

Travel Manitoba
CDEM

What evidence will there be of what you will have accomplished by 2033?

- ✓ Activities can be scheduled with approved permits, valid insurance policies, and compliance records in place

Continued...

2) Conduct a comprehensive survey of available trails within the RM:

- Identify suitable trails for seasonal activities with varied terrain, scenic value, and safe conditions
- Evaluate accessibility, environmental impact, and regulatory considerations
- Compile existing trail maps from municipal databases, conservation authorities, and outdoor recreation groups
- Include on-site inspections to assess trail conditions, width (for sleighs), snow coverage, elevation, and potential hazards
- Create a detailed survey report including trail suitability, usage capacity, and recommendations for enhancement or signage for seasonal activities

COST

\$0

DEADLINE

Mid-2026

LED BY

RM of Taché

PARTNERS

CDC of Taché

What evidence will there be of what you will have accomplished by 2033?

- ✓ List of viable trails optimized for year-round recreation is developed



Continued...

3) Secure financial resources to support the planning, construction, and promotion of trail infrastructure at the Taché Heritage Site, enhancing community recreation and heritage tourism:

- Explore municipal, provincial, and federal grant programs (e.g., Trails Manitoba, Canadian Heritage), as well as private foundations and corporate sponsors
- Develop a compelling funding proposal that includes:
 - Project rationale and community impact
 - Trail designs and accessibility standards
 - Budget breakdown and timeline
 - Environmental sustainability practices
- Host public consultations or fundraising events to demonstrate local support to strengthen funding applications
- Outline metrics to evaluate progress and ensure transparent use of funds

COST

\$300

DEADLINE

Mid-2026

LED BY

Taché Heritage Site
Committee

PARTNERS

RM of Taché
Taché tourism
committee

What evidence will there be of what you will have accomplished by 2033?

- ✓ Funding secured, high-quality trails developed and maintained to encourage use in all seasons

#2 of 2 Quick Win Objective
100% in favour

ENCOURAGE PROGRAMMING FOR HOLIDAYS (E.G., THANKSGIVING, HALLOWEEN, MOTHER'S DAY, FATHER'S DAY, EASTER) AND OTHER EVENT THEMES (E.G., FARM EVENTS, INDOOR EVENTS), AND OFFER SPECIALS SUCH AS RESTAURANT AND GIFT SHOP SPECIALS

1) Develop and offer seasonal toolkits to businesses to help them engage with customers, boost sales, and create festive experiences during the holiday period:

- Create and distribute ready-to-use posters, digital graphics, and signage templates with holiday themes
- Offer them prewritten captions, hashtags, and image packs for festive online campaigns
- Include guides for storefront decoration and themed product bundles
- Generate ideas for syncing promotions with local holiday parades, markets, tree-lightings, holiday contests, loyalty rewards, and giveaways

COST
\$1,000-\$2,500

DEADLINE
Spring of 2027

LED BY
CDC of Taché
Taché tourism
committee

PARTNERS
RM of Taché

What evidence will there be of what you will have accomplished by 2033?

- ✓ Businesses are equipped with “plug-and-play solutions” for holiday marketing and customer engagement



Continued...

2) Coordinate a collaborative framework to schedule engaging recreational events at key tourism destinations – including the Centre of Canada – by working with the recreation coordinator:

- Set regular planning meetings with the recreation coordinator to align goals, share calendars, and identify overlapping opportunities
- Select tourism destinations with high visitor appeal and logistical feasibility, starting with the Centre of Canada, local parks, and heritage sites
- Curate a diverse event lineup, such as winter festivals, guided tours, fitness challenges, heritage celebrations, ATV/cross-country skiing, snowmobiling, snowshoeing and seasonal workshops
- Align with peak tourism periods and community calendars
- Determine staffing needs, volunteer support, materials, and promotional efforts for each site and event
- Partner with local businesses, tourism boards, and media outlets to promote events
- Cross-promote through economic development channels and digital campaigns
- Implement attendee surveys and stakeholder debriefs to improve future planning and expand impact

COST
\$0

DEADLINE
Fall 2026

LED BY
RM of Taché
Centre of Canada

PARTNERS
Local businesses
EDO

What evidence will there be of what you will have accomplished by 2033?

- ✓ Consistent and engaging programming exists and is offered across major tourism attractions/sites
- ✓ Joint tourism and recreation programming initiatives exist

#1 of 2 Long Term Objective
93% in favour

**ALLOCATE MUNICIPAL FUNDING FOR ENHANCED SOCIAL MEDIA PROMOTION OF WINTER
AND THEMED EVENTS**

1) Amplify social media promotion for themed events:

- Identify key channels (e.g., Facebook, Instagram, TikTok, and X) and tailor content formats (e.g., reels, stories, and posts) that suit audience behaviour
- Build a promotional timeline aligned with event milestones, including teaser releases, behind-the-scenes previews, countdowns, and live coverage
- Design consistent themed assets, including logos, colour palettes, hashtags, and video intros, for a recognizable event identity
- Launch interactive campaigns (e.g., polls, giveaways, and “tag-a-friend” challenges) to deepen engagement and broaden reach through shares
- Collaborate with local creators, tourism pages, and businesses for cross-promotion and user-generated content
- Allocate budget for targeted boosts and geofenced promotions to reach new demographics and visitors

COST
\$2,000

DEADLINE
Next budget

LED BY
CDC of Taché

PARTNERS
RM of Taché
Private businesses

What evidence will there be of what you will have accomplished by 2033?

- ✓ Campaigns are created and executed
- ✓ Social media reach/engagement is increasing (measured by online metrics)

Continued...

2) Develop a comprehensive marketing plan and collaborate with the RM for funding:

- Analyze target audiences, existing outreach efforts, and regional trends to guide strategy development
- Include campaign objectives, messaging, channels (print, digital, social), timeline, and KPIs to measure success
- Initiate meetings with RM representatives to present plans, align with community priorities, and explore funding opportunities
- Develop clear funding proposals with budgets, expected outcomes, and community impact tailored to RM grant or sponsorship guidelines
- Ensure RM involvement is reflected in promotional materials to showcase shared investment and community collaboration
- Review results and regularly refine strategy based on analytics and RM input

COST

\$5,000

DEADLINE

Spring 2027

LED BY

CDC of Taché
EDO of Taché
RM of Taché
Taché tourism committee

PARTNERS

Influencers

What evidence will there be of what you will have accomplished by 2033?

- ✓ Allocation of RM funding support is approved
- ✓ Marketing plan is developed and being executed
- ✓ Strengthened partnerships exist with the RM

Continued...

3) Collaborate with high schools to co-create social media content:

- Connect with educators, media teachers, and student clubs (marketing, journalism, film, etc.) at local high schools and colleges
- Set shared goals for themes, event promotion, and seasonal campaigns, linking student creativity with community initiatives
- Pair students with professionals or local businesses for coaching in digital storytelling and branding
- Allow students to focus on content suited to their strengths (e.g., video reels for Instagram, photo stories for Facebook, and trend challenges for TikTok)
- Celebrate student contributors through shoutouts, certificates, reference letters, or contest prizes
- Provide constructive review sessions and collect insights to strengthen both quality and learning outcomes

COST
\$0

DEADLINE
Ongoing

LED BY
EDO of Taché

PARTNERS
Local school divisions

What evidence will there be of what you will have accomplished by 2033?

- ✓ Collaborations with high school students exist; students are actively developing content and gaining professional experience

#2 of 2 Long Term Objective
92% in favour

DEVELOP SEASONAL FESTIVALS, FARMERS' MARKETS, AND EVENTS

1) Collect and support performer, vendor, and artisan participation:

- Establish recruitment plans and incentive packages for farmers, crafters, food makers, and artists
- Provide training, marketing support, and streamlined registration for small businesses
- Partner with regional cultural groups for artists, and local farms or cooperatives for fresh, seasonal produce offerings

What evidence will there be of what you will have accomplished by 2033?

- ✓ Signed agreements or contracts with performers, vendors, and artisans, along with a confirmed roster or schedule of participants



COST
\$1,000-\$3,000

DEADLINE
Winter 2026

LED BY
CDC of Taché
EDO

PARTNERS
Centre of Canada
Committee
Manitoba Métis
Federation

Continued...

2) Establish a community-centered farmers' market that serves as a catalyst for regional agricultural growth, strengthens the visibility and viability of small-scale producers, and enhances public access to fresh, seasonal products within a dynamic, inclusive public space:

- Prioritize participation from farmers and producers based within the region to foster local pride and keep economic benefits circulating locally
- Offer logistical resources, marketing assistance, and collaborative programming to help small vendors thrive
- Design the market experience to attract and serve a wide demographic – from neighbourhood families to spontaneous visitors – with events, tastings, and educational content about seasonal food options
- Select and shape the public venue to encourage social interaction, walkability, and cultural exchange, creating a weekly community ritual

COST

\$7,000

DEADLINE

June 2025

LED BY

CDC of Taché
EDO of Taché
Centre of Canada
Committee

PARTNERS

EFL Academy
Three levels of
government
Local entrepreneurs
Manitoba Southeast
Commerce Group

What evidence will there be of what you will have accomplished by 2033?

- ✓ Local farmers and small producers regularly participate in the farmers' market – new and reoccurring vendors – who offer a wide variety of regional, seasonal goods that are consistently available
- ✓ Market is enhanced with programming such as events, tastings, and workshops

Continued...

3) Build and operate a seasonal outdoor skating rink at the Centre of Canada site during the winter months to enhance visitor engagement and promote year-round tourism:

- Evaluate terrain, drainage, and accessibility for rink installation
- Determine optimal rink size and layout based on space and expected foot traffic
- Secure necessary municipal or provincial permits for seasonal operation
- Coordinate with local authorities for safety and compliance
- Acquire rink materials (liners, boards, water source, lighting)
- Install temporary facilities (warming hut, benches, signage)
- Hire staff or volunteers for ice maintenance and visitor support
- Schedule regular ice resurfacing and safety checks
- Launch a winter campaign highlighting the rink as a destination
- Partner with local businesses and tourism boards for cross-promotion
- Organize themed skating events, music nights, or artisan markets
- Talk to EFL Academy

COST
TBD

DEADLINE
December 2028

LED BY
EDO of Taché
Volunteers
Centre of Canada

PARTNERS
EFL Academy
RM of Taché
CDC of Taché

What evidence will there be of what you will have accomplished by 2033?

- ✓ Operational documentation, permits, and approvals exist; rink is installed seasonally and is operational/used
- ✓ A successful marketing campaign is implemented, measured by online metrics, visitor numbers and user feedback

Merci

Thank you

Armand Poirier – Mayor

Cécile Dumesnil – CDC Taché

Allan Rau – CDC Taché

Melanie Gamache – Ste. Genevive Tourism Committee

Esha Saini – Centre of Canada Committee

Danielle Serceau – Centre of Canada Committee

Michelle de Rocquigny – Centre of Canada Committee

Shelly Johnson – Community Futures

Dave Smith – Community Futures

Katie Fowler – CDEM



CDEM

*Entreprendre le meilleur.
Construire l'avenir.*

MERCI THANK YOU

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