## **Attachment 2: MAT Estimated Timelines**

Project Initiation

Jan to May 2025

- Environmental scan other municipalities
- Economic Impact Assessment Financial forecast
- Develop communications and engagement plan
- identify governance structureinternal

Developing the framework

March to December 2025

- Develop website and communication materials
- Develop short term accommodation bylaw and licensing process
- Engagement with relevant sectors
- Identify administration structure
- •Council report on the STA licensing

Establish Destination
Management
Organization

January - August 2026

- Engagement with relevant sectors
- •implement STA licensing Jan 2026
- Identify governnance structure external - not for profit

Implement the framework

Sept to December 2026

- Form DMO and develop tourism and marketing strategy
- •Establish DMO
- Communicate the MAT

Implement the MAT

January 2027

- Hire staff
- Implement the MAT