



OPERATIONAL PLAN *2014-2017*



NOVEMBER 20, 2013



Operational Plan 2014-17

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1.0 VISION, MISSION, GOALS AND OUTCOMES

1.1 Vision, Mission, Goals, and Outcomes

The Rivers West **Vision** is: *“To make Manitoba’s Red River a destination.”*

The Rivers West **Mission** is: *“Build on the Red’s Canadian Heritage River status to pursue sustainable economic development along the Red River Corridor through tourism and conservation.”*

The long term **Goals** for Rivers West are to work in partnership with its stakeholders to accomplish the following:

- Goal #1: **Natural Environment** – restore and protect the Red River’s natural environment through the application and encouragement of sustainable practices to help improve the ecological health of the Red River and its eco-systems
- Goal #2: **Cultural and Heritage** – bring to life the richness of the Corridor’s culture and history through product development, activities, and education to increase the level of tourism attributable to the Red River
- Goal #3: **Recreation** – support the development of sustained year-round recreational use of the Red River and its corridor through passive and active opportunities.
- Goal #4: **Infrastructure** – as part of an integrated vision plan, develop community sustainable infrastructure to support access to the Red River and the corridor’s attractions.
- Goal #5: **Marketing and Promotion** – promote and market the conservation and tourism opportunities of the Red River and its corridor regionally, provincially, nationally, and internationally.

1.2 Strategic Direction

The strategic direction for Rivers West over the next three (3) years is to work in partnership with stakeholders to make the Red River Corridor a destination that is ready for market on a regional, provincial, national and international level by:

- being the proponent and facilitator of developing **sustainable practices** and projects to improve health of the Red River and its ecosystems;
- being the proponent and facilitator of working with the communities in the implementation of the Vision 2030 plan;
- continuing to be a depository of information and connectivity for all stakeholders along the Red River Corridor;
- actively pursuing infrastructure renewal and development, in particular, of **significant projects** that can serve as catalysts for further development initiatives; and
- Creating sustainable and targeted **development, marketing and promotion** efforts in areas of product development, education, and conservation initiatives, including greenways.

1.3 The Red River: A Canadian Heritage River

In June 2007 the Red River was designated as a Canadian Heritage River. In support of the designation, a comprehensive management plan was developed by Rivers West entitled A Management Approach for the Red River in Manitoba (October 2006).

The Operational Plan that follows is intended to support the Management Approach outlined in that document and to be consistent with the mission that accompanies the designation:

Rivers West will, in working directly with all levels of government, all key stakeholders and citizens, facilitate and encourage a cooperative and integrated management approach that will recognize, promote and sustain the cultural heritage values for which the Red River has been designated a Canadian Heritage Rivers System, as well as the River's natural heritage and recreational values.

2.0 Implementation Strategy and Priorities

The Strategic Direction commits to promoting the development of projects outlined in the Vision 2030 Plan, to be an advocate of active transportation and recreation along the Corridor, and to furthering of efforts in product development and promotion. Rivers West intends to proceed along the following lines.

2.1 2030 Vision Plan

The Vision Plan is intended to accommodate and integrate the local plans and enhancements of each of the various stakeholders, creating a clear picture of what the Red River Corridor would offer in 15 years. This includes incremental greenway and natural environment enhancements, a comprehensive active transportation and recreational plan, culture and heritage products, hospitality facilities, as well as infrastructure.

Overall, the intent is to:

- evoke images of a specific unified destination;
- ensure that incremental projects are consistent with the long term vision;
- strengthen support and commitment among stakeholders;
- provide a lens through which priorities can be set and resources allocated;
- clarify the Red River Corridor's position in the marketplace while establishing a focus for marketing and promotion.

2.2 Sustainable Environmental Water Management Practices

Achieving success in sustainable water management practices requires various levels of engagement and collaboration by all stakeholders of the Red River Corridor as well as all levels of government. Throughout this collaboration, projects can be undertaken and practices can be implemented to improve the quality of our water, riverbank stabilization, and restore riparian habitat. From a social perspective this addresses capacity building and involves financial commitment and community engagement in order to make a difference.

Strategy:

As the ecological health of the Red River, its tributaries and Lake Winnipeg are becoming perilous, Rivers West shall work in collaboration with all levels of government and other stakeholders to develop projects, strategies and practices that will reduce phosphorous levels, increase wetlands, improve riverbank stabilization, restore riparian habitat, and improve water management practices resulting in a positive impact on water quality throughout the basin.

Priorities:

The immediate priorities are to:

- develop teaching tools that complement the Water On the Land – Sustainable Stormwater Management Resource Guide focused on the local community and schools to increase water awareness, best water use practices, and child play pedagogy;
- build understanding and support among stakeholders;

- interact and work in partnership with the province, the Lake Friendly Stewards Alliance, Lake Winnipeg Foundation, and the Red River Basin Commission
- stay informed as to what action the province is planning and/or implementing

2.3 Natural, Cultural and Recreational Riches of the Red River and its Corridor

Description:

As facilitators, Rivers West needs to consider how the individual, the communities, the built and natural environment, the natural, recreational, and cultural workforce, can work together with other stakeholders and local governments to realize the opportunities the Red River and the communities along the corridor offer.

Strategy:

This strategy is being devised to promote a shared understanding of how the Red River's cultural, natural and recreational assets can enhance the lives of people who live in the Red River Corridor; to highlight the Red River's status as a designated heritage river; to showcase the rich history of the corridor; to demonstrate how culture can be used to strengthen the individual, collective and economic wellbeing of the region, and to set out our intentions and actions to deliver those intentions in a way that will benefit the Corridor as a whole.

Priorities:

Rivers West aims to protect the Red River and the corridor's existing strengths by being passionate and responsible stewards of the Red River and the region's built and natural environment.

Enjoying open space, engaging in creative activity, discovering the local history of an area, contributing to the maintenance and improvement of the physical surroundings and all natural, cultural and recreational pursuits which benefit individuals' physical and mental health and wellbeing.

2.4 Marketing and Promotion

Description:

Much has been done in terms of identification of key target markets for product development, education, and conservation initiatives including greenways. The intent is to continue along this path, and review target markets to support the existing initiatives while pursuing opportunities for further progress and taking into consideration the trends for communication to the public. In doing so, Rivers West will develop partnerships with industry leaders and others in order to avoid duplication of effort, maximize the use of resources, and create new products and applications.

Strategy:

It was identified through the Board's Strategic Plan that a number of potential partnerships could be struck that would effectively assist Rivers West in the pursuit of its mission and goals. Efforts will be made to identify and build partnership that relate to the promotion of the Red River as a designated Canadian Heritage River. The Board of Directors and Executive Director's contacts and knowledge will be instrumental in moving forward in this area.

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The immediate priorities are to:

- identify potential partners;
- identify new potential projects (and their associated target markets);
- clarify expectations (seek win/win opportunities);
- establish one-to-one relationships with key individuals;
- pursue and provide input on the development of new technologies for tours and points of interest

3.0 Administrative Priority

3.1 Membership

Description:

Pursuant to the Province of Manitoba's decision in January 2013 to withdraw operational funding to the organization, the Board of Directors developed a membership structure that would provide base operational funding for the organization. The membership fees were structured on a .25 per capita basis for local and municipal governments, and a set fee structure for individuals, organizations and businesses. Rivers West is reliant on the membership fees to operate.

Priority:

- Secure multi-year membership commitments from local governments; obtain support from corporations and other Corridor stakeholders.
- Continue to advocate government for reinstatement of base operational support.
- Increase membership base in an efficient manner.

3.2 Human Resources

Description:

The Board of Directors of Rivers West is comprised of local government, Red River Basin Commission, and CDEM appointees located between Emerson and Lake Winnipeg, as well as members at large who are elected annually. These representatives are very busy in their own communities and employments and do not have time to manage the affairs and implement the action plan of Rivers West. For this reason, it is imperative that the organization employ individuals to undertake this work.

Rationale:

Management and Administrative support services ensure that the strategic plan is implemented in a strategic and sustainable manner and duties related to the management of multiple projects and administrative tasks are undertaken. It also addresses the increasing number of enquiries and requests for information from the public and project partners, as well as ensuring regular updates of the websites and social media pages of the organization.

Priority:

Assure administrative support for organization is maintained.

4.0 Objectives and Activities

The business of Rivers West will be undertaken in accordance with the following objectives and activities projected over the next three years. Strategic priority objectives from Section 1.1 are highlighted.

OBJECTIVE	ACTIVITIES		
	2014-15	2015-16	2016-17
Goal #1: Natural Environment – restore and protect the Corridor’s natural environment through the application and encouragement of sustainable practices.			
1.1 Promote the restoration and protection of the Red River Basin	<p>Re-establish discussions on Greenway initiative (US & MB stakeholders). Advocate and participate in at least two meetings to address new initiatives and best practices of planned greenways/trails</p> <p>Participate on Red River Basin Commission (RRBC) conference committee and as sponsor/ participant of 2015 conference in Fargo</p> <p>Assist Town of Emerson in creating connection of the Red River Trail and Crown Wing Trail between Pembina, ND and the Province of Manitoba.</p> <p>Participate on the RRBC Manitoba Chapter committees</p> <p>Lobby provincial wildlife officials to insure proper fishing techniques are used to prevent over fishing and abuse which result in the loss of the trophy fish</p>	<p>Advocate and participate in at least two meetings to address new initiatives and best practices of planned greenways/trails.</p> <p>Participate on RRBC conference committee and as sponsor/ participant of 2016 conference</p> <p>Assist Town of Emerson in creating connection of the Red River Trail and Crown Wing Trail between Pembina ND and the Province of Manitoba.</p> <p>Participate on the RRBC Manitoba Chapter committees</p> <p>Work with provincial wildlife officials to implement proper fishing techniques are used to prevent over fishing and abuse which result in the loss of the trophy fish</p>	<p>Advocate and participate in at least two meetings to address new initiatives and best practices of planned greenways/trails.</p> <p>Participate on RRBC conference committee and as sponsor/ participant of 2017 conference</p> <p>Participate on the RRBC Manitoba Chapter committees</p>
1.2 Enhance riverbank quality through the promotion and expansion of Operation Clean-Up.	Encourage expansion of program with addition of one new municipality and one new sponsor.	Encourage expansion of program with addition of one new municipality and one new sponsor	Encourage expansion of program with addition of one new municipality and or new sponsor
1.3 Increase public awareness through the development of educational materials and tours.	<p>Finalize audience targeted tours related to flooding north of Winnipeg and Flood Watch.</p> <p>Work with and support stakeholders on bio-retention projects.</p> <p>Expand the usage of the existing curriculum guides on Water Basins, Habitat and H2O IQ</p> <p>Complete Phase II of Water On the Land - Stormwater Management project.</p>	<p>Find funds to develop new audience targeted tour related to flooding from Selkirk to Lake Winnipeg</p> <p>Expand the usage of the curriculum guides. Review existing curriculum guides to ensure material is still pertinent and usable with smart boards.</p> <p>Explore development of 1 new curriculum guide.</p> <p>Work with and support stakeholders on bio-retention projects.</p> <p>Expand the usage of the existing curriculum guides on Water Basins Habitat and H2O IQ</p>	<p>Find funds to develop audience targeted tour educational materials related to natural areas and conservation</p> <p>Expand the usage of the curriculum guides.</p>
1.4 Work with partners to increase land devoted to greenway development and water stewardship.	<p>Manage activities of Winnipeg Trails in the completion of greenways, trailheads and KM markers.</p> <p>Support and participation in the activities of RRBC and environmental NGOs as appropriate.</p> <p>Support infrastructure projects related to greenways and pathways in communities along corridor, the City of Winnipeg, and the Trans Canada Trail.</p> <p>Work collaboratively with relevant partners to encourage their projects are aligned with the RW vision and mission, and Vision 2030 Plan.</p>	<p>Support the activities of Govt, RRBC and environmental NGOs as appropriate.</p> <p>Work collaboratively with relevant partners to encourage their projects are aligned with the RW vision and mission, and Vision 2030 Plan.</p>	<p>Continue to promote programs and increase awareness</p> <p>Support the activities of Govt, RRBC and environmental NGOs as appropriate.</p> <p>Work collaboratively with relevant partners to encourage their projects are aligned with the RW vision and mission, and Vision 2030 Plan.</p>

OBJECTIVE	ACTIVITIES		
	2014-15	2015-16	2016-17
Goal #1: Natural Environment – restore and protect the Corridor’s natural environment through the application and encouragement of sustainable practices (continued)			
1.5 With partners, identify potential riparian forest protection and conservation pilot projects.	<p>Continue to support The Forks in the development of the riparian project initiated in 2012.</p> <p>Consult with partners to identify and initiate priority projects.</p> <p>Support preservation and conservation projects, assist in coordination and promotion.</p> <p>Assist in lobbying government on the effectiveness of dredging and encourage resurrection of program.</p> <p>Collaborate with stakeholders to establish conservation riparian buffer zones alongside watercourses</p>	<p>Support preservation and conservation projects, assist in coordination & promotion.</p> <p>Work in partnership with partners to develop identified priority projects.</p> <p>Assist in lobbying government on dredging and encourage resurrection of program</p> <p>Collaborate with stakeholders to establish conservation riparian buffer zones alongside watercourses</p>	<p>Support preservation and conservation projects, assist in coordination and promotion.</p> <p>Work in partnership with partners to completed priority projects identified in previous year</p> <p>Collaborate with stakeholders to establish conservation riparian buffer zones alongside watercourses</p>
1.6 Promote Healthy Living through use of active transportation throughout Corridor	<p>Coordinate International Winter Cycling Congress (Feb 12-16)</p> <p>Take the lead on International Trails Day held in June and work in partnership with Trail Groups</p> <p>Promote Bike and Ice to Work Day, and other community driven events</p> <p>Collaborate with St Boniface Hospital Research Foundation in a research project promoting active transportation as a means of reducing cardiac conditions in adults</p> <p>Support trail association initiatives</p> <p>Work with communities to develop Active Transportation and other recreational activities throughout the corridor as set out in Vision 2030 plan</p>	<p>Take the lead on International Trails Day held in June and work in partnership with Trail Groups</p> <p>Promote Bike and Ice to Work Day, and other community driven events Continue collaborating on research project</p> <p>Support trail association initiatives</p> <p>Work with communities to develop Active Transportation and other recreational activities throughout the corridor as set out in Vision 2030 plan</p>	<p>Take the lead on International Trails Day held in June annually and work in partnership with Trail Groups</p> <p>Promote Bike and Ice to Work Day, and other community driven events project</p> <p>Support trail association initiatives</p> <p>Work with communities to develop Active Transportation and other recreational activities throughout the corridor as set out in Vision 2030 plan</p>
1.7 Provide leadership and support to initiatives undertaken through trails along the Red River Corridor	<p>Provide resources and admin support for Winnipeg Trails Association (WTA)</p> <p>Promote and support initiatives of trails along the Red River Corridor.</p> <p>Collaborate with RRBC, Pembina & Emerson on creation of cross-border trail</p>	<p>Provide resources and admin support for WTA.</p> <p>Promote and support initiatives of trails along the Red River Corridor</p> <p>Collaborate with RRBC, Pembina & Emerson on creation of cross-border trail</p>	<p>Provide resources and admin support for WTA.</p> <p>Promote and support initiatives of trails along the Red River Corridor</p> <p>Collaborate with RRBC, Pembina & Emerson on creation of cross-border trail</p>
1.8 Encourage communities to partake in conserving and protection of trees along the corridor	<p>Plan, organize, and promote Amazing Tree Quest throughout Corridor in partnership with MFA</p> <p>Expand Amazing Tree Quest campaign and program through partnerships with conservation and stewardship (Govt & NGO). Explore creation of geocaches with heritage tree program</p> <p>In partnership with MFA & the province, develop concept for interpretive tree signage.</p> <p>Seek funding for signage project</p>	<p>Incorporating geocaching into the program.</p> <p>Work with communities to implement and maintain geocaches</p> <p>Implement tree signage in concert with heritage tree program</p> <p>Seek funding for signage projects</p>	<p>Proceed with supply and installation of tree interpretive signage where all heritage trees are located.</p>

OBJECTIVE	ACTIVITIES		
	2014-15	2015-16	2016-17
Goal #2: Cultural and Heritage – bring to life the richness of the Corridor’s culture and history through activities and education.			
2.1 Promote culture and heritage education through the development and distribution of curriculum guides and resources.	<p>Translate <i>A Family Journey – River Road Interpretive Project</i> into Cree. and distribute to all schools throughout the province</p> <p>Promote and distribute Historic Places of the Red River curriculum guides with resource kit via the web</p> <p>Attend Education conferences to promote resource guides</p> <p>Promote and assist Corridor partners resources in development of cultural & heritage resources</p> <p>Collaborate with MB Education and Bureau de l’éducation française to review existing guides for accuracy and relevancy</p>	<p>Develop one new targeted and sustainable resource on culture and heritage</p> <p>Promote and distribute Historic Places of the Red River curriculum guides with resource kit.</p> <p>Attend Education conferences to promote curriculum resource guides</p> <p>Promote and assist Corridor partners resources in development of cultural & heritage resources</p> <p>Create links to regional Web sites to make local heritage more available and as a resource for students studying local history and to tourists interested in investigating some of the more interesting sites of the district are definite opportunities.</p>	<p>Promote and distribute resource on culture and heritage</p> <p>Promote and distribute Historic Places of the Red River curriculum guides with resource kit.</p> <p>Attend Education conferences to promote curriculum resource guides</p> <p>Promote and assist Corridor partners resources in development of cultural & heritage resources</p> <p>Create links to regional Web sites</p>
2.2 Promote and organize events to promote Canadian Rivers Day and Louis Riel Day	<p>Seek funding to create an event in collaboration with partners to promote and create awareness around Canadian Rivers Day held in mid-June annually</p> <p>Promote events that celebrate Louis Riel Day (Feb17)</p>	<p>Seek funding to create an event in collaboration with partners to promote and create awareness around Canadian Rivers Day held in mid-June annually</p> <p>Promote events that celebrate Louis Riel Day</p>	<p>Seek funding to create an event in collaboration with partners to promote and create awareness around Canadian Rivers Day held in mid-June annually</p> <p>Promote events that celebrate Louis Riel Day</p>
2.3 With partners, support stakeholders in development of sustainable cultural and heritage projects that are in line with the organization’s vision and mission	<p>Work with St. Boniface Cathedral to obtain national heritage designation for the site</p> <p>Continue to support partners in the RM of St. Clements for development of Regional Heritage Website and activities</p> <p>Assist other communities wanting to develop sustainable cultural and heritage projects</p>	<p>Work with St. Boniface Cathedral to obtain national heritage designation for the site</p> <p>Collaborate with partners to develop a heritage tour for Hwy 9 north looping back along Hwy 59</p> <p>Assist other communities wanting to develop sustainable cultural and heritage projects</p>	<p>Collaborate with Develop with partners a heritage tour on Hwy 75 south of Winnipeg and looping back along Hwy 59</p> <p>Collaborate with Destination Lockport in development of Keenosewen Interpretive Centre</p> <p>Assist other communities wanting to develop sustainable cultural and heritage projects</p>
2.4 Promote and organize events in partnership with stakeholders for Canada’s 150th and the bicentenary (2018) of the Red River Colony	<p>Assist Mb Trails, Crow Wing and Red River North to complete missing links of TCT by 2017</p> <p>Partner with stakeholders to develop program for 2017 celebrations in communities along Corridor</p> <p>Participate on 2018 planning committee team</p>	<p>Assist Mb Trails, Crow Wing and Red River North to complete missing links of TCT by 2017</p> <p>Partner with stakeholders to develop program for 2017 celebrations in communities along Corridor</p> <p>Participate on the 2018 planning committee team</p>	<p>Assist Mb Trails, Crow Wing and Red River North to complete missing links of TCT by 2017</p> <p>Help Organize and support 2017 celebrations in communities along Corridor</p> <p>Participate on the 2018 planning committee team</p>
2.5 Creation and implementation of signage along Red River Corridor	<p>Meet with stakeholders to identify & prioritize signage along Corridor as identified in Vision 2030 plan</p> <p>Seek funding for signage project</p> <p>Create and implement signage along the Red River Corridor</p> <p>Investigate the possibility of creating an historical and interpretive signage program</p>	<p>Further study the creation of an historical & interpretive signage program on the River.</p> <p>Seek funding for signage projects</p> <p>Continue the development of historical and interpretive signage program on the River.</p>	<p>Pursue interpretive signage projects identified as priorities by stakeholders</p> <p>Continue the development of historical and interpretive signage program on the River.</p>

OBJECTIVE	ACTIVITIES		
	2014-15	2015-16	2016-17
Goal #3: Recreation – support year-round recreational use of the Corridor through passive and active opportunities.			
3.1 Promote the Red River through the promotion and support of recreational itineraries, events and tours.	<p>In concert with Travel Manitoba and DMOs, support and promote angling and outfitters' itinerary/tour package on angling.</p> <p>Develop a partnership with anglers and outfitters to become informed of their businesses and activities.</p> <p>Stay abreast and promote fishing and canoe derbies along the Red River Corridor</p> <p>Create new geocaches in concert with communities along Corridor. Look into fabricating a ROTR (define) token for caches</p> <p>With partners, develop a fishing location guide for the Red River. Dedicate a page in TM guide on Red River fishing</p>	<p>In concert with Travel Manitoba and DMOs, support and promote angling and outfitters' itinerary/tour package on angling.</p> <p>Stay abreast of and promote fishing and canoe derbies along the Red River Corridor</p> <p>Create new geocaches in concert with communities along Corridor</p> <p>Launch Red River fishing location guide</p>	<p>In concert with Travel Manitoba and DMOs, support and promote angling and outfitters' itinerary/tour package on angling.</p> <p>Stay abreast of and promote fishing and canoe derbies along the Red River Corridor</p> <p>Develop one additional route.</p>
3.2 Implementation of Vision 2030 Recreational plan	Work with communities and stakeholders in the development of recreational projects and initiatives along corridor.	Work with communities and stakeholders in the development of recreational projects and initiatives along corridor.	Work with communities and stakeholders in the development of recreational projects and initiatives along corridor.

Goal #4: Infrastructure – as part of an integrated master plan, develop community infrastructure to support access to the Corridor's attractions.

4.1 Augment the efforts in the development of infrastructure projects identified in the Vision 2030 plan	<p>Identify two infrastructure projects identified in the Vision 2030 plan - for example: - Support St. Andrews, St. Clements and Selkirk to develop a waterfront development project - Work with Emerson in the development of the KOA campground</p> <p>Assist in leveraging funds for infrastructure projects.</p> <p>Provide information to stakeholders on infrastructure funding opportunities</p> <p>Support communities along corridor in the development of their infrastructure projects.</p> <p>Continue to partners with stakeholders in the riverbank development enhancement project between the Norwood and Provencher bridges in Wpg</p>	<p>Continue to assist in leveraging funds for infrastructure projects</p> <p>Develop enhancements to complement the project: eg. interpretive signage, high-profile events, media relations, etc.</p> <p>Help secure funds for development of these projects</p> <p>Support communities along corridor in the development of their infrastructure projects.</p> <p>Provide information to stakeholders on infrastructure funding opportunities</p> <p>Continue to partners with stakeholders in the riverbank development enhancement project between the Norwood and Provencher bridges in Wpg</p>	<p>Identify next flagship project.</p> <p>Help secure funds for development of these projects</p> <p>Support communities along corridor in the development of their infrastructure projects.</p> <p>Provide information to stakeholders on infrastructure funding opportunities</p>
4.2 Restore Red River access points and enhance the existing water access and trail developments.	<p>Revisit the March 2005 River Access Assessment Study and meet with communities to develop strategy for creation of docks and access to the river.</p> <p>Support and advocate efforts to restore an access point along the corridor</p> <p>Work with communities to promote and maintain river access sites.</p> <p>Use River City Connections vision plan to advocate for creation of dock infrastructure in Winnipeg</p>	<p>Support efforts to restore one access point</p> <p>Maintain working relationship with The Forks North Portage Partnership to develop Winnipeg's riverbanks</p> <p>Work with communities to promote and maintain river access sites.</p> <p>Develop informational material on access points and recreational uses of the Red River.</p>	<p>Support efforts to enhance one access point</p> <p>Continue to work with communities to promote and maintain river access sites.</p>

OBJECTIVE	ACTIVITIES		
	2014-15	2015-16	2016-17
4.2 Restore Red River access points and enhance the existing water access and trail developments (continued)	Maintain working relationship with The Forks North Portage Partnership to develop Winnipeg's riverbanks		
Goal #5: Marketing, Promotion and Product Development – promote and market the conservation and tourism potential of the Red River and its Corridor locally, nationally, and internationally.			
5.1 Develop targeted promotional materials in partnership with stakeholders and key tourism marketing organizations	Promote CHRS designation in events and marketing efforts. With input from the stakeholders and committee members, work with Travel Manitoba to complete and implement Red River Flood tours (self-guided, guided, audio guided) –	Promote CHRS designation in events and marketing efforts. Develop one new marketing piece for the Red River Corridor	Promote CHRS designation in events and marketing efforts. Develop one new marketing piece for the Red River Corridor
5.2 Foster supportive working relationships with organizations that deliver complementary tourism and economic development programs.	Collaborate with partners to promote RW, the Red River itineraries and corridor points of interest Meet with destination attractions (i.e. Cdn Museum for Human Rights, Fort Gibraltar, Upper and Lower Fort Garry) to create awareness of who RW is, what we do, and encourage cross-promotion. Increase use of social media to promote tourism and economic development programs Enhance mechanisms for tracking and improve communications of achievements. Work industry partners and RRBC to organize and co-host workshops for conferences	Develop with partners opportunities for tourism along corridor, eco-tourism; help develop promotional packages. With industry partners and RRBC to organize and co-host workshops for conference. Partner with the tourist attractions and operators to make the Red River and the corridor a destination	Develop with partners additional opportunities and promotional packages With industry partners and RRBC, to organize and co-host workshops for conference. Partner with the major attractions to promote marketing opportunity to make the River and the corridor a destination
5.3 Use the RW web sites and various media to strengthen RW's role as a point of information dissemination.	Enhance website presence, increase partner links Increase use of social media Develop monthly news bulletins to promote activities and projects of the Red River corridor	Enhance as necessary. Increase use of social media Develop monthly news bulletins to promote activities and projects of the Red River corridor	Enhance as necessary. Increase use of social media Develop monthly news bulletins to promote activities and projects of the Red River corridor
5.4 Promote exploration of the Red River and the Corridor to increase knowledge of Rivers West, Routes on the Red, Winnipeg Trails (web sites, attractions, and resources).	Deliver summer 2014 <i>Amazing Tree Quest</i> event; develop partnerships to enhance program. Support other events through sponsorship and media Support events and tourism-related entrepreneurs as appropriate to furthering RW goals. Meet with partners to explore new marketing strategy or initiative to promote the Red River and its assets	Deliver summer 2015 <i>Amazing Tree Quest</i> event; develop additional partnerships to enhance program. Support other events through sponsorship and media Support events and tourism-related entrepreneurs as appropriate to furthering RW goals. Meet with partners to explore new marketing strategy or initiative to promote the Red River and its assets	Deliver summer 2016 <i>Amazing Tree Quest</i> event; develop additional partnerships to enhance program. Support events through sponsorship and media Support events and tourism-related entrepreneurs as appropriate to furthering RW goals Meet with partners to explore new marketing strategy or initiative to promote the Red River and its assets
5.5 Participate in media tours and familiarization tours focusing on the attractions of the Red River.	Partner with tourism partners to host and participate in familiarization (FAM) and media tours (Industry based - Media Marketplace, Society of American Travel Writers, and Conventions)	Partner with tourism partners to host and participate in FAM and media tours (Industry based).	Partner with tourism partners to host and participate in FAM and media tours (Industry based).

OBJECTIVE	ACTIVITIES		
	2014-15	2015-16	2016-17
5.6 Strengthen Rivers West's role as an important non-government organization and information source for the Red River Corridor	Maintain a close relationship with stakeholders and authorities having jurisdiction, and work with them to accomplish common goals Attend events Share reports and educational materials to government, stakeholders, libraries, educational centres.	Ongoing.	Ongoing.
Covering all Goals: Vision 2030 Plan – accommodate and integrate the local plans and enhancements of each of the various stakeholders into a comprehensive and strategic, prioritized plan.			
6.1 Ensure the coordination of goals and initiatives between the RW Vision Plan, CHRS Management Plan, and the MFA Plan for the recreation, tourism, and economic development.	Increase awareness of other development plans to strengthen regional impact. Work with stakeholders in the implementation of the Vision 2030 plan	Ongoing.	Ongoing.
Supporting the Goals: Administration – building capacity to deliver on the strategic priorities and long term goals.			
7.1 Maintain staff	Maintain qualified management and administrative staff.	Maintain qualified management and administrative staff.	Maintain qualified management and administrative staff.
7.2 Identify and secure resources to deliver on strategic priorities.	Develop action plan to address priority projects, explore funding sources, partners and service providers. Increase by approximately 10% the in-kind/financial contribution from other sources.	Ongoing. Increase by approximately 15% the in-kind/financial contribution from other sources.	Ongoing. Increase by approximately 20% the in-kind/financial contribution from other sources.