

GOALS & OUTCOMES

The backbone of the DLMP's action plan are forty four Outcome & Impact Statements (IOS) that serve as the goals for the community's tourism development. Success and strategic decision making can be assessed through these guidelines for meeting the 10-year vision for destination growth in Sylvan Lake.

- OIS.1** **The natural appeal** of the water's edge is improved, maintaining the lake as the prime component of the town character: an iconic natural attraction, and a key reason for the uniqueness of the lake experience the town offers.
- OIS.2** **Key visual corridors** to and from the lake are improved, and the sense of connection to the lake is extended through the whole town.
- OIS.3** **Access to water** is reenvisioned and enables multifunctionality while adhering to environmental sustainability.
- OIS.4** Lakefront and beach hosts uses, **functions and experiences** that are **adaptable** and inherently **connected to/unique to** the lake experience, and are **appealing** during peak seasons **for all**.
- OIS.5** All Lakefront uses and experiences embrace **responsible practices** and a strict commitment to minimizing ecological impact.
- OIS.6** **Downtown and lakefront streetscapes and their overall ambiance** are uplifted, engaging a diversity of foot traffic and reflecting the unique sense of place for which Sylvan Lake is renown.
- OIS.7** There is a sense of **harmonized aesthetics** and a distinct sense of place throughout the whole town, reflecting the unique local vibe and the essence of a small, connected and vibrant lakeside community.
- OIS.8** Residents and visitors move effortlessly, enjoying easy **access to and from downtown**, services across town and **major attractions**.
- OIS.9** Major **attractions, visitor experiences, visitor-related facilities** and **supporting services** in downtown and lakefront area, as well as across the town, are **clearly defined and easily navigable** from main access points to the town, key intersections and visitor hot spots.

- OIS.10** There is a notable enhancement in Sylvan Lake’s **walkability and cyclability**
- OIS.11** Sylvan Lake and its offerings are **accessible to all**, and can be experienced **safely** and seamlessly by everyone.
- OIS.12** Sylvan Lake sees a significantly enhanced **accommodation quality**, with every stay elevated by excellent customer service, reaching new heights of comfort and charm.
- OIS.13** There is a year-round active **visitor information hub**.
- OIS.14** A variety of other **visitor management assets** are integrated throughout the town.
- OIS.15** A well-established **network of supporting services** elevates visitors’ experiences, safety, health and security **year-round**.
- OIS.16** Through authentic, **Indigenous-led, place-based initiatives and experiences**, people have fostered a deep understanding of Indigenous history and perspectives and a deep connection to the water and land.
- OIS.17** **Emerging and existing** entrepreneurs have a clear development pathway and comprehensive support from the Town tourism leadership to **start and/or grow** their **visitor-related businesses**.
- OIS.18** **Downtown** Sylvan Lake has attracted a **diverse mix of retailers and local makers**, creating a distinctive and vibrant vibe for foot traffic.
- OIS.19** A diverse array of **businesses beyond downtown** enhance Sylvan Lake’s unique local vibe and charm **through the whole town with its distinctive products and services**.
- OIS.20** A diverse range of local operations are **advanced market-ready**, with evidence of **collaboration and partnership** for market expansion and product diversification.
- OIS.21** **Downtown and throughout** Sylvan Lake has diversified into a **rich variety of experiences**, ensuring a consistent stream of things to do year round.
- OIS.22** Sylvan Lake hosts a number of **authentic Indigenous experiences** that are key to Sylvan Lake’s **brand differentiation**.

- OIS.23** Sylvan Lake’s tourism operators enjoy an **extended market reach of high value visitors** who are seeking an authentic **local vibe** and **community-centric & responsible recreational** experiences.
- OIS.24** The local tourism sector has attracted and continues to attract a **diverse workforce** from various demographic groups for **full-time, seasonal, and part-time positions**.
- OIS.25** Tourism operators and hospitality services have a **well-trained workforces** capable of providing **high-quality customer service** and personalized experiences to visitors, and are knowledgeable about cultural sensitivity and accessibility.
- OIS.26** **Town tourism leadership** actively facilitates a **diverse** range of one-day and multiple-day **paid visitor experiences and tourism products** for exploring Sylvan Lake.
- OIS.27** The local tourism sector has attracted and continues to attract a **diverse workforce** from various demographic groups for **full-time, seasonal, and part-time positions**.
- OIS.28** **Town-invested** and **co-invested** visitor experiences and attractions are strategically **distributed** and expanded **throughout the year and across Sylvan Lake** contributing to **reduced seasonal dependency** and more equitable sharing of tourism’s positive impacts.
- OIS.30** Diverse community rights holders actively **participate in tourism decision-making**, and local input has significantly influenced the development of new visitor experiences and capital investments aligned with community priorities.
- OIS.29** **Public and private recreational assets** (infrastructure and experiences) are strategically utilized to **diversify and enrich offerings** for high-value visitors, and year-round activation.
- OIS.31** There are numerous **accessible pathways** and opportunities for community rights holders to **engage, build partnerships**, and co-invest with the Town in tourism development initiatives, and the outcome of these initiatives is key to **Sylvan Lake’s brand differentiation**.
- OIS.32** There are a number of well-established **grassroots groups** that have **diversified their revenue sources** through active engagement in **visitor-related services and experiences** and are on the pathway to financial self-sustainability.

- OIS.33** The Town tourism leadership has **enhanced its capacity for facilitating** and enabling community-centric **pathways for capital pooling and co-investment** in destination development.
- OIS.34** The Town tourism leadership has an **established organizational, operational, and leadership capacity** to implement DLMP recommendations and acts as the **driving force** behind the **community economic development** of Sylvan Lake through tourism.
- OIS.35** The Town tourism leadership is recognized as Visit Sylvan Lake, the entity. Visit Sylvan Lake **key player** in **Central Alberta's destination brand** and a prominent regional leader in **community-centric sustainable tourism development**.
- OIS.36** Comprehensively-collected **local data** informs tourism development decisions and investments, with findings from studies used to **monitor tourism impacts** on community well-being and the **performance of implementing DLMP's** recommendations.
- OIS.37** **Potentially significant environmental impacts of tourism development projects** on the lake watershed ecosystem is being monitored through **cross-municipal collaboration**.
- OIS.38** Diverse **local rights holders understand** the direct and indirect **impacts** of tourism development in their community, and actively support and **participate** in collecting data to inform tourism impact assessment.
- OIS.39** There are **multiple year-round Town-managed channels** that play a critical role in both visitor behaviour management and enriching the experiences of diverse visitors throughout their **entire customer journey**, from initial trip planning to their actual visit and even after they've left.
- OIS.40** Diverse target groups consistently enjoy **exceptional customer experiences** when engaging **with Town tourism products and offerings**, whether as **visitors, vendors, partners**.
- OIS.41** The **Visit Sylvan Lake online platform** has evolved into an inclusive, user-friendly, and accessible **multifaceted interface** for visitor information, trip planning, marketing and entrepreneurship support.

- OIS.42** Visit **Sylvan Lake** is a **recognized brand** and **entity** among **Albertans**, positioned as a unique destination in **Central Alberta**.
- OIS.43** Local residents, operations and visitors are **aware of the environmental significance** of the **Lake and other natural assets**, and **responsible practices are** well-established, accepted and practiced among **locals and non-locals**.
- OIS.44** **Sentiment and community buy-in** towards tourism is significantly improved among residents and community groups.

