

TOWN OF BON ACCORD
REQUEST FOR DECISION

Meeting:	Regular Council Meeting
Meeting Date:	August 18, 2026
Presented by:	Bill Rogers, Chief Administrative Officer
Title:	Alberta Tourism Economic Budget forum and GRIT Awards
Agenda Item No.	7.1

BACKGROUND

Administration has received an invitation inviting Administration and elected officials to attend the 2026 annual Tourism Industry Association of Alberta (TIAA) economic budget forum and GRIT (Growth, Resilience and Inspiration) awards ceremony to follow.

Terms of reference and key messages are included

DISCUSSION

- The Tourism economic budget forum and the GRIT awards take place November 16, 2026.
- This event provides an opportunity to engage with industry leaders, organizations, elected officials, and stakeholders from across the province to discuss policy priorities that will influence Alberta's future tourism growth.
- Although Bon Accord is not currently a member of this organization, the invitation did come with a promotions code that would let us attend for the regular member rate, of \$259.00 per seat, or a table of 7 for \$1,554.00, if confirmed by August 31, 2026.
- Council may also wish to consider membership in the Tourism Industry Association of Alberta (TIAA), which would cost the Town \$1500.00 annually, as a means to keep informed of Tourism related news, events and policy development.

COSTS/SOURCES OF FUNDING

Funds for attendance and expenses for this event would come from the 2026 Operating budget- Council membership and registrations- Which currently sits at \$11,489.58 out of a budget of \$22,550.

Funds for annual membership in the TIAA would come from the 2026 Operating budget- Economic Development- membership and registrations. Which is currently unused and budgeted at \$2660.00.

RECOMMENDED ACTION

THAT Council approve Annual membership in the Tourism Industry Association of Alberta (TIAA), and provide direction regarding attendance for the Tourism economic budget forum and the GRIT awards..