

Friends of Spirit Way

Purpose: To form a casual group of volunteers to further the cause of the Spirit Way walkway as a tourist attraction and community pride initiative.

Term: January 1st to December 31st.

Terms of Reference:

1. Friends to be identified by a Lapel pin and Certificate.
2. Entrance requirement... One hour Orientation session.
3. Goal - Minimum number of Friends, not including Board Members - 25
4. Board members are included automatically at no annual fee.
5. Term - 1 year with an option to renew annually
6. Meet twice a year in the spring and fall to determine priorities and initiatives
7. Attend annual Spirit Way Volunteer Appreciation Dinner
8. Annual Fee - \$20 to cover costs (pin, certificate, supper)
9. Students 15 and under can become a "Friend" at no cost if a parent or guardian is a registered Friend.
10. Volunteer to assist in one or more of these areas:

• **Marketing:** (all year around)

- Develop annual marketing campaign to attract tourists and generate positive publicity
- Prepare and maintain new website
- Submit media releases & articles to Canadian media to generate positive publicity for Thompson
- Seek annual awards where possible - Tourism Manitoba, TAIC, etc
- Work with new media to generate local interest and support - Facebook, Youtube, etc.
- Involve local youth - contests, stories, clean up, etc.
- Inform local residents and media of Spirit Way activities and initiatives

• **Beautification and Maintenance** (May to Oct):

- Partner each year with stakeholders to maintain and beautify walkway
- Hold annual litter clean up & maintain litter containers
- Involve local youth
- Be responsible for maintenance and repairs of Points of Interest as required
- Undertake annual touch-ups to wolf statues
- Take care of flowers, trees, and shrubs
- Examine options to pave the walkway and offer bike and golf cart tours

• **Tour Guiding** (May-Oct):

- Partner with Museum and other stakeholders
- Offer free monthly guided walking tour to the public
- Develop a self guided walking tour program
- Involve local youth to be tour guides and/or SW ambassadors
- Examine options to pave the walkway and offer bike and golf cart tours

