



## **ENGAGEMENT**

To provide Sherbrooke with touristic infrastructures and activities, to ensure the promotion of sites by favouring riverside areas, as a part of sustainable development, in order to improve the residents' well-being and quality of life and to bring tourists to visit these sites.

## **MANDAT**

To contribute to the development of Sherbrooke's vocation as a tourist destination with the emergence of innovative projects that will improve its offer;

To design, plan and supervise the realisation of projects to increase tourism on the territory of the City of Sherbrooke;

To share the responsibility of the planning, the realisation of projects and the entertainment and promotion of the sites with the city and partners involved;

To support the research for government and private funding for the planning and realisation of projects and/or project feasibility surveys;

To ensure an efficient partnership between the people involved and to make sure that the projects and activities are attune to benefit Sherbrooke residents.

## **INTERVENTION TERRITORY**

The entire territory of the City of Sherbrooke, favouring riverside areas along the Magog, St-François and Massawippi rivers.