



COLUMBIA SHUSWAP REGIONAL DISTRICT Shuswap Tourism Advisory Committee Meeting AGENDA

Date: Thursday, December 13, 2018
Time: 1:00 PM
Location: CSR D Boardroom
555 Harbourfront Drive NE, Salmon Arm

Pages

1. Call to Order

1.1 Guest(s) in Attendance

1.2 Approval of Agenda

Motion

THAT: the agenda of the December 13, 2018 Shuswap Tourism Advisory Committee meeting be approved.

1.3 Adoption of Minutes

1

Motion

THAT: the minutes of the October 3, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

2. Discussion Items

2.1 Networking evening – November 13

2.2 Winter Marketing Campaign – presentation and workshop

13

2.3 Budget – 2019

61

2.4 Annual Stats – Website, Facebook, Instagram

65

2.5 Discussion on Enderby withdrawal from Shuswap Tourism

2.6 Discussion on Armstrong participation with Shuswap Tourism

2.7 Strategic Planning with Margaret McCormick – Dec. 17

2.8 Survey on Summer 2018**2.9 Funding Applications**

70

- Destination BC Co-op Marketing Program Application
- Municipal and Regional District Tax (MRDT/aka "Hotel tax") Application

2.10 Events:

- Salute to the Sockeye Festival Report
- Lewiston Ultra Marathon

2.11 Media Tours Update**2.12 New Website Update****2.13 Social Media Update****2.14 Crowd Riff - Update****2.15 Shuswap Culture**

Carried forward from October 3, 2018 Shuswap Tourism Advisory Committee meeting (K. Brown was absent from the meeting).

3. Community Roundtable

Time permitting.

4. Next Meeting

January 31, 2019 at 1:00 PM, CSRD Boardroom, 555 Harbourfront Drive NE, Salmon Arm.

5. Adjournment**Motion**

THAT: the December 13, 2018 Shuswap Tourism Advisory Committee meeting be adjourned.



SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

Note: The following minutes are subject to correction when endorsed by the Committee at its next meeting.

Date:	October 3, 2018	
Time:	9:00 AM	
Location:	Quaaout Lodge and Spa & Tsútswecw Provincial Park (Roderick Haig-Brown) 1663 Little Shuswap Lake Rd, Chase, BC 2300 Squilax-Anglemont Rd, Chase, BC	
Committee Members Present	D. Lepsoe (Chair) P. Demenok R. Talbot R. Martin R. Misseghers K. Flynn G. Bushell A. Maki P. McIntyre-Paul J. Ziercke	Councillor, Village of Chase Director, Electoral Area C Director, Electoral Area D Director, Electoral Area E Alternate Director, Electoral Area F Councillor, City of Salmon Arm The Eagle Valley Snowmobile Club Chase & District Chamber of Commerce Shuswap Trail Alliance Quaaout Lodge Resort & Spa/Talking Rock Golf
Committee Members Absent	L. Morgan T. Rysz K. Brown S. Hofstetter M. Lane	Director, Electoral Area F Mayor, District of Sicamous Arts Council for the South Shuswap Prestige Hotels Dreamcycle Motorcycle Museum
Staff Present	R. Cyr E. Johnson	Economic Development Officer Electronic Records Management Facilitator

1. Call to Order

The Chair called the meeting to order at 9:14 AM.

1.1 Guest(s) in Attendance

- Kyle Dearing - Kyle Dearing Consulting, Shuswap Economic Development Consultant
- David Barritt - Columbia Shuswap Film Commission
- Jay Simpson - North Shuswap Chamber of Commerce

1.2 Approval of Agenda

Moved By P. Demenok

Seconded By R. Misseghers

THAT: the agenda of the October 3, 2018 Shuswap Tourism Advisory Committee meeting be approved.

CARRIED

1.3 Adoption of Minutes

Moved By K. Flynn

Seconded By A. Maki

THAT: the minutes of the May 3, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

CARRIED

2. Video – Quaaout Lodge

<https://www.facebook.com/ThompsonOkanagan/videos/1647940401958795>

R. Cyr introduced this item. Quaaout Lodge created this video as a cultural showcase. The committee watched the video.

J. Ziercke commented that Quaaout Lodge and Talking Rock Golf Course had been nominated for an Indigenous Cultural Tourism Award from the Tourism Industry Association of Canada and made it into the top three finalists for the best cultural experience in Canada.

The Committee congratulated Quaaout for its work.

3. Discussion Items

3.1 Shuswap Tourism Activities Update

Indigenous Tourism Coordinator Project Coordinator

Frank Antwon was hired as the Indigenous Tourism Coordinator in August/September for this 2-year project. The communities of the Adams Lake Indian Band, Little Shuswap Lake Indian Band, Neskonlith Indian Band and Splatshin First Nation are involved in this, as well as Shuswap Tourism and Community Futures. The Indigenous Tourism Coordinator will look at business development opportunities, working with indigenous partners and the community. Shelly Whitsky has been working with aim as well. R. Cyr's role is to be on the advisory committee.

P. McIntyre-Paul arrived at 9:22 am.

R. Martin arrived at 9:24 am.

Secwepemc Landmark Project

Local First Nations and the Shuswap Trail Alliance are working together on a project to implement signage indicating first nations landmarks in the Shuswap. Local Indian bands, through the Sexqeltkemoc te Secwepemc, have already secured \$30,000 for the project, and the plan now is to pursue additional BC Rural Dividend funding. A memo, prepared by Councilor Shelly Witzky of the Adams Lake Indian Band, Phil McIntyre-Paul and Jacob 'Sutra' Brett of the Shuswap Trail Alliance, is attached to the HTML version of these minutes with more information. P. McIntyre-Paul shared their progress on this project with the Committee. Chase has a monument in front of the Chase Museum that is representative of all communities and is an example of what is proposed. This is a reconciliation project that will contribute to the cultural tourism process. Shuswap Trail Alliance is working with elders in the community to know more about what stories need to be told and the presence to be shaped. Shuswap Trail Alliance has applied for grant funding from the BC Rural Dividend for the potential to extend the project for more cardinal/sentinel locations and to showcase trail heads.

The City of Salmon Arm was pleased to approve the potential placement of the first cardinal landmark in the Marine Peace Park and provided a letter of support and contributed \$1500 to leverage support through the

BC Rural Dividend Fund. K. Flynn hopes that this can be an example of reconciliation and working together.

Launch of the BC Ale Trail

https://www.youtube.com/watch?time_continue=6&v=8t5Rzbim-p4

BC Ale Trail was created by a dedicated team of craft beer allies to connect BC's world-class brewing scene with tourism organizations across the province. BC Ale trail started on the sunshine coast. The video showcased local craft breweries Crannog Ales and Barley Station.

Salute to the Sockeye

The Adams River Salmon Society coordinates the celebration known as the "Salute to the Sockeye" during the dominant salmon run years. This festival includes an artisan's market, food vendors, live music, indigenous activities, underwater camera viewing, etc. The official 2018 Salute to the Sockeye celebration will be held from September 28 – October 21 in Tsútswe'cw Provincial Park (formerly Roderick Haig-Brown Park).

R. Cyr encouraged everyone to come and experience the Salmon Run. R. Cyr sits on the board of the Adams River Salmon Society and has been doing some of the planning. The response from outside of our region has been overwhelming. A. Maki reported that the Chase Visitor Centre has been working hard to help the visitors coming through. A. Maki noted her kudos to the society for their work and pointed out that they did a great job. A. Maki did note that it would be helpful for the Adams River Salmon Society to get out and inform operators with answers to frequently asked questions; the salmon run brochure is helpful but there just aren't enough. Recommendations for next salmon run: have a schedule of events for what's happening on site; there was a notice yesterday about chefs cooking salmon on site - very short notice.

An event like this is a benefit to the entire region, there weren't even enough hotel rooms for the media that wanted to cover this.

Department of Fisheries and Oceans has advised that this year is supposed to be a large run but have not given an indication of actual numbers.

K. Dearing left the meeting.

Salmon Symposium

Wild Salmon Caravan hosted the Spirit of Wild Salmon Celebration September 22-29, 2018. The final day was in Chase on Saturday with a parade and feast in the park. The Salmon Symposium was on the Sunday and Monday. Sunday's activities included the Tsu'tswecw (Roderick Haig-Brown) renaming ceremony, tours of Tsu'tswecw Park, as well as a showing of "Uninterrupted", a video filmed in 2017 near the Cambie Bridge showing the connection between the Shuswap region and Vancouver with the salmon as they make their journey back to the Adam's river. Monday's activities included meetings and discussion between various organizations, local government and first nations about community development and land management. It looked at the shift with climate change and economic development / land use planning needs to shift a bit to accommodate changes.

The organizers did a great job, excellent mix of Secwepemc led, indigenous and non-indigenous. Quaaout Lodge was a great host: great food and environment. Thanks to Carmen Massey of Adams River Salmon Society and Julie John of Little Shuswap Lake Indian Band.

J. Ziercke commented that Quaaout Lodge had a videographer on site at the symposium to help display the cultural relevance of Quaaout, bringing about a sense of community.

K. Flynn noted that for conferences he's attended, some organizers don't let the hospitality industry know that there is an event and the operators are blindsided and run out of food, etc. He suggested that the Shuswap Tourism Advisory Committee needs to take a role in trying to help communicate to chambers and the business community about events. The Adams River Salmon Society is volunteer run, the Salmon Run event is almost too large to be run by volunteers. The Adams River Salmon Society volunteers like to take ownership and all that the committee can do is offer to help and continually follow through if asked in order to help build trust.

Experience workshop report

Destination Think! conducted a strategy review to design and develop a four-season Shuswap Experience. To this end, there was an experience workshop conducted to give industry and stakeholders the opportunity to provide input. R. Cyr provided the committee with a report from

Destination Think! containing the experience workshop findings and recommendations ([view report](#)). It looked at building the big picture: operators need to be open if Shuswap Tourism is promoting the winter experience. As far as the maturity of the product, there is work to do to get closer to a four season experience.

Digital Marketing – Spring 2018 report

Destination Think! conducted a digital marketing campaign in spring 2018 to work towards the development of year-round experiences to drive visitors to the region during low-season periods. Based on the experiences Destination Think! identified in the Experience Workshop, it was able to prioritize the seasonal experiences for development and promotion. The 2018 Spring Campaign Report from Destination Think! is attached to the HTML version of these minutes. The report goes into more depth about key performance indicators and the cost effectiveness of the campaign. R. Cyr noted that this was a great place to start and that Shuswap Tourism has room for improvement. In the absence of a Tourism Marketing Coordinator, K. Dearing has been working on social media for Shuswap Tourism on a separate contract.

Digital Assessment Project

Shuswap Tourism created a package requesting proposals for the development of a new website to amalgamate the existing Shuswap Economic Development website, the Shuswap Tourism website and the Columbia Shuswap Film Commission website. The Request for Proposals (RFP) package was sent out to four companies on September 14th based on recommendations from other tourism organizations and proposals will be received until 4PM on October 5, 2018. A copy of the RFP has been attached to the HTML version of these minutes. Rural Dividend grant funding will fund this project as well as Destination BC for the content development. Hoping for the new website to be ready next spring.

The committee discussed event calendars on various community sites like Shuswap Trail Alliance, Shuswap Trails and Shuswap Culture and whether there might be a way to integrate the calendars to help avoid fragmentation. There is the issue with capacity to manage a calendar of that scope. P. Demenok, R. Martin, P. McIntyre-Paul and A. Maki will look into the option of bringing multiple organizations calendars together.

Festival Seekers – Partnership with Roots and Blues, Waterway Houseboats, Shuswap Tourism

Festival Seekers (a private company that works on promoting festivals throughout BC) facilitated a partnership between Roots and Blues, Waterway Houseboats and Shuswap Tourism to publish articles in the Winnipeg Free Press, Okanagan Weekend and Lethbridge Herald to promote Roots and Blues and the Shuswap. The articles provided good exposure across Canada.

Contest – Partnership with Waterway Houseboats, Roots and Blues, Quaaout Lodge, and Shuswap Tourism – Roots and Blues weekend

Waterway Houseboats, Roots and Blues, Quaaout Lodge, and Shuswap Tourism partnered to provide a memorable Roots and Blues weekend experience. There were some logistical challenges but there was a great dinner and a great experience for Roots and Blues. The contest winner invited their family members. Great chance to bring businesses together to showcase the Shuswap experience. Video to come.

“Travelling Mom” Media Tour

<https://thetravellingmom.ca/shuswap-houseboat-rentals/>

Claudia Laroye writes a travel blog and has 100s/1000s of followers; she writes about family adventures. David Barritt (Columbia Shuswap Film Commissioner) got her a media tour with Waterways Houseboats. C. Laroye became a stay at home mom and writes about the best ways to look after kids, how to travel with kids and her blog has grown into a machine. Her kids are in their late teens, 18 and 20. This is like her last hurrah. C. Laroye got two days out on the water and posted quickly and her blog post received a favourable following. She got questions like where was that, how do we get there? Pleased with response. D. Barritt talked about her expression of gratitude for the experience. She made it clear that anyone can go on a houseboat trip. Great promotion for Waterway Houseboats and the area.

Cultural Tourism

R. Martin brought up the recent events near Three Valley Gap that have brought cultural significance to the area. There were Japanese internment camps from 1942 to 1949 that were located there to build highways. There have been eight signs erected to commemorate the 75th anniversary of internment, the last of which was erected on September 28th. There are six signs between Three Valley Gap and Solsqua. Internment camps were located in Yard Creek, Griffin Lake, New Denver, Kaslo and Malakwa to name a few. R. Martin talked about the unveiling ceremony and the stories of those who got up to speak about their experience being interned in the camps.

Shuswap Culture – Update

Item tabled for the next meeting of Shuswap Tourism Advisory Committee
- Karen Brown absent from this meeting.

Destination Think FAM (familiarization) Tour – May 22-24

Shuswap Tourism hosted a FAM tour with Destination Think! so that they would understand the expanse of our region. Waterways Houseboats lent a boat for the tour. The tour gave Destination Think! a good perspective of the region.

Thompson Okanagan Tourism Association (TOTA) Travel Trade and Media meetings

R. Cyr introduced this item. TOTA has a lot of new staff and are working with Destination BC (DBC) on media tourism. This is a challenge as they set deadlines for marketing opportunities that are unrealistically short and Shuswap Tourism could miss out on these opportunities. R. Cyr is hoping that Shuswap Tourism can have better media in order to aid in responding to marketing opportunities from DBC and TOTA.

The declaration of a state of emergency in the province affects tourism operators. The tourism industry is a big contributor to the BC economy, are TOTA or DBC trying to find a better way of dealing with the necessity to declare a state of emergency for funding opportunities?

Moved By K. Flynn

Seconded By G. Bushell

THAT: the Shuswap Tourism Advisory Committee express to Thompson Okanagan Tourism Association (TOTA) that the committee is concerned that TOTA is not doing enough to help tourism organizations through emergency management.

Discussion on Motion:

The onus is on the tourism operators to conduct positive marketing and let the public know that they are still open. J. Ziercke noted that TOTA/DBC have been working with tourism/hospitality operators to know how they have been affected. It may be more appropriate to ask what they are doing.

Amendment:

Moved By K. Flynn

Seconded By G. Bushell

THAT: the Shuswap Tourism Advisory Committee express to Thompson Okanagan Tourism Association (TOTA) that the committee is concerned about the impact of emergencies, and especially a state of emergency, on tourism operators in BC and requests information from TOTA to know more about what TOTA is doing to help tourism organizations in the event of emergencies.

Discussion on Motion:

Although a state of emergency needs to be called to access funding, it is absolutely detrimental for tourism operators. This committee is hoping for lobbying so that there can be another way to access funding.

CARRIED

Grand Forks Recovery Team – Tourism Lead Rep - BC Economic Development Association (BCEDA) and the Ministry of Forests, Lands, Natural Resource Operations and Rural Development

R. Cyr provided details to the committee about her experience leading the tourism recovery in Grand Forks after the recent flooding. Only five businesses were open, and many businesses were waiting for insurance funding to go through, funding from the province, etc. Grand Forks was very upset about the response from the province. The regional district

Board and the municipal council were not communicating. TOTA came in but didn't stay for long, didn't do too much to help the tourism operators there. There are a handful of tourism operators that will never open again. Many business owners lost everything, lost the equity in their business, it's going to be a long recovery. The flood events will make for an interesting challenge for the new council.

The Committee asked about a disaster recovery plan for Shuswap Tourism. Shuswap Tourism is looking to hire a consultant to help with this. The Committee discussed the importance of having good relationships with other government agencies in the event of emergencies.

K. Dearing returned to the meeting.

3.2 Event Attendance

R. Cyr gave a quick account of Shuswap Tourism's attendance at events since the May 3, 2018 meeting of the Shuswap Tourism Advisory Committee. Events attended:

- Aboriginal Day Celebrations – Quaaout Lodge – June 21
- Mission Folk Music Festival
- Caravan Farm Theatre – Opening Night
- Sicamous Music in the Park
- Music in the Bay – Blind Bay
- Scotch Creek Canada Celebrations
- RJ Haney Pioneer Days
- Shuswap Marina Open House
- North American Firefighters Tour – Dreamscycle
- Roots and Blues
- Moccasin Trails – FAM (familiarization) Tour – Quaaout

3.3 Media Tours Update

Verbal report from David Barritt, Columbia Shuswap Film Commissioner.

R. Cyr provided the committee with background about why D. Barritt has been assisting with arranging media tours: the Tourism Marketing Coordinator who R. Cyr had hired at the beginning of the summer quit and the summer season has been quite busy, especially when Shuswap Tourism is short staffed.

D. Barritt noted the media tours / fam (familiarization) tours that he's arranged:

- There was a fam tour with Nouveau Magazine to showcase the Salute to the Sockeye. The reporter attended the opening ceremonies and was very happy that she got to experience authentic first nations culture.
- D. Barritt will be leading a Go Media Tour on October 6th with eight individuals through Destination BC and the Thompson Okanagan Tourism Association. It will just be the one day and they will stay one night. They want to experience as much of the indigenous culture as they can. The guests will experience the Salute to the Sockeye, get a tour and attend a rattle making workshop.
- October 14th and 15th internationals from China, France, Germany and across North America will be taking in the Quaaout experience: canoeing, drumming, singing, touring, etc.

3.4 Social Media Update

Verbal report from Kyle Dearing, Kyle Dearing Consulting.

In light of the short staffing in Shuswap Tourism during the busy season, K. Dearing has been brought in to assist in the social media posting for Shuswap Tourism. K. Dearing has been working with Destination Think! as they conducted the spring media campaign and has been looking to create a plan for posting next year to help promote events. Shuswap Tourism is looking at a strategic marketing plan to help move to the next level. K. Dearing asked the committee to use #exploreshuswap in their posts so that the posts go into a library.

A. Maki noted that the social media posting for Shuswap Tourism has improved in the last few months and commended K. Dearing for his work.

3.5 Shuswap Trails Update

Verbal report from Phil McIntyre-Paul.

Rail Trail Corridor: Committee is waiting for a resolution from RDNO. There is a grant in for rural dividend grant funding, the committee is hoping to leverage the \$300,000 invested in the application for \$500,000. P. McIntyre-Paul was able to meet with the previous minister of Infrastructure, the whole meeting was about how the Federal Minister of

Infrastructure is waiting for an invitation on how to partner. Once plans are in place, the committee could look for \$2 million in federal funding. The rail trail wouldn't happen without Secwepemc leadership.

West Bay Parallel Trails: The proposed West Bay trail runs through the Switsemalph Indian Reserve west of Salmon Arm. There have been many fatalities along this section so MLA Greg Kylo and MP Mel Arnold are interested in moving forward and are supporting this at the provincial and federal level. There have been conversations with the Ministry of Transportation and Infrastructure and CSRD Electoral Area C parks commission and partners.

Various Trail Projects: P. McIntyre-Paul updated the committee about various trail projects including the Sicamous greenways, Glennema, Enderby, Josc Lake, Mabel Lake, Owlhead Hunters, Eagle Pass, etc. and touched base about the three BC Rural Dividend Fund grant applications that are in progress.

Lewiston Ultra Marathon: The Lewiston Ultra took place on September 29th. The course started at Hyde Mountain Golf Course and ran all the way from Sicamous to Salmon Arm through Larch Hills. The event sold out. The media coverage was great.

6. Adjournment

Moved By R. Misseghers

Seconded By R. Talbot

THAT: the October 3, 2018 Shuswap Tourism Advisory Committee meeting be adjourned.

CARRIED

Chair

DESTINATION

Think!

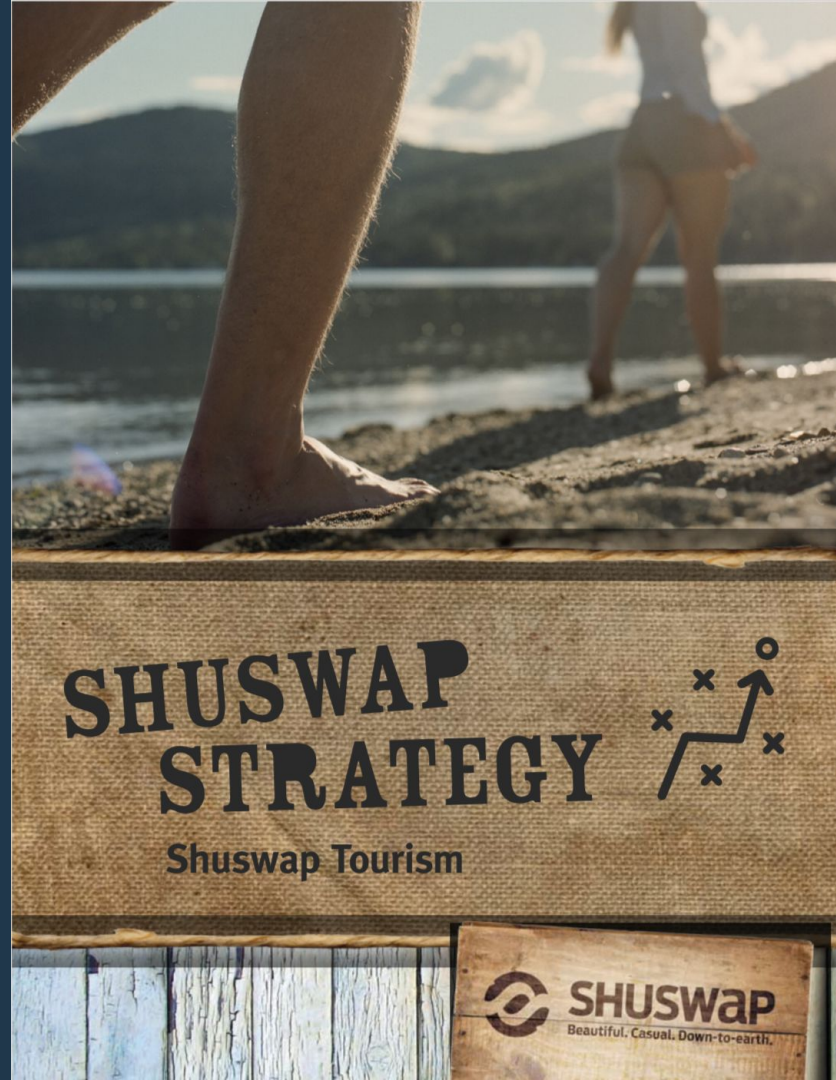
Shuswap Tourism

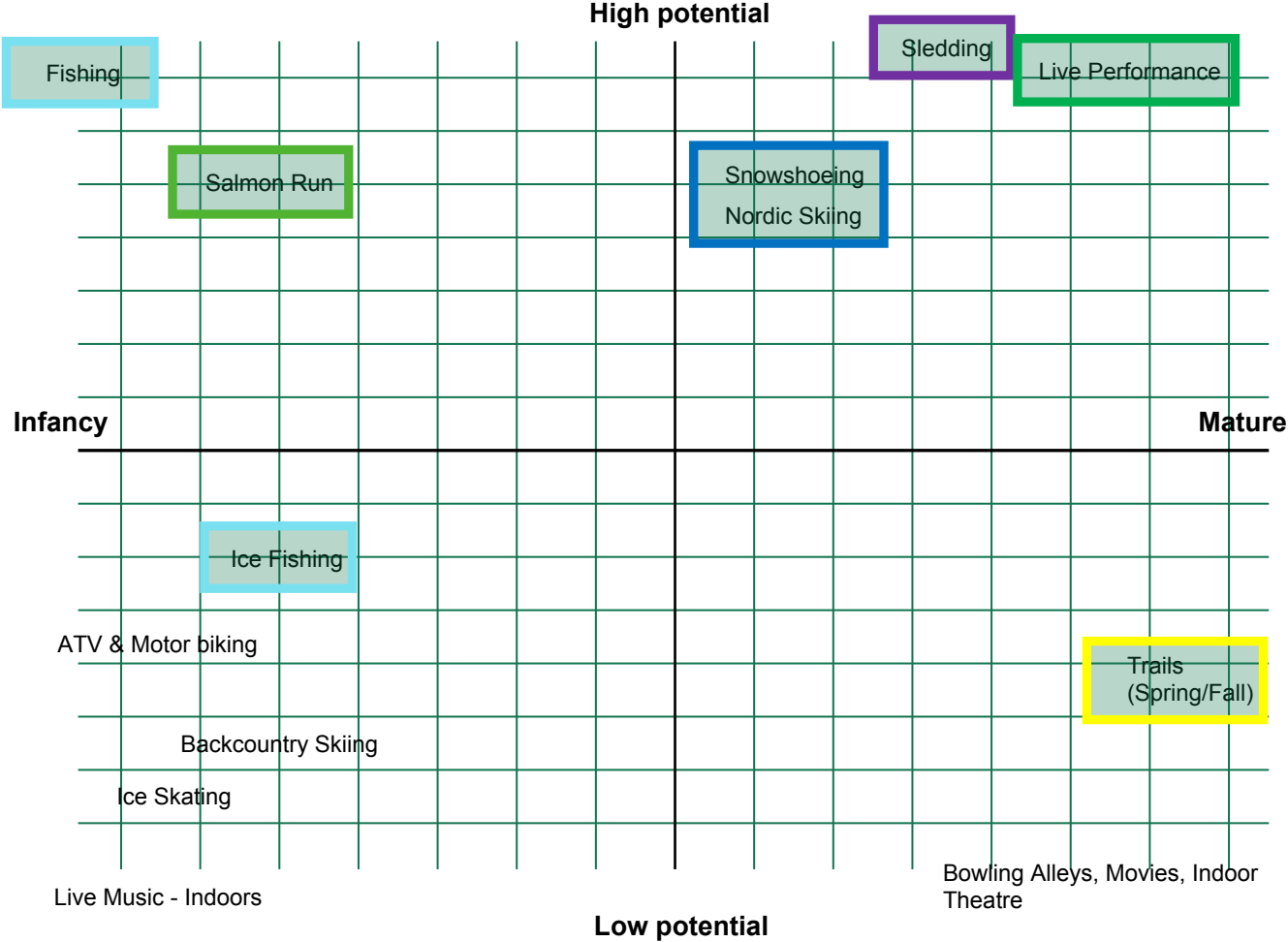
2019 Winter Campaign

Vision

"The Shuswap is a four-season destination where the development of tourism is based on a shared commitment to quality, sustainability, regional collaboration and integrated planning. Its authentic visitor experiences are shaped by its well- managed access to pristine lakes and backcountry, its creative and Aboriginal culture, and its notable sport opportunities."

- Shuswap Tourism Development Plan 2015





Five Year Plan

Charming
Winter Town

2018

Trails

2020

Salmon Run

2022

2019

Sledding

2021

Fishing



Goals

- Increase winter visitation
- Build reputation for Shuswap's winter experiences

Key Challenge

- Reduced availability of product





Campaign

Start establishing the Shuswap as a winter destination by using a promotional campaign to help the target audience understand the value proposition and broaden the availability of experiences.

Insights

*Most winter experiences
are resort-based; High
energy, busy and bustling.*

***Not everyone is
looking for this.***

- Christmas and New Year's Eve can be a very busy and exhausting time, especially if you're hosting guests, that you need time off to recover afterwards.
- Often people take the week off following the Christmas and New Year's holiday.
- People have carry-over holidays from work to use in January.
- Family Day often gets forgotten. We can make a last-minute trip very simple.
- The Shuswap experience offers quality time to connect with the entire family.

Strategy

- Position the Shuswap as an alternative winter destination to recharge, reboot and reconnect.
- Communicate to audiences throughout authentic storytelling and engaging content that the Shuswap is a destination to have a great winter experience in a quiet, calm, small community with memorable cultural and outdoor experiences.

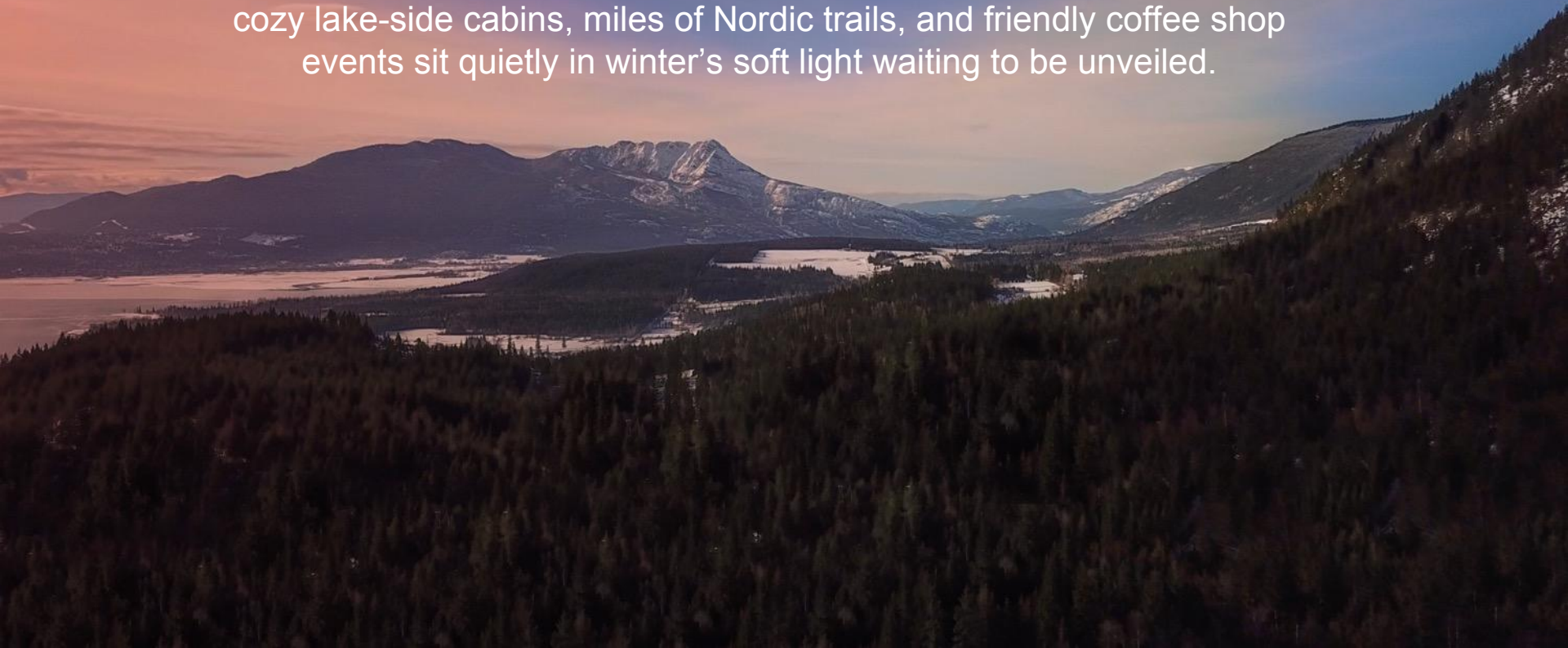





The Target Audience



After the houseboats dock for the season and the trees along our trails turn golden, the first snowfall opens the door to the enchanted world of Winter in the Shuswap. It's a secret not many yet know of, but our cozy lake-side cabins, miles of Nordic trails, and friendly coffee shop events sit quietly in winter's soft light waiting to be unveiled.

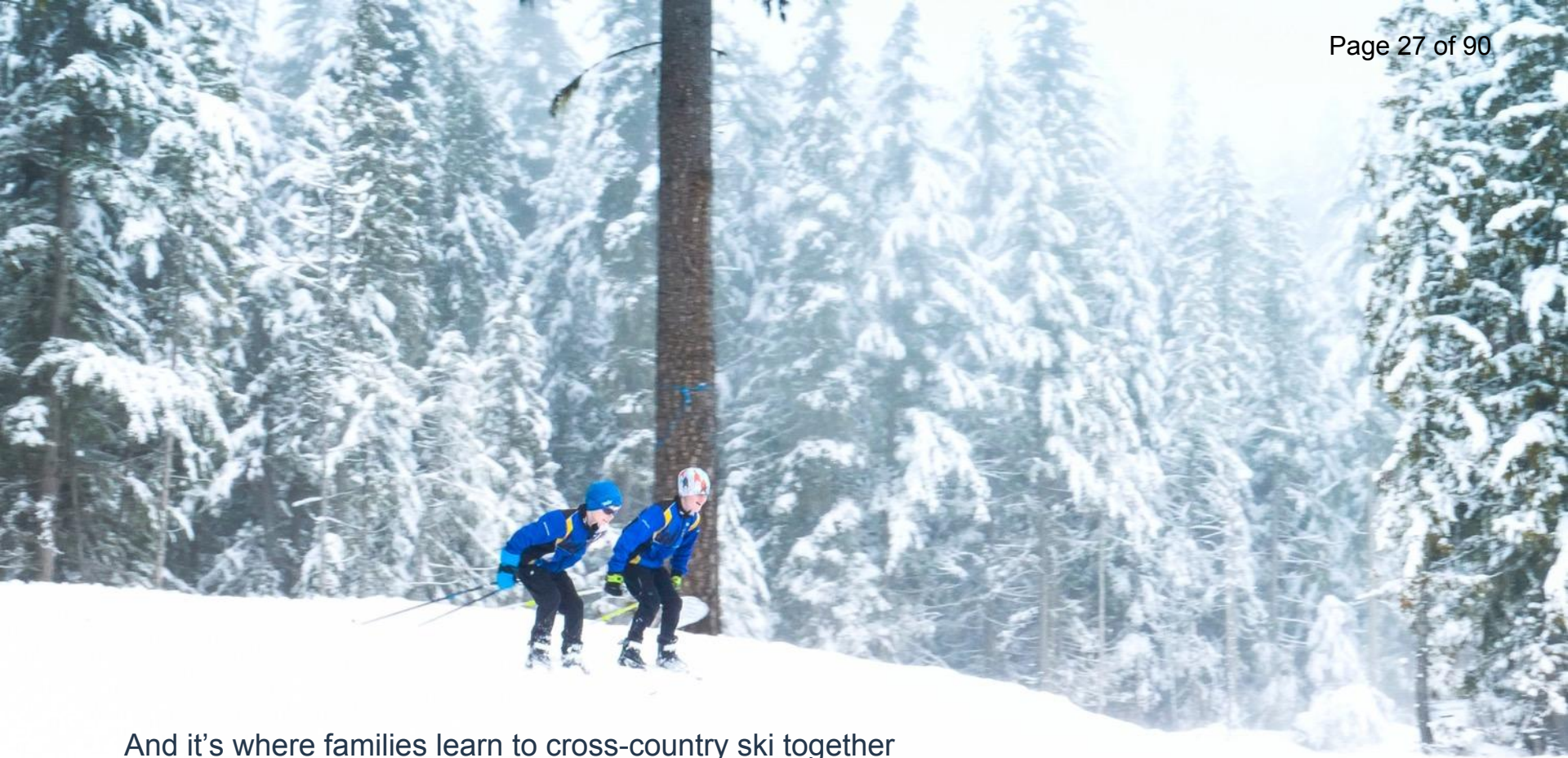


A photograph of a snowy forest trail. Two people on snowmobiles are riding away from the camera down a narrow path. The trees are heavily covered in snow, and the ground is a smooth, white surface. The scene is peaceful and serene.

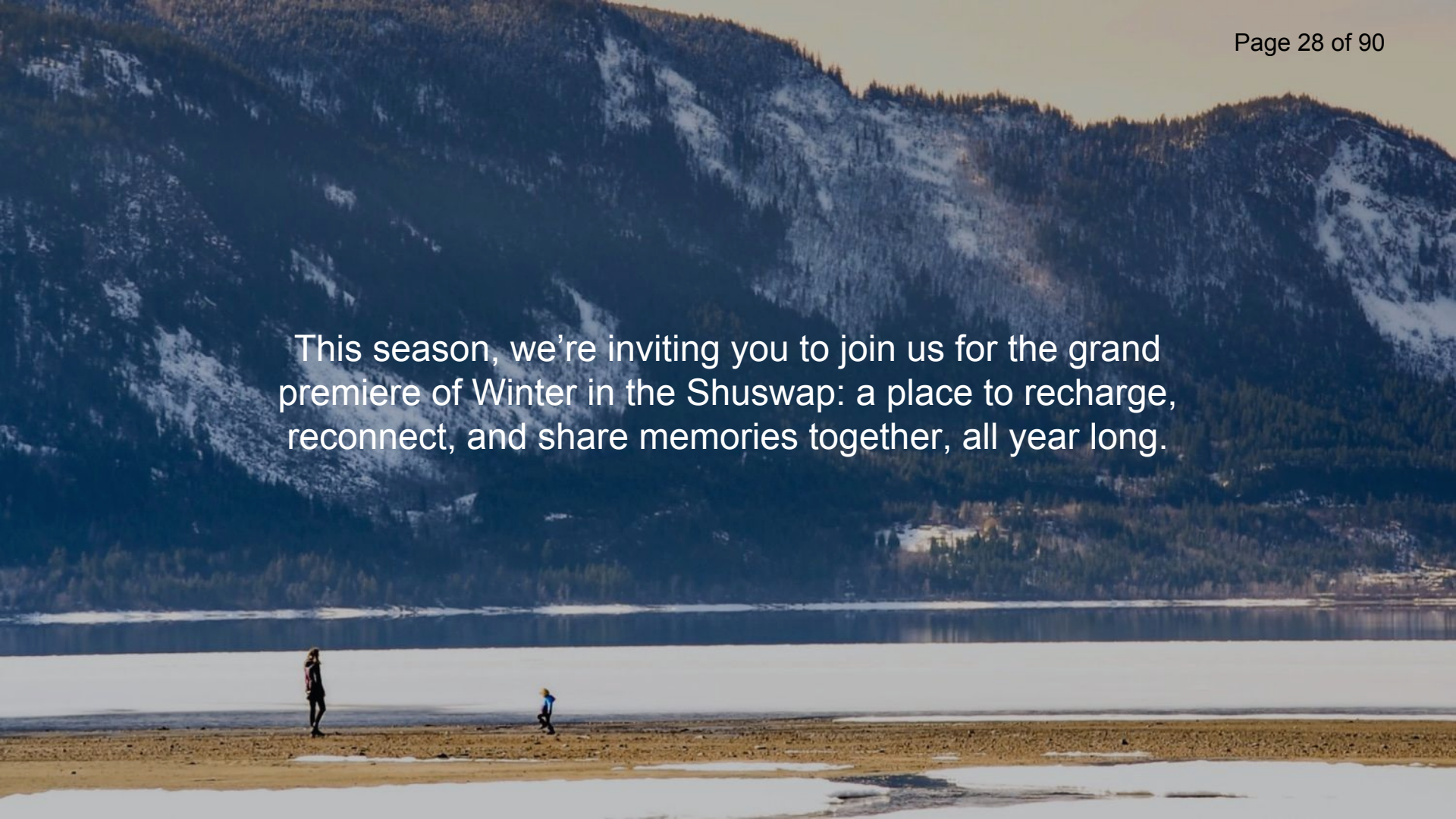
In the Shuswap, winter is for taking
a break from the crowds of the ski
hills to savor a pure experience in
nature for yourself.

It's where you reconnect with loved ones in the outdoors and spend the romantic evening curled up next to a fire.





And it's where families learn to cross-country ski together
and sled through the winter wonderland we call home.



This season, we're inviting you to join us for the grand premiere of Winter in the Shuswap: a place to recharge, reconnect, and share memories together, all year long.

Consumer Engagement Strategy

Engage

Engagement with target audience via digital and social platforms on winter experiences in the Shuswap.

Gather

Gathering new and credible content through the lens of influencers.

Promote

Promotion of existing and influencer-curated content of winter experiences in the Shuswap through earned, paid, and owned channels.

Measure

Measure campaign performance report to showcase impact on WOM and ROI.

Channel Selection

Social Media

- **Facebook:** Click-to-web, canvas ad formats, promoted posts
- **Instagram:** Insta-stories, promoted posts
- **YouTube:** video ads, bumper ads, companion banners
- **Twitter:** links to blogs, trail maps, itineraries, video content

Digital Advertising

- **Native and video formats**
- **Redirect** to blogs and YouTube content
- **Remarketing** formats (target those who have visited website/other pages and remarket ads to them)
- **Pixel tracking** to understand online customer journey

Owned Channels

- **Website content (existing)**
 - Itineraries
 - Guides
 - What to pack
 - Other amenities
- **Link-building**
 - Partners
 - Influencers
 - Social content

Phase

01

Phase 1: Recharge



Jan 3- Jan 25

Open Weekend- Jan 19/20

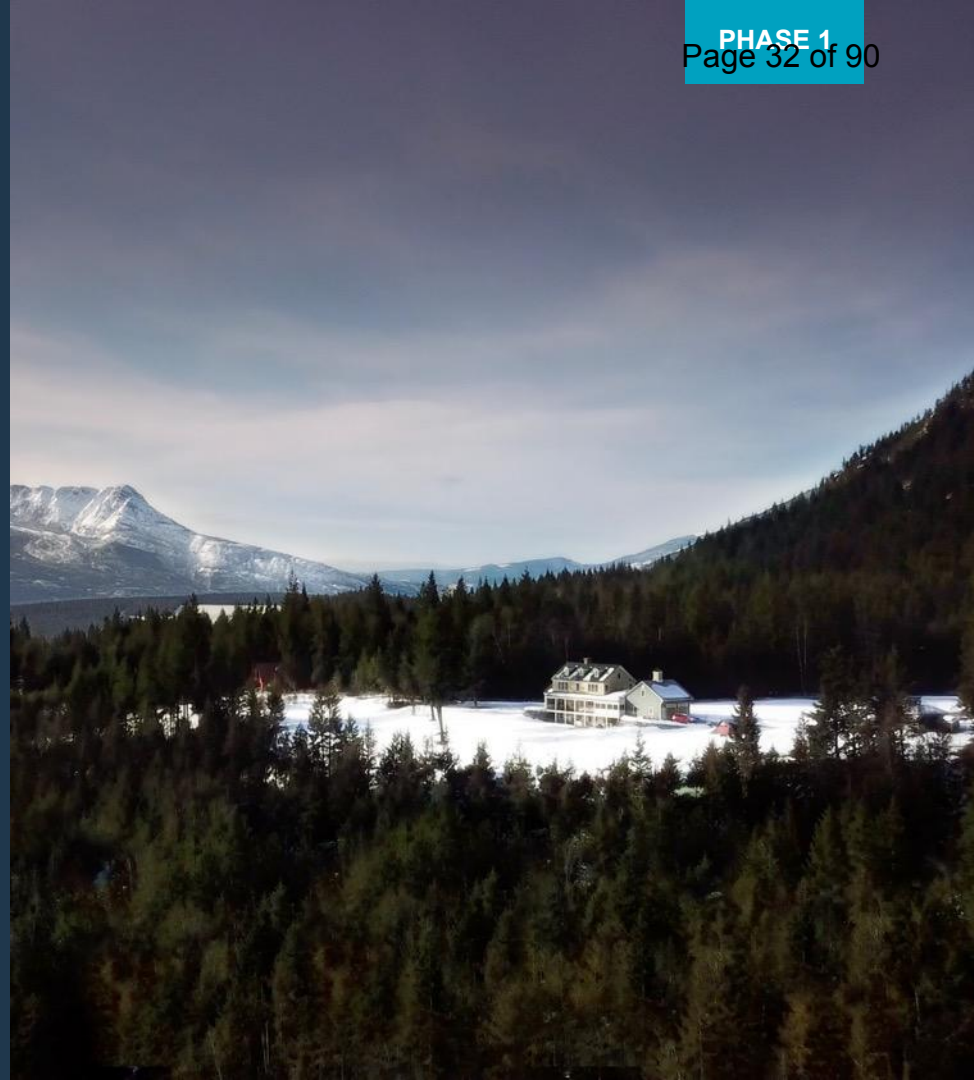
The hectic holidays are over and the new year is beginning.

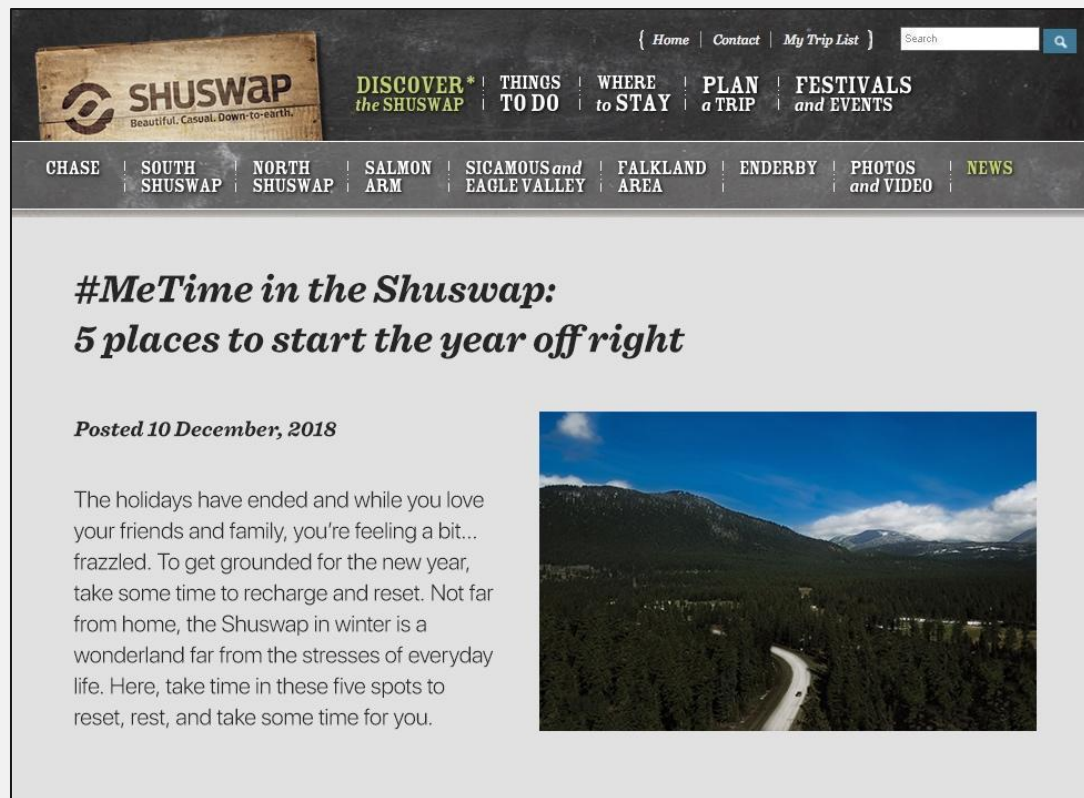
The Shuswap welcomes those needing a boost in spirits during some of the shortest days of the year. Here, start the new year off with much-needed self-care, by reconnecting with nature, finding inspiration in the local arts scene, or simply indulging at the spa or amongst the company of friends. Recharge and reboot your spirit in the peaceful nature of Winter in the Shuswap.

TARGET MARKET

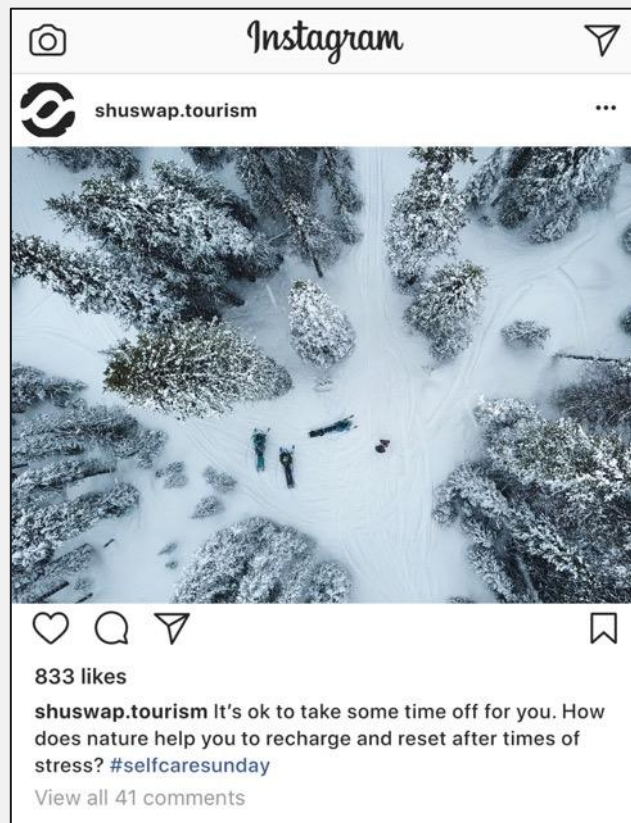
Primary: Female, travelling with their partner or with a group of friends

Secondary: Niche outdoor enthusiasts

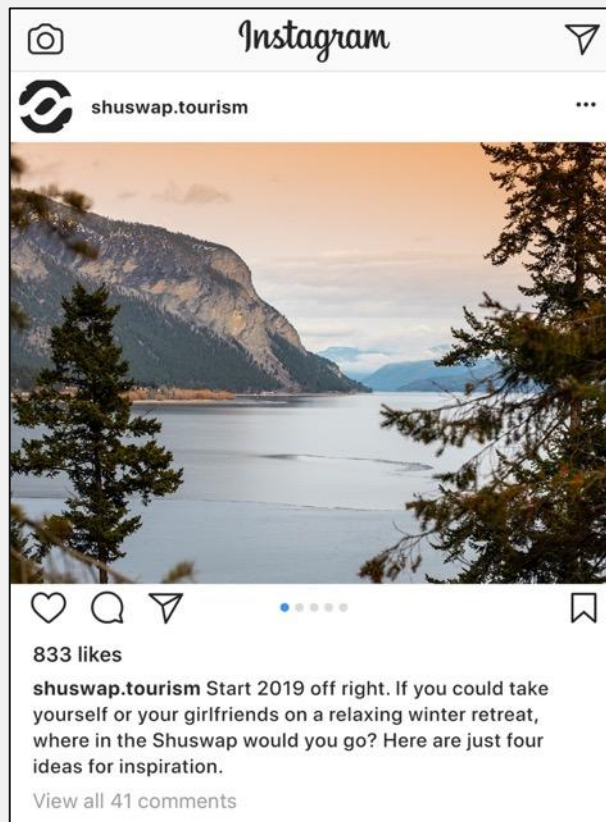




Blog sample



Social post

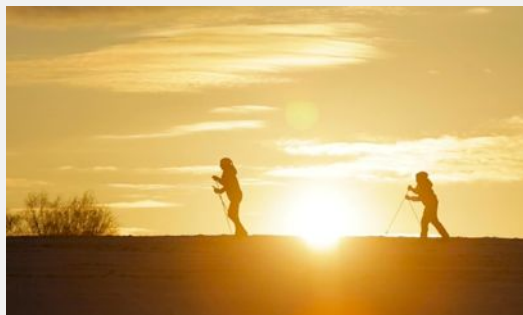
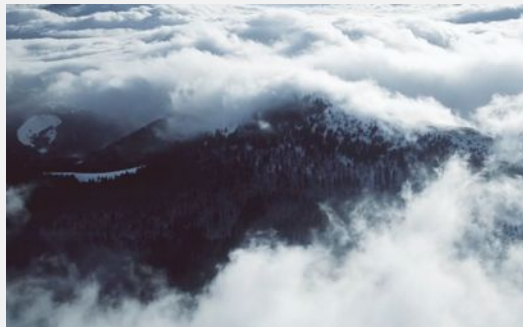


Social post

Video Direction

The 30-second clip starts with aerial shots of winter wonderlands during the day before introducing a closeup of a woman's face happy to be exploring the outdoors. From here, a few more medium/ long shots of her snow shoeing and appreciating nature with friends. Cut to a shot of a beautiful resort in a scenic location and a few more relaxing clips- maybe friends sharing a bottle of wine in a somewhat elegant natural setting, just enjoying the view over the lake, or visiting with local artisans. Nature and relaxing should be the highlights of this video, less activity, and more inspiration from nature. Once the sun starts to set, they head into town with an establishing shot for a slower paced evening montage of paint and sip, wine, and dinner. The clip ends with another nighttime scene that eventually fades out to the CTA.

Introducing Winter Inspiration in the Shuswap.



@treasuresandtravels



43.8k followers

treasuresandtravelsblog.com

This Vancouver based lifestyle blog is written by sisters Tegan and Lindsay and focuses on beauty, health, lifestyle, and of course, travel.

The blog speaks well to millennial parents, and the pair have gone on girls' getaways before. The Shuswap could be a nice opportunity for them to explore more of winter in their own backyard. The trip's value to them could be enhanced if there were able to bring 2 additional girlfriends to discover the region alongside.



Phase

02

Phase 2: Reconnect



Jan 21- Feb 15

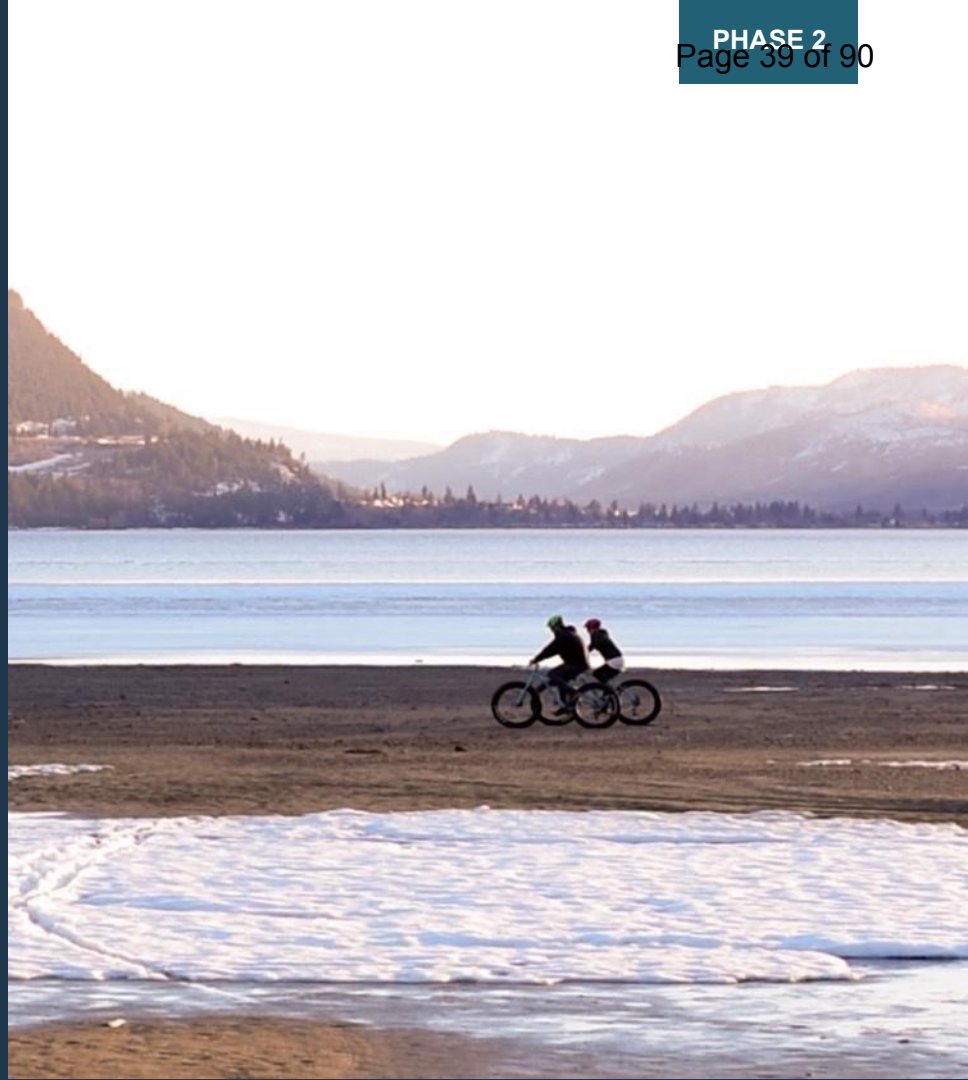
Open weekend- Feb 9/10


**The years feel like they're flying by faster
and we always wish time would slow down.**

Life is short, make sure you carve out time to spend with those you love and travel with them often. Whether you're wine tasting, taking in the winter views from a cozy cabin, taking in the live entertainment at our coffee house jam sessions, or sharing a date night, Winter in the Shuswap is where couples can hit the pause button on everyday stresses and reconnect with each other in a magical setting.

TARGET MARKET

Couples with or without kids who are looking for a weekend escape in the outdoors with soft adventure.





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10 stunning spots in the Shuswap to rekindle romance this winter

Posted 10 December, 2018

You don't need to wait for a holiday or anniversary to show your love. These ten spots in the Shuswap already have us planning our next romantic getaway.



Blog sample



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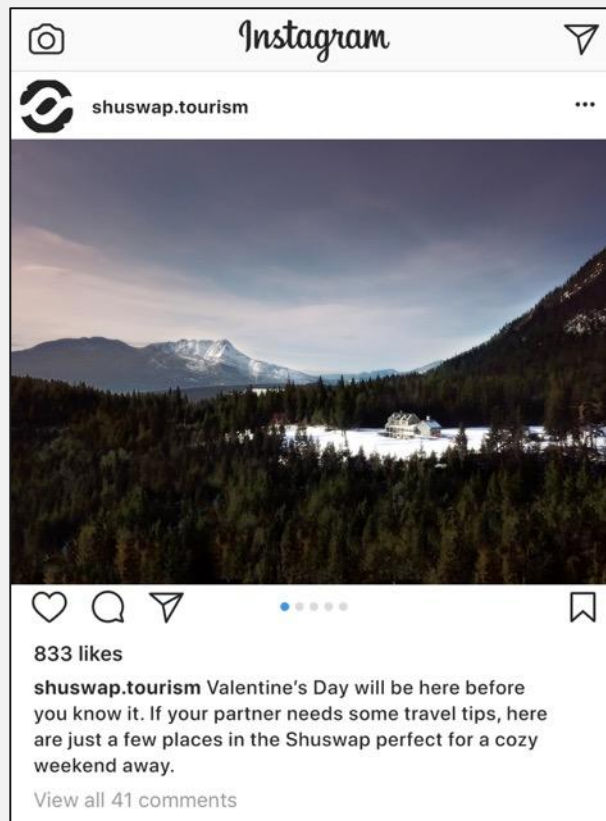
BC's capital of cozy? These Shuswap Cabins have us planning our next romantic winter getaway.

Posted 10 December, 2018

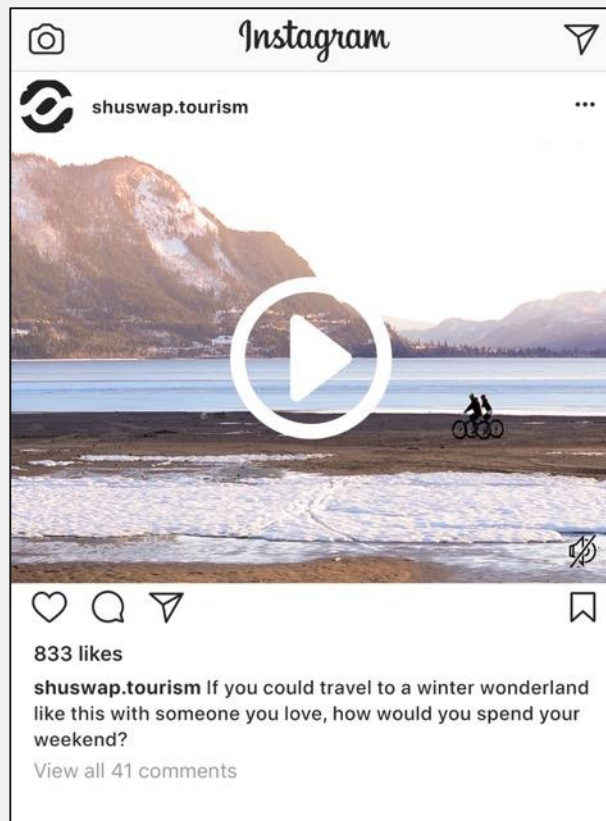
Lately it seems that hygge has been all we hear about once the winter chill rolls in. And with quiet cabins, quaint coffee shop live music events, and roaring fires after a day spent snowshoeing, we think the Shuswap version of winter warmth might fit into that category too. Here are three cabins that make the Shuswap BC's new capital of cozy.



Blog sample



Social post

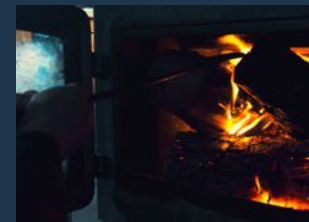


Social post

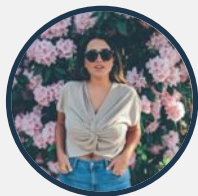
Video Direction

The 30-second clip opens with 1-2 establishing shots of stunning daytime winter landscapes that eventually gently leads the focus to a cabin in the woods or amongst a vista. Inside the cabin, a closeup of a roaring fire and a few more clips of general cosiness being enjoyed by a couple. From there, we transition to a couple holding hands and exploring together depicted with a montage of snow shoeing, standing together enjoying views, skating and other activities, and then focuses on them heading into town to enjoy some beverages, live music, and dinner. Throughout the montage, clips of them looking at each other to add some personality. The video ends with the ice/ starry scene fading to black and the CTA. Music should be warm and romantic.

Introducing Winter Romance in the Shuswap



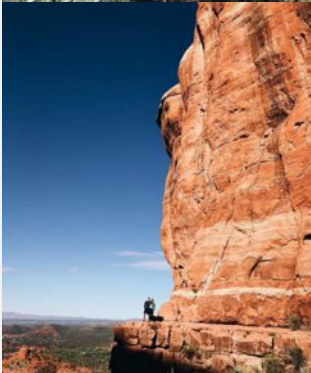
@aliciafashionista



26.9k followers

aliciafashionista.com

A popular Vancouver-based lifestyle blogger, Alicia Fashionista has been married for about three years. Her blog is a good balance between lifestyle, fashion, beauty, and travel, all beautifully photographed. The aesthetic would carry over well to a “cozy winter” vibe and focus on reconnecting with loved ones. Dog-friendly could be a bonus here too.



Phase

03

Make Memories



Feb 4- Feb 28

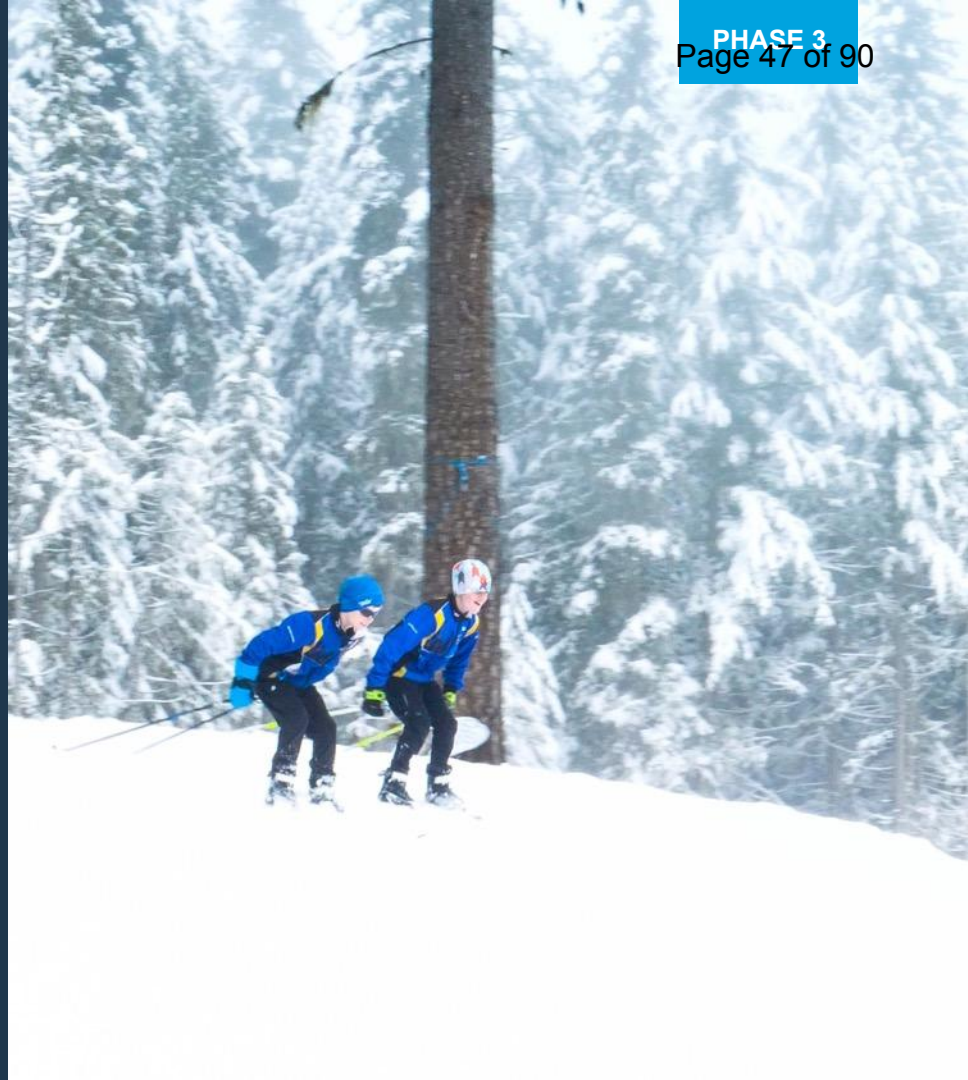
Open weekend- Feb 16/17


Collect experiences, not things.

They'll be grown before you know it, so take the opportunity now to make travel memories with your family. Winter in the Shuswap is more low key than what you might find at a busy ski hill, but adventures are still abundant. Take the youngest on his or her first Nordic trail, discover stunning vistas on our sledding trails, try out fat biking, and kick back with a board game after building (another) snow fort. Let the Shuswap's winter set a new pace for your family this season.

TARGET MARKET

Parents or multi-generational families looking for an alternative to busy ski resorts, but still craving adventure.





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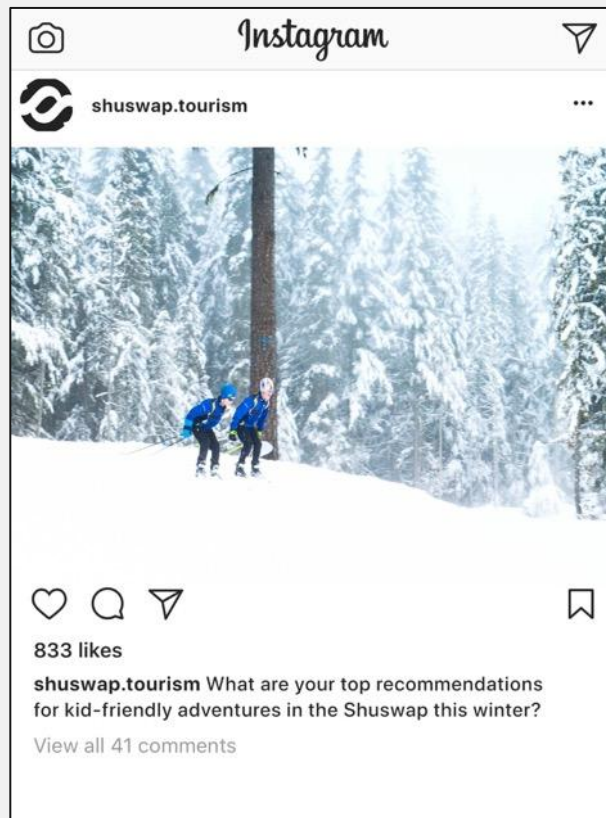
Five new adventures for the whole family in the Shuswap this winter

Posted 10 December, 2018

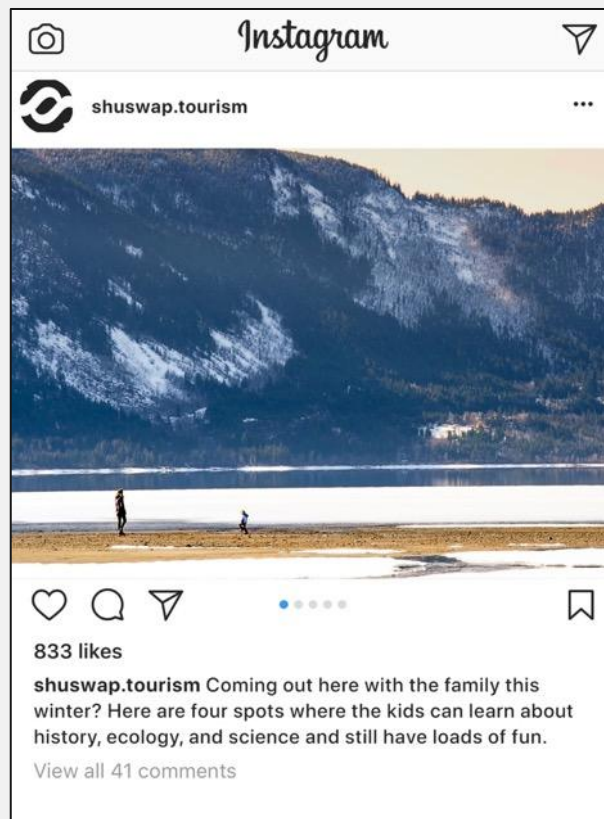
Just down the mountain and not so far from the lines of the ski lifts, the Shuswap is quickly becoming one of BC's trendiest spots for family adventures this winter. Not only does this peaceful place give you the chance to focus on family, but the soft adventures are waiting to be added to your family's winter traditions. Here are five (new to you) adventures to try out this season.



Blog sample



Social posts



Social posts

Video Direction

The 30 second clip opens with energetic closeups of kids or families in snow pants- ideally running in the snow. This opens up through wider and wider shots to show some of the drone footage of the landscape. From here, it's back down into quick clips in a montage format of family bonding with snow shoeing, sledding, playing in the snow, visiting the farm, etc, all interspersed with a few closeups of faces. From here, the pace slows down with some interior shots of family bonding while mom and dad relax. The video can either end with the evening light by transitioning outside again, or with the family enjoying a calm happy dinner at a family-friendly restaurant. Music should be more upbeat and play into a sense of nostalgia than the other videos.

Introducing Winter memories in the Shuswap



@kamadawnjones



11.3k followers

ethigalblog.com

Based in Surrey, BC, Kama, the mom and teacher behind Ethigal publishes regularly on lifestyle, travel, and motherhood. She has a sizeable following on Instagram with over 11,000 followers, and her content mosaic appears a bit more unique to other lifestyle bloggers, with family photos mixed in with closeups and travel scenes. This could also be a great tie in with a multi-generational travel angle.



Exercise

01

Phase 1: Recharge



Jan 3- Jan 25

Open Weekend- Jan 19/20

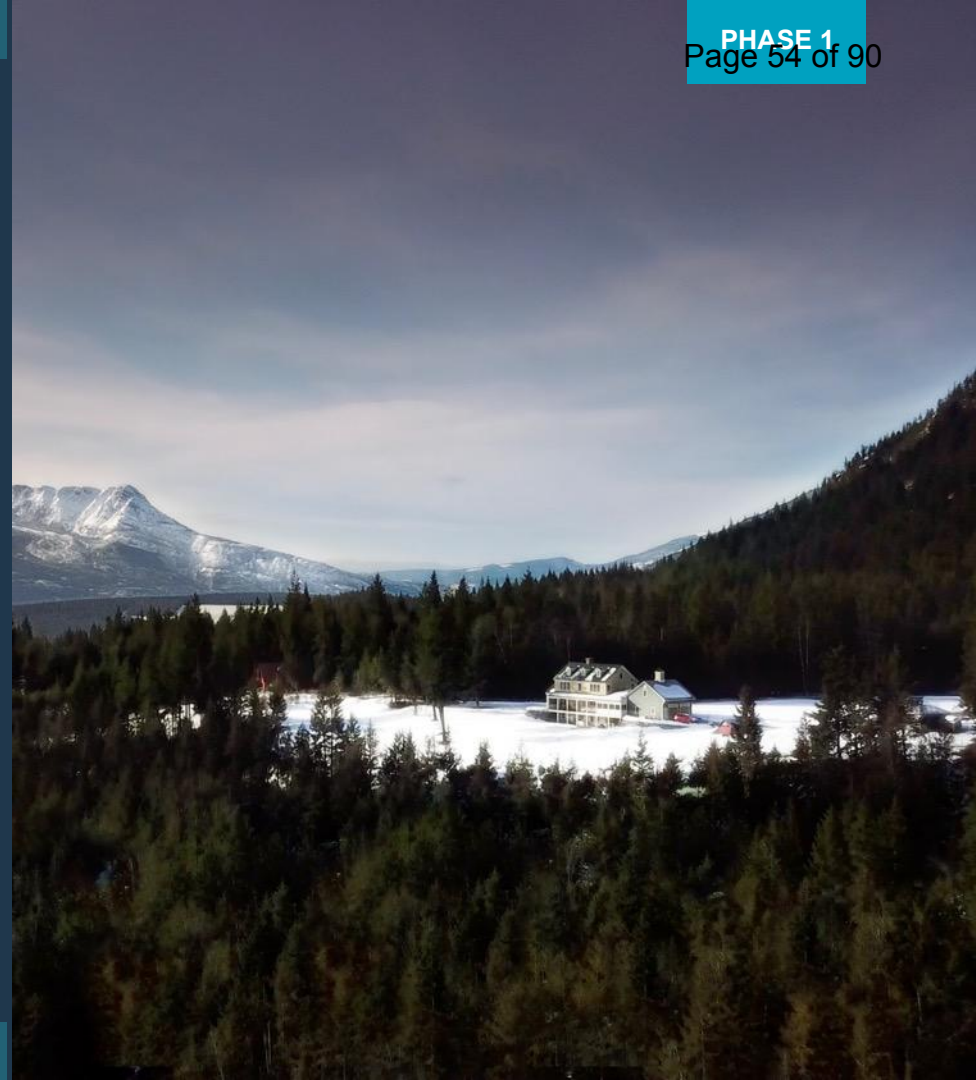
The hectic holidays are over and the new year is beginning.

The Shuswap welcomes those needing a boost in spirits during some of the shortest days of the year. Here, start the new year off with much-needed self-care, by reconnecting with nature, finding inspiration in the local arts scene, or simply indulging at the spa or amongst the company of friends. Recharge and reboot your spirit in the peaceful nature of Winter in the Shuswap.

TARGET MARKET

Primary: Female, travelling with their partner or with a group of friends

Secondary: Niche outdoor enthusiasts



Exercise

02

Phase 2: Reconnect



Jan 21- Feb 15

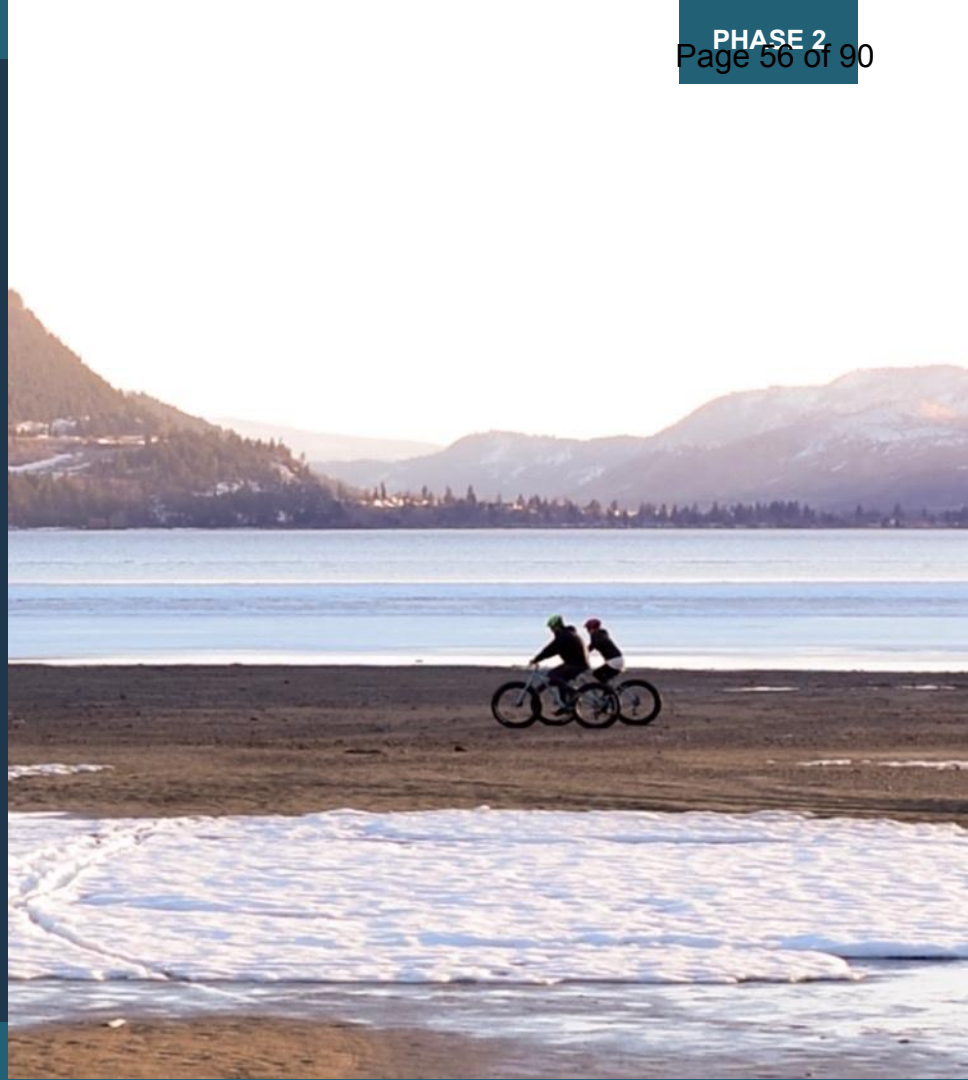
Open weekend- Feb 9/10

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exercise

03

Make Memories



Feb 4- Feb 28

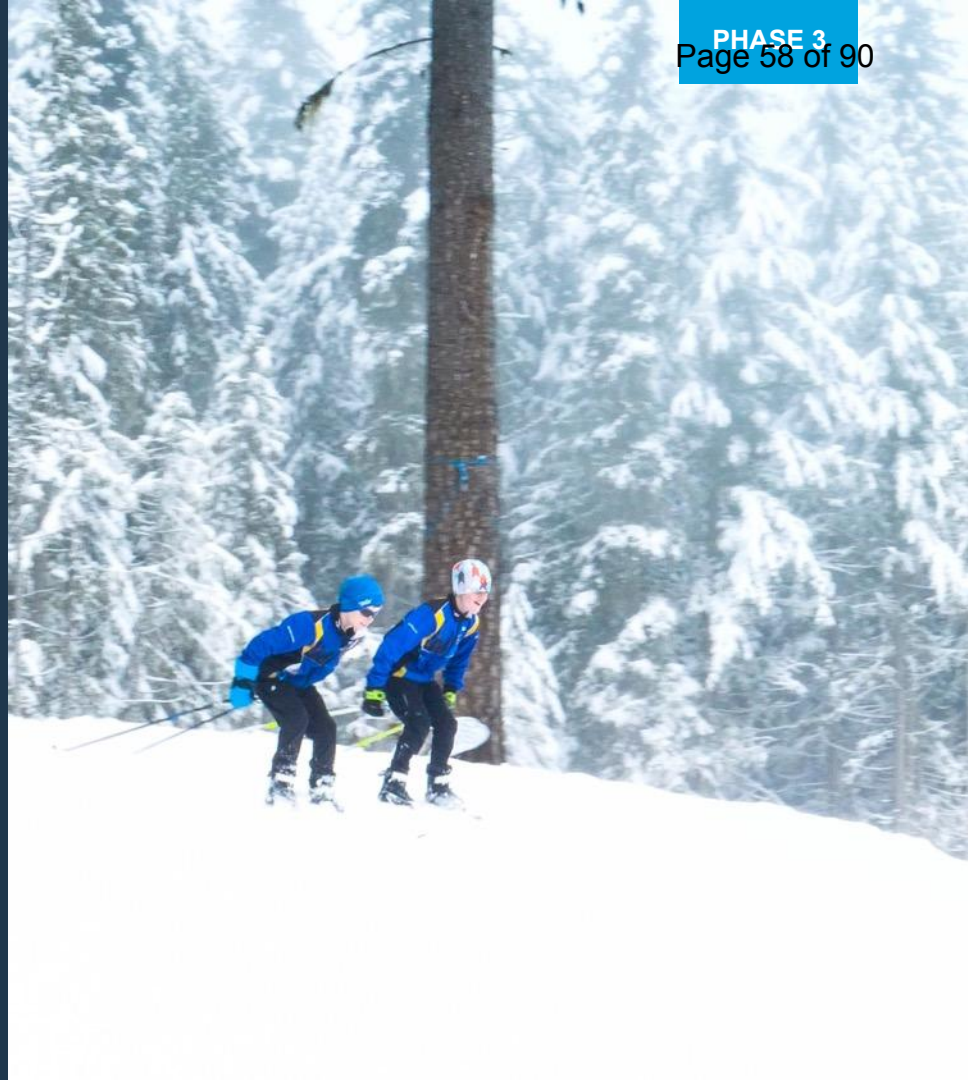
Open weekend- Feb 16/17

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TARGET MARKET

Parents or multi-generational families looking for an alternative to busy ski resorts, but still craving adventure.





We need you!

- Pick one or more theme and audience that suits your business
- What can you do to support this theme?
- What can you do to enhance this theme?
- If you're closed, can you open (even if it's for a day or weekend)?
- If you close early, can you test staying open a bit longer?
- Let's test some things!

DESTINATION

Think!

Thank you!

Columbia Shuswap Regional District							
Worksheet - 5 Year Financial Plan			3-Dec-18				
2019	Shuswap Tourism		2018	2018	2019	2020	2021
	Function # - 300		Actual	Budget	Budget	Budget	Budget
REVENUES							
1116165	Little Shuswap Indian Band		-3,682	-3,689	-3,763	-3,838	-3,915
1116215	Advertising Revenue		-32,693	-45,000	-45,000	-40,000	-40,000
1116237	DBC - Coop Marketing		-57,500	-57,500	-62,500	-62,500	-62,500
1116360	Grant		0				
1116377	MRDT Revenue - Salmon Arm		-40,000	-40,000	-47,500	-40,000	-40,000
1116550	Recovery		-8,479				
1116680	Surplus		-103,633	-103,633		0	0
1116767	Transfer from EDC		-110,000	-110,000	-75,000	-75,000	-60,000
1116810	Tax Requisition		-237,297	-237,297	-274,805	-256,702	-272,125
1116885	Tax Requisition - Chase/Armstrong		-7,300	-10,000	-10,000	-10,000	-10,000
Total Revenues			-600,584	-607,119	-518,568	-488,040	-488,540
EXPENSES							
1228030	Administration	30,986	30,986	34,568	29,040	27,540	27,660
1228040	Advertising	4	250	250	250	250	250
1228161	Apparel	-					
1228182	Bad Debt Expense	332					
1228235	Communications/Website	27,732	30,000	35,000	35,000	35,000	35,000
1228241	Computer equipment/software	-					
1228270	Contract	34,939	30,000	40,000	40,000	40,000	40,000
1228301	Credit Card Expense	105					
1228400	Deficit						
1228410	Director's Remuneration	940	1,000	1,000	1,000	1,000	1,000
1228420	Director's Travel & Expense	383	1,000	1,000	1,000	1,000	1,000
1228640	Int. & Bank Charges						
1228740	Memberships	2,380	3,000	3,000	3,000	3,000	3,000
1228742	Meetings & Networking	928	1,500	1,500	1,500	1,500	1,500
1228746	Minor Equipment	-	-	-	-	-	-
1228750	Miscellaneous	-					
1228950	Postage/Freight	3,104	1,000	1,000	1,000	1,000	1,000
1228955	Projects	73,970	114,133	62,500	50,000	50,000	50,000
1228960	DBC Projects	143,933	202,000	135,000	115,000	115,000	115,000
1229030	Rent /Lease	1,650	2,000	2,000	2,000	2,000	2,000
1229055	Regional Trail Management Strategy		-	-	-	-	-
1229120	Salaries/Benefits	54,677	89,000	91,000	93,000	95,000	97,000
1229130	Overtime	11,329	2,500	2,500	2,500	2,500	2,500
1229190	Seminars/Conferences/Training	2,931	2,500	3,000	3,000	3,000	3,000
1229220	Supplies	399	1,250	500	1,000	1,000	1,000
1229240	Telephone/Fax/Internet	409	1,000	750	750	750	750
1229250	Tourism Initiatives	-					
1229252	Tourism Marketing	71,137	50,000	60,000	65,000	65,000	65,000
1229300	Travel	4,023	4,000	4,000	4,000	4,000	4,000
1229303	Trade Shows						
1229340	Visitors Guide Production	31,684	40,000	40,000	40,000	40,000	40,000
Total Expenses			497,975	607,119	518,568	488,040	488,540
Surplus(-) / Deficit(+)			-102,609	0	0	0	0
\$1,008,175,600 Converted Assessment (2018 Revised)							
Residential Tax Rate - \$/1,000				\$0.025	\$0.029	\$0.027	\$0.028
% increase =					15.8%	-6.6%	6.0%
						\$0.030	\$0.035
						6.3%	16.3%
Item Description Included In Worksheet Above							
Projects/Tangible Capital (Cost greater than \$10,000):							
Contract - Tourism Marketing Projects			30,000	40,000	40,000	40,000	40,000
Total Contracts			30,000	40,000	40,000	40,000	40,000
Projects							
Sponsorships			15,000	15,000	20,000	20,000	20,000
Shuswap Tourism Website Refresh			40,000	30,000	10,000	10,000	40,000
Photography				17,500			10,000
DBC Projects				135,000			
Shuswap Entrance Signage							
Marketing							
Roots and Blue					10,000	10,000	10,000
Golf Partnership				10,000	10,000	10,000	10,000
ConsumerShows					0	0	0
BC Ale Trail - part of the Taste Trail				10,000	3,000	3,000	3,000
Other Marketing Reprint of Brochures and other opportunities				40,000	0	0	0
Total Projects			\$55,000	\$257,500	\$83,000	\$83,000	\$113,000
							\$83,000

CSRD - 2017 Average Residential Property Assessment:		\$314,342	\$312,906	\$312,906	\$312,906	\$312,906	\$312,906
CSRD - Average Residential Property Tax:		\$7.79	\$8.98	\$8.39	\$8.89	\$9.45	\$10.98
Tax Requisition Contributions (based on 2018 revised roll)							
Converted							
Assessment							
Salmon Arm	400,750,115	94,326	109,235	102,039	108,170	114,944	133,642
Sicamous	87,538,739	20,604	23,861	22,289	23,628	25,108	29,192
Area C	266,050,227	62,621	72,519	67,742	71,812	76,309	88,723
Area D	56,820,335	13,374	15,488	14,468	15,337	16,297	18,948
Area E	53,007,985	12,477	14,449	13,497	14,308	15,204	17,677
Area F	144,008,199	33,896	39,253	36,667	38,870	41,305	48,024
	1,008,175,600	237,297	274,805	256,702	272,125	289,167	336,207

2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget
-4,155	-4,238	-4,323	-4,409	-4,497
-40,000	-40,000	-40,000	-40,000	-40,000
-62,500	-62,500	-62,500	-62,500	-62,500
-40,000	-40,000	-40,000	-40,000	-40,000
0	0	0	0	0
				-45,000
-338,245	-341,282	-344,377	-347,471	-305,563
-10,000	-10,000	-10,000	-10,000	-10,000
-494,900	-498,020	-501,200	-504,380	-507,560
27,900	28,020	28,200	28,380	28,560
250	250	250	250	250
35,000	35,000	35,000	35,000	35,000
40,000	40,000	40,000	40,000	40,000
1,000	1,000	1,000	1,000	1,000
1,000	1,000	1,000	1,000	1,000
3,000	3,000	3,000	3,000	3,000
1,500	1,500	1,500	1,500	1,500
-	-	-	-	-
1,000	1,000	1,000	1,000	1,000
50,000	50,000	50,000	50,000	50,000
115,000	115,000	115,000	115,000	115,000
2,000	2,000	2,000	2,000	2,000
-	-	-	-	-
101,000	104,000	107,000	110,000	113,000
2,500	2,500	2,500	2,500	2,500
3,000	3,000	3,000	3,000	3,000
1,000	1,000	1,000	1,000	1,000
750	750	750	750	750
65,000	65,000	65,000	65,000	65,000
4,000	4,000	4,000	4,000	4,000
40,000	40,000	40,000	40,000	40,000
494,900	498,020	501,200	504,380	507,560
0	0	0	0	0
\$0.035	\$0.036	\$0.036	\$0.036	\$0.032
0.6%	0.9%	0.9%	0.9%	-12.1%

40,000	40,000	40,000	40,000	40,000
40,000	40,000	40,000	40,000	40,000
20,000	20,000	20,000	20,000	20,000
10,000	10,000	40,000	10,000	10,000
10,000	10,000	10,000	10,000	10,000
10,000	10,000	10,000	10,000	10,000
0	0	0	0	0
3,000	3,000	3,000	3,000	3,000
0	0	0	0	0
30,000	30,000	30,000	30,000	30,000
\$83,000	\$83,000	\$113,000	\$83,000	\$83,000

\$312,906	\$312,906	\$312,906	\$312,906	\$312,906
\$11.05	\$11.15	\$11.25	\$11.35	\$9.98

134,453	135,660	136,890	138,120	121,461
29,369	29,633	29,902	30,171	26,532
89,260	90,062	90,879	91,695	80,636
19,063	19,235	19,409	19,583	17,221
17,784	17,944	18,107	18,269	16,066
48,315	48,749	49,191	49,633	43,647
338,245	341,282	344,377	347,471	305,563

Audience Overview

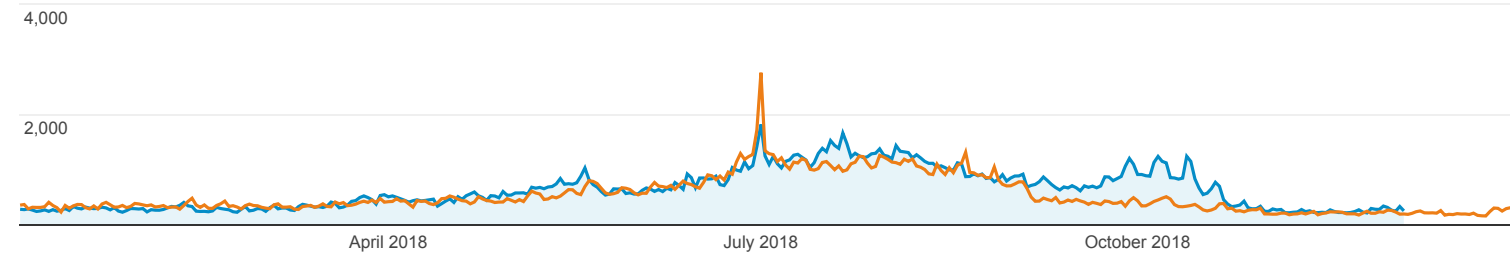
All Users

+0.00% Users

Jan 1, 2018 - Dec 5, 2018
Compare to: Jan 1, 2017 - Dec 31, 2017

Overview

Jan 1, 2018 - Dec 5, 2018: Users
Jan 1, 2017 - Dec 31, 2017: Users



Users

8.10%

171,885 vs 159,010

New Users

8.47%

171,046 vs 157,683

Sessions

12.07%

235,533 vs 210,163

Number of Sessions per User

3.68%

1.37 vs 1.32

Pageviews

-3.85%

567,353 vs 590,098

Pages / Session

-14.21%

2.41 vs 2.81

Avg. Session Duration

-13.33%

00:02:05 vs 00:02:24

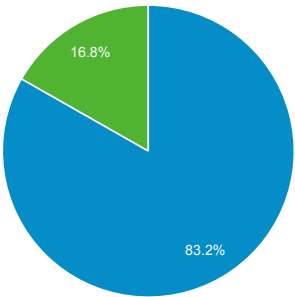
Bounce Rate

11.29%

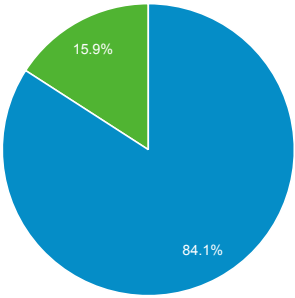
53.19% vs 47.80%

New Visitor Returning Visitor

Jan 1, 2018 - Dec 5, 2018




Jan 1, 2017 - Dec 31, 2017



Language		Users	% Users
1.	en-ca		
	Jan 1, 2018 - Dec 5, 2018	80,302	46.38%
	Jan 1, 2017 - Dec 31, 2017	67,256	42.28%
	% Change	19.40%	9.71%
2.	en-us		
	Jan 1, 2018 - Dec 5, 2018	60,632	35.02%
	Jan 1, 2017 - Dec 31, 2017	59,144	37.18%
	% Change	2.52%	-5.80%
3.	en-gb		
	Jan 1, 2018 - Dec 5, 2018	24,681	14.26%
	Jan 1, 2017 - Dec 31, 2017	27,645	17.38%
	% Change	-10.72%	-17.97%
4.	zh-cn		
	Jan 1, 2018 - Dec 5, 2018	952	0.55%

Jan 1, 2018 - Dec 31, 2018	932	0.35%
Jan 1, 2017 - Dec 31, 2017	384	0.24%
% Change	147.92%	127.80%
5. de-de		
Jan 1, 2018 - Dec 5, 2018	830	0.48%
Jan 1, 2017 - Dec 31, 2017	477	0.30%
% Change	74.00%	59.88%
6. en-au		
Jan 1, 2018 - Dec 5, 2018	743	0.43%
Jan 1, 2017 - Dec 31, 2017	527	0.33%
% Change	40.99%	29.55%
7. zh-tw		
Jan 1, 2018 - Dec 5, 2018	742	0.43%
Jan 1, 2017 - Dec 31, 2017	271	0.17%
% Change	173.80%	151.58%
8. de		
Jan 1, 2018 - Dec 5, 2018	451	0.26%
Jan 1, 2017 - Dec 31, 2017	591	0.37%
% Change	-23.69%	-29.88%
9. fr		
Jan 1, 2018 - Dec 5, 2018	402	0.23%
Jan 1, 2017 - Dec 31, 2017	320	0.20%
% Change	25.62%	15.43%
10. nl-nl		
Jan 1, 2018 - Dec 5, 2018	367	0.21%
Jan 1, 2017 - Dec 31, 2017	203	0.13%
% Change	80.79%	66.12%

Demographics: Overview

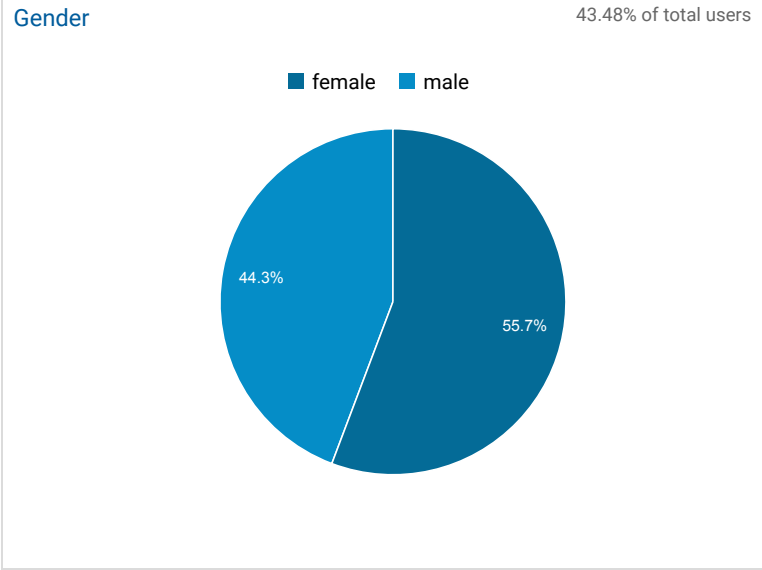
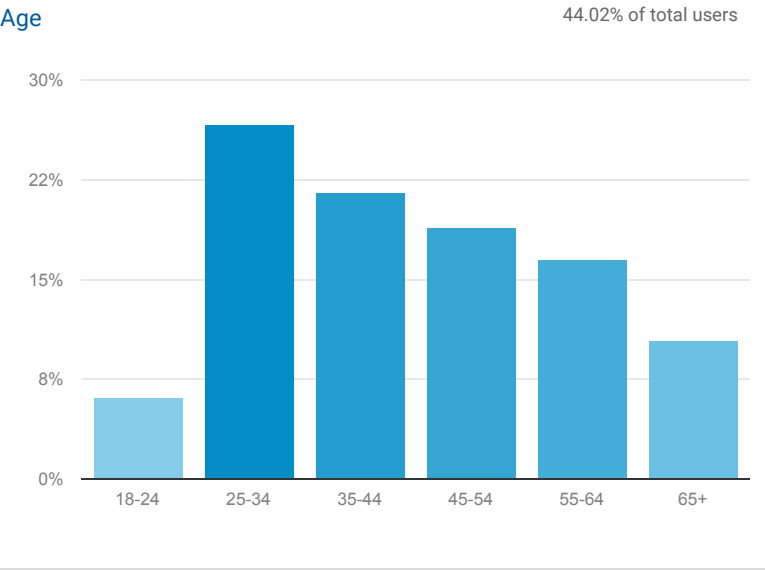


All Users

100.00% Users

Jan 1, 2018 - Dec 5, 2018

Key Metric:



Location

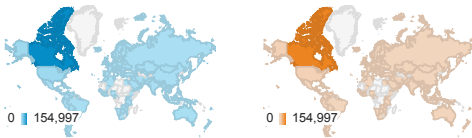
All Users
+0.00% Users







Jan 1, 2018 - Dec 5, 2018
Compare to: Jan 1, 2017 - Dec 31, 2017

Map Overlay

Summary

Jan 1, 2018 - Dec 5, 2018 Jan 1, 2017 - Dec 31, 2017



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Visitor Friendly - ballot view (Goal 1 Conversion Rate)	Visitor Friendly - ballot view (Goal 1 Completions)	Visitor Friendly - ballot view (Goal 1 Value)
	8.10%  171,885 vs 159,010	8.46%  171,126 vs 157,775	12.07%  235,533 vs 210,163	11.29%  53.19% vs 47.80%	14.21%  2.41 vs 2.81	13.33%  00:02:05 vs 00:02:24	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Canada									
Jan 1, 2018 - Dec 5, 2018	154,997 (89.61%)	153,456 (89.67%)	214,214 (90.95%)	52.14%	2.43	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 2017	145,012 (91.61%)	144,704 (91.72%)	194,645 (92.62%)	47.32%	2.81	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	6.89%	6.05%	10.05%	10.18%	-13.70%	-13.25%	0.00%	0.00%	0.00%
2. United States									
Jan 1, 2018 - Dec 5, 2018	10,671 (6.17%)	10,467 (6.12%)	12,484 (5.30%)	69.40%	2.04	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 2017	6,778 (4.28%)	6,655 (4.22%)	7,776 (3.70%)	54.28%	2.70	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	57.44%	57.28%	60.55%	27.85%	-24.18%	-21.52%	0.00%	0.00%	0.00%
3. United Kingdom									
Jan 1, 2018 - Dec 5, 2018	1,376 (0.80%)	1,351 (0.79%)	1,759 (0.75%)	48.38%	3.09	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 2017	1,429 (0.90%)	1,405 (0.89%)	1,775 (0.84%)	45.01%	3.49	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-3.71%	-3.84%	-0.90%	7.48%	-11.36%	-10.41%	0.00%	0.00%	0.00%
4. Australia									
Jan 1, 2018 - Dec 5, 2018	807 (0.47%)	798 (0.47%)	977 (0.41%)	52.10%	2.69	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 2017	722 (0.46%)	716 (0.45%)	850 (0.40%)	50.00%	3.16	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	11.77%	11.45%	14.94%	4.20%	-14.91%	-12.55%	0.00%	0.00%	0.00%
5. Germany									
Jan 1, 2018 - Dec 5, 2018	713 (0.41%)	705 (0.41%)	849 (0.36%)	53.00%	2.53	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 2017	661 (0.42%)	658 (0.42%)	788 (0.37%)	49.49%	3.04	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	7.87%	7.14%	7.74%	7.09%	-16.68%	-17.96%	0.00%	0.00%	0.00%
6. France									
Jan 1, 2018 - Dec 5, 2018	381 (0.22%)	376 (0.22%)	396 (0.17%)	69.95%	1.52	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 2017	114 (0.07%)	111 (0.07%)	128 (0.06%)	55.81%	2.15	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	234.21%	238.74%	207.81%	23.42%	-29.76%	-42.59%	0.00%	0.00%	0.00%

Jan 1, 2017 - Dec 31, 20...	114 (0.07%)	111 (0.07%)	120 (0.06%)	53.91%	2.67	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	234.21%	238.74%	209.38%	29.76%	-43.20%	-25.74%	0.00%	0.00%	0.00%
7. Netherlands									
Jan 1, 2018 - Dec 5, 2018	294 (0.17%)	292 (0.17%)	363 (0.15%)	47.93%	2.84	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 20...	294 (0.19%)	288 (0.18%)	357 (0.17%)	47.06%	2.73	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	0.00%	1.39%	1.68%	1.86%	4.10%	31.68%	0.00%	0.00%	0.00%
8. India									
Jan 1, 2018 - Dec 5, 2018	275 (0.16%)	275 (0.16%)	294 (0.12%)	66.33%	1.53	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 20...	258 (0.16%)	257 (0.16%)	311 (0.15%)	66.56%	1.76	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	6.59%	7.00%	-5.47%	-0.35%	-12.78%	9.67%	0.00%	0.00%	0.00%
9. Taiwan									
Jan 1, 2018 - Dec 5, 2018	222 (0.13%)	223 (0.13%)	297 (0.13%)	47.81%	2.19	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 20...	87 (0.05%)	86 (0.05%)	99 (0.05%)	65.66%	1.68	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	155.17%	159.30%	200.00%	-27.18%	30.32%	203.19%	0.00%	0.00%	0.00%
10. Switzerland									
Jan 1, 2018 - Dec 5, 2018	209 (0.12%)	207 (0.12%)	261 (0.11%)	46.36%	2.72	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2017 - Dec 31, 20...	169 (0.11%)	166 (0.11%)	217 (0.10%)	43.78%	3.36	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	23.67%	24.70%	20.28%	5.90%	-19.25%	-5.50%	0.00%	0.00%	0.00%

Destination BC Co-operative Marketing Partnerships Program Application 2019/2020

Please fill in the form as it is provided below; do not alter or change the form. Please do not include graphs, visuals or links in your responses; you may add these as an Appendix for further background. All relevant information related to your responses should be included in the application below. Information included in an Appendix will not be evaluated nor scored.

Please submit the application in **one** Microsoft Word document, not as a PDF. Applications must be sent by email to coop@destinationbc.ca as a single attachment.

Applications are due by 4:30 pm PST on November 30. Incomplete or late proposals will not be considered. All funding received for successful applications must be spent by the end of the contracted term.

Contact Information:

Applicants:	Shuswap Tourism Columbia Shuswap Regional District Representing: Chase, CSRD Electoral Areas C, D, E, and F, , Salmon Arm, and Sicamous Approximately 28 communities throughout the Shuswap		
Representatives:	Robyn Cyr, Manager, Shuswap Tourism – Columbia Shuswap Regional District		
Legal name and address of the Lead Organization:	Columbia Shuswap Regional District 555 Harbourfront Drive, Box 978, Salmon Arm, BC V1E 4P1		
Registered Society Number (if applicable)	3342		
Authorized Authority:	Robyn Cyr, Manager, Shuswap Tourism – Columbia Shuswap Regional District		
Mailing Address:	Same as above		
Telephone:	250-833-5928	Email:	rcyr@csrd.bc.ca
Contact Person (for Ongoing Communication): (if different from above)	Same as above		
Telephone:		Email:	

Application Proposal:

Lead Organization	Columbia Shuswap Regional District
Name of Initiative	Shuswap Tourism Regional Marketing Campaigns – 2019/2020
Project Description	<p>The Shuswap Tourism Regional Marketing Campaigns are designed to increase the marketing value of new and existing marketing products and to implement the experiences as identified in the 2017 Shuswap Tourism Marketing Strategy. The vision in the strategy is to focus on marketing campaigns that will grow Tourism in the Shuswap region into a four season destination. The project will include:</p> <ul style="list-style-type: none"> • A focus on increasing the Shuswap brand awareness and alignment in new and existing markets for the Spring, Fall, and Winter • Strengthening our brand from within – maintaining and developing in region communication and marketing materials in digital and print formats for the Spring, Fall, and Winter • Defining the experience – sharing our story and delivering on the experience – not only in the summer but in the spring, fall and winter • Integrating Indigenous Tourism product development and promotion into our work • Planning for the future – continue to develop the region to host events that will showcase the region in all seasons. • Measuring success – a continued focus on metrics <p>The intended actions are designed to leverage and build on the projects that have been identified in the 2017 Shuswap Tourism marketing plan and to create further opportunities for product development and promotion. In 2018/2019 the marketing campaigns focused on the collection of assets to start the marketing campaign called “Charming Winter Town” and showcased the many different cultural and softer winter experiences in the Shuswap. This 2019/2020 campaign will focus on the back country adventures that you can access on a snowmobile, skis, and snowshoes.</p> <p>The Shuswap has a solid brand that aligns with the Destination BC brand. Our tag line is: Beautiful, Casual, Down-to-Earth and our brand pillars are Lake (a distinct visual landscape that dominates our region and provides activities for recreation in all seasons), Country (incredible wilderness surroundings that provide a backdrop for mountain biking, cycling, golf, camping, fishing, Nordic skiing, snowmobiling, snowshoeing and more), and Culture (the fabric of our communities create a culture that visitors want to experience – a strong culture of visual arts, music events, outdoor recreation events, etc.). Our current communication materials are</p>

	<p>comprised of a comprehensive website, experience brochures, various social media platforms, and digital and online marketing campaigns.</p> <p>This project will increase visitation and in turn provide increased revenue to the Tourism industry in the Shuswap in the less traveled shoulder and winter seasons. It is our responsibility as a destination marketing organization to ensure that we have clearly defined marketing campaigns and experiences that showcase the Shuswap region and provide the best return on investment for our Tourism industry.</p>
Situation Analysis	<p>Over the past ten years, Shuswap Tourism has developed a strong regional brand that promotes the region and the communities in the Shuswap region. Communities in the Shuswap region include: Salmon Arm, Sicamous, and Chase, Sorrento, Blind Bay, Falkland, Scotch Creek, Celista, Seymour Arm, Malakwa, Swansea Point, and other smaller unincorporated communities in this region.</p> <p>The Shuswap is also located in the Thompson Okanagan Tourism region and sees increased visitation to the region as a result of additional interest from the surrounding communities in the Okanagan and Thompson regions. The Shuswap's lead experiences are accessible to a wide market and are comparatively value orientated.</p> <p>Shuswap Tourism has worked towards developing year round experiences that include fall festivals (Salute to the Sockeye – held every October) and world class winter experiences (Snowmobiling, Nordic skiing, snowshoeing, back country skiing). However, the summer season still dominates, both in visitation and in the mind of the consumer, where a visit to the Shuswap means summer house boating and relaxation around and on the lake.</p> <p>It is the Shuswap regions ambition to become a four season destination within the next five years. The foundation, motivation, and collaboration are in place. Now we need to focus and deliver on the elements that will truly make the Shuswap a four season destination. In 2018/2019 we have focused on the “Charming Winter Town” marketing campaign. This campaign spoke about the Shuswap as an alternative to the busy ski towns. The Shuswap is a place to recharge, reconnect, and reboot after the busy holiday season.</p> <p>Immediate competitors and peers include the Okanagan and Kootenay Rockies areas. Their strengths are a higher calibre of developed experiences and greater recognition. However, the Shuswap still continues to offer more approachable, accessible and casual (or self-guided) experiences, with a lower cost of entry and a new fresh perspective. Where surrounding destinations are urbanizing and the pace of life increases, the Shuswap still offers a place to unwind and slow down.</p>

	<p>A solid foundation of marketing materials is in place but the region still needs to continue to increase awareness, alignment, and action in new and existing target regions. This will be implemented using new marketing opportunities with digital and online marketing campaigns to expand consumer knowledge and to make the Shuswap a desirable destination in all four seasons.</p> <p>Statistics to showcase growth are mainly received through Google Analytics, Visitor Centers, and direct contact with the tourism industry.</p> <p>The only Shuswap region communities, at this time, that are collecting the MRDT is Salmon Arm. The MRDT came into effect on July 1, 2017 and data is now available for us to use. We do know that the occupancy rates in 2018 have increased due to the increased availability of funding for 2019 that we can now access through the MRDT project. Final statistics will be available after the 2018 reporting period.</p> <p>We also have been working on a data survey to engage the rural community Tourism operators which we will be launching in late 2018 and early 2019. We will be able to provide comparative data after the 2019 reporting period.</p> <p>The 2017 Shuswap Tourism Marketing Strategy has defined that success for Shuswap Tourism will need to be measured in hard numbers. The following key performance indicators (KPIs) will determine success.</p> <p>KPIs:</p> <ul style="list-style-type: none"> • Overall growth in tourism • Increased average accommodation occupancy rates in shoulder seasons – through MRDT data (Salmon Arm) • Increased average room rates • Increased number of year-round tourism businesses • Increased opening hours for restaurants and pubs • Increased year round tourism jobs for the community • Resident positive attitude towards tourism • Visitor satisfaction • **Note: No benchmarks currently exist for these KPIs and is being established will be available in early 2019.
Objective(s)	<p>Strategic Objectives</p> <ol style="list-style-type: none"> 1. Designing, developing, and delivering the four season Shuswap experience 2. Sustain, stimulate, and surge towards a four season destination 3. Maintain DMO effectiveness through leap, lead and leveraging stakeholders, capabilities and marketing methods

Strategies	<p>Strategies for Objective 1:</p> <ol style="list-style-type: none"> <p>1. Design a year-round capacity and demand plan Action: Establish benchmarks, targets and an ongoing measurement framework</p> <p>2. Develop experiences to fill gaps – Grow and mature experiences and supporting services Actions:</p> <ul style="list-style-type: none"> - Identify gaps in specific, high-priority experiences - Collaborate with industry and other stakeholders to foster development in order to fill gaps in products and services <p>Winterize summer experiences Actions:</p> <ul style="list-style-type: none"> - Identify the right experiences to extend from summer to other seasons – ie. Cabin on the lake with a fire – you can do this in summer or winter - Support the development of these experiences and lead the promotional efforts – work with tourism operators to develop these experiences. <p>3. Delivery the Shuswap Story Align experiences with Place DNA Action: Develop an industry alignment tool and /or program to strengthen the Shuswap experience with its brand story</p> <p>Deliver Remarkable Experiences Action: Develop or leverage an industry development program to increase the number of remarkable experiences that people share using social media – development of a strategic social media content plan and calendar</p> <p>Flavour the Shuswap experience with Authentic First Nations Culture Action: Collaborate with our First Nations communities to incorporate authentic aboriginal experiences throughout the Shuswap – working with Quaaout Lodge to promote their winter activities – snowshoeing, partnership with Grizzly Lodge for snowmobiling, Taste events, and many more.</p>
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	<p>Measuring the Destination Experience Action: Establish an ongoing program to measure the destination's NPS – engaging our operators to measure success</p> <p>Strategies for Objective 2:</p> <ol style="list-style-type: none"> 1. Sustain the core summer business. Action: Develop a framework to measure and forecast year-round business – surveys will be sent to business for them to engage in the discussion. 2. Stimulate the development of a four-season reputation through harnessing advocacy Actions: <ul style="list-style-type: none"> - Enable and encourage storytellers to share their Shuswap stories- strategic content plan with social media to engage businesses and visitors - Curate the stories shared in order to: Amplify the best stories Mitigate the negative stories Learn from the experiences people share <p>Niche Marketing Segmentation Actions: <ul style="list-style-type: none"> - Identify and prioritize passion groups - Gain key insights into these passion groups - Create and execute plans to build a reputation within them </p> <ol style="list-style-type: none"> 3. Shift Promotional Activities to Modern Digital-First Tactics Actions: <ul style="list-style-type: none"> - Review and adjust all marketing tactics to follow contemporary best practices. This will include website, email marketing, social media, print collateral and traditional advertising tactics - Reducing or eliminating tactics that are no longer effective or do not support the strategy – we have reduced our print marketing by 30% over the last three years. - Creating, raising or adjusting tactics that deliver maximum value for money – strategic digital marketing campaigns. - Create purpose-driven, inspirational and/or useful content to provide value to specific audiences. - Integrate our marketing with local industry partners, regional and provincial DMOs and others for maximum alignment.
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	<p>Strategies for Objective 3</p> <p>1. Leap forward with Strategic Marketing Methods Action:</p> <ul style="list-style-type: none"> - Invest in the right capabilities and agency partners to modernize Shuswap Tourism's marketing activities – strategic consulting bi-weekly with Destination Think to keep our team up to date and current with tourism industry trends. - Enable industry stakeholders to successfully uncover and implement digital marketing opportunities – to engage the industry in digital marketing campaigns. <p>2. Leverage the collaborative environment between government, private sector, and First Nations Action:</p> <ul style="list-style-type: none"> - Seek continued alignment, consultation, collaboration and delegation from third parties to deliver on the mission. - Seek increased budget and diversify revenue streams for Shuswap Tourism to implement this strategy to the fullest – leverage partner contributions to enable additional funding for strategic marketing campaigns. <p>3. Lead the industry to maturity as a destination Action:</p> <ul style="list-style-type: none"> - Lead the industry by bringing knowledge, tools, and the experience to the industry in order to deliver and promote the Shuswap experience – bi-annual networking evenings with workshops are held to keep the industry informed and to provide updated knowledge on industry trends.
Markets/Segments	<p>Our primary opportunity for continued market development lies in the Pacific North West US, BC (including the Lower Mainland and metro Vancouver, and central and northern BC), and short haul markets (including Kelowna, Kamloops, Vernon). Our optimum PNW market is estimated to be 750,000 (out of 15 Million), that potentially align with our brand and experience.</p> <p>The Calgary-Edmonton corridor in Alberta continues to also be a strong target market. The reason for this is that they already know about the Shuswap but we continue to target this market as they continue to represent a large market for visitation to the Shuswap region and are continually seeking to engage in new and existing experiences in this region.</p>

	<p>Our EQ Audience is: Authentic Experiencers, Free Spirits, and Cultural Explorers.</p> <p>Our demographic target market is primarily focused on an age group from 35-50 but the demographic statistics shown on our website, Facebook, Instagram, and Twitter in the past year states that our largest group is 25-35. Our outdoor adventures activities are attracting a larger younger audience and although we will continue to focus on that 35-50 age group we will start to look at some experiences that will focus on a younger audience as well.</p> <p>Focus areas for our marketing:</p> <ol style="list-style-type: none"> 1. The Pacific Northwest US and the Lower Mainland and Metro Vancouver market will focus leisure traveller looking to escape the city and looking for relaxation and rejuvenation and creating an experience so that they will want to return. Our optimal stay time would be three-five days. One day on each end of the trip to travel and three days to truly enjoy the region. Aboriginal Tourism Cultural experiences will also focus on this demographic. 2. Central and Northern BC, Edmonton and Calgary (Spring and Fall) - The ice melts earlier here – hiking and biking, cycle touring, golf, fishing – starts earlier than our northern communities. 3. Edmonton, Calgary, Lower Mainland, Short haul markets – Winter – Sledding, Nordic skiing, snowshoeing. These activities will be the focus of new marketing material that will encourage visitation in the winter season. 4. Short haul markets (all seasons) – come to visit for dinner and theatre, experience live music, the Winter Hall Coffee House crawl, the North Shuswap Winter Festival, or the Roots and Blues Festival in August, go for a ski at the Larch Hills Nordic Ski area, shop in our unique downtown, visit galleries, and other activities seasonally.
Provincial Destination Brand Alignment	<p>The Shuswap has a solid brand that aligns with the Destination BC brand. Our tag line is: Beautiful, Casual, Down-to-Earth and our brand pillars are Lake (a distinct visual landscape that dominates our region and provides activities for recreation), Country (incredible wilderness surroundings that provide a backdrop for hiking, mountain biking, cycling, golf, camping, fishing, Nordic skiing, snow shoeing, back country skiing and more), and Culture (the fabric of our communities create a culture that visitors want to experience). Our brand creates a vision of natural landscape that urban visitors want to experience. Our current and future marketing campaigns encourage our visitors to step out of their ordinary</p>

	<p>day and explore with our communities the culture and the beauty of this region.</p> <p>We will be launching our new website in 2019 and this website will be integrating the Destination BC brand. We will be working with Destination BC and their team to assist us to integrate Tier 1, highly aligned brand tier, into our brand as we develop our new website and new marketing material moving forward.</p> <p>We will also be using - User Generated Content Partner Network through CrowdRiff. We are in the process of implementing CrowdRiff for the Shuswap Region and we are currently uploading all of our current photography, etc. into CrowdRiff to use in our digital and social media marketing campaigns.</p>
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Tactics	<p>Tactic #1</p> <p>“Taste of the Shuswap”</p> <p>“Taste of the Shuswap” will be promotion of the Agritourism businesses in the Shuswap region. This tactic will consist of a page on our new website, “Taste of the Shuswap” map, and integrated into our social media content development plan to showcase product throughout the season. It will also highlight our wineries, breweries, farmers markets, farm tours, and the “Taste” series at various restaurants throughout the Shuswap region.</p> <p>Purpose: To showcase the diversity of our local agriculture products and provide marketing for our local agritourism businesses.</p> <p>Budget: \$30,000.00</p> <p>DBC - \$10,000.00 Shuswap Tourism - \$10,000.00 Salmon Arm MRDT - \$10,000.00</p> <p>Call to Action: The call to action will be a designated website page with a directed URL – TasteShuswap.com - #Taste Shuswap - @TasteShuswap and the creation of Taste experience videos.</p> <p>Timing: Start date: May 1, 2019 End Date: March 31, 2020</p> <p>Markets: All markets with specific attention to close in markets – Kamloops, Kelowna, and Vernon in the Fall and Spring.</p> <p>Metrics: Website and social media engagement.</p> <table border="1" data-bbox="407 1297 1453 1879"> <thead> <tr> <th></th> <th>Tactic 1</th> <th>“Taste of the Shuswap”</th> </tr> </thead> <tbody> <tr> <td></td> <td>Paid Advertising</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Print (Newspaper/Magazine)</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Radio</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Television</td> <td></td> </tr> <tr> <td></td> <td>Digital Advertising</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Email Marketing</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Paid Search /Search Engine Marketing</td> <td></td> </tr> <tr> <td><input type="checkbox"/></td> <td>Paid Social Media</td> <td></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>Display (image and video)</td> <td>Included in social media campaigns</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Native Advertising</td> <td></td> </tr> </tbody> </table>			Tactic 1	“Taste of the Shuswap”		Paid Advertising		<input type="checkbox"/>	Print (Newspaper/Magazine)		<input type="checkbox"/>	Radio		<input type="checkbox"/>	Television			Digital Advertising		<input type="checkbox"/>	Email Marketing		<input type="checkbox"/>	Paid Search /Search Engine Marketing		<input type="checkbox"/>	Paid Social Media		<input checked="" type="checkbox"/>	Display (image and video)	Included in social media campaigns	<input type="checkbox"/>	Native Advertising	
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<input checked="" type="checkbox"/>	Display (image and video)	Included in social media campaigns																																	
<input type="checkbox"/>	Native Advertising																																		

✓	Social Media	Included in the content calendar for social media
	Print/Online Collateral	
	Brochures	
□	Rack Cards	
□	Flat Sheets	
□	Guides	
✓	Maps	New "Taste of the Shuswap" Maps
✓	Brand Alignment	Integrated with DBC Brand
□	Consumer Focused Asset Development	
✓	Written Content	Website content development
✓	Photography	New photography of experiences
✓	Video	New Videos of experience
✓	Landing page	Landing page on Shuswap Tourism website
o	Market Research	
o	Consumer Shows	
✓	Travel Media Relations	Invited to experience the "Taste of the Shuswap"
✓	Other	Influencers invited to experience the "Taste of the Shuswap"

Tactic 2

Shuswap Tourism Brand Refresh

Purpose: To integrate the Destination BC Brand into our new website and marketing collateral.

Budget: \$20,000.00
 DBC - \$10,000.00
 Salmon Arm MRDT - \$10,000.00

Call to Action:
 The new Shuswap Tourism website will integrate the Destination BC brand as it is being developed. All other print marketing collateral and digital media marketing will incorporate this new brand.

Timing: Start date: April 1, 2019 End Date: March 31, 2020

Markets: All markets

Metrics: Website, digital marketing campaigns, print marketing collateral – all updated with the new brand refresh.

	Tactic	Shuswap Tourism Brand Refresh
	Print Online/Collateral	
✓	Brochures	Updated with new refreshed Shuswap Tourism brand
✓	Rack Cards	Updated with new refreshed Shuswap Tourism brand
✓	Flat Sheets	Updated with new refreshed Shuswap Tourism brand
✓	Guides	Updated with new refreshed Shuswap Tourism brand
✓	Maps	Updated with new refreshed Shuswap Tourism brand
	Consumer Focused Asset Development	
✓	Written Content	Wording integrating DBC Brand
✓	Photography	Photography integrating DBC Brand
✓	Video	Videos integrating DBC Brand
✓	Landing page	Landing pages integrating DBC Brand

Tactic 2

Shuswap Winter asset development and marketing campaign

Purpose: This winter asset development and marketing campaign will be to develop winter experiences. This project will focus on back country experiences sledding to cabins and spending time with friends, the back country lodge experience, the sled/ski experience, sled/snowshoe adventures, rustic cabin retreats.

Budget: \$85,000.00

DBC - \$42,500.00
Shuswap Tourism - \$42,500.00

Call to Action:

To create awareness of the Shuswap region and showcase experiences in the winter. To increase booked visits to our tourism businesses in the winter season. Use of the hashtags #exploreshuswap and #explorebc

Timing: Start date: April 1, 2019 End Date: March 31, 2020

Markets: All markets

Metrics: New KPI's, as identified in the Shuswap Tourism marketing strategy, will be implemented as overall measures of success for this initiative.

KPIs:

- Overall growth in tourism
- Increased average accommodation occupancy rates in shoulder seasons – through MRDT data (Salmon Arm
- Increased average room rates
- Increased number of year-round tourism businesses

- Increased opening hours for restaurants and pubs
- Increased year round tourism jobs for the community
- Resident positive attitude towards tourism
- Visitor satisfaction

****Note:** Benchmarks for these KPIs are being established and will be available for use in early 2019.

	Tactic	Description
	Paid Advertising	
✓	Digital Advertising	Marketing campaigns focused on "Winter" experiences - \$ 30,000.00
✓	Paid Social Media	Facebook/Instagram Marketing Campaigns - \$25,000.00
✓	Display (Image and video)	Photography focused on experiences
✓	Social Media	Facebook and Instagram marketing
✓	Print/Online Collateral	Online content to market experiences
	Print Online/Collateral	
✓	Brochures	Limited brochures to market experiences
✓	Rack Cards	Limited brochures to market experiences
✓	Flat Sheets	Limited brochures to market experiences
✓	Guides	Limited brochures to market experiences
✓	Maps	Limited brochures to market experiences
	Brand Alignment	Integrated with the DBC Brand
	Consumer Focused Asset Development	
✓	Written Content	Wording integrating DBC Brand - \$20,000.00
✓	Photography	Photography showcasing experiences
✓	Video	Short videos showcasing experiences
✓	Travel Media Relations	Travel Media invited to showcase experience - \$5,000.00
✓	Other	Influencers - \$5,000.00

Partnership Model

Shuswap Tourism is a community destination marketing organization that promotes visitation for recreational/leisure purposes for the communities of Salmon Arm, Chase, Sicamous, and CSRD Electoral areas C, D, E, F. We are a stakeholder organization and do not charge a fee to be a member of Shuswap Tourism. Our Tourism Advisory Committee has representation from all communities in the Shuswap region and is a mixture of community organizations, tourism operators, and elected officials. Our marketing activities are defined in the Shuswap Tourism Marketing Strategy and Shuswap Tourism implements these initiatives in collaboration with tourism businesses and community organizations. We do charge a fee for marketing campaigns to operators that are part of a consortium, i.e. Wineries, Marinas and lake side Businesses, Activities, Accommodations, etc. that we market to provide our visitors with an overall experience. These campaigns include specific industry sectors and combine various digital, social media, and print marketing campaigns.

<p>Budget Summary and Funding Request</p>	<table border="1"> <thead> <tr> <th>Marketing Tactic</th> <th>Applicant \$</th> <th>DBC \$</th> <th>Total Budget</th> </tr> </thead> <tbody> <tr> <td>Tactic 1</td> <td>20,000</td> <td>10,000</td> <td>30,000</td> </tr> <tr> <td>Tactic 2</td> <td>10,000</td> <td>10,000</td> <td>20,000</td> </tr> <tr> <td>Tactic 3</td> <td>42,500</td> <td>42,500</td> <td>85,000</td> </tr> <tr> <td>Subtotal</td> <td>72,500</td> <td>62,500</td> <td>135,000</td> </tr> <tr> <td>Marketing Coordination*</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>72,500</td> <td>62,500</td> <td>135,000</td> </tr> </tbody> </table>	Marketing Tactic	Applicant \$	DBC \$	Total Budget	Tactic 1	20,000	10,000	30,000	Tactic 2	10,000	10,000	20,000	Tactic 3	42,500	42,500	85,000	Subtotal	72,500	62,500	135,000	Marketing Coordination*				Total	72,500	62,500	135,000
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<p>Funding Sources</p>	<p>List the organizations that have committed funds to this project and specify the financial contribution from each organization. To achieve the program objective of greater leveraging opportunities for public and private funds, when reviewing applications, a greater emphasis will be given to applications that include financial contributions from individual tourism businesses.</p> <p>Where another provincial or federal government agency has been approached, please provide the name of the agency, the program and the amount of financial assistance received or requested. If the financial assistance has not yet been confirmed, please indicate the funding as “pending”.</p> <table border="1"> <tbody> <tr> <td>Shuswap Tourism - confirmed</td> <td>\$ 52,500</td> </tr> <tr> <td>Salmon Arm MRDT – confirmed</td> <td>\$ 20,000</td> </tr> <tr> <td>Destination BC - pending</td> <td>\$ 62,500</td> </tr> <tr> <td>Community Organizations – in kind and cash – pending – based on 2018 financial contributions</td> <td>\$ 20,000</td> </tr> <tr> <td>Private Sector business - in kind product contributions – confirmed – Houseboat trips - \$10,000, Accommodation and Meals (Media Trips, Influencers, FAM Tours) - \$5,000.00 – Activities – canoe trips, kayak rentals, snowshoe rentals, bike rentals, etc. **** based on 2018 tours - pending</td> <td>\$ 20,000</td> </tr> <tr> <td>Total Project Costs</td> <td>\$175,000</td> </tr> </tbody> </table> <p>Funding request to Destination BC: \$ 62,500.00</p> <p>Business Engagement:</p> <p>The businesses that will be included are:</p> <p>Dreamcycle Motorcycle Museum and Sprockets Café, DeMilles Farm Market, the Shuswap Wineries, Three Valley Gap, Crazy Creek Suspension Bridge and Hot Pools, Moose Mulligans, all Shuswap Marinas, Waterway Houseboats, Twin Anchor Houseboats, Blue Water Houseboats, Pink Cherry, Blondies Café, Shuswap Golf Courses, Eagle Valley Snowmobile Club, Grizzly Lodge, Quaaout Lodge and Spa, Salmon Arm Snowblazers, Eagle Valley Snowmobile Club, Crowfoot Snowmobile Club, The Scotch Creek Hub, and many more.</p>	Shuswap Tourism - confirmed	\$ 52,500	Salmon Arm MRDT – confirmed	\$ 20,000	Destination BC - pending	\$ 62,500	Community Organizations – in kind and cash – pending – based on 2018 financial contributions	\$ 20,000	Private Sector business - in kind product contributions – confirmed – Houseboat trips - \$10,000, Accommodation and Meals (Media Trips, Influencers, FAM Tours) - \$5,000.00 – Activities – canoe trips, kayak rentals, snowshoe rentals, bike rentals, etc. **** based on 2018 tours - pending	\$ 20,000	Total Project Costs	\$175,000																
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	These businesses all contribute staff time and product and also are involved in paid advertising campaigns on an individual basis, depending on the campaign.
Evaluation	<p>Metrics: New KPI's, as identified in the Shuswap Tourism marketing strategy, will be implemented as overall measures of success for this initiative.</p> <p>KPIs:</p> <ul style="list-style-type: none"> • Overall growth in tourism • Increased average accommodation occupancy rates in shoulder seasons – through MRDT data (Salmon Arm • Increased average room rates • Increased number of year-round tourism businesses • Increased opening hours for restaurants and pubs • Increased year round tourism jobs for the community • Resident positive attitude towards tourism • Visitor satisfaction <p>**Note: Benchmarks for these KPIs are being established and will be available for use in early 2019.</p>

SALMONARM 2019 Tactical Plan

Major Category
Destination Experience Development
Activity Title
The Shuswap Taste Trail
Tactics
Updated experience development: The Shuswap Taste Trail – content development for website, printing and distribution that will showcase local agriculture.
Implementation Plan
This experience development will create on line content for the refreshed Shuswap Tourism website and social media channels that will create awareness and showcase our local agriculture. We will be creating “Taste Trails” to showcase – wineries and local food, local farms that sell farm to gate, cycling and tasting, as well as various other ideas that are still to be developed. There would also be the opportunity to create a “long table dinner” in the Fall and partner with many of the already existing harvest celebrations.
Quantifiable Objectives
To increase awareness of our local agriculture by promoting “Taste Trails” in the shoulder season for visitors to experience the “Taste of the Shuswap” to our targeted markets locally – Vernon, Kamloops, Kelowna – and regionally in BC, Alberta, Saskatchewan, and the Pacific Northwest US.
Rationale
This initiative is to bring awareness and economic benefits to local agriculture as well as other tourism operators in the region such as accommodations, restaurants, and attractions. The purpose would be to increase visitation in the shoulder seasons to experience the “Taste Trail”.
Action Steps
Shuswap Tourism will begin the development of this experience in January 2019. This product will also be incorporated into the new Shuswap Tourism website development as one of the new “Trails Experiences” in the Shuswap region. The 2017 Shuswap Tourism marketing strategy has indicated that our marketing into 2020 will focus on numerous trail experiences – these will be experiences that focus on many trails throughout the region and will incorporate hiking and biking trails and our highway infrastructure – motorized trails.
Potential Partnerships
Shuswap Food Action Society, The local Agriculture Industry, SAEDS, Destination BC
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
MRDT Funding - \$10,000
Destination BC Coop Program - \$20,000
Timeframe
Ongoing
Total Budget
\$30,000

SALMON ARM 2019 Tactical Plan

Major Category
Marketing
Activity Title
Shuswap Tourism Brand Refresh
Tactics
Shuswap Tourism will be refreshing the brand to incorporate the new Salmon Arm brand and the Destination BC Brand. The Shuswap Tourism logo will not change but photos, content development, social media channels, will be refreshed to showcase the new brands and to be used as we implement the new Shuswap Tourism website.
Implementation Plan
The refreshed Shuswap Tourism Brand will incorporate the new Salmon Arm Brand and the Destination BC Brand. This will be completed and incorporated as we develop content for the new Shuswap Tourism website.
Quantifiable Objectives
To increase awareness of the refreshed Shuswap Tourism brand, the new Salmon Arm Brand and incorporate the Destination BC branding into all of our marketing – website, collateral, social channels.
Rationale
The Shuswap Tourism Brand was created in 2011 and has been a strong brand to bring awareness to our target markets of the visitor experiences in Salmon Arm and the surrounding communities of the larger Shuswap region. However, a marketing brand should be refreshed every 5-7 years in order for it to incorporate current trends. We are also in the process of redeveloping the Shuswap Tourism website so it is timely to refresh the brand as we move forward with this project.
Action Steps
A contract with Destination Think has been secured and we will be moving forward with the Shuswap Tourism Brand Refresh on January 1, 2019.
Potential Partnerships
Destination BC
Tourism Operators in Salmon Arm and the larger Shuswap region.
Community Organizations
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
SAEDS MRDT Revenue - \$10,000
DBC Coop Marketing Program - \$10,000
Timeframe
2019
Budget
\$20,000

SALMON ARM 2019 Tactical Plan

Major Category Marketing	
Activity Title Shuswap Entrance Signage	
Tactics Shuswap Tourism will be refreshing the brand to incorporate the new Salmon Arm brand and the Destination BC Brand. The Shuswap Tourism logo will not change but photos and content will be refreshed which will coincide with the design and construction of new regional entrance signs.	
Implementation Plan The refreshed Shuswap Tourism Brand will be utilized to design new entrance signs to be positioned at entrances to the Shuswap Region.	
Quantifiable Objectives To increase awareness of the Shuswap Region.	
Rationale Although growing in awareness, defining and promoting the geographic boundaries of the Shuswap Region will help to raise awareness of the Shuswap as a tourism destination.	
Action Steps Following the completion of the Shuswap Tourism brand refresh project, entrance signs will be designed, a location will be selected, signs will be constructed and installed.	
Potential Partnerships Destination BC Tourism Operators in Salmon Arm and the larger Shuswap region. Community Organizations	
Resources Shuswap Tourism marketing contractors and staff will implement this project.	
Sources of Funding SAEDS MRDT Revenue - \$10,000 Shuswap Tourism Revenue - \$20,000	
Timeframe 2019	
Budget \$30,000	
Performance Measures Output <ul style="list-style-type: none"> Expanded distribution of Shuswap Tourism itineraries, event listings, and community maps (5,000 copies) 	Outcomes <ul style="list-style-type: none"> Increased visitor awareness and access to available tourism experiences

SALMON ARM 2019 Tactical Plan

Major Category Marketing	
Activity Title Consumer Tradeshows	
Tactics Secure tourism tradeshow booth at a minimum of four consumer shows.	
Partners Shuswap Tourism	
Implementation <p>Shuswap Tourism has had considerable success in attracting visitors to the region via tradeshow booths at consumer shows in our primary and secondary target markets. Whenever possible, marketing at consumer shows is done in partnership with industry.</p> <p>Shuswap Tourism will secure a minimum of four tradeshow booths at Outdoor and/or Travel Shows in Seattle, Calgary, Edmonton and Vancouver on an annual basis. With their visually appealing booth design and engaging staff, they will market the Shuswap Region via distribution of print collateral and focus on experiences that will increase visitation in the Spring, Fall, and Winter.</p>	
Timeline On-going	
Sources of Funding MRDT Revenue	
Budget \$10,000	
Performance Measures Output <ul style="list-style-type: none"> Attendance at a minimum of 4 consumer shows within target markets on an annual basis 	Outcome <ul style="list-style-type: none"> 5% increase in visitation to the Shuswap Region.

SALMON ARM 2019 Tactical Plan

Major Category
Marketing
Activity Title
Shuswap Tourism Social Media Content Development and Marketing Plan
Tactics
Shuswap Tourism is working on a strategic social media content development and marketing plan that will create an annual plan for social media marketing. The plan will be broken into seasons, experiences, and events that will then be put into the calendar and scheduled to be posted at the appropriate time. The social media channels defined are Facebook, Instagram, Twitter, and YouTube. These blogs/postings will also be put into our newsletters and blog postings on the new refreshed Shuswap Tourism website.
Implementation Plan
The social media content development and marketing plan will enable us to use our social media channels more effectively and to use these channels as a cost effective marketing tool.
Quantifiable Objectives
To increase awareness of Salmon Arm and the surrounding Shuswap region experiences on identified social media channels.
Rationale
The use of social media channels and digital marketing can have a larger reach to targeted markets to increase shoulder season visitation to Salmon Arm and the Shuswap region.
Action Steps
A contract with Destination Think has been secured to assist Shuswap Tourism with the development of this plan and we have staff who will be implementing the plan for 2019.
Potential Partnerships
Tourism Operators in Salmon Arm and the larger Shuswap region
Community Organizations
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
SAEDS MRDT Revenue - \$10,000
Shuswap Tourism Marketing Budget - \$10,000
Total project
\$20,000
Timeframe
Ongoing
Total Budget
\$20,000

SALMON ARM 2019 Tactical Plan

Major Category
Marketing
Activity Title
Photograph and Video for Spring and Fall Experiences
Tactics
Shuswap Tourism is working on a refreshed website and a refreshed brand. In order to create the new website and the new brand we will require updated photography. We also need to update our photography database every two years and our last signature photo shoot was in 2016. This photography will be used for all of our social media marketing and our printed marketing collateral and will focus on spring and fall experiences. We also intend to increase our videos to be used on various social channels and especially YouTube.
Implementation Plan
This photography will be used for all of Shuswap Tourisms social media marketing and our printed marketing collateral and will focus on spring and fall experiences. We also intend to increase the number of videos to be used on various social channels and especially YouTube.
Quantifiable Objectives
This photography and videos will create awareness of fall and spring experiences in Salmon Arm and the surrounding Shuswap region experiences.
Rationale
Shuswap Tourism needs to update our photography database every two years to retain current images of experiences in Salmon Arm and the Shuswap region. Shuswap Tourism is also refreshing the website and the brand and new images are needed for both of these projects.
Action Steps
A contract with a photographer/videographer will be secured to assist Shuswap Tourism with the development of this project and will begin in the spring of 2019.
Potential Partnerships
Salmon Arm Economic Development Society
Destination BC
Tourism Operators in Salmon Arm and the larger Shuswap region
Community Organizations
Resources
Shuswap Tourism marketing contractors and staff will implement this project.
Sources of Funding
SAEDS MRDT Revenue - \$17,500
Destination BC - \$15,000
Timeframe
2019
Total Budget
\$32,500