



COLUMBIA SHUSWAP REGIONAL DISTRICT Shuswap Tourism Advisory Committee Meeting AGENDA

Date: Thursday, May 9, 2019
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 May 9th, 2019 Shuswap Tourism Advisory Committee meeting be approved.

1.3 Adoption of Minutes

1

Motion

THAT: the minutes of the March 14th, 2019 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

2. Report on Action Items / Recommendations From Last Meeting

2.1 Appointments to Shuswap Tourism Advisory Committee

STATUS COMPLETED

Release of In Camera Resolutions at the CSRD Board Meeting - April 19th, 2019

Appointments to Shuswap Tourism Advisory Committee

THAT: the following individuals be appointed to the Shuswap Tourism Advisory Committee for the term April 18, 2019 to December 31, 2020:

David Gonella – Roots & Blues Music Festival, Executive Director

Ron Betts – Tree Top Flyers, Owner

Shelley Witzky – Adams Lake Band, Councillor,

AND THAT: the above resolution be authorized for release from the Closed (In Camera) portion of the CSRD Board Meeting this 18th day of April, 2019.

CARRIED

2.2 Thank You Letter to S. Hofstetter

STATUS COMPLETED

THAT: The Shuswap Tourism Advisory Committee send a letter to S. Hofstetter thanking him for sitting on the committee.

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| 3. | <u>Shuswap Trails Update - Phil McIntyre-Paul</u> | 10 |
| 4. | <u>View of New Shuswap Tourism Beta Website</u> | |
| 5. | <u>Presentation - Overview of the Destination Ambassador Program</u> | |
| | Overview of the Destination Ambassador program being delivered by the South Shuswap Chamber of Commerce | |
| 6. | <u>Crowdriff Update – New</u> | |
| 7. | <u>Winter Marketing Campaign Review</u> | |
| 8. | <u>Update on the Secwepemc Indigenous Tourism</u> | |
| 9. | <u>2021 RBC Cup – Junior National Hockey Championships – Letter of Support</u> | 14 |

10. Terms of Reference Revision 15

Motion

THAT: The Shuswap Tourism Advisory Committee recommend to the CSRD Board the approval of the Shuswap Tourism Advisory Committee Terms of Reference as amended.

11. New 2019 Shuswap Brand Evolution – Typography 20

12. Calgary Outdoor Show Attendance and Stats

13. Next Meeting

September 12, 2019 at 1:00 PM, Location to be determined

14. Adjournment

Motion

THAT: the May 9th, 2019 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: March 14, 2019
 Time: 1:00 PM
 Location: Splatsin Community Centre
 5775 Old Vernon Road, Enderby, BC

Committee Members Present	P. Demenok	Director, Electoral Area C
	R. Talbot	Director, Electoral Area D
	J. Simpson	Director, Electoral Area F
	D. Cannon	Councillor, City of Salmon Arm
	K. Brown	Arts Council for the South Shuswap
	G. Bushell	The Eagle Valley Snowmobile Club
	M. Lane	Dreamcycle Motorcycle Museum
	A. Maki	Chase & District Chamber of Commerce
	P. McIntyre-Paul	Shuswap Trail Alliance
Committee Members Absent	R. Martin	Director, Electoral Area E
	T. Rysz	Mayor, District of Sicamous
	J. Ziercke	Quaaout Lodge Resort & Spa/Talking Rock Golf
Staff Present	R. Cyr	Economic Development Officer
	S. Goodey	Tourism Clerical Assistant

1. Call to Order

Robyn Cyr, Economic Development Officer called the meeting to order at 1:05 PM. R. Cyr recognized that the meeting is taking place in the unceded tradition territory of Splatsin.

1.1 Guest(s) in Attendance

The Chair acknowledged the multiple guest at the meeting and asked that the group do a roundtable introduction. The guests in attendance:

Sheila Devost – Sicamous & District Chamber of Commerce

Margaret McCormick – Authentic Experience Consulting

Peter Rotzetter – Armstrong Spallumacheen Chamber of Commerce

Kaylee Wells – Enderby & District Chamber of Commerce

Tundra Baird – Councillor, City of Enderby

1.2 Appointment of Chair and Vice-Chair of the Shuswap Tourism Advisory Committee

R. Cyr, EDO called for nominations for the position of Chair of the Shuswap Tourism Advisory Committee.

-Director Demenok nominated Karen Brown. Karen Brown consented to the nomination.

-David Gonella nominated Councillor Cannon. Councillor Cannon consented to the nomination.

After calling three times for nominations, R. Cyr, EDO provided the nominated committee members the opportunity to make presentations to the Committee prior to the election by ballot.

Moved By Director Demenok

Seconded By Director Simpson

THAT: the Economic Development Clerical Assistant be appointed as scrutineer for the counting of ballots associated with the election of Chair and Vice-Chair.

CARRIED

Ballots were distributed and the vote was conducted.

Following the counting of the ballots, R. Cyr, EDO declared Karen Brown as Chair of the Shuswap Tourism Advisory Committee.

R. Cyr, EDO called three times for nominations for the position of Vice-Chair of the Shuswap Tourism Advisory Committee.

-Karen Brown nominated Councillor Cannon. Councillor Cannon consented to the nomination.

-Gord Bushell nominated Ali Maki. Ali Maki consented to the nomination.

After calling three times for nominations, R. Cyr, EDO provided the nominated committee members the opportunity to make presentations to the Committee prior to the election by ballot.

Ballots were distributed and the vote was conducted.

Following the counting of the ballots, R. Cyr, EDO declared Councillor Cannon as Vice-Chair of the Shuswap Tourism Advisory Committee.

1.3 Approval of Agenda

Moved By Director Demenok

Seconded By Director Simpson

THAT: the agenda of the March 14, 2019 Shuswap Tourism Advisory Committee meeting be approved with the following additions:

4- Shuswap Tourism Activities Update

TOTA Market Research Program

5 - Shuswap Tourism Communities Period of Participation

CARRIED

1.4 Adoption of Minutes

Moved By A. Maki

Seconded By Director Talbot

THAT: the minutes of the December 13, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

CARRIED

2. Presentation – Margaret McCormick- “Content Development for Social Media and the Shuswap Tourism website”

Margaret McCormick of Authentic Experience Consulting presented to the Shuswap Tourism Advisory Committee on the work that she has been implementing for Shuswap Tourism.

M. McCormick has been working with Shuswap Tourism for the past four months. Her focus has been on developing content for the new Shuswap Tourism website and developing and implementing a social media content plan. M. McCormicks recent work experience is with Destination BC and this experience in the Tourism industry will be an asset to Shuswap Tourism. M. McCormick is now living in Eagle Bay.

M. McCormick also gave a brief overview of the Shuswap Tourism social media channels and website statistics. Included were examples of top performing posts on Instagram and Facebook. Both of these posts were created with content provided by UGC (user generated content) and showcased how this content from outside sources provide Shuswap Tourism with marketing content that is authentic to this region.

Moving forward with alignment of the ST marketing strategy, the goal is to continue to be efficient with online engagements and encouraging local influencers to share content. This marketing content will support marketing themes and leverage existing assets for implementation of the Shuswap Tourism Marketing Strategy. The strategy is available to committee members upon request.

The new Shuswap Tourism website is going to ensure that the website is up to date with the most current technology requirements and created a website that is easy to use for our visitors. It will also include a content update and will be formatted to help drive business to our stakeholders. The refreshed Shuswap Tourism branding, which will be incorporated into the website, will also align Shuswap Tourism with the Thompson Okanagan Tourism Association and Destination BC branding.

3. Shuswap Trail Alliance Update

Phil McIntyre-Paul gave the committee a brief update on the work that the Shuswap Trail Alliance has recently been completing.

The Shuswap Trail Alliance has continued to maintain their website which includes updated mapping. This is being completed with the assistance of the Columbia Shuswap Regional Districts GIS Department.

The Sicamous to Armstrong Rail Trail working group meeting will be taking place on Friday, March 10, 2019. The intent of this meeting will be to start working on preliminary Rail Trail projects. STA is currently awaiting notification regarding two Rural Dividend funding proposals. They have been told that the status of these funding opportunities will be announced by the end of March 2019.

For more details, P. McIntyre-Paul's report is attached to the HTML version of these minutes.

4. Shuswap Tourism Activities Update

Report from Robyn Cyr, Manager, Shuswap Tourism.

Agreement with The City of Enderby

The Enderby community Tourism Services agreement is now being held by The City of Enderby. This agreement has been renewed for 2019. R. Cyr, Manager of Shuswap Tourism, will be doing a presentation to the Enderby business tonight at the Little City Merchants. Shuswap Tourism also welcomes Ali Maki as the new Enderby Chamber Manager and looks forward to working with her and her team to promote tourism activities in Enderby.

New Committee Members – Expression of Interest

The following individuals have submitted their Expression of Interest to become members of the Shuswap Tourism Advisory Committee.

- Ron Betts – Tree Top Flyers (Chase)
- Shelley Witzky - Adams Lake Band Councillor

Moved By A. Maki

Seconded By P. McIntyre-Paul

THAT: Ron Betts, Owner of Tree Tops Flyers be appointed to the Shuswap Tourism Advisory Committee.

CARRIED

Moved By Councillor Cannon

Seconded By A. Maki

THAT: Shelley Witzky, Councillor of the Adams Lake Band, be appointed to the Shuswap Tourism Advisory Committee.

CARRIED

Resignation of Sebastian Hofstetter – Prestige Harbourfront Resort

Sebastian Hofstetter has left his position at the Prestige Harbourfront Resort and therefore will no longer be on the Shuswap Tourism Advisory Committee.

Moved By A. Maki

Seconded By K. Brown

THAT: The Shuswap Tourism Advisory Committee send a letter to S. Hofstetter thanking him for sitting on the committee.

CARRIED

Conferences Attended

R. Cyr attended the Impact Sustainability Travel and Tourism Conference in January in Victoria. The conference focuses on the tourism industry and sustainability of the industry, environmentally, economically, and socially.

R. Cyr also attended the BC Tourism Industry Conference in Vancouver February 27- March 1, 2019

Indigenous Tourism Project update

The two year Indigenous Tourism project started in September 2018. This project has been funded through the Rural Dividend funding program. The mandate of the Indigenous Tourism Project is to complete six deliverables, which include the following:

1. Cultural Sharing Guidelines
2. Indigenous Artisan Support
3. Increase Cultural Presence on the Traditional Territory
4. Assist Entrepreneurs in the Development of their Tourism Based Business
5. Tourism Industry Training for Interested Community Members
6. Develop and Deliver Indigenous Tourism Events

Digital Marketing Campaign update

Included in the agenda is a brief overview of the performance stats from the winter digital marketing campaign. The focus of this campaign was soft winter activities, including, cross country skiing, snowshoeing.

For more details, see attachment in the HTML version of these minutes.

Influencers Visits – re: Winter Campaign

As part of the winter marketing campaign, Shuswap Tourism hosted two social media influencers, Catherine Roscoe Barr and Field & Forest. These influencers have provided content for the Shuswap Tourism social media channels which are part of the promotion of winter activities in the Shuswap region.

Shuswap Brand Refresh

Shuswap Tourism is working with Destination BC to refresh the existing Shuswap brand. There will be no change in the brand itself, but there will be a shift in color and photography. The brand refresh will help to integrate the DBC Brand into the Shuswap brand while maintaining the unique Shuswap Tourism branding. Shuswap Tourism is working with DBC on a pilot project to complete this project. Kari Medig will also be returning to do a photography shoot and integrate the DBC brand attributes into this photography.

Shuswap Tourism Website Update

The website update is currently in progress. The site plan has been developed and the developers are working on migration of the content. The goal is to have the website live by spring 2019.

Vancouver Outdoor Adventure and Travel Show

Shuswap Tourism attended the 2019 Vancouver Outdoor Adventure and Travel show, March 2-3, 2019. Noble Adventures, Quaaout Lodge & Spa also attended the show in partnership with Shuswap Tourism.

The Calgary Outdoor Adventure and Travel show is taking place March 23 and 24th. Shuswap Tourism will be attending this show as well with Quaaout Lodge Resort & Spa and Salmon Arm Economic Development.

TOTA Market Research Program

Shuswap Tourism has entered into a partnership with Thompson Okanagan Tourism Association (TOTA). The partnership will allow Shuswap Tourism access to Telus Insights. Telus Insights uses advanced technology to obtain data from cellphones. This technology is able to obtain real-world data and share them with multiple organizations. This report will be available for us to review at the end of March.

5. Shuswap Tourism Communities Period of Participation

Director Demenok brought the discussion forward regarding the length of the community partnerships that Shuswap Tourism currently has with Chase,

Enderby, and Armstrong. Currently the Marketing Services Agreements are on renewed on an annual basis. Director Demenok would like to see these agreements be for a longer term to ensure there is a sustainable financial commitment for Shuswap Tourism from these communities.

A brief discussion was held regarding these agreements. R. Cyr, Manager- Shuswap Tourism, spoke about the benefits of working with these communities and how important these partnerships were in the promotion of Tourism in the Shuswap region. Director Demenok asked that the committee take some time to think about the possibility of increasing the terms for the marketing services agreements. This discussion will be brought back to the table during budget discussion for 2020.

6. Community Roundtable

J. Simpson (Director - Electoral Area F) – The North Shuswap had a very successful first Family Day Winter Festival. They also hosted an Open House last weekend that included multiple community discussion items. This summer they will be hosting a Father's Day Poker Run, Canada Day Events and Friday Night Live at The Hub.

D. Cannon (Councilor - City of Salmon Arm) – Salmon Arm City Council have approved that a letter of support in principle for the Shuswap Sports Society who are applying to host the 2021 National Junior A Championship - RBC Cup. They have also approved a letter of support in principle to the Salmon Arm Curling Club to host the 2020 Curl BC Men's and Ladies Provincial Championships.

K. Brown (South Shuswap Chamber) – The South Shuswap Chamber hosted the Small Hall Crawl in February. They will also be hosting a Women's Retreat at Quaaout Lodge in May 2020. The Tourism Kick Off breakfast will be taking place April 4th at the Cedar Heights Centre. SuperHost training is now available through the South Shuswap Chamber.

M. Lane (Dreamscycle Motorcycle Museum) - The South Shuswap Chamber will be adding a new kiosk behind Sprockets Café and one at the Blind Bay Mall. There is now eight kiosks in total throughout the South Shuswap. The Chamber is actively working with the Ministry of Highways with the intention to make changes to the intersection on Highway 1 and Balmoral road to ensure resident safety at this intersection.

P. McIntyre-Paul (Shuswap Trail Alliance) – The Lewiston Ultra Race will be back in September 2019. The race will start in Salmon Arm and go through to Sicamous. The Salty Dog Enduro Race will take place May 12th, 2019 as well as the Salty Street Festival.

G. Bushell (Sled Sicamous) – The Eagle Valley Snowmobile Club hosted a Women's Ride and Auction this winter. They are also looking into doing an economic impact study that will help them to understand economic impact of the sledding industry in the Shuswap region.

S. Devost (Sicamous Chamber) – Waterway Houseboats and Twin Anchors Houseboats will both be participating in the May Long weekend free concert on the lake this year. The Sicamous Chamber of Commerce will be hosting Music in the Park on Mondays this summer. There are a variety of events taking place this year including, a show and shine, Canada Day events and Culture Days that will take place during the Fungi Festival in September.

P. Rotzetter (Armstrong/Spallumcheen Chamber) – Armstrong will be hosting multiple events this year. Included are the Quilt Trail, Canada Day events, Friday Night Music in the Park.

K. Wells (Enderby)– The Enderby Chamber of Commerce will be participating in the Community Better Challenge this May. Enderby is a large baseball community and will be hosting multiple tournaments including Funtastics. The Chamber will be continuing with their River Ambassador Program this summer.

A. Maki (Enderby Chamber)– Enderby will be hosting multiple music events over the summer. The BC Open Gold Panning Competition will return on May Long weekend. Starlight Drive in opens May 4th.

7. Next Meeting

May 9, 2019 at 1:00 PM, location to be determined.

8. Adjournment

Seconded By Director Simpson

THAT: the March 14, 2019 Shuswap Tourism Advisory Committee meeting be adjourned.

CARRIED

Chair

Shuswap Trails Brief to Shuswap Tourism Advisory: May 09th, 2019

Submitted by: Phil McIntyre-Paul

Updated: April 29, 2019

The following drop-box and web links access update reports and plans related to some of the current priorities under the Shuswap Regional Trails Strategy and Roundtable, and the Shuswap Trail Alliance. Broad summary reviews can be found in the Shuswap Regional Trails Roundtable and Working Group meeting summaries, and the Shuswap Trail Alliance Progress Report Slide Set. (Note: Dropbox links require sign-in to the free Dropbox online application)

[BC Rural Dividend Program Grant Announcement](#) (Update as of April 29, 2019) – regionally significant grant announcements included funding support for Sicamous-to-Armstrong Rail-Trail Environmental, Archeological, Engineering Design, Project Management, and Community engagement; the Secwepemc Landmarks and Trail Sign Project; and the 2019 Shuswap Trails Infrastructure Projects. (See below)

[Shuswap Trails Infrastructure Projects 2019](#) (BCRDP) – regional trail projects targeted for 2019 submitted to the BC Rural Development Program for funding through the Shuswap Trail Alliance, include new trail projects at Scatchard Mountain, Chase; Cedar Creek, White Lake; South Canoe, Salmon Arm; Larch Hills Traverse, East Shuswap; and North Fork Wild, East Shuswap. Funding successfully approved.

[Secwepemc Landmarks Project](#) (BCRDP) – successful funding secured through BCRDP leverages pilot funding through Secwepemc Lakes Division Bands bringing Secwepemc artists, elders, and youth together to design and install sculptures, viewing portals and trailhead signs to showcase Secwepemc values and culture throughout the Shuswap.

[Sicamous to Armstrong Rail Trail Design Concept Report](#) (update as of Jan 17, 2019) – design concept report developed to support Splatins/CSRD/RDNO Inter-Jurisdictional Government leadership meetings with Provincial and Federal Ministries and applications for major grant funding for planning (BC Rural Dividend Program) and development (Canada-BC Investing in Canada Infrastructure Funding). Governance Advisory and Technical Operational Committee – now underway.

[South Shuswap Destination Trail Plan Progress Report](#) – update on the CSRD Area C destination trails master planning process currently underway. Field inventory complete. Leadership interviews and Secwepemc consultation in progress. Community consultation and field planning to come.

[East Shuswap Alpine Recreational Access Planning Report](#) – update on Recreational Access Management planning discussions in the East Shuswap Alpine sub-region, including the Joss-Tsuius-Mabel Mountain Alpine, Owlhead/Cummings/Blue Lake, Eagle Pass Mountain, and McPherson Mountain North Access. Includes recommendation for comprehensive recreation access planning. See Caribou Management Planning

[Caribou Management Planning](#) - The provincial government is [asking for feedback](#) on two draft caribou recovery agreements. You can provide feedback on both agreements until May 31, 2019. Learn more about caribou [here](#).

[West Bay Trail Corridor Update Report](#) – background brief and design scoping report developed to support Neskonlith, Adams Lake, Little Shuswap, and Salmon Arm government collaboration to address active transportation connectivity between the communities around the Switzmalph/Salmon Arm Bay

[Glenemma Recreation Site and Trail Plan](#) – draft concept plan (as of Jan 28, 2019) developed through a collaborative leadership advisory led by CSRD Area D Parks and facilitated by the Shuswap Trail Alliance, including participation by motorized, equestrian, non-motorized recreation leadership, range licensees, local residents, and Provincial Recreation Sites and Trails BC. Also includes consultation/direction with Secwepemc and Okanagan First Nations leadership (Field Reconnaissance requested) and Forestry.

[Lee Creek Bluffs Trail Concept Plan – North Shuswap Update](#) – update on North Shuswap trail planning including concept plan for Lee Creek Bluffs trail currently under review by Secwepemc and community leadership prior to submission to Recreation Sites and Trails BC.

[Shuswap Tourism Mountain Bike Mini-Guide](#) – final proofs being edited ready for printing for 2019 summer trail season. Feature key destination mountain bike trails throughout the Shuswap. Funded through the 2018 Salmon Arm MRDT (Hotel Tax) program. (See below for 2019 targets.)

[Silver Creek Parallel Pathway](#) – active transportation parallel pathway project underway by CSRD Area D Parks along the Salmon River Road between the Silver Creek Community and Park with Provincial funding support through BikeBC. (See Roundtable Working Group Meeting Summary and Roundtable Presentation slides for background notes.)

[Chase Active Transportation Master Plan](#) – active transportation plan just completed by the Village of Chase. (See Roundtable Working Group Meeting Summary and Roundtable Presentation slides for background notes.)

[Sicamous 4-Season Mountain Park](#) – new 4-season recreational trails concept being assessed through a collaborative planning process led by the District of Sicamous for purpose built and managed motorized and potential mountain bike recreation. (See Roundtable Working Group Meeting Summary.)

[BC Parks – Margaret Falls](#): Margaret Falls trail restoration will continue in 2019 following spring freshette, but is not anticipated to be open before 2020.

[Shuswap Regional Trails Roundtable – Working Group – April 12/2019 Meeting Summary DRAFT](#) – update on quarterly working group, including project updates from regional partners.

[Shuswap Regional Trails Roundtable – 2019 Gathering Summary](#) – from the Feb 13, 2019 annual gathering in Sicamous. (Note: this is the draft version to be reviewed by the working group.)

[Shuswap Regional Trails Roundtable – 2019 Gathering Presentation Slides](#) – include presentation materials from the Feb 13, 2019 gathering.

[Shuswap Regional Trails Roundtable – 2018 Annual Report Brief](#) – includes summary on 2018 activities, projections for 2019, and status update on partnership funding support for the Roundtable.

[Shuswap Regional Trails Roundtable – Annual Funding Proposal](#) – developed by working group in 2018.

[Shuswap Regional Trails Roundtable – Working Group – Jan. 18/2019 Meeting Summary](#) – provides most recent update of the quarterly working group, including project updates from regional partners.

[Shuswap Trail Alliance 2019 Progress Report Slides](#) (as of Feb 05, 2019) – a snapshot of the Shuswap Trail Alliance’s 2018 project season working with regional partners, including project funding snapshot, 2019 season project priorities, and lots of in-field photographs from 2018 projects.

[MRDT Trail Priorities 2019](#) – destination trail planning, marketing, and signage priorities targeted for 2019 through the Salmon Arm MRDT (Hotel Tax) funding for 2019. Funding approved.

And for further background, visit the following website pages:

[Shuswap Regional Trails Strategy & Roundtable](#)

[Shuswap Trail Standards & Resources](#) – includes the regionally developed Shuswap Trail Design, Signage, Environmental Trail Screening, Volunteer Trail Stewardship, and Guided Trail Program standards, guidelines, resources, and forms. (Note: all design and sign standards are based on Provincial standards and best-practices guidelines.)

[Shuswap Trail Alliance](#) – Note: [STA AGM, May 21, 2019, 7 pm](#) at South Canoe Elementary Outdoor Learning School Library (5970 – 10 Ave SE, Salmon Arm). All welcome!



Reference: Rural Dividend Program – Approval of Funding

March 22, 2019

Dear Robyn Cyr,

On behalf of the Ministry of Forests, Lands, Natural Resource Operations and Rural Development (FLNRORD), I am pleased to advise you that a grant of \$100,000 has been awarded from the Rural Dividend Program to Columbia Shuswap Regional District for your project (Secwepemc Landmarks and Trail Sign Project).

Please find attached the Grant Agreement for your project. Please review the Grant Agreement in full. If any changes need to be made, please contact the Program Office at 250-356-7950 or ruraldividend@gov.bc.ca.

The Province will be making public announcements about the successful projects in the near future. We require that you keep confidential the confirmation of your funding until it is announced publicly by the Province.

Please note that FLNRORD Regional Economic Operations staff are available to provide support for the successful implementation of your project. The Regional Manager for your area is Richard Toperczer and their contact information is 250.550.2204. Additionally, if you are completing a trail related project we ask that you engage with staff from the Recreation Sites and Trails BC (RSTBC) branch of FLNRORD. If you are not aware of the RSTBC staff for your region please contact the Program Office.

Please note that Grant funding provided by the Rural Dividend Program is project specific. Continued financial support for programs and/or staff positions created through this project should not be anticipated from the Program.

Direct Deposit will occur if you have previously received funding from the Province by direct deposit. Otherwise, the funding award will be administered by cheque.

We appreciate your application and wish you success in your efforts to strengthen your community's resiliency and economic viability. If you have any questions, please contact the Program Office at ruraldividend@gov.bc.ca or at 250-356-7950.

Congratulations, and I wish you every success with your project.

Sincerely,

Chris Stagg, Assistant Deputy Minister
Rural Development, Lands and Innovation Division
Ministry of Forests, Lands, Natural Resource Operations and Rural Development



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Salmon Arm, BC V1E 4P1
250.832.8194 | F 250.832.3375

{ www.ShuswapTourism.ca }
**** info@shuswaptourism.ca *****



April 23, 2019

Shuswap Sports Society
C/O PO Box 130
Salmon Arm BC V1E 4N2

Dear Board of Directors,

Shuswap Tourism/CSR D is pleased to take this opportunity to support the City of Salmon Arm and the Shuswap Sports Society and their bid to host the 2021 RBC Cup – Junior National Hockey Championships.

Shuswap Tourism is a community based destination management and marketing organization which assists in tourism development, marketing and promotional services for tourism businesses and stakeholders within the geographic boundaries of Armstrong, Chase, Enderby, Salmon Arm, Sicamous, and CSR D Electoral Areas C, D, E, and F. These services promote the long-term development and marketing of the Shuswap region to increase visitation for recreational, leisure, or business purposes.

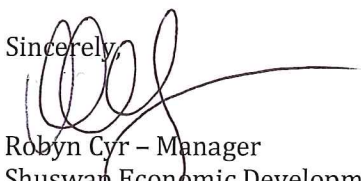
Shuswap Tourism is currently working on the implementation of the 2015 Tourism Development Plan which states that one of the top five development sectors is Sport Tourism. We have been working with Salmon Arm on the development of new events that will promote Sport Tourism in Salmon Arm and the surrounding Shuswap region. The 2021 RBC Cup – Junior National Hockey Championships will be a key event in the implementation of the Sports Tourism sector development of the Shuswap Tourism development plan.

The community of Salmon Arm has sporting facilities that will meet the full requirements to host this event. Salmon Arm is also an extremely supportive community with many experienced volunteers that can assist with the planning and execution of this event. The community also has outstanding accommodations, unique dining options, and diverse recreational opportunities that will make the experience of this event one that the teams and their families will remember for a long time.

This event will bring visitors from the surrounding Shuswap communities, Kamloops, Kelowna, Vernon, Vancouver, and other communities in BC and Alberta. The communities throughout all of these regions support their local hockey teams and will definitely support this event in Salmon Arm.

Shuswap Tourism, along with all of the communities in the Shuswap, will provide financial support in the amount of \$10,000.00 for this event. Shuswap Tourism will also provide in kind support of staff and other marketing resources to the City of Salmon Arm and the Shuswap Sports Society to support every aspect of this event. All of our communities in the Shuswap region will support this event in Salmon Arm and we will strive to provide an exceptional experience for the teams and their families. Our goal as well is to always provide opportunities to increase economic benefits for our businesses and exceptional recreational opportunities for residents and visitors to our beautiful region.

Sincerely,



Robyn Cyr – Manager
Shuswap Economic Development
Shuswap Tourism
Columbia Shuswap Film Commission



Columbia Shuswap Regional District

Shuswap Tourism Advisory Committee

TERMS OF REFERENCE

BACKGROUND

The Columbia Shuswap Regional District (CSRD) approved the creation of the Shuswap Tourism Advisory Committee. The intent of the Shuswap Tourism Advisory Committee is to support tourism business and operators and the marketing and promotion of tourism experiences throughout the Shuswap region. The committee promotes growth through existing tourism business expansion and retention and the attraction of new tourism business in order to create a sustainable tourism economy in the Shuswap region. The Shuswap Tourism region is defined as the Village of Chase, the City of Enderby, the City of Salmon Arm, the District of Sicamous, and the CSRD Electoral Areas C, D, E, and F.

1.0 MANDATE

Shuswap Tourism is a community based destination management and marketing organization which assists in tourism development, marketing and promotional services for tourism businesses and operators within the geographic boundaries of the City of Salmon Arm, the Village of Chase, the City of Enderby, the District of Sicamous, and CSRD Electoral Areas C, D, E, and F. These services promote the long-term development and marketing of the Shuswap region to increase visitation for recreational, leisure, or business purposes.

2.0 SHUSWAP TOURISM ADVISORY COMMITTEE ROLE

The role of the Shuswap Tourism Advisory Committee is to provide support and recommendations to the Economic Development Officer on Tourism initiatives in the Shuswap region. The Committee will assist to:

- Support long-term tourism business stability and growth in the region.
- Increase the diversity of tourism experiences and product in the region.
- Increase local employment opportunities in the tourism industry.
- Encourage financial investment into the tourism industry in the region.
- Increase targeted marketing and promotion of tourism experiences in the region.

The Shuswap Tourism Advisory Committee is meant to represent a diversity of community members from the tourism business community throughout the Shuswap region and that have an interest in the

development and outcome of tourism marketing and promotion and the development of new tourism experiences in the Shuswap region.

Although the Committee has no decision-making authority, the Committee is responsible for putting forward recommendations, in regards to various topics that will arise during the Shuswap Tourism advisory meetings, and that are presented by the Economic Development Officer in the annual work plan, to the CSRD Board of Directors for their consideration.

3.0 MEMBERSHIP

- 3.1 Calls for expressions of interest for the Committee will be advertised in local newspapers, and on the CSRD and Shuswap Tourism websites and through social media.
- 3.2 The Committee shall be comprised of not more than sixteen (20) members, and not less than nine (10) members, and are able to represent a broad range of perspectives and product diversity in the Shuswap region.
- 3.3 The Committee shall consist of one elected official from the Village of Chase, the District of Sicamous, the City of Salmon Arm, and the CSRD Electoral Areas C, D, E, F, one board member or designate of the Enderby Chamber of Commerce, and the Armstrong/Spallumcheen Chamber of Commerce and nine representatives of the tourism business community throughout the Shuswap region. The elected officials may delegate a community or tourism business representative to represent their community and this representation may replace the elected official. The CSRD Economic Development Officer will attend the meetings but is not a member of the committee.
- 3.4 The term for the representatives of the tourism business community will be two years.
- 3.5 The Committee should represent a geographically, demographically, and professionally diverse mix of community members that own and operate tourism businesses throughout the Shuswap region.
- 3.6 The Chair and the Vice-Chair will be elected by the Committee and must be duly appointed members of the Committee each year.
- 3.7 If a member of the Shuswap Tourism Advisory Committee fails to attend three (3) consecutive regular meetings, the Board may revoke the appointment of the member, unless the member has been excused by a resolution of the Shuswap Tourism Committee.
- 3.8 All membership appointments to the Shuswap Tourism Advisory Committee will be made by the CSRD Board.
- 3.9 In the event of a vacancy on the Shuswap Tourism Advisory Committee, the Committee and the Economic Development Officer will consider making a recommendation to the CSRD Board to fill this vacancy, if the Committee deems it necessary, for the remainder of the term.

4.0 MEETINGS

- 4.1 The Chair will preside over the Shuswap Tourism Advisory Committee meetings when present and in his or her absence, the Vice-Chair will preside over the meeting.
- 4.2 The Chair and the Vice-Chair of the Shuswap Tourism Advisory Committee will be tourism industry business representatives.
- 4.3 The Shuswap Tourism Advisory Committee will meet quarterly or more frequently as agreed upon by the members or in response to a request by the Economic Development Officer.
- 4.4 The attendance of nine members at any Shuswap Tourism Advisory Committee meeting shall constitute a quorum.
- 4.5 All minutes of the Shuswap Tourism Advisory Committee meetings are to be recorded and are the responsibility of the Shuswap Economic Development/Tourism department. These minutes will be forwarded to all members, the Board of the CSRD, the District of Sicamous, the City of Salmon Arm, the Village of Chase, and the Enderby Chamber of Commerce within 30 days after each meeting.
- 4.6 If the Chair and Vice-Chair are not present at a duly convened meeting, the CSRD Economic Development Officer will call the meeting to order and the members present will immediately elect a temporary Chair, who must be a member of the Shuswap Tourism Advisory Committee, to preside over the meeting, or until the Chair or Vice-Chair return. Such office is terminated by the entrance of the Chair or Vice-Chair, the end of the meeting or the election of another temporary Chair.
- 4.7 The Economic Development Officer, in consultation with the Chair of the Shuswap Tourism Advisory Committee, will be responsible for preparing the agenda for each meeting.
- 4.8 Notice of the Shuswap Tourism Advisory Committee meeting and the agenda will be delivered to the Shuswap Tourism Advisory Committee members no less than 7 days prior to the Shuswap Tourism Advisory Committee meetings.

5.0 MEETINGS AND PROCEDURES

- 5.1 The Shuswap Tourism Advisory Committee members are required to:
 - (a) Work in an atmosphere of mutual respect;
 - (b) Remain accessible to each other, the Board and CSRD staff; and,
 - (c) Regularly share and disseminate information among all Shuswap Tourism Advisory Committee members and the consultant on a timely basis.
- 5.2 The Shuswap Tourism Advisory Committee will meet four times annually or more if required to fulfill the mandate of Shuswap Tourism.
- 5.3 Meetings will be scheduled by the Economic Development Officer and approved by the Shuswap Tourism Advisory Committee at the beginning of each calendar year.

- 5.4 The Economic Development Officer will prepare a written agenda and copies of all necessary documentation for each meeting, in consultation with the Chair, and will be circulated to all Shuswap Tourism Advisory Committee members seven days in advance of the committee meeting.
- 5.5 A quorum for the Shuswap Tourism Advisory Committee meetings will consist of a minimum of ten (10) of the appointed members. If a quorum is not present within thirty minutes after the scheduled meeting start time, the Chair will record the names of the members present and the Shuswap Tourism Advisory Committee meeting will stand adjourned until the next meeting called by the Economic Development Officer.
- 5.6 All matters brought forth to the Board by the Shuswap Tourism Advisory Committee meeting will be decided by a majority of the members of the Shuswap Tourism Advisory Committee present at the meeting.
- 5.7 Voting:
- (a) All members of the Shuswap Tourism Advisory Committee, including the Chair, must vote on every motion unless they have declared a conflict of interest and have left the meeting;
 - (b) Any member present who does not vote is counted as having voted in the affirmative; and,
 - (c) A tie vote on a motion results in that motion being defeated.
- 5.8 Where any member of the Shuswap Tourism Advisory Committee or his or her family, employee or business associate(s) has any conflict of interest with the matter being considered by the Shuswap Tourism Advisory Committee, that member will declare this state and absent him or herself immediately from all aspects of that consideration. After making this declaration, the Shuswap Tourism Advisory Committee member must not take part in any discussion of the matter and is not entitled to vote on any question in respect of the matter.
- 5.9 Shuswap Tourism Advisory Committee community members serve without remuneration but, at the discretion of the CSRD, may be paid for expenses that require them to attend meetings that arise directly out of the performance of their duties.

6.0 ORDER OF BUSINESS

- 6.1 The general order of business at a meeting should include:
- (a) Call to Order
 - (b) For each agenda item:
 - I. Staff presentation
 - II. Shuswap Tourism Advisory Committee discussions
 - III. If applicable, Shuswap Tourism Advisory Committee recommendations
 - (c) New Business
 - (d) Adjournment
- 6.2 Shuswap Tourism Advisory Committee minutes are to be completed by the Shuswap Economic Development department and must contain the following:
- (a) Date, time and location of the meeting or special meeting;

- (b) Members of the Shuswap Tourism Advisory Committee present and absent;
 - (c) Items dealt with by the Shuswap Tourism Advisory Committee - agenda additions/deletions;
 - (d) Delegations, if any, who made representations to the Shuswap Tourism Advisory Committee;
 - (e) Brief summary notes of discussions of the items dealt with by the Shuswap Tourism Advisory Committee ;
 - (f) Recommendations of the Shuswap Tourism Advisory Committee;
 - (g) The Mover and Seconder of a motion.
- 6.3 The Shuswap Tourism Advisory Committee Chair must sign the minutes. The meeting minutes must be completed and submitted by the Shuswap Economic Development/Tourism department.
- 6.4 The minutes of all Shuswap Tourism Advisory Committee meetings will be retained by the Regional District and are the responsibility of the Shuswap Economic Development/Tourism department. These minutes will be posted on the CSRD and the Shuswap Tourism websites, and made available to the public upon request.



SHUSwap

Beautiful. Casual. Down-to-earth.

TYPOGRAPHY

2019 BRAND EVOLUTION



TYPOGRAPHY & FONTS

THREE CATEGORIES OF FONTS

Our typographic standards are divided into three levels:

> **Signature Headline:** The font that provides the brand with a distinguishing and recognizable look. This font is used only for displaying primary headlines.

> **Primary:** The font that pairs with the Signature Headline font and is used to compliment or add contrast to Rosewood Fill when necessary in advertising and collateral.

> **Secondary:** Compliments the Signature and Primary fonts with a more readable profile, used for long-form text, cutlines, and utility copy (eg. graphs, charts etc.)

LOGO FONT

Antenna Condensed Bold is reserved exclusively for the Shuswap Tourism logo and tag line and is not used in any other application.

A

TYPOGRAPHY

Z

SIGNATURE HEADLINE:
Rosewood Fill

PRIMARY:
Great Forest

SECONDARY:
Brandon Grotesque*

* When Brandon Grotesque is not available, Arial is our default Secondary font.

SIGNATURE HEADLINE

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z 1 2 3

ROSEWOOD FILL

This font is used for signature headlines. We use a -25 kern on the letter spacing, centered headlines and no negative space fills on the letters.

PRIMARY TYPEFACE

GREAT FOREST

This font is used as a complimentary font or to add contrast to our signature headlines. It is a proprietary font of Destination BC, and with the full implementation of the font family, it elevates from the sea of static, traditional typefaces to something that encapsulates our positioning of Casual, Down-to-Earth, Cultured and Raw.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z 1 2 3

GREAT FOREST SIMPLIFIED

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z 1 2 3

GREAT FOREST SMALL CAPS

SECONDARY TYPEFACE

BRANDON GROTESQUE

Staying true to the Cultured/Raw duality, we have selected Brandon Grotesque for its modern appeal and compatible counterbalance to Rosewood Fill and Great Forest. Its function is to provide legibility for consuming larger blocks of text, but it is also a beautiful alternative in its all-cap form for subheads or lead-in copy blocks.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123
abcdefghijklmnopqrstuvwxyz 123

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123
abcdefghijklmnopqrstuvwxyz 123

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123
abcdefghijklmnopqrstuvwxyz 123

COLOUR PALETTE

PRIMARY COLOURS



DEEP BLUE

CMYK: 100, 50, 50, 40

RGB: 0, 75, 85

PMS: 316



SHUSWAP BLUE

CMYK: 100, 5, 20, 22

RGB: 0, 136, 164

PMS: 3145



SHORE BLUE

CMYK: 50, 10, 29, 10

RGB: 118, 172, 169

PMS: 563



LICHEN GREEN

CMYK: 50, 75, 25, 0

RGB: 142, 163, 102

PMS: 2276



SHUSWAP BEIGE

CMYK: 2, 7, 26, 5

RGB: 236, 220, 185

PMS: 468



WINTER NIGHT GREY

CMYK: 0, 0, 0, 85

RGB: 77, 77, 79

PMS: 425



ORCA BLACK

CMYK: 0, 0, 0, 100

SECONDARY COLOURS



FOREST GREEN

CMYK: 70, 50, 85, 35

RGB: 71, 85, 54

PMS: 5743



SALMON RED

CMYK: 20, 80, 75, 20

RGB: 168, 72, 61

PMS: 7608



SALMON ARM ORANGE

CMYK: 0, 61, 72, 0

RGB: 245, 129, 83

PMS: 171



GOLDEN YELLOW

CMYK: 3, 34, 68, 8

RGB: 224, 164, 95

PMS: 7407



SMOKEY PURPLE

CMYK: 27, 48, 11, 34

RGB: 134, 103, 129

PMS: 5205



WHITE SAND

CMYK: 15, 15, 30, 15

RGB: 188, 180, 158

PMS: 7535

REGIONAL PALETTE

FALKLAND



SHUSWAP BLUE

CMYK: 100, 5, 20, 22

RGB: 0, 136, 164

PMS: 3145

ENDERBY



SHORE BLUE

CMYK: 50, 10, 29, 10

RGB: 118, 172, 169

PMS: 563

CHASE



FOREST GREEN

CMYK: 70, 50, 85, 35

RGB: 71, 85, 54

PMS: 5743

SICAMOUS



LICHEN GREEN

CMYK: 50, 75, 25, 0

RGB: 142, 163, 102

PMS: 2276

ARMSTRONG



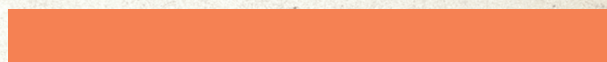
BARN RED

CMYK: 20, 80, 75, 20

RGB: 168, 72, 61

PMS: 7608

SALMON ARM



SALMON RED

CMYK: 0, 61, 72, 0

RGB: 245, 129, 83

PMS: 171

SOUTH SHUSWAP



GOLDEN YELLOW

CMYK: 3, 34, 68, 8

RGB: 224, 164, 95

PMS: 7407

NORTH SHUSWAP



SMOKEY PURPLE

CMYK: 27, 48, 11, 34

RGB: 134, 103, 129

PMS: 5205