



COLUMBIA SHUSWAP REGIONAL DISTRICT

Shuswap Tourism Advisory Committee Meeting

LATE 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

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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.

*3.	<u>Expression of Interest - Piotr Ujma</u>	10
4.	<u>Shuswap Trails Update - Phil McIntyre-Paul</u>	12
5.	<u>View of New Shuswap Tourism Beta Website</u>	
6.	<u>Presentation - Overview of the Destination Ambassador Program</u>	
	Overview of the Destination Ambassador program being delivered by the South Shuswap Chamber of Commerce	
7.	<u>Crowdriff Update – New</u>	
8.	<u>Winter Marketing Campaign Review</u>	16
9.	<u>Update on the Secwepemc Indigenous Tourism</u>	57
10.	<u>2021 RBC Cup – Junior National Hockey Championships – Letter of Support</u>	58

11. Terms of Reference Revision 59

Motion

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

12. New 2019 Shuswap Brand Evolution – Typography 64

13. Calgary Outdoor Show Attendance and Stats

14. Next Meeting

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

15. 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 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 TOURISM ADVISORY COMMITTEE EXPRESSION OF INTEREST FORM

Name:	Piotr Ujma
Address:	Po Box 250, 5731 Highway 97 Falkland BC V0E 1W0
Phone Numbers:	Home: Work: 778-474-2233 Cell: 604-710-4874 Fax:
Email Address:	b4_com@yahoo.ca
Current Occupation:	Entrepreneur
Experience in the Tourism industry (including work background, community activities, volunteering, etc.):	<ul style="list-style-type: none"> -20 years of working in the tradeshow and advertising industry that in part serviced tourism -Last 5 years living in Falkland and operating a business that is basically tourist based -I am now a member of a recently created tourism group in Falkland
Education (including formal education or training, certificates, completed courses, etc.):	Poland 1987 Graduate Certificate In Business Administration

Thank you for your submission

<p><i>What skills, abilities and specialized knowledge do you have that will assist this advisory committee?</i></p>	<p>-Excellent communication and customer relations -20 years of advertising experience</p>
<p><i>Why are you interested in serving on this advisory committee?</i></p>	<p>As a member of the newly formed Visit Falkland Tourism Committee I would like to bring more ideas back to my community as well as keep informed of events, plans and changes that may take place within the CSRD</p>
<p><i>What contribution do you believe you can make?</i></p>	<p>As a part of the group I believe I can help to promote tourism in my community as well as the CSRD</p>
<p><i>Have you worked with a similar group in the past? If so, please list.</i></p>	<p>Not tourism related but in a new era of the digital printing industry a group was established, called Color Space, to educate businesses on color managements to help them to step into the new printing world. I as one of five members</p>
<p><i>What experience do you have in exchanging your views with others and in appreciating and respecting the skills, abilities and knowledge of others?</i></p>	<p>I have 20 years of management and customer relations experience dealing in a fast paced and complex tradeshow industry and working with a team to find the best way to represent customer needs</p>

Please forward completed forms to the Columbia Shuswap Regional District:

Attention to: **Robyn Cyr, Economic Development Officer**

Mail to: PO Box 978, Salmon Arm BC V1E 4P1

Deliver to: 781 Marine Park Drive NE Salmon Arm BC

Email to: **rcyr@csrd.bc.ca**

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

DESTINATION

Think!

A photograph of two people cross-country skiing away from the camera through a snowy forest. The person on the left is wearing a red jacket and a blue backpack, while the person on the right is wearing a blue jacket. They are both using ski poles. The trees are heavily covered in snow, creating a winter scene.

Shuswap Tourism: 2019 Winter Campaign Final Report

Business Challenge

Shuswap has strong summer visitation but is not known as a winter destination.

There is a need to shift the perception that the Shuswap is just a summer destination and support the business strategy to grow the region into a multi-seasonal destination.



The Opportunity

Establish 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.



Campaign Strategy

Position the Shuswap as an alternative winter destination to recharge, reboot, and reconnect.

Using wellness, family, and romance as storytelling pillars, illustrate that the Shuswap is a destination for a winter experience amongst a quiet, calm, small community with memorable cultural and outdoor experiences.



The Target Audience



Primary

- Families (extended/multi generation families)
- Active and get outdoors (snowshoeing, x-country skiing, skating, building a snowman)
- Take extended family members (grandparents) who look to relax when the family is out doing winter activities

Campaign phases focus: 'Reconnect', 'Make Memories'

Primary

- Couples no kids (who don't want to stay in a resort)
- Soft adventure seekers
- Relax, recharge, reconnect

Secondary

- Retired Couples
- Light activity

Campaign phases focus: 'Recharge', 'Reconnect'



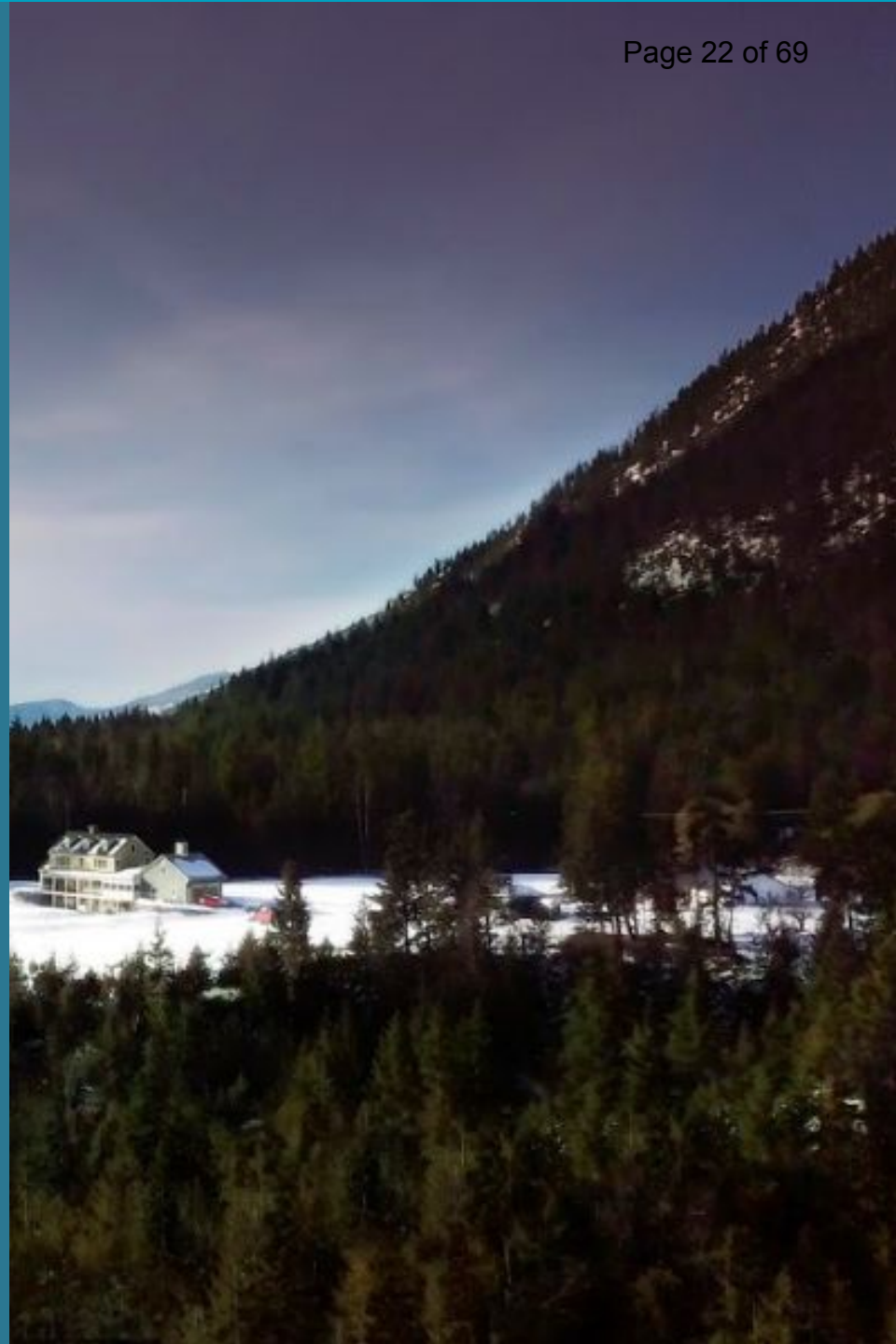
Tactics

Campaign Phases

To more effectively speak to the three identified target audiences and keep messaging clear and focused, we divided the campaign into three phases throughout the winter.

1. **Recharge (January)**
2. **Reconnect (Mid Jan- Mid February)**
3. **Make Memories (February)**

Each phase had a dedicated target audience and included the development of one video aligned with the topic, and a blog post that explored the experiences on offer in more depth. Each phase was also matched with a suggested influencer who's itinerary would reflect the experiences that aligned with their specific target audiences.



Campaign Phases

Phase I: Recharge

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.

Themes: Wellness, reflection, self care, enjoying quiet reflection and solitude in nature.

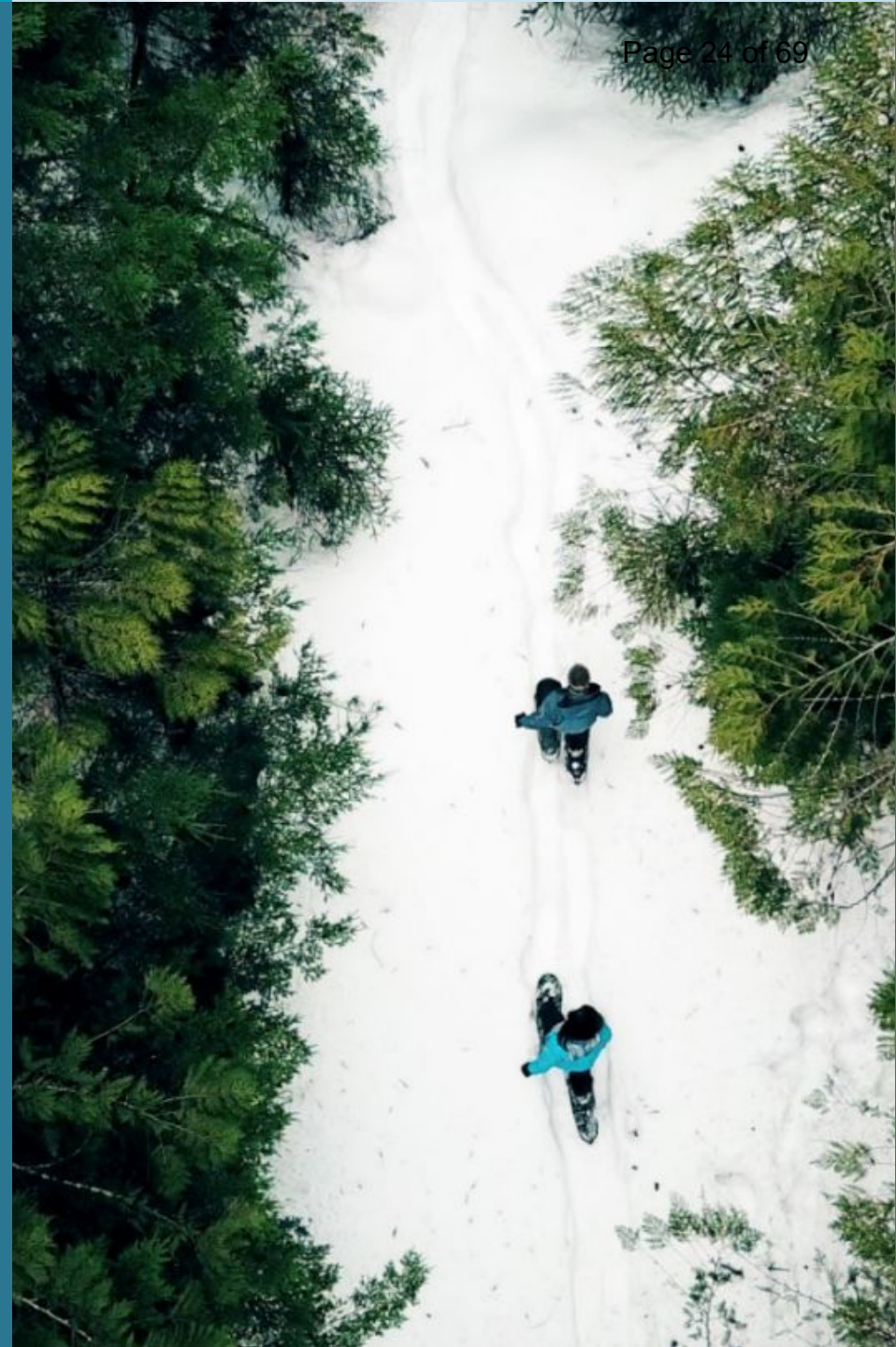


Campaign Phases

Phase II: Reconnect

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.

Themes: romantic breaks, cozy afternoons by the fireplace, taking time out to intentionally spend time with loved ones amongst a spectacular backdrop



Campaign Phases

Phase III: Make Memories

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 wonderland set a new pace for your family this season.

Themes: soft adventure in the outdoors, taking quality time to be together in nature for a welcome change to the winter routine.



Campaign Content: Video

Playing at the awareness level of the funnel, 30 second videos and 15 second cut downs were developed utilizing footage from last winter to tell a story relevant to each target audience within the designated phase.

A “dear diary” style voiceover set the mood of these videos and helped to establish the reflective and calm tone that represents the winter activities on offer.

The videos were viewed **307,267 times**, and are valuable assets to be re-used in social as engagement posts in the future.

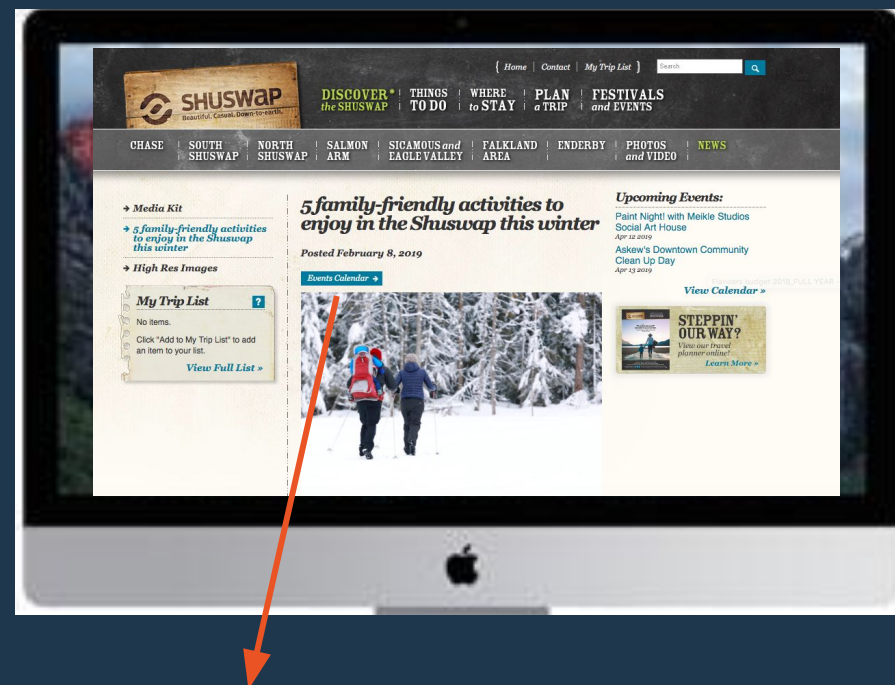


Campaign Content: Blogs

Playing at the consideration and planning level, three blogs were developed aligning with each phase.

Created in listicle-style, the blogs were easy to read, showcased lesser known experiences available in the winter, aided in planning, and contained a mixture of user generated imagery and images submitted by the activities and experiences being featured.

As a helpful trip-planning tool, we also created a handy events and winter activities calendar specific to the campaign that was highlighted at the top of each blog and promoted through various platforms.



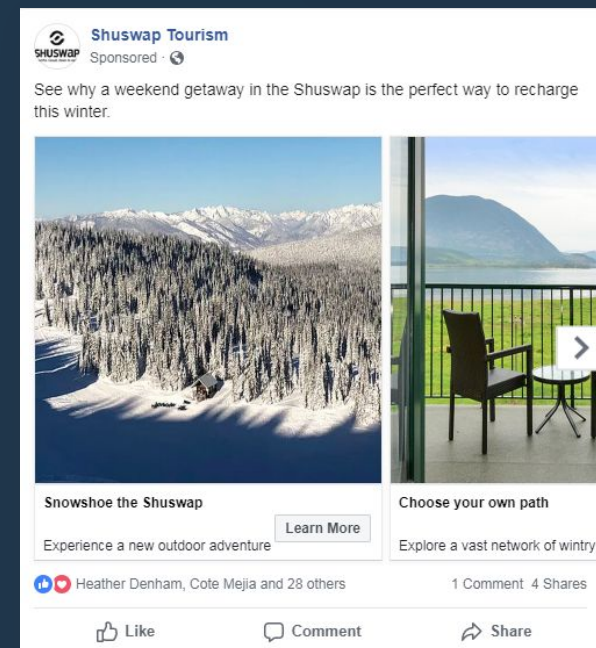
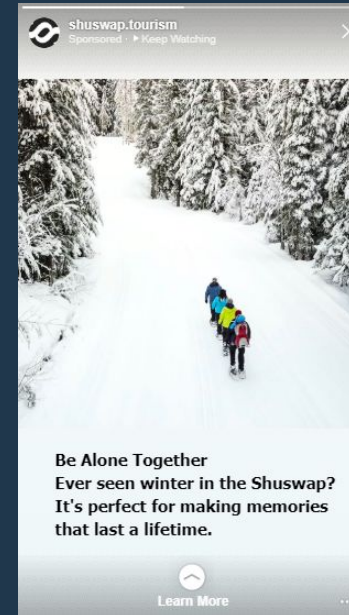
CALENDAR						
JANUARY 2019						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 NEW YEARS DAY	2	3	4 Evening: Paint Night- Meikie Studios	5 National Bird Day, great for birdwatching! Evening: Open Mic Night Coffeehouse - Carla Community Hall	6
Daytime: snowshoe, cross country ski, sledding, exploring, relaxing in nature, decompressing after the holidays						
7	8	9	10	11 Evening: Paint Night- Meikie Studios	12 Evening: Sunnybrae Community Hall Open Mic Coffeehouse	13
Daytime: snowshoe, cross country ski, sledding, exploring, relaxing in nature, decompressing after the holidays						
14 Pint & Paint- BrewPub	15 Blind Bay Hall Tuesday Night Blues Jam session	16	17	18 Evening: Snowed in Comedy Tour at the Salinar Theatre Evening: Paint Night- Meikie Studios	19 Daytime: Reino Keski- Salini Loppet ski race Evening: Celisla Community Hall Coffeehouse Evening: Samos moonlight Polar Run	20
Daytime: snowshoe, cross country ski, sledding, exploring, relaxing in nature, decompressing after the holidays						

Winter Events/Activities Calendar

Campaign Content: Social & Native

To drive traffic to the blogs and winter campaign events calendar, as well as inspire trip planning by highlighting the key winter experiences within each phase of the campaign, a series of social and native content was developed for promotional purposes.

The content was inspired by the various themes the campaign were centred around, supported by a balance of video, UGC and owned imagery.

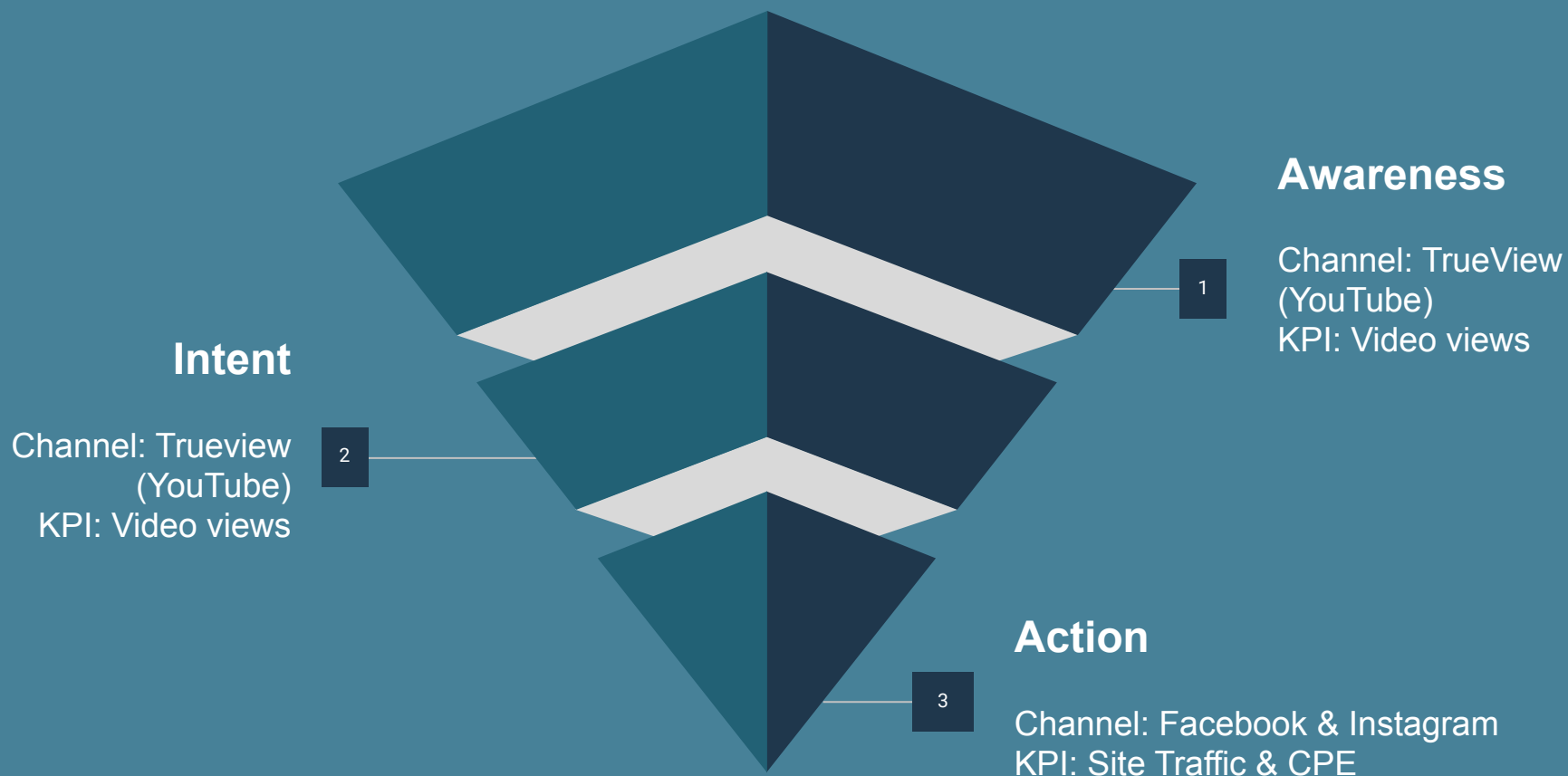




Media Plan

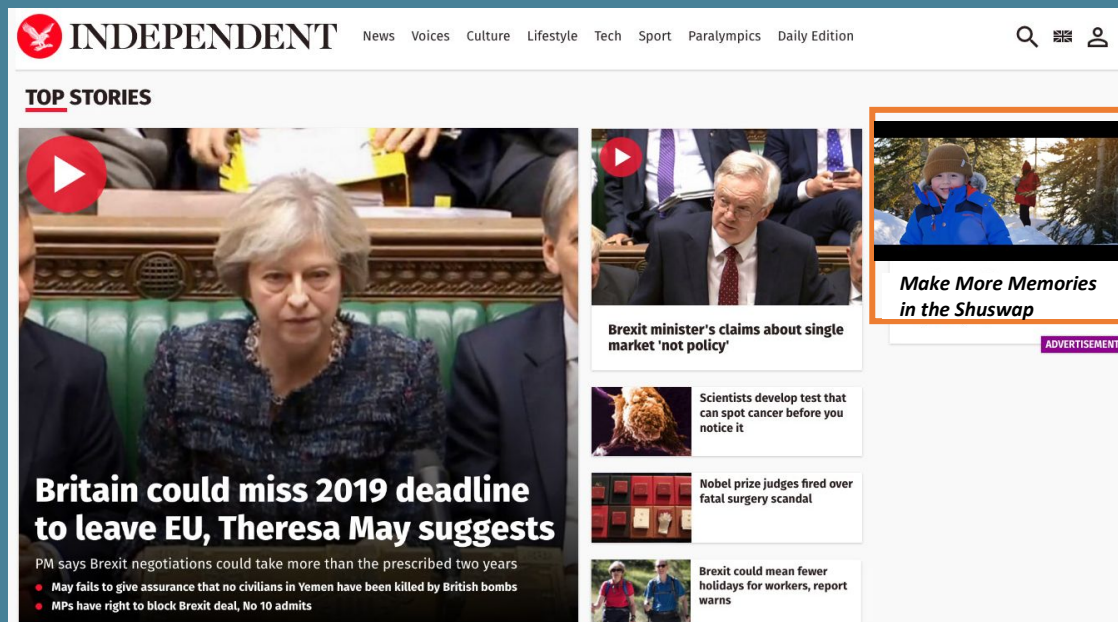
Media Strategy

User Journey



Awareness

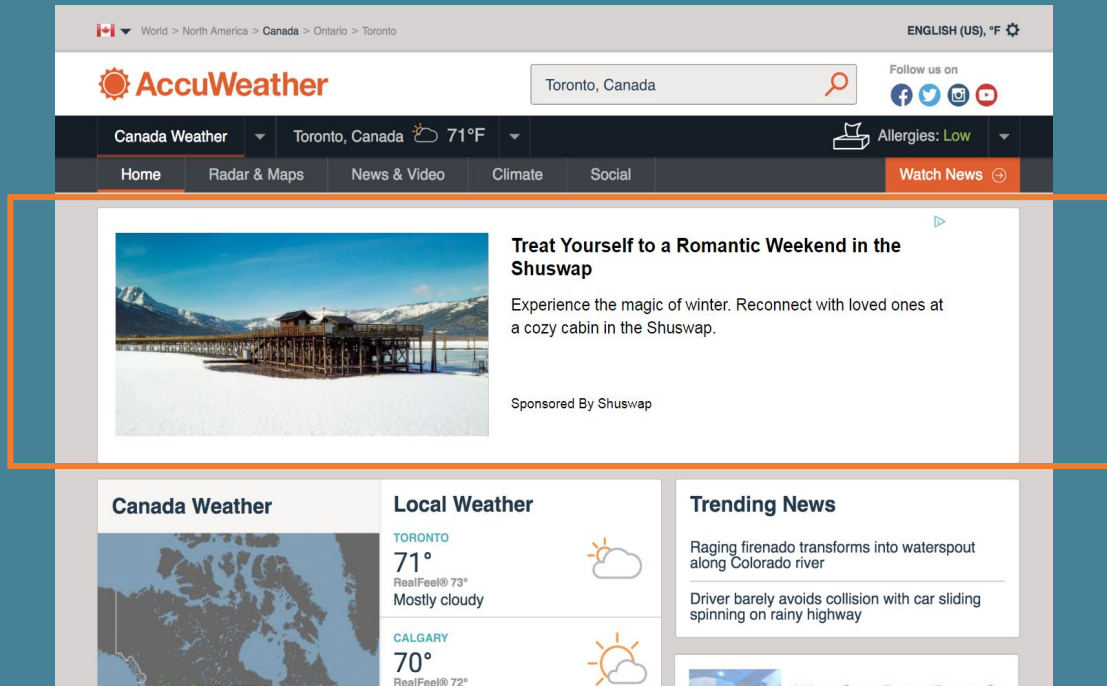
Ad Formats: TrueView (video)



TrueView (Video)

- The TrueView campaign acted as the top funnel tactic for this campaign – the main goal was to raise Awareness and drive completed views.
- This ad format is immersed within the webpage content, assuming the look and feel of editorial articles.
- The ads were automatically adapted in real-time to fit the look and feel of the website it served on. Due to it's seamless fit within publisher content, the ads drive strong website traffic.

Ad Formats: Native

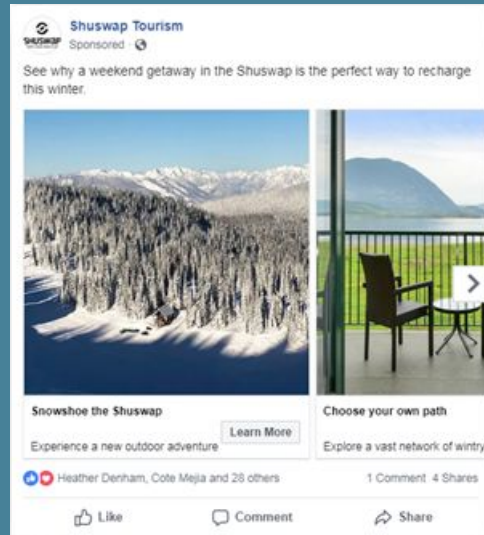


Native Ads

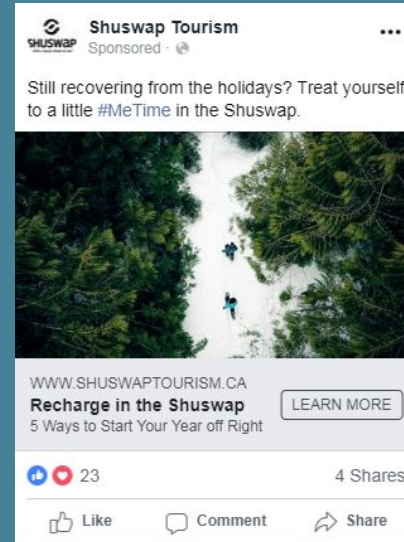
- This format is used to target users based on contextual targeting (users who are reading content related to travel) or behavioural targeting (based on a person's browsing behaviour).
- Format and targeting combined help to find the right audience and drive quality engaged users to the site. These powerful ads are often used to showcase itineraries and guides.
- Time on site and secondary page interactions can be tracked for Native ads, reporting on quality traffic.

Action

Ad Formats: Facebook & Instagram Carousel



Ad Formats: Facebook Single Image



Facebook & Instagram ads

- Carousel ad units are a fantastic way to showcase different activities available to keen travelers and drive action to plan a trip.
- Up to 10 cards can be shown, helping the user easily visualize their trip. The campaign was optimized towards the most cost efficient and best performing creative concepts to ensure budget is spent effectively.
- A pixel was placed on the site to track time spent on the site. This allowed optimizations to be made towards generating an engaged audience that explored the site and offerings.

Campaign Media Plan

Start Date	End Date	Spend	Channel	KPI	Geomarket	Goal
January 1st, 2019	February 28th, 2019	\$3,462.10	Social	CPE	Vancouver, Calgary and Kelowna	5,000 clicks \$0.60-0.80 CPE
January 11th, 2019	February 28th, 2019	\$4,001.21	Native	CPE	Vancouver, Calgary and Kelowna	800 engaged users \$3-5 CPE
January 11th, 2019	February 28th, 2019	\$12,011.08	TrueView	Completed Views	Vancouver, Calgary and Kelowna	150,000 views \$0.05-0.08 CPCV

Channels: This campaign ran across TrueView (video), Native, and Social and had 3 creative refreshes.

Campaign Phases:

- Recharge – January 1st – January 25th
- Reconnect – January 21st – February 15th
- Make Memories – February 4th – February 28th

Measuring Success: The main goal of this campaign is to drive users to the Shuswap landing page. Success was measured with engagement metrics such as Secondary Site Interactions, Page Engagements and 15 Second Landing Page Engagements.

Targeting:

- Geographic Markets: Vancouver, Calgary and Kelowna.
- Interest targeting: soft outdoor adventure, family activities, romantic getaways, wellness, selfcare, snowshoeing, hiking, cross-country skiing, weekend getaways.



Results

Campaign Results Summary



7,216
Secondary Site
Interactions



3,448,927
Impressions
Delivered



8,981
Clicks
Driven



307,267
Completed
Video Views

Facebook Carousel

OVERALL AD RESULTS

Total spent \$1,308.89

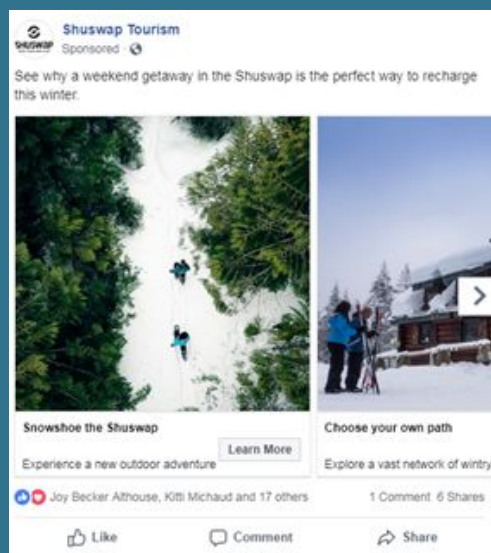
Impressions 115,930

CPE \$0.99

Media Insights

- The Facebook Carousel units drove an overall CPE of \$0.99.
- The most cost effective creative was the Reconnect post - with \$0.68.
- When comparing the targeting tactics, the creative targeting Outdoor Enthusiast/ Adventure Travelers drove the most cost effective CPE of \$0.96.
- Creative messaging with a verb or number perform the best. For example: "See why"

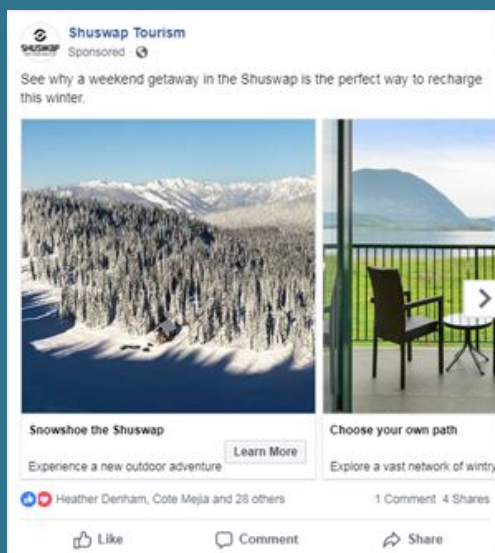
Top Performing Content: Facebook Carousel Ads



Recharge

Performance:

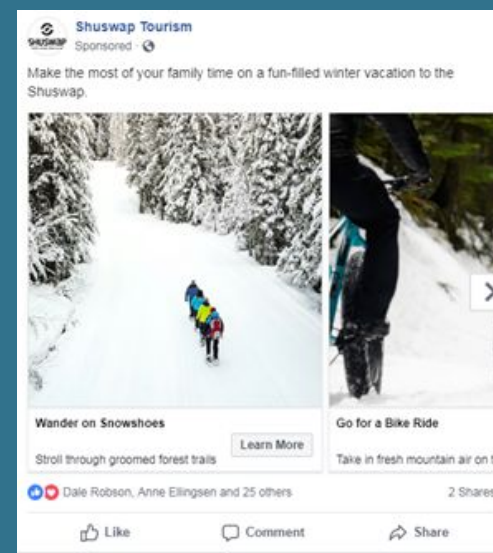
- 33,693 impressions
- \$1.20 CPE



Reconnect

Performance:

- 51,843 impressions
- \$0.68 CPE



Make Memories

Performance:

- 30,394 impressions
- \$1.63 CPE

Social Blog Post

OVERALL AD RESULTS

Total spent \$ 687.97


Impressions 162,926

CPE \$0.49


Media Insights

- Social Blog Posts drove the most cost effective cost per post engagements, the highest number of clicks to site with the lowest cost per click and the most secondary site interactions.
- As a campaign optimization, the team focused more budget on these posts based on performance.
- The most cost effective creative was the Reconnect post - with \$0.25.
- When comparing the targeting tactics, creative targeting people interested in Hiking drove the most cost effective CPE of \$0.43.

Top Performing Content: Facebook Blog Ads

Shuswap Tourism Sponsored · 




Still recovering from the holidays? Treat yourself to a little #MeTime in the Shuswap.



WWW.SHUSWAPTOURISM.CA
Recharge in the Shuswap
 5 Ways to Start Your Year off Right

[LEARN MORE](#)


23 4 Shares

 Like  Comment  Share


Recharge

Performance:

- 35,850 impressions
- \$1.20 CPE

Shuswap Tourism Sponsored · 




Reconnect with your special someone in the Shuswap's winter wonderland.



WWW.SHUSWAPTOURISM.CA
Escape to the Shuswap
 6 Cabins Made for a Romantic ...

[LEARN MORE](#)


7 5 Comments 3 Shares

 Like  Comment  Share


Reconnect

Performance:

- 68,865 impressions
- \$0.25 CPE

Shuswap Tourism Sponsored · 




Time flies! Slow it down with a Shuswap vacation the whole family can enjoy.



WWW.SHUSWAPTOURISM.CA
Make More Memories
 4 family-friendly spots in the Shu...

[LEARN MORE](#)

14 1 Comment 1 Share

 Like  Comment  Share

Make Memories

Performance:

- 20,029 impressions
- \$0.74 CPE

Instagram Carousel

OVERALL AD RESULTS

Total spent \$ 687.97

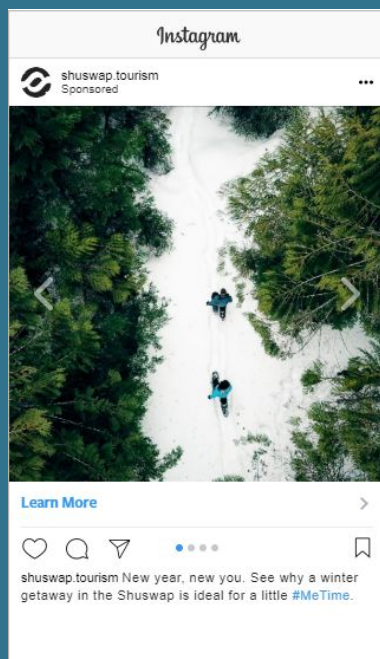
Impressions 162,926

CPE \$0.57

Media Insights

- Instagram drove the most efficient engagements for the campaign, however, drove the highest cost per click.
- The Instagram Carousel units drove an overall CPE of \$0.57.
- The most cost effective creative was the Reconnect post - with \$0.54.
- When comparing the targeting tactics, the creative targeting people interested in Food and Wine drove the most cost effective CPE of \$0.55.

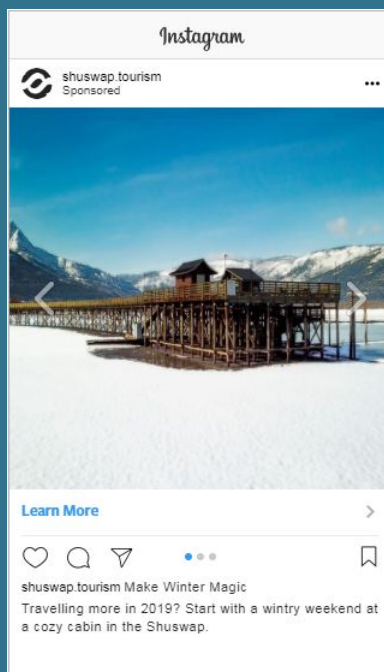
Top Performing Content: Instagram Carousel Ads



Recharge

Performance:

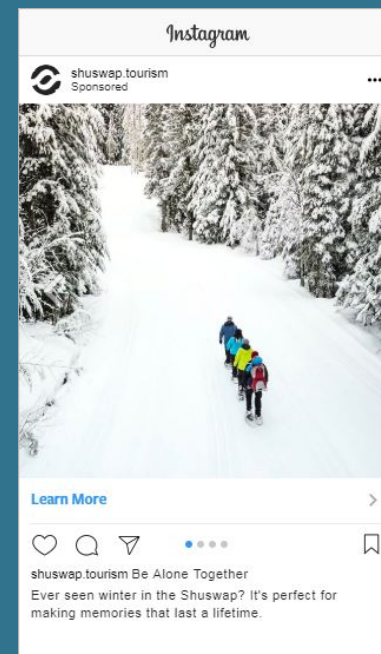
- 110,646 impressions
- \$0.59 CPE



Reconnect

Performance:

- 51,060 impressions
- \$0.54 CPE



Make Memories

Performance:

- 1,220 impressions*
- \$1.63 CPE

**end of campaign and budget shifted to other creative ad formats that was performing best (video)*

Video

OVERALL AD RESULTS

Total spent \$ 12,011.08

Impressions 642,597

Completed Views 307,267

Avg Completion Rate 48%

Clicks 416

CPCV \$0.04

Media Insights

- The cost per view was \$0.04 which is below industry standard of \$0.05 - \$0.08.
- Overall, the campaign drove a strong Completion Rate of 48% - which is higher than the Industry Standard of 45%.
- Based on the three types of video creative, “Reconnect” was the top performing video with a 49% Completion Rate.
- The “A25-54” had the highest completion rate, so as an optimization the team created a sub-tactic running only the 30 second video. This tactic drove the strongest Completion Rate of 54%.
- The Outdoor winter activities and family vacation targeting yielded high completions rates.

Top Performing Content: Video



Recharge

Performance:

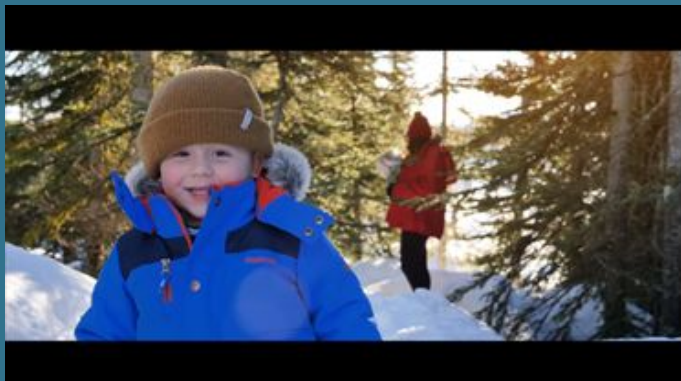
- 102,680 views
- 48% completion rate



Reconnect

Performance:

- 105,192 views
- 49% completion rate



Make Memories

Performance:

- 199,395 views
- 47% completion rate

Native Ads

OVERALL AD RESULTS

Total spent \$ 4,001.21

Impressions 2,389,900

Clicks 4,082

15s Engagements 1,025

CPE \$3.90

CPM \$1.67

Media Insights

- Native drove an overall CPE of \$3.90 and an average Time Spent on the Landing Page of 1 Minute and 17 Seconds.
- The CPE is within industry benchmarks of \$3-\$5, and the time on site is higher than industry benchmarks of 50 seconds – 1min.
- We tracked 2+ page visitors on the Shuswap site as a secondary goal. This helps the team and algorithms optimize towards quality traffic, rather than cheap clicks with high bounce rates. Native also drove 2,654 Secondary Site Interactions.
- Native also drove 4,082 clicks to site. The cost per click was an efficient \$0.98 which is below industry standard of \$1-\$1.50

Top Performing Content: Native

Recharge

Performance:

- 616,749 impressions
- \$3.79 CPE

Reconnect

Performance:

- 831,453 impressions
- \$4.09 CPE

Make Memories

Performance:


- 941,698 impressions
- \$3.83 CPE



Sponsored by Shuswap

Unwind in the Shuswap's Winter Wonderland

From snowy nature trails to cozy lakeside cabins, winter is ideal for enjoying much-needed #MeTime in the Shuswap.



Treat Yourself to a Romantic Weekend in the Shuswap


Experience the magic of winter. Reconnect with loved ones at a cozy cabin in the Shuswap.

Sponsored By Shuswap

Advertisement

This Winter, Make Memories You'll Cherish Forever

Your family is precious, and so is your time with them. Create precious moments together on a vacation in the Shuswap.





Observations & Recommendations

Observations & Conclusions

Channels:

- Video is a strong performer in terms of completion rate - 48%, which is 3% over the 2019 Industry Standard.
- Social drove a stronger CPE compared to Native.
 - More specifically the Facebook Blog Post - which drove the most cost effective CPE of \$0.49

Targeting:

- Targeting tactics around Outdoor Activities/ Hiking seemed to perform better when comparing the other targeting tactics.
- Ages 35-44 engaged and clicked on the posts the most followed by the 45-64 age group which tells us the younger and 65+ age group did not engage well with campaign messaging/creative.
- Females interacted and engaged with the Shuswap ads significantly more than Males.

Campaign Creative:

- The “Reconnect” creative and messaging performed the best across all channels compared to the other two phases. .
- For Social and Video - the ‘Reconnect’ content/creative performed the best. This messaging positioned Shuswap as a Romantic Getaway destination which aligned well with Valentine’s Day.

Key Learnings for Next Winter

Channels:

- For video, we recommend running different versions of “Reconnect” related videos, in different lengths such as 6-second bumpers and 15 seconds clips. Also recommend running native and social posts focused around the “Reconnect” messaging.
- For social specifically, we recommend running a variation of single image and carousel units with the Reconnect messaging.
- Recommend testing Native & Social video placements for the video assets. Also, by focusing on newsfeed placements only for both Facebook and Instagram, this will assist in increasing clicks to the website.

Targeting:

- We recommend targeting Outdoor winter activities and family vacation targeting, and overlay ages 25-54 parameters to yield high completions rates.
- Recommend eliminating the age group of 18-24, scaling back on 65+ and allocating more focus towards the female demographic.
- Targeting people interested in Travel blogs was added slightly later on in the campaign and scaled well with the most cost efficient CPC of \$0.90 and efficient CPE of \$3.87. We recommend running this tactic for future campaigns.

Campaign Creative:

- Recommendations for imagery: adding in brighter colours, people doing activities, and titles that start with a verb or contain numbers.
- Recommend running more “Recharge” creative for future campaigns. “Making Memories” was a close second.
- Recommend future campaigns catering to a slightly more Female audience in terms of creative and copy.

Conclusion

Overall, by launching the Shuswap's first winter campaign, it has provided awareness of the destination's winter experiences through effective and engaging storytelling tactics.

We were able to achieve our goals of creating unique and appealing content to inspire core audiences about why the Shuswap is the perfect destination to recharge, reconnect and create memories.

Aside from our goals, we were able to create a library of assets we can utilize and build upon year over year to further promote the Shuswap's winter product, including a winter-specific calendar that can be updated and leveraged for the next winter season.

By promoting local events, partners and operators during this successful campaign, we hope to inspire and encourage more to participate in future winter seasons to help enhance and develop Shuswap's winter product. This, in turn, will put the Shuswap on the map as a four-season destination.



Thank you!

For any questions regarding the report, please contact:

Shannon Landreth

shannon@destinationthink.com

Sara Raymond

sara@destinationthink.com

DESTINATION

Think!



Appendix

KPI Definitions

- **Secondary Site Interaction** – a user that has visited 2+ pages. This metric allows the team to optimize towards engaged users who are interested in learning more about Shuswap.
- **15 second landing page engagement** - a user that has been on a page for longer than 15+seconds. This shows that someone is spending time on the landing page and actively engaged. This allows the team to optimize towards engaged users who are interested in learning more about Shuswap.
- **CPE for Native** - Cost per engaged visit - the cost of a user that has been on the site for longer than 15+seconds
- **CPE for Social** – Cost per engagement – the cost of someone commenting, liking, clicking on or sharing a social post.

Campaign Performance by Audience (Video)

Channel	Impressions	Clicks	Completed Views	Spend	Completion Rate
A - 25-54	127,955	118	63,635	\$ 2,355.45	50%
A - 25-54 - 30 Second Video	4,724	1	2,544	\$ 102.16	54%
BT - Family Vacation	123,398	84	59,206	\$ 2,336.51	48%
BT - Outdoor/ Winter Activities	129,831	72	63,129	\$ 2,536.12	49%
BT - Travel - Family Vacations / Vacation Rentals	121,565	78	56,754	\$ 2,272.41	47%
BT - Trips to Vancouver	59,862	34	28,783	\$ 1,168.79	48%
C - Travel - BC/Ski Resorts/Adventure	75,262	29	33,216	\$ 1,239.66	44%
TrueView Total	642,597	416	307,267	\$ 12,011.08	48%

Campaign Performance by Audience (Native)

Tactic	Impressions	Clicks	Engagements	Secondary Site Interactions	Spend	CPE
B - Custom Audience	170,251	241	77	143	\$ 291.79	\$ 3.79
B - Travel Blogs	826,186	1,536	356	1,016	\$ 1,376.76	\$ 3.87
B - Vacation Home Rentals/ Cottage Rentals	868,063	1,638	399	1,051	\$ 1,563.46	\$ 3.92
B - Winter Holidays/ Adventure Travel	488,316	535	159	349	\$ 660.24	\$ 4.15
RT - All Page Views - Exclude Blog	37,084	132	34	95	\$ 108.96	\$ 3.20
Native Total	2,389,900	4,082	1,025	2,654	\$ 4,001.21	\$ 3.90

Campaign Performance by Audience (Social)

Target	Impressions	Clicks	Page Engagement	Secondary Site Interactions	Spend	CPE
B - Food & Wine	124,741	618	1,109	888	\$ 796.78	\$ 0.72
B – Hiking Trails	84,503	1,847	1,965	1,685	\$ 844.89	\$ 0.43
B - Outdoor Enthusiast/ Adventure Travel	207,186	2,018	2,416	1,989	\$ 1,820.44	\$ 0.75
Social Total	416,430	4,483	5,490	4,562	\$ 3,462.10	\$ 0.63

Indigenous Tourism Project Update,

May 9, 2019

The Project Team has been working diligently on their respective project “Deliverables”, as follows:

Deliverable #1 – Cultural Sharing Guidelines: Shelley Witzky has been working closely with Community Elders to create a list of cultural elements, stories, places, legends, place names that can be shared within and outside of the community as a means of furthering Indigenous Tourism opportunities and a greater cultural presence on the Traditional Territory.

Deliverable #2 – Indigenous Artisan Support: Bonnie Thomas has been researching existing Artisan databases and has developed a survey to be circulated within each community to identify artisans and their potential interest to develop and market their crafts. She is also attempting to determine their level of interest in developing a business model around their craft, with support from others.

Deliverable #4 – Assist Entrepreneurs in the Development of their Tourism Based Business: Julie John has been identifying existing entrepreneurs and soliciting their feedback about their individual experiences. As well, she is developing an awareness campaign to inform each community of the opportunity to access entrepreneurial mentorship and assistance to start a business, if that is their desire.

Deliverable #6 – Develop and Deliver Tourism Events: Donna Felix has been developing a database of Indigenous events throughout the region where cultural tourism can be showcased to a wider audience, such as the annual Indigenous Day Celebrations and the Roots and Blues festival that occur each summer. She is reaching out to the organizers of the various events to coordinate our participation.

As well, the four Project Team members have been meeting regularly to coordinate their activities and to make the most value of their visits with Elders and Band Councils. They have also put together a marketing campaign to showcase their Team and to share information about the project.

The project has been well supported within each of the four Secwepemc communities and momentum and enthusiasm has been building as we proceed. There is growing interest in the prospect of entrepreneurial training and starting businesses.

Sincerely,

Rob Marshall
Steering committee Chair



PO Box 978, 555 Harbour Front Dr.
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, the Armstrong/Spallumcheen Chamber of Commerce, the Shuswap Trail Alliance, one council member or designate from the Indigenous communities in the Shuswap region, 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