



COLUMBIA SHUSWAP REGIONAL DISTRICT Shuswap Tourism Advisory Committee Meeting AGENDA

Date: Thursday, May 11, 2023
Time: 9:30 AM
Location: CSRD Boardroom
555 Harbourfront Drive NE, Salmon Arm

Pages

1. Land Acknowledgement

We acknowledge that we are meeting in service to the Columbia Shuswap Regional District which is on the traditional and unceded territories of the Secwepemc, Syilx Okanagan, Sinixt and Ktunaxa Nation. We are privileged and grateful to be able to live, work and play in this beautiful area.

Declaration on the Rights of Indigenous Peoples Act

Article 10:

Indigenous peoples shall not be forcibly removed from their lands or territories. No relocation shall take place without the free, prior and informed consent of the indigenous peoples concerned and after agreement on just and fair compensation and, where possible, with the option of return.

2. Call to Order

3. Adoption of Agenda

Motion

THAT: the agenda of the May 11, 2023 Shuswap Tourism Advisory Committee meeting be approved.

4. Meeting Minutes

4.1 Adoption of Minutes

1

Motion

THAT: the minutes of the March 9, 2023 Shuswap Tourism Advisory Committee meeting be adopted.

4.2 Business Arising from the Minutes

None.

5. Staff Presentation

5

Shuswap Tourism Staff to present the 2022 Annual Review.

6. General Projects

6.1 Farmgate Project

M. Matheson, Team Leader, Tourism and Film, to provide an update on the Farmgate Project.

Click to view the CSRD News release: [Grant to Enhance Agri-Tourism in the Shuswap](#)

6.2 Destination British Columbia (DBC) Tactics

26

S. Goodey, Tourism Marketing Coordinator to provide a brief update on the Destination British Columbia Tactics.

1. Fall/Winter/Spring Content Development
2. Digital Readiness (Website)
3. Guide Updates and Development

7. RFP - Strategic Plan

M. Matheson, Team Leader, Tourism and Film to provide a summary on the RFP Strategic Plan.

8. Engagement Session

Roundtable Question

One tactic you think is important for the strategic plan in two minutes or less.

9. Next Meeting

Thursday June 29, 2023 at 9:30 AM,
CSRD Boardroom, 555 Harbourfront Drive NE, Salmon Arm.

10. Adjournment

Motion

THAT: the Shuswap Tourism Advisory Committee meeting of May 11, 2023 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 9, 2023
 Time: 9:30 AM
 Location: CSRD Boardroom
 555 Harbourfront Drive NE, Salmon Arm

Committee Members

Present	M. McCormick	Electoral Area C Alternate Director
	D. Trumbley	Electoral Area D Director
	R. Martin	Electoral Area E Director
	J. Simpson (Chair)	Electoral Area F Director
	N. Melnychuk*	Electoral Area G Director
	T. Lavery^	City of Salmon Arm Director
	C. Anderson^	District of Sicamous Director
	J. Bellhouse	Shuswap Trail Alliance
	M. Buettner	Business Owner, Accommodations
	E. Ferguson	Quaaout Lodge & Spa at Talking Rock
	A. Lagore	Business Owner, Food & Beverage
	A. Mongerson	Salmon Arm Folk Music Society & Downtown Salmon Arm
	G. Pristie	Business Consultant
	M. Seys	Shuswap Marina
	K. Brown	South Shuswap Chamber of Commerce & Arts Council for the South Shuswap
	C. Procyshyn (Vice Chair)	Sicamous Economic Development
	C. Thompson	Salmon Arm Economic Development
Directors Absent	M. Gibbons	Electoral Area C Director
Staff Present	M. Matheson	Team Leader, Tourism and Film
	S. Goodey	Tourism Marketing Coordinator
	D. Webber	Administrative Clerk

* attended part of the meeting only

^electronic participation

1. Land Acknowledgement

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Declaration on the Rights of Indigenous Peoples Act

Article 4: Indigenous peoples, in exercising their right to self-determination, have the right to autonomy or self-government in matters relating to their internal and local affairs, as well as ways and means for financing their autonomous functions.

2. Call to Order

The Tourism Marketing Coordinator, called the meeting to order at 9:41 AM.

Before Inaugural Proceedings began, committee members were introduced.

3. Inaugural Proceedings

3.1 Election of Chair

The Tourism Marketing Coordinator, called for nominations for the position of Chair for 2023.

Director Martin nominated Director Trumbley. Director Trumbley declined the nomination.

Director Trumbley nominated Director Simpson. Director Simpson consented to the nomination.

Director Simpson nominated Alternate Director McCormick. Alternate Director McCormick declined the nomination.

After calling three times for nominations and hearing no further nominations for the position of Chair, the Tourism Marketing Coordinator, declared Director Simpson as Chair of the Shuswap Tourism Advisory Committee for 2023 by acclamation.

3.2 Election of Vice Chair

The Tourism Marketing Coordinator, called for nominations for the position of Vice-Chair for 2023.

Director Simpson nominated Alternate Director McCormick. Alternate Director McCormick declined the nomination.

A. Mongerson nominated C. Thompson. C. Thompson consented to the nomination.

Alternate Director McCormick nominated C. Procyshyn. C. Procyshyn consented to the nomination.

After calling three times for nominations, the Tourism Marketing Coordinator provided the nominated committee members with the opportunity to make presentations to the Committee prior to the election by ballot.

The Tourism Marketing Coordinator distributed the ballots to the committee members and the vote conducted.

Following the counting of the ballots, the Tourism Marketing Coordinator, declared C. Procyshyn as Vice Chair of the Shuswap Tourism Advisory Committee for 2023.

The Tourism Marketing Coordinator was tasked with destroying the ballots.

7. Engagement Session

The committee members each shared their favorite travel experience.

4. Adoption of Agenda

Moved By Director Simpson

Seconded by K. Brown

THAT: the Shuswap Tourism Advisory Committee agenda of March 9, 2023, be approved.

CARRIED

6. Staff Presentation

The Team Leader, Shuswap Tourism and Film, and the Tourism Marketing Coordinator, supplied a brief presentation and discussion on plans for the Shuswap Tourism Advisory Committee.

The Team Leader, Shuswap Tourism and Film, spoke about the potential Shuswap Tourism holds as a tourism destination and discussed future goals.

There was discussion on the potential benefits of aligning Shuswap Tourism with other Tourism Marketing Organizations such as TOTA (Thompson Okanagan

Tourism Association), DBC (Destination BC) and DC (Destination Canada) and what the benefits are.

Working with larger consortiums make large media spending an asset that could be used in promotions. Campaign messaging to larger marketing organizations allows seamless showcasing to be shared to viewers including social media, and tourism conferences such as Rendezvous Canada.

Shuswap Tourism will be hiring a facilitator to help drive the development of the 5-Year Strategic plan.

In the marketing campaign that is created, Shuswap Tourism needs to ensure that it is developed with sustainability, environmental responsibilities, and responsible travel practices in mind.

5. Meeting Minutes

None.

8. New Business

None.

9. Stakeholder Group

None.

11. Adjournment

11:42 AM

Moved By K. Brown

Seconded by A. Lagore

THAT: the meeting of the Shuswap Tourism Advisory Committee, March 9, 2023, be adjourned.

CARRIED

10. Next Meeting

May 11, 2023, CSRD Boardroom, 555 Harbourfront Drive NE, Salmon Arm
9:30AM

Chair

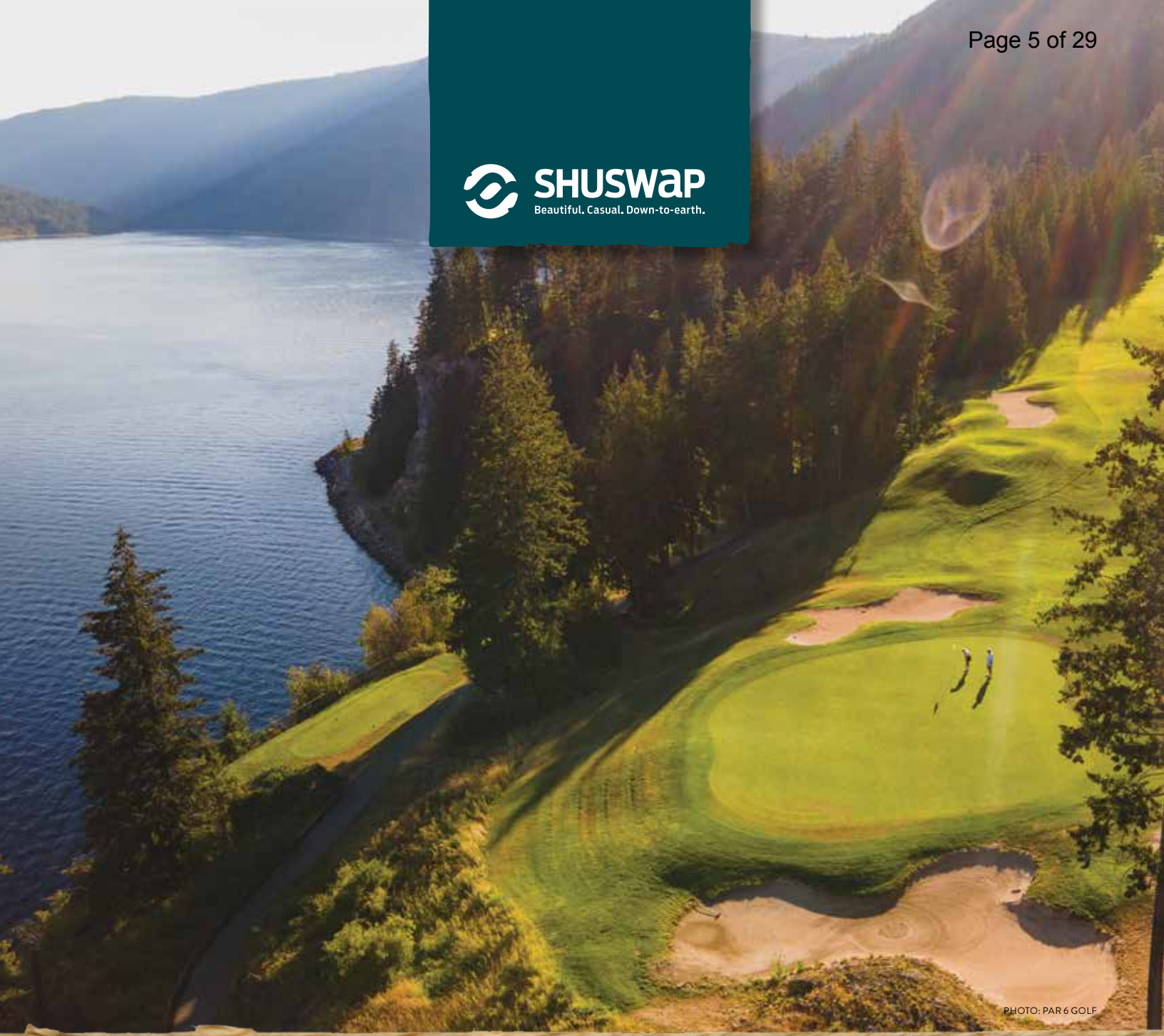


PHOTO: PAR 6 GOLF

2022 SHUSWAP TOURISM ANNUAL REVIEW

SHUSWAPTOURISM.CA  #EXPLORESHUSWAP   



PHOTO: VIKTORIA HAACK



PHOTO: KARI WILKINSON



PHOTO: ON E PEAK



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WE ARE PROFOUNDLY GRATEFUL FOR THE WORK THAT WE ARE PRIVILEGED TO PERFORM ON THE UNCEDED TERRITORIES OF THE SEĆWÉPEMC.

INTRODUCTION

Perhaps a hallmark of success in tourism is the enduring power of the stories that are taken home with the visitor and, in turn, shared far and wide. Stories connect us, providing a sense of place and time that stay with us and call us back ever expanding the circle of experience.

In many ways, the 2022 Shuswap Tourism season was an invitation back to the circle after several years of unprecedented interruption. Perhaps, as well, the year reminds us of the enduring power of authentic stories and experiences we've been honoured to share on behalf of our communities with our many valued guests.

The 2022 Annual Update will provide a review of major campaigns, new and updated promotional assets, special projects, community sponsorships as well as a snap shot of results and recognitions

The year also marks both the fifth year of our six year strategic plan, the first full year of our new tourism Team Leader, Morgen Matheson.

Strengthening important partnerships with local Secwépemc Bands, economic development agencies, chambers of commerce and visitor centres ensure we're in step with the sector, bolstering support and building momentum on our shared journey.

In terms of the sector at large, we've continued to foster our relationship with the regional Thompson Okanagan Tourism Association (TOTA) where Morgen Matheson now serves as a Board representative, and the provincial destination management organization, Destination BC (DBC).

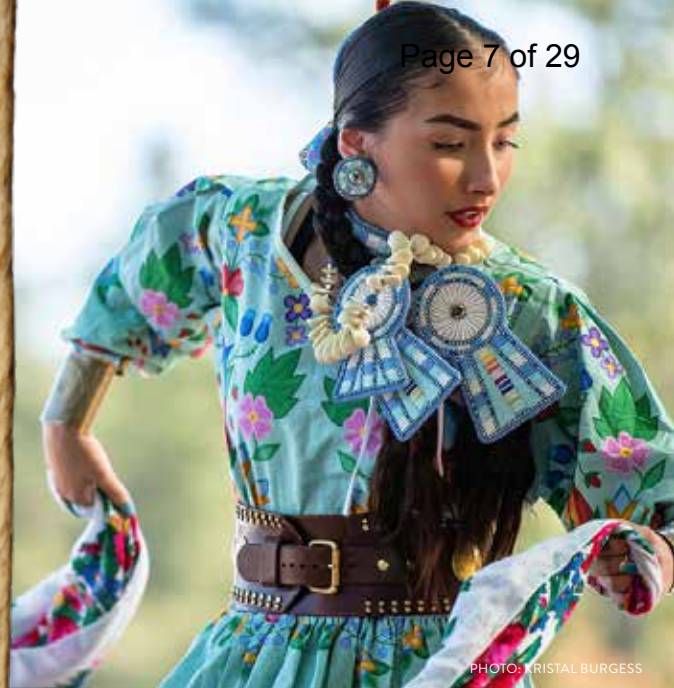


PHOTO: KRISTAL BURGESS



PHOTO: KARI WILKINSON



PHOTO: VIKTORIA HAACK

THE YEAR REMINDS US OF
THE ENDURING POWER OF
**AUTHENTIC STORIES
& EXPERIENCES**

WE'VE BEEN HONOURED TO SHARE
ON BEHALF OF OUR COMMUNITIES
WITH OUR MANY VALUED GUESTS.

2022 MAJOR CAMPAIGNS

- ADAMS RIVER SOCKEYE SALMON RUN
- BC ALE TRAIL
- SLED SHUSWAP CONSORTIUM
- GET INTO BC
- SHUSWAP GOLF CONSORTIUM



PHOTO: KRISTAL BURGESS



PHOTO: BC ALE TRAIL



PHOTO: PAR 6 GOLF



PHOTO: VICTORIA JAMACK



ADAMS RIVER SOCKEYE SALMON RUN

The annual Sockeye salmon’s journey back to the Adams River, their place of birth, in the Secwépemc, is a story of determination like no other that nature has to offer. Work began early in the year to share and promote the peak year run from mid September to mid October at Tsútswecw Provincial Park in the North Shuswap. The Skwlāx te Secwepemcúlecw, community members, non-profit agencies, partners and sponsors welcomed guests from far and wide to witness and celebrate the marvel at Adams River, one of the most important salmon habitats in North America.

Shuswap Tourism worked with the team at One Peak Creative to capture video assets for the year’s premier campaign and strategic plan priority. We were grateful to have collaborated with Skwlāx te Secwepemcúlecw on this project. Thanks to the efforts of the partnership, we were received a Marcom Excellence in Marketing.

In order to reach a greater audience and develop a more robust campaign, objectives and media spends were aligned with those of the Adam’s Lake Salmon Society to ensure the best outcome for the Salute to Sockeye Festival attendance and success.

BC ALE TRAIL

The Shuswap is part of the **BC Ale Trail** also featuring local craft beer producers in Kamloops, Vernon and Merritt. The benefits include promoting Shuswap-specific photos and videos in the wider region.

New this year was the addition of two local cideries expanding both choice and promotional opportunity. A tasting pass program was launched to further develop shoulder season offerings in support of local producers.

In addition, this spring, we look forward to sharing our upcoming “Ale & Trails” video campaign produced in partnership with **Mountain Biking BC**.



PHOTO: BC ALE TRAIL



PHOTO: HEBER FULLMER/ISLE SICAMOUS

GETINTOBC.CA

KICKING HORSE CANYON CONSORTIUM

A partnership with Tourism Revelstoke and Golden, the **Get Into BC** website continues to provide important road access information and updates on the Trans Canada’s Highway’s major construction project. Slated for completion in 2024, it’s critical for regional tourism agencies to provide regular updates encouraging visitors from Alberta during important TCH improvements despite regularly scheduled closures. With funding secured through Destination BC, Shuswap Tourism developed a video campaign promoting sledding near and along the important transportation corridor thus supporting local providers, accommodators and services.



PHOTO: SLED SICAMOUS

SLED SHUSWAP CONSORTIUM

Started in 2021, the project continued in 2022 as assets are developed to further cement the Shuswap as a pre-eminent sledding destination. The resulting micro site and marketing campaign will highlight the unique riding opportunities, suggested itineraries and community amenities. Let's Ride BC featured blog posts on spring sledding in the Shuswap as well as a Shuswap sled, savour and sip itinerary suggestions. By partnering with our partner communities MRDT organizations, tourism coverage is provided for Sicamous, Salmon Arm and our partnership means we can extend it to surrounding areas.



PHOTO: PAR 6 GOLF

GOLF SHUSWAP CONSORTIUM

This year saw Shuswap Tourism introduce a digital version of the Shuswap Golf Trail pass as a means of offering better, more streamlined distribution. Thanks to funding from a separate DBC grant, this further facilitates the promotion of destination golf with one 18 hole game at each of the five courses. To further promote this special offering, Shuswap Tourism worked with Par6, a specialized golf videography company to develop and produce an accompanying social media campaign.

2022
PROMOTIONAL
ASSETS

- WRITING SERIES
- PRINT MATERIALS
- SOCIAL MEDIA
- PHOTO ASSETS



WRITING SERIES

Working with local content creators, we continue to add to the inventory of local stories highlighting the best that the Shuswap has to offer. It doubles as an important resource for partners and providers to use and share. This content, published as blog posts on our website, improves our search engine optimization and results. Blogging is an important marketing tactic offering what's called an "evergreen" effect meaning that while social media posts have relatively short lifespans, blog posts stay relevant and continue to add value to tourism planning and promotion over the long term. The theme for the content this year focussed on winter travel, a series on local waterfalls and highlights of local food and wine producers.

- 10 WAYS TO ENJOY WINTER IN THE SHUSWAP
- FUN FOOD IN THE SHUSWAP!
- FIVE WAYS TO GET COZY IN THE SHUSWA
- SIPPING AROUND THE SHUSWAP
- WINTER WATERFALLS - EXPERIENCE THE ICY WONDERLAND
- RELAX, REJUVENATE AND REFRESH - EXPERIENCE THE WATERFALLS WITHOUT THE HIKE
- A FOUR FALLS FAMILY TOUR - SICAMOUS & EAST SHUSWAP
- THE NORTH SHUSWAP WATERFALL TOUR - SHUSWAP LAKE
- SHUSWAP FARMERS MARKETS

PHOTO: VIKTORIA HAACK



PHOTO: VIKTORIA HAACK



PHOTO: PRESTIGE INN HARBOURFRONT RESORT

PRINT MATERIALS

Our major print publication continues to be the Shuswap Experience Guide which was, in the past, published annually. In order to be more effective in terms of print cost and production, we've organized the content so as to ensure each guide has a two year run. In the 2022 work plan, we revised and updated the Shuswap Cycle Touring Guide and added, with guidance from the Shuswap Trail Alliance, the new Get on the Water Lake Map featuring popular paddling routes in the region. In addition, the following guides have been reprinted to meet demand providing an opportunity to update content and updated branding.

- GET ON THE WATER LAKE MAP
- SHUSWAP WINERIES GUIDE
- SHUSWAP GOLF GUIDE
- SHUSWAP NORDIC SKI AND SNOWSHOE GUIDE
- SHUSWAP TEAR MAP
- SHUSWAP TRAIL GUIDE

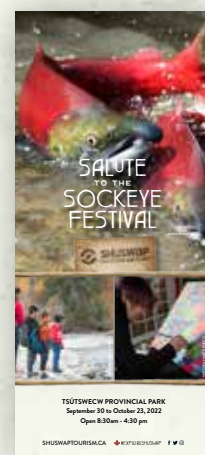
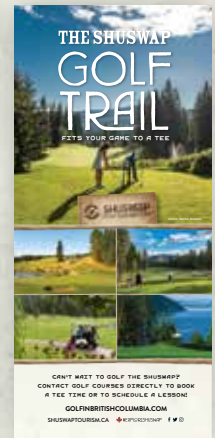


PHOTO ASSETS

Updated trail photos at
Mt. Baldy and South Canoe.



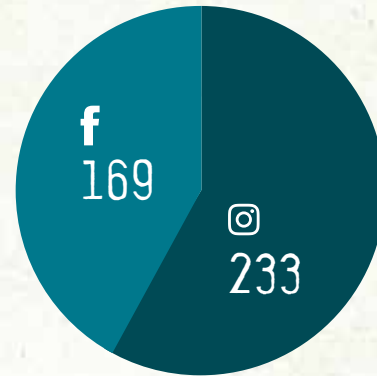
SOCIAL MEDIA

While social media has the undeniable benefit of providing immediate access for time sensitive messages to a large online audience, it also acts as a tool to share our now considerable library of promotional assets. As such, the channels have evolved someone from news alone to news and reliable resources for those visiting and those planning to visit.

Ongoing efforts to build the photo and video gallery and blog content has paid dividends in terms of audience growth. Across all measures, the annual metrics are up year over year. Overall impressions have increased by 6.6% nearly reaching the two million mark. Engagement on these impressions is up 118%, clicks from links on those posts are up 294% and the total audience increase is 11.5% overall.

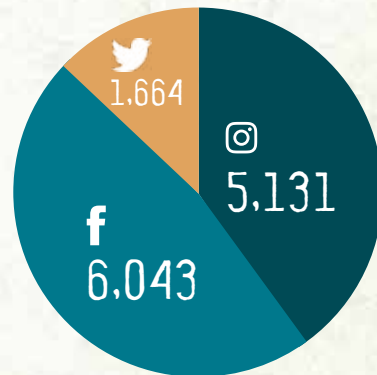
NUMBER OF
POSTS

402



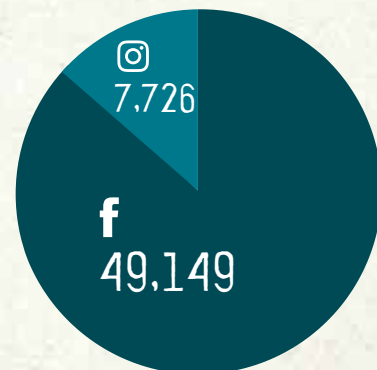
TOTAL
AUDIENCE

12,844

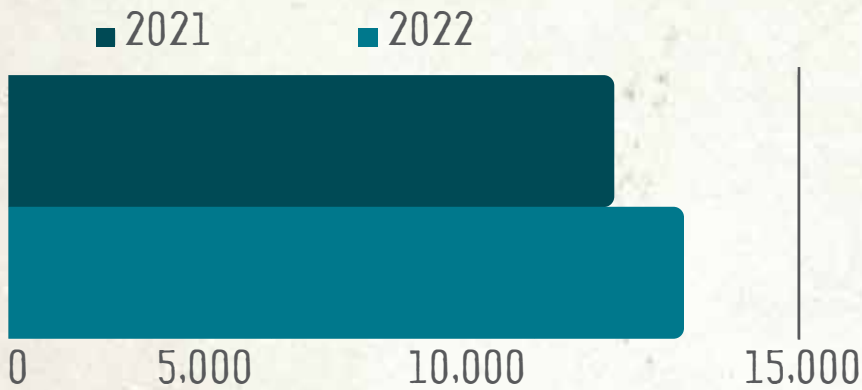


TOTAL
ENGAGEMENTS

56,875



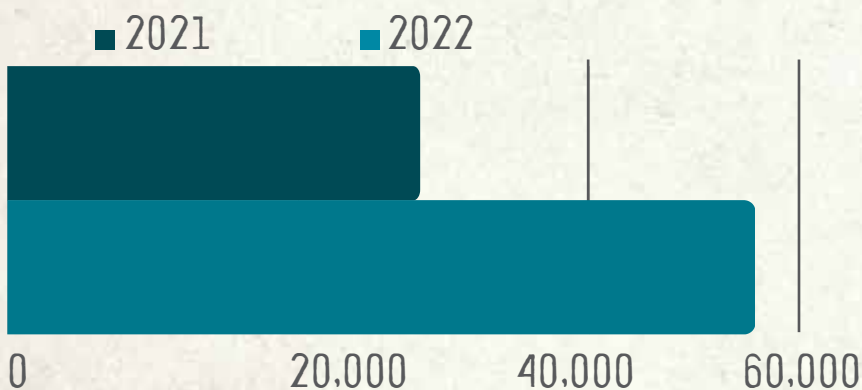
AUDIENCE | YEAR OVER YEAR



IMPRESSIONS | YEAR OVER YEAR



ENGAGEMENT | YEAR OVER YEAR



WEBSITE USERS

107,162

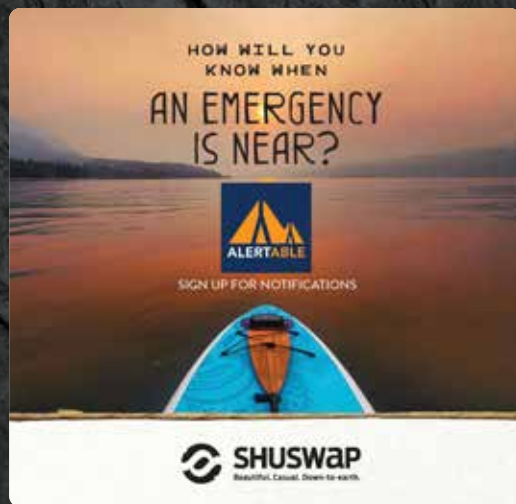
NEW USERS 16%



EXISTING USERS 84%

2022 PAGE VIEWS





2022 SPECIAL PROJECTS

TOURISM WEEK 2022

ALERTABLE PARTNERSHIP

TRAVEL MEDIA &

INFLUENCER TRIP PLANNING

TOTA UNINTERRUPTED

TOURISM WEEK

#BCTOURISMCOUNTS

Held annually across the country, Tourism Week brings communities, destination management organizations and providers together to champion the sector and focus on the many reasons tourism counts. It highlights not only the economic benefits but the social, cultural, and environmental values of community, resiliency, respect and relationships that improve the well being of our residents, our visitors and our region.

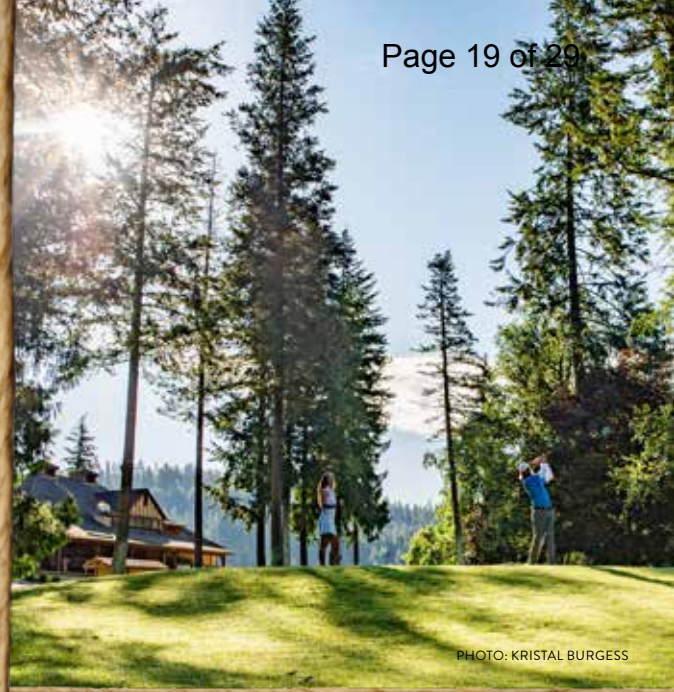


PHOTO: KRISTAL BURGESS



PHOTO: BC WINE



PHOTO: VIKTORIA HAACK

ALERTABLE PARTNERSHIP

Alertable is a critically important multi-purpose online communications platform used to send alerts to residents, businesses and visitors during critical events such as fires, floods, weather events, water advisories and road reports. Key messaging helps inform, advise and update subscribers in our region.

Working with the CSRD's Communication and Protective Services departments, Shuswap Tourism's was able to help facilitate its introduction and adoption as a key information source in the Shuswap.

TRAVEL MEDIA & INFLUENCER TRIP PLANNING

Part of the role the regional and provincial Destination Management Organizations play is to help showcase various areas in the regions they serve inviting members of the press and online influencers to experience it for themselves in an effort to enhance local exposure. This past year saw a significant increase in interest and request to host media tours. The resulting third party editorial coverage provides a measurable boost to local marketing efforts.

One such example is an editorial feature in West Coast Traveller from February 2022 entitled, The Shuswap ranks high on list of most-loved Canadian destinations highlighting the region's top six ranking in the top fifty tourism destinations in Canada according to recent data from the Tourism Sentiment Index.

<https://www.westcoasttraveller.com/sicamous-supportive-of-immigration-program-that-could-help-businesses-find-employees/>





TOTA UNINTERRUPTED

In 2017, the original edition of UNINTERRUPTED, a stunningly beautiful film documenting the return of the sockeye salmon to the head waters of the Adams River was released to great acclaim. The film was first projected in Vancouver under the Cambie Street bridge and immersed viewers in the underwater experience of the salmon' epic journey in the wild against the harsh urban landscape. 2022 saw the film, now converted to virtual reality format, on tour in various BC communities. How fitting then to be able to host a series of events here in the region billed "*Reconnection in the Shuswap*".

These events included live music, storytelling, artisans, vendors and food trucks in addition to the VR experience of the film itself. It was met with rave reviews by sold out audiences both for the wonder of the power of this natural phenomenon and as a cautionary tale of its fragility and our shared responsibility as stewards of the very ecosystem that sustains it. With funding from TOTA and in partnership with the Shuswap, Salmon Arm and Sicamous economic development agencies, the Shuswap Community Foundation, the North Shuswap Chamber of Commerce and the Pacific Salmon Foundation, "*Reconnection in the Shuswap*" was a highlight of the year.



2022
RESULTS &
RECOGNITION

NATIONAL RANKING*

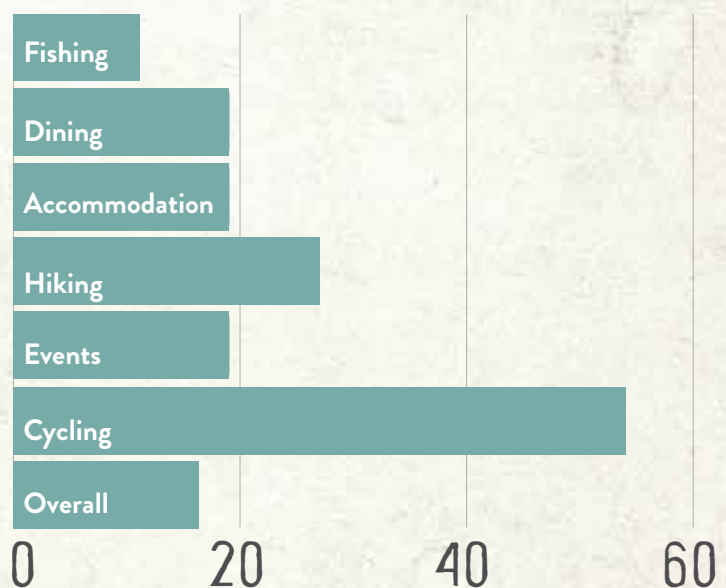
#49

* TSI Ranking Report, Q4 2022 Top Canadian Destinations



* TSI Ranking Report, Q4 2022 Sentiment Score

TOURISM ASSET
SCORES*



* TSI Ranking Report, Q4 2022 Sentiment Score

UNFORGETTABLE EXPERIENCES

At its core, travel and tourism create defining moments. Less about attractions and jam-packed to do lists, it's about unforgettable experiences; the run of the salmon, the rise of the sun, the view from the top, the thrill of the ride, the energy of the audience, whatever it may be, it changes you. It changes us. And together, we navigate those changes and forge an inclusive, authentic and memorable path forward.

Thank you to the many organizations, individuals and contractors we worked with.







SHUSWAP TOURISM AND COLUMBIASHUSWAP FILM COMMISSION DEPARTMENTS 2023 Goals and Objectives

RESOURCES	
Department Head:	Morgen Matheson
Current FTEs:	1.0 FTE: Tourism Marketing Coordinator

MANDATES

SHUSWAP TOURISM

Shuswap Tourism is a community-based destination marketing organization focused on visitor attraction, destination development and other marketing and promotional services in support of tourism businesses and operators within the geographic boundaries of Chase, Enderby, Salmon Arm, Sicamous, and CSRD Electoral Areas C, D, E, and F. The goal of these activities is to increase visitation to the Shuswap region for recreational, leisure and business purposes, and to support the expansion and further development of both industry and visitor experiences.

COLUMBIA SHUSWAP FILM COMMISSION

The Columbia Shuswap Film Commission promotes and supports television and film production activity, in collaboration with Creative BC, within the geographic boundaries of the Revelstoke, Salmon Arm, Sicamous, and CSRD Electoral Areas B, C, D, E, F, and G for both the domestic and international film production industry.

SHUSWAP TOURISM INITIATIVES 2023

GUIDING DOCUMENTS: 2019-2022 CSRD Strategic Plan; 2018-2023 Shuswap Tourism Strategic Marketing Plan

Shuswap Tourism will undertake the following marketing projects, and will also continue to provide the services to the communities in the Shuswap and surrounding regions as outlined below:

2023 SHUSWAP TOURISM DESTINATION MARKETING PROJECTS:

DESTINATION BC (“DBC”):

Shuswap Tourism partners with and receives funding from DBC annually to undertake specific visitor attraction initiatives directly tied to goals, objectives and timelines found in Shuswap Tourism’s updated 6-year Strategic Marketing Plan. These tactics also align with and support the Healthy Communities, Culture of Engagement and Partnerships & Economy strategic themes outlined in the CSRD Strategic Plan.

DBC CO-OP MARKETING PROJECTS:

1. Fall/Winter/Spring Content development

This tactic involves the creation of off-peak season content to be used in marketing campaigns for 2023 and beyond. It is intended to continue the work identified in Shuswap Tourism’s 6-year Strategic Marketing Plan to support the Shuswap region’s evolution to a four-season destination. Several all-year experiences were rated highly in the TSI data set showing demand for specific off-season experiences, which we are positioned to promote, gain attention for, and further our brand recognition as being a Beautiful, Casual, Down-to-Earth place to visit.

2. Digital Readiness

The purpose of this tactic is to improve our website’s usability and guest experience. Currently our website is slow to load, on both desktop and mobile devices, creating a poor customer interaction. Currently our page sessions have decreased in duration, and we want to improve the user experience to encourage multipage sessions, reduced drop rates, and increased interaction throughout the website. Using statistical data such as but not limited to the EQ profile FSA data set, it shows the majority of people will visit travel websites before making travel decisions. Having a website that supports this preplanning need would benefit the community greatly to encourage travel.

3. Guide Updates and Development

Shuswap Tourism provides the regional visitor centers with print collateral to assist in their efforts to provide visitors to the region with valuable tourism related information. This tactic includes the update and reprint of the six guides that are printed annually. These guides include the Experience Guide, Cycle Touring Guide, Nordic and Snowshoe Guide, Wine, Brewery & Cideries

Guide, Lake Map, and regional tear off maps. These will be printed and online. In 2022, approximately 30,000 guides were distributed throughout the region along with BC and Alberta Visitor Centres via Go Brochures.

OTHER MARKETING PROJECTS

In addition to DBC and other externally funded visitor attraction tactics, Shuswap Tourism also uses its internal tax requisition-based funding in support of a variety of marketing, communications, industry support and development, and other tourism industry development initiatives. These tactics are all guided by the Shuswap Tourism Strategic Marketing Plan as well as the CSRD Strategic Plan, specifically supporting and enhancing Healthy Communities.

Transportation Advocacy, Culture of Engagement, and Partnerships & Economy strategic priorities.

- Potential Sponsorships
- Golf Shuswap Marketing Consortium
- Shuswap Wineries Marketing Consortium
- Roots and Blues
- BC Ale Trail
- BC Bird Trail
- Fishing BC
- Print Materials Updates and Printing
- Other Marketing

ONGOING DESTINATION MARKETING INITIATIVES FOLLOWING THE CSRD STRATEGIC PLAN AND SHUSWAP TOURISM STRATEGIC MARKETING PLAN:

Destination Development/Management:

- ✓ Communications with industry and public awareness of the Shuswap Tourism Brand
- ✓ Continue to use the Shuswap Tourism website as a key communications channel for visitors and stakeholders in the Shuswap region.
- ✓ Maintaining a comprehensive tourism business inventory through the Shuswap Tourism listings on the website.
- ✓ Continue to focus on promoting the value and significance of Tourism within the Shuswap region.
- ✓ Continue to work with DBC, TOTA, GO2HR, Okanagan College, and other organizations on solutions for labour issues in relation to the Tourism Industry.
- ✓ To continue to support Tourism Sector Development in Cultural Tourism, Trail-based experiences, Sport Tourism, Festivals and Events, Agri-Tourism, and Indigenous Tourism.

Partnership Development:

- ✓ **Ongoing** – to maintain strategic partnerships with local, provincial, and federal ministries and government to remain informed of new initiatives and funding opportunities.
- ✓ **Ongoing** – to maintain effective strategic partnerships with community stakeholders for sustainable tourism development of the Shuswap.

COLUMBIA SHUSWAP FILM COMMISSION INITIATIVES 2023

GUIDING DOCUMENT: 2022-2023 CSRD Strategic Plan

The Columbia Shuswap Film Commission, guided by the mandate and direction of Creative BC, will continue to provide the services to the communities in the Shuswap and Columbia regions as outlined below

ONGOING INITIATIVES:

- ✓ Regional and External Messaging and Marketing Program – planned and consistent messaging to further development of our marketing activities that will highlight the Shuswap and Columbia regions as a place for film production.
- ✓ Respond to location requests as required.
- ✓ Continue to update the Reel Scout location database and add new imagery of our key locations.
- ✓ Development of a location information database that will provide information required by film scouts to determine location suitability.
- ✓ Improvement in relationship with Creative BC by attending meetings and training sessions
- ✓ Continue to maintain effective strategic partnerships with community stakeholders for film production promotion of the Shuswap and Columbia regions.

These ongoing initiatives provide the structure and services required to attract and support film activity in our region and align with the Partnerships & Economy strategic theme in CSRD Strategic Plan.