



# COLUMBIA SHUSWAP REGIONAL DISTRICT Shuswap Tourism Advisory Committee Meeting AGENDA

**Date:** Thursday, February 8, 2018  
**Time:** 1:00 PM  
**Location:** CSR D Boardroom  
555 Harbourfront Drive NE, Salmon Arm

**Pages**

**1. Call to Order**

R. Cyr, Shuswap Tourism Manager, to call the meeting to order.

**1.1 Guest(s) in Attendance**

David Barritt - Columbia Shuswap Film Commission

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

**1.3 Approval of Agenda**

**Motion**

THAT: the agenda of the February 8, 2018 Shuswap Tourism Advisory Committee meeting be approved.

**1.4 Adoption of Minutes / Business Arising from the Minutes**

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**Motion**

THAT: the minutes of the December 7, 2017 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

**1.4.1 Board Follow Up on Committee Recommendation: Cycling Routes**

10

For information.

Recommendation from the Columbia Shuswap Tourism Advisory Committee to the Columbia Shuswap Regional District (CSRD) Board from the December 7, 2017 Committee Meeting:

THAT: the Columbia Shuswap Regional District (CSRD) Board support a letter from the Chair of the CSRD Board to the Minister of Transportation and Infrastructure requesting “share the road signage” on all cycling routes.

At its January 18, 2018 regular meeting, the CSRD Board passed the following resolution in response to the Committee's recommendation:

THAT: as recommended by the Shuswap Tourism Committee, the Columbia Shuswap Regional District (CSRD) Board write a letter from the Chair of the CSRD Board to the Minister of Transportation and Infrastructure requesting “share the road signage” on all cycling routes.

#### 1.4.2 Board Follow Up on Committee Recommendation: Active Transportation Corridors

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For information.

Recommendation from the Columbia Shuswap Tourism Advisory Committee to the CSRD Board from the December 7, 2017 Committee meeting:

THAT: the Columbia Shuswap Regional District (CSRD) Board make a resolution to send to the Southern Interior Local Government Association a request that the Ministry of Transportation and Infrastructure incorporate active transportation corridors into all current and future highway projects;

AND THAT: the Chair of the CSRD Board write a letter to the Ministry of Transportation and Infrastructure to request that the said Ministry consider the incorporation of active transportation corridors into all current and future highway projects.

At its January 18, 2018 regular meeting, the CSRD Board passed the following resolution in response to the Committee's recommendation:

THAT: the Columbia Shuswap Regional District (CSRD) Board prepare a resolution to send to the Southern Interior Local Government Association with a request that the Ministry of Transportation and Infrastructure incorporate active transportation corridors into all current and future highway projects;

AND THAT: the Chair of the CSRD Board write a letter to the Ministry of Transportation and Infrastructure to request that the said Ministry consider the incorporation of active transportation corridors into all current and future highway projects.

## 2. Discussion Items

### 2.1 Update on Current Marketing Activities

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Report from REACH Marketing outlining the marketing activities of Shuswap Tourism between December 7, 2017 and January 31, 2018 attached to the agenda.

### 2.2 Shuswap Trails Update

Verbal report from Phil McIntyre-Paul.

## 2.3 Report from Shuswap Tourism Manager

Report from R. Cyr outlining the activities of Shuswap Tourism from December 7, 2017 through February 8, 2018.

Discussion points (see attached report for more information):

- Trail Guide Update
- Meeting Attendance
- Marketing Consulting Contract - Destination Think
- Tourism Sector Meetings
  - Golf Consortium
  - Marina Consortium
- Destination BC Application Update
- Thompson Okanagan Tourism Association Summit - Request For Proposal
- Tourism Industry Association of BC Board Resignation
- New Marketing Coordinator
- Consumer Show Attendance
- Crowdriff

## 2.4 Municipal Regional District Tax (MRDT) Update

Verbal report from Sebastian Hofstetter – Chair of the MRDT Committee.

## 2.5 Columbia Shuswap Film Commission Update

Verbal update from David Barritt.

## 2.6 Community Roundtable

## 3. Next Meeting

May 3, 2018 at 1:00 PM, Location to be determined.

## 4. Adjournment

### **Motion**

THAT: the February 8, 2018 Shuswap Tourism Advisory Committee meeting be adjourned.



## SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

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

Date: December 7, 2017

Time: 1:00 PM

Location: CSRD Boardroom  
555 Harbourfront Drive NE, Salmon Arm

Committee Members Present	D. Lepsoe (Chair)	Councillor, Village of Chase
	P. Demenok	Director Area 'C'
	T. Rysz	Mayor, District of Sicamous
	K. Flynn	Councillor, City of Salmon Arm
	R. Talbot	Director Area 'D'
	L. Morgan	Director Area 'F'
	M. Lane	Dreamcycle Motorcycle Museum
	P. McIntyre-Paul	Shuswap Trail Alliance
	J. Ziercke	Quaaout Lodge Resort & Spa/Talking Rock Golf
Committee Members Absent	K. Brown	Arts Council for the South Shuswap
	G. Bushell	The Eagle Valley Snowmobile Club
	R. Martin	Director, Electoral Area 'E'
	S. Hofstetter	Prestige Hotels
Staff Present	A. Maki	Chase & District Chamber of Commerce
	R. Cyr	Economic Development Officer
	S. Goodey	Tourism Clerical Assistant
	E. Johnson	Electronic Records Management Facilitator

### 1. Call to Order

The Chair called the meeting to order at 1:07 PM.

#### 1.1 Approval of Agenda

**Moved By** P. Demenok

**Seconded By** K. Brown

THAT: the agenda of the December 7, 2017, Shuswap Tourism Advisory Committee meeting be approved with the removal of item 2.

**CARRIED**

## **1.2 Adoption of Minutes**

**Moved By** J. Ziercke

**Seconded By** P. Demenok

THAT: the minutes of the September 7, 2017, Shuswap Tourism Advisory Committee meeting be adopted as circulated.

**CARRIED**

## **1.3 Guest(s) in Attendance**

David Gonella - Roots & Blues

Carmen Massey - REACH Marketing

David Barrett - Columbia Shuswap Film Commission

Rob Marshall - Community Futures Shuswap

Jay Simpson - North Shuswap Chamber of Commerce

## **3. 1:45-2:15 pm Presentation – David Gonella – Roots & Blues 2017**

David Gonella, the Executive Director of the Salmon Arm Roots & Blues Festival, gave a presentation to the committee. The Roots & Blues had a good year in 2017 with 27,000 festival attendees. D. Gonella outlined the work that went into the festival and gave a bit of background on the festival's historical performance. The committee expressed interest in the annual attendance rates and asked questions about why certain years had better attendance than others. D. Gonella explained the changes that they had made to the festival to bring it back to its original vision and that had assisted in the increase in attendance.

D. Gonella answered questions from the committee about the demographic of festival attendees and how the Roots & Blues is using that data in its marketing efforts. The presentation has been attached to the HTML copy of these minutes.

## 4. Discussion Items

### 4.1 Update on current marketing activities - Carmen Massey

Carmen Massey of REACH Marketing presented the committee with an update of the current Shuswap Tourism Marketing initiatives. REACH Marketing is assisting Shuswap Tourism on a variety of projects and C. Massey provided the following status updates:

#### Vacation Planners

- For the year to date, Shuswap Tourism has 93 participants and has had \$46,344 in sales.

#### Media Tours

- The Mountain Biking Tourism Association (MTBA) highlighted the Shuswap in a recent “Bikes and Beer” tour.
- Shuswap Tourism got to take Anthony Dennis on a familiarization (fam) tour. A. Dennis has had an influential role at the Sydney Morning Herald in Australia in travel and tourism. A. Dennis appreciated the genuine cultural experience.
- Destination BC hosted a Mega Familiarization tour with, 23 attendees from Europe, Asia, Canada, Mexico, India, and Australia.

#### Thompson Okanagan Tourism Association's (TOTA) Itinerary Project

- C. Massey met with the blog writer for TOTA. The blog writer was looking for more content from the Shuswap and Shuswap Tourism has provided several travel itineraries that have been subsequently posted on Route 97.
- Monthly blog rollout plan, based on 14 Shuswap Itineraries  
The first one to be showcased is “Stroll into Winter the Shuswap Way” and the blog is now live on the Route 97 website.  
<https://route97.net/stroll-into-winter-the-shuswap-way>

#### Industry Support

- C. Massey touched on the support that Shuswap Tourism has received from the Tourism industry in the Shuswap for media and familiarization tours and highlighted some of the businesses that have provided particularly special experiences for guests on familiarization/media tours.

C. Massey also provided an overview of involvement in coordinating meetings to bring together businesses sectors i.e. golf courses, wineries, marinas. C. Massey highlighted some of the outcomes which are that the marinas are now considering working together on cooperative marketing projects and have co-purchased an advertisement in the vacation planner that highlights the marinas.

Below are some points from her presentation:

- **Mountain Bike:** MBTA Symposium, Fam support
- **Food/Farm:** Turtle Valley Bison Ranch Dinner on the Farm
- **Aboriginal Tourism:** STS Lakes Division Tourism Strategy, Quaaout Lodge and Resort Media Tourism
- **Wine:** Industry meeting, wine region presentation
- **Golf:** Industry meeting, working group for 2018 plans, ongoing support
- **Marinas:** Industry meeting, working group meeting in December, new group ad.
- **Trails:** MBTA Symposium, guide development, Roundtable
- **Snowmobile:** Edmonton show, Saskatoon, Vernon, Salmon Arm show support, new map, banners.
- **Nordic:** Nordic Ski/Snowshoe map in 2000 Cross Country provincial ski magazine.

#### 4.2 Shuswap Trails Update - Phil McIntyre-Paul, Shuswap Trail Alliance

Phil McIntyre-Paul gave the committee a brief update on the work that the Shuswap Trail Alliance has worked on in 2017.

The Shuswap Trails Roundtable was held on November 29, 2017 in the Chase Community Hall. Seventy people from Secwepemc, local and provincial governments, along with trail user groups, environmental stewardship, industry, business, economic development, tourism, invasive species and health organizations gathered for this third annual meeting.

The objectives for the meeting were as follows:

- To provide an update on progress of the Shuswap Regional Trails Strategy this year.
- To seek feedback on priorities for the Shuswap Regional Trails Strategy for next year, and endorse the annual work plan
- Convene all trail user groups, build relationships, and share information.



The provincial recreation sites and trails, who assisted with funding to develop the Shuswap Trails strategy is interested in providing further funding to maintain the work of the Shuswap Roundtable and the Shuswap Trails Strategy. The Shuswap Trail Alliance will continue the conversation with the province to continue the work of the Shuswap Trail Strategy.

The Shuswap Trail Alliance wants to see more discussion on the First Nations involvement and up to date provincial land management.

The Shuswap Trail Alliance has been working with the Columbia Shuswap Regional District and the Ministry of Transportation and Infrastructure to continue the discussion on planning for parallel pathways adjacent to roads.

#### **4.11 Highways general discussion**

**Moved By** K. Flynn

**Seconded By** T. Rysz

Recommendation to the Columbia Shuswap Regional District Board:

THAT: the Columbia Shuswap Regional District (CSRD) Board make a resolution to send to the Southern Interior Local Government Association a request that the Ministry of Transportation and Infrastructure incorporate active transportation corridors into all current and future highway projects;

AND THAT: the Chair of the CSRD Board write a letter to the Ministry of Transportation and Infrastructure to request that the said Ministry consider the incorporation of active transportation corridors into all current and future highway projects.

**CARRIED**

T. Rysz left the meeting at 2:58 pm.

#### **4.3 Trail Guide Update**

The Shuswap Trail Alliance has been working with the CSRD's Geographic Information Systems (GIS) department to put the trails that are in the guide online. Shuswap Tourism is reducing their number of printed collateral as marketing moves to using more digital and online formats. Print is expensive and our website guide downloads are definitely showing that more people are downloading guides rather than using print. Guides are downloaded for review and then only information that they require, such as maps, can be printed for use. Also these trail maps can be downloaded so

that you have trail information when you are on the trails, on your phone or tablet.

Director Demenok addressed the committee to share his concerns about the dangers associated with the sharing of roads between cyclists and vehicles and requested a public service ad in the trail guide encouraging people to share the road. There is already a message in the trail guide about this but we will put it in a more prominent position in the trail guide so that it is more visible to all trail users.

The committee proposed that a recommendation to the Board to help address this issue may be more effective as the Board could request signage for the roads from the Ministry of Transportation and Infrastructure.

**Moved By** P. Demenok

**Seconded By** K. Flynn

Recommendation to the Columbia Shuswap Regional District Board:

THAT: the Columbia Shuswap Regional District (CSRD) Board support a letter from the Chair of the CSRD Board to the Minister of Transportation and Infrastructure requesting “share the road signage” on all cycling routes.

Opposed (1): R. Talbot

**CARRIED (8 to 1)**

#### **4.5 Columbia Shuswap Film Commission update - David Barritt**

Director Talbot, K. Brown, Director Morgan and Director Demenok left the meeting at 3:18 pm.

David Barritt gave the committee an update on the current Columbia Shuswap Film Commission (CSFC) work. Film production develops a positive economic boost for our region. There has been a Hallmark production in Revelstoke in March that was in the community for 10 days with a production crew of 50-75 people. The City of Revelstoke enjoyed economic benefits to the community from the film crew purchasing accommodation, meals and other items for the 10 days that they were in the community.

D. Barritt stated that the film industry in Canada is starting to choose Vancouver as its western Canadian hub. Film producers like Universal Studios, Netflix, Sony, Apple, Warner Brothers, Hallmark, Disney, etc. have either have set up studios in Vancouver or are looking to in the near future.

D. Barritt also stated that a new film production studio has opened in Kelowna called Eagle Creek Studio. With the studio in Kelowna, it will be easier for crews to shoot in the CSFC area as it is near the studio and so they will be able to use the CSFC landscapes for their scenes within the region.

D. Barritt noted changes in the film industry that we would be embracing and will help us to develop film activity in the region. These changes include a move to vloggers (video bloggers) where anyone can now create content. When a video on YouTube has a large following, film producers try to tap into that following by helping the vlogger to produce content. This also means that content is getting shorter in the viewing time. One example of a vlogger in our area was Gumboot Kids. This is a CBC show written for children aged 2-5 that produces five minute content. They produced an episode in the Roderick Haig Brown Park and at the Turtle Valley Bison Ranch.

D. Barritt also stressed on the importance of showcasing our region with film producers. The Hallmark producers who produced a film in Revelstoke would like to come back due to the professional services that they received in the CSFC region. Once the film producer sees our region first hand, they are more likely to think of it when they are considering locations to film. D. Barritt is working on familiarization tours with film producers to bring them to our region to consider the Columbia Shuswap as an area for future filming.

K. Brown, Director Morgan, Director Demenok returned to the meeting at 3:45 pm.

The committee thanked D. Barritt for his presentation and for his work with the Film Commission.

#### **4.6 Implementation of the Shuswap Tourism Strategy- “Experience Workshop” overview**

On November 16th, 2017 Destination Think led an "Experience Workshop" for our businesses and community stakeholders. The intention of the workshop was to gather information that would provide Destination Think and Shuswap Tourism with strategic direction for the marketing initiatives for the next 3-5 year.

The workshop was a great success and there was good representation from various industry sectors. Shuswap Tourism will be working with Destination Think to complete the strategy. Completion of the strategy is expected early in 2018.

#### **4.7 Meeting Attendance**

R. Cyr has attended a variety of workshops, summits and meetings that are helping Shuswap Tourism to better understand the tourism industry. These include:

- Mountain Bike Tourism Association (MBTA) Symposium – Revelstoke
- Thompson-Okanagan Tourism Association (TOTA) Summit
- BC Fishing Symposium – Kamloops – Overview
- Destination BC's Destination Development Meeting – Hwy 1 Corridor

#### **4.8 Destination BC (DBC) Application**

Shuswap Tourism has submitting a funding application to Destination BC (DBC) for the cooperative marketing program funding. The grant application request for 2018 is \$115,000.00. Shuswap Tourism will be also contributing \$115,000.00 from the Shuswap Tourism annual marketing budget. This is a significant increase in funding from 2017. The marketing campaigns from this project will have a focus on winter with added campaigns also for spring and fall.

#### **4.9 Tourism Sector Meetings**

Over the last month Shuswap Tourism has set up meetings with three tourism industry business providers. Meetings were held with local wineries, golf courses, and marinas. The intention of these meetings has been to collaborate with the industry sectors on marketing initiative's and issues affecting their industry sector. The meetings have been successful in getting the industry sectors to work together with Shuswap Tourism just facilitating the meetings and providing support

Some of these groups have never worked together before and they realized that they have similar values and issues. The meetings were very successful.

#### **4.10 Regional Signage – Request in Rural Dividend Application**

R. Cyr spoke about the Rural Dividend application that is being submitted on December 15, 2017. One of the requests that has been submitted is for entrance signage to identify the Shuswap region. This project has been a priority for a number of years for Shuswap Tourism but DBC does not provide infrastructure costs so this was a good opportunity to complete these signs through the Rural Dividend program funding. R. Cyr has spoken with the community of Chase and they are interested in partnering with Shuswap Tourism to complete a sign on Highway 1 just outside of

Chase. There is also interest from the North Shuswap Chamber of Commerce to put a sign at the Squilax Anglemont Bridge which will guide visitors to the North Shuswap. There would also be signage at the far side of the Shuswap region, adjacent to Three Valley Gap. This signage will identify the Shuswap region to visitors. Electoral area and community signage will also be a project that will be identified in future funding. The signage would be similar to the signs that have been installed by the North Shuswap.

**6. Adjournment**

**Moved By** P. Demenok

**Seconded By** K. Brown

THAT: the December 7, 2017 Shuswap Tourism Advisory Committee meeting be adjourned.

**CARRIED**

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Chair



# COLUMBIA SHUSWAP REGIONAL DISTRICT

PO Box 978, 555 Harbourfront Drive NE, Salmon Arm, BC V1E 4P1  
T: 250.832.8194 | F: 250.832.3375 | TF: 1.888.248.2773 | [www.csrdd.bc.ca](http://www.csrdd.bc.ca)

January 26, 2018

File: 0410 20 45

Via email to: [Minister.Transportation@gov.bc.ca](mailto:Minister.Transportation@gov.bc.ca)

The Honourable Claire Trevena  
Minister of Transportation and Infrastructure  
Parliament Buildings  
Victoria, BC V8V 1X4

Dear Minister Trevena:

Re Share the Road Signage on all Cycling Routes

At the January 18, 2018 Regular meeting of the Columbia Shuswap Regional District (CSRD) Board, the Board adopted a resolution for a letter to be sent to the Minister of Transportation and Infrastructure requesting "share the road signage" on all cycling routes. This request came about when the CSRD Tourism Advisory Committee discussed concerns about the dangers associated with the sharing of roads between cyclists and motorists. The discussion was in the context of needed enhanced safety measures for cyclists and the vehicular traffic sharing the road, since biking has become such a popular activity with residents and tourists alike and is a significant contributor to the tourism industry. It was suggested that the addition of signage in prominent positions along roadways would add another measure to create public awareness of cycling routes.

The value of our tourism industry to the provincial economy is significant and as we continue to invite recreationalists to the Province and to our region to enjoy activities such as cycling, we believe it is important to ensure the component of safety for visitors and our residents. Please consider the suggestion to ensure appropriate "share the road signage" on all cycling routes.

We appreciate your consideration of this matter.

Yours truly,  
**COLUMBIA SHUSWAP REGIONAL DISTRICT**  
Per:

Rhona Martin, Chair

cc: R. Cyr, Economic Development Officer/Shuswap Tourism, CSRD

## ELECTORAL AREAS

A GOLDEN-COLUMBIA

B REVELSTOKE-COLUMBIA

C SOUTH SHUSWAP

D FALKLAND-SALMON VALLEY

E SICAMOUS-MALAKWA

F NORTH SHUSWAP-SEYMOUR ARM

## MUNICIPALITIES

GOLDEN

REVELSTOKE

SALMON ARM

SICAMOUS



# COLUMBIA SHUSWAP REGIONAL DISTRICT

PO Box 978, 555 Harbourfront Drive NE, Salmon Arm, BC V1E 4P1  
T: 250.832.8194 | F: 250.832.3375 | TF: 1.888.248.2773 | [www.csrld.bc.ca](http://www.csrld.bc.ca)

January 26, 2018

File: 0410 20 45

Via email to: [Minister.Transportation@gov.bc.ca](mailto:Minister.Transportation@gov.bc.ca)

The Honourable Claire Trevena  
Minister of Transportation and Infrastructure  
Parliament Buildings  
Victoria, BC V8V 1X4

Dear Minister Trevena:

Re Incorporation of active transportation corridors and greenway plans  
into all current and future highway projects

At a recent meeting of the Columbia Shuswap Regional District (CSRD) Board, the Board adopted a resolution requesting that the Ministry of Transportation and Infrastructure incorporate active transportation corridors and greenway plans into all current and future highway projects.

We understand that the Ministry plans its capital and road projects many years in advance and that there are many facets, including significant cost considerations, to each and every highway capital project and improvement. The CSRD Board believes that if the Ministry considers actively planning for the inclusion of active transportation corridors and greenway plans for all highways capital projects, it would greatly benefit pedestrians, recreationalists and motorists with enhanced safety for all. Furthermore, for many communities the highway serves as a "main street" - an entrance to and through a community - and it is necessary that there be consideration for corridors that can be used for non-motorized forms of transportation or recreation, e.g. biking, walking. Thus, the importance of appropriate highway designs to allow for the safe movement of these non-motorized forms of transportation such as bike lanes across bridges, sufficient road rights-of-way and the delineation of paved shoulders, sidewalks, etc..

Your consideration of the above request and in sharing this letter with Ministry staff involved in highways planning projects would be appreciated.

Yours truly,

**COLUMBIA SHUSWAP REGIONAL DISTRICT**

Per:

Rhona Martin, Chair

cc: R. Cyr, Economic Development Officer/Shuswap Tourism, CSRD

## ELECTORAL AREAS

A GOLDEN-COLUMBIA  
B REVELSTOKE-COLUMBIA

C SOUTH SHUSWAP  
D FALKLAND-SALMON VALLEY

E SICAMOUS-MALAKWA  
F NORTH SHUSWAP-SEYMOUR ARM

## MUNICIPALITIES

GOLDEN  
REVELSTOKE

SALMON ARM  
SICAMOUS

**Shuswap Tourism Marketing Activities Update**

January 31, 2018 (since December 7, 2017)

Tourism Committee Update

Prepared by Carmen Massey, Reach Marketing

**VACATION PLANNER**

- 93 participants
- \$46,344 sales
- Marketing partners: lost 22, gained 19
- New Marina ad coordination
- Editorial content update
- Proof and prepare for print
- Vacation Planner print files to be approved January 31, for use at the Vancouver Outdoor Show

**ITINERARY PROJECT, TOTA**

- Monthly blog rollout plan, based on 14 Shuswap Itineraries
- Images provided for each Route 97 Shuswap blog

**PREPARATION FOR DEPARTURE**

- February 2018 Tourism Committee Meeting report
- 2017 Reach Marketing Activities report
- 2017 Media Report for Destination BC
- Transfer of electronic files to Shuswap Tourism master file storage.





## **Shuswap Tourism Advisory Committee Meeting**

**Thursday, February 8, 2018 – 1:00 – 4:00 PM**

### **Report**

**Robyn Cyr – Manager, Shuswap Tourism**

#### **1. Trail Guide Update**

Work is underway on the revision of the Trail Guide. We will be moving to a slightly smaller guide with references to the online mapping that has been created. The guide will also be online on various website to be available to download.

#### **2. Meeting Attendance**

- DBC Destination Development Meeting – Hwy 1 Corridor – Feb. 7 – I am still not sure of what the outcomes of these meetings will be. I will provide more information as they progress.
- Impact Tourism and Travel Conference – Victoria  
I attended the Impact Tourism and Travel Conference in Victoria from Jan 21 – 24. This conference was about how we sustain our Tourism Industry into the future. I have attached the notes for review
- Tourism Vernon Open House – I attended the Tourism Vernon Open House. Interesting to see what our neighboring communities are doing in marketing. We are very similar, just on a smaller scale due to a smaller budget.
- Reino Keski Awards Ceremony – I attended the awards ceremony for the Loppet as Shuswap Tourism provides a sponsorship for the Loppet. It was great to see all of the families – from 2 year olds to 83 year olds – that participate in this long standing event. The organizing committee did a great job with this event!
- 

#### **3. Marketing Consulting Contract – Destination Think**

We have entered into a marketing consulting contract with Destination Think for the next six months. They are providing one on one weekly consulting services to assist us with the various marketing projects and the implementation of the 2017 Shuswap Marketing Strategy.

#### **4. Tourism Sector Meetings**

- **Golf Consortium** – Golf Show updates – the golf consortium will be attending 3 shows in Seattle, Vancouver, and Calgary. Shuswap Tourism has provided a sponsorship for the booth and we have collaborated on marketing materials – new banners, rack cards – that maintain the Shuswap brand and the individual golf courses pictures and logos. They will also be giving away a “Golf Vacation” at each show generously sponsored by Quaaout Lodge and Talking Rock Golf, The Prestige, Best Western Sicamous, Salmon

Arm Golf Course, Hyde Mountain Golf Course, Shuswap National Golf Course, and Shuswap Lake Estates Golf Course.

- **Marina Consortium** – Feb. 13<sup>th</sup> Meeting – CSRD – we will be working on a new Lake Map which will be distributed at marinas throughout the region. This will be focused on amenities on the lake. It will also be able to be downloaded from the ST website. This map will use the Shuswap regional brand and the individual marinas logos and pictures.

#### **5. DBC Application Update**

We have just received our funding proposal back from DBC and we received \$57,500.00 – our proposal request was \$115,000.00. We will have to revise the proposal and the updating of our experience guides and our consumer show funding will be removed. We will only be focusing on our digital marketing campaign as outlined the funding application. Documents attached are the DBC Letter and the DBC Funding Proposal.

#### **6. TOTA Summit RFP –**

Shuswap Tourism is in the process of working with Quaaout Lodge to submit a proposal to host the 2018 TOTA Summit. The RFP has been attached to this document.

#### **7. TIABC Board Resignation**

I have decided to resign from the TIABC Board and would like to discuss this with the committee. At this time, I do not have the time to be a fully participating board member due to the changes in staffing and the relationship with a new marketing company. I feel that my time needs to be focused on the Shuswap region and ensuring that our marketing projects are a priority for my time.

#### **8. New Marketing Coordinator**

Terri Hadwin has been hired to replace Carmen Massey, Reach Marketing. Terri has been working for Gold Country Tourism for the past six years and has relationships with DBC, TOTA, and is familiar with the challenges and opportunities with working with smaller rural communities. Terri currently lives in Kamloops and will be starting her position on March 19<sup>th</sup>. We will be out visiting the businesses during April and May and Terri's main responsibility will be the implementation of the DBC Coop Program projects.

#### **9. Consumer Show Attendance –**

I have been researching consumer shows and if they are worth spending the money on these shows anymore. Our funding from Destination BC has been reduced so we need to find more cost effective ways to interact with our market. The cost is very high to interact with a few hundred people at these consumer shows. The value for our region just doesn't seem to be there anymore. I sent this to our consulting company and they sent it out to a few of their smaller destinations that they are working with for comment. Here are their replies:

- No budget – priority is destination development
- No value for a DMO or an individual operator in a sea of 500 other operators.
- A handful of consumers gaining marginal awareness about the destination

- One scenario - DMO-sponsored co-op investment model stipulating a minimum number of willing stakeholders to encourage those that are well aligned with our collaborative vision to have a larger presence and make a real impact (something experiential, memorable, and on-brand) on behalf of their sector or the destination. The DMO is not spending the staff time or 100% investment to go, but there is mutual benefit: to the consumer/DMO/stakeholder - the key is that they need to be community, regional AND Shuswap ambassadors.
- I've seen too many vacant, lonely, uninspired DMO booths where a pretty backdrop and brochures are all they offer. Clearly, there was no objective, no plan, other than attending. Admittedly, these have been for less sophisticated and/or small destinations.
- Generically speaking, the sense is that if your objective is to sell individual consumers on an individual trip, the ROI probably isn't there anymore (for a destination, perhaps still for specific operators). BUT... if your objective is advocacy, that's a totally different story. Even more so if you were the only DMO at the show, it could be amazingly valuable. Relevant to the niche. (i.e. Shuswap Tourism attended the Edmonton Motorcycle Show a few years ago and we were one of two DMO's there. We were very busy and the ROI was well worth the money spent going to the show.)
- 

**10. Crowdriff** – Crowdriff is an online platform that can provide storage for photos and will give ST the ability to use photos from Instagram and Facebook for our marketing. It has an online photo permission request form to get photos that are on Instagram and Facebook from photographers. It also gives us the ability to use many various photographers and to also promote the work of various different photographers throughout the Shuswap region and BC.

## **Impact Conference – January 22-24, 2018 - Victoria**

### **Canada: What are we sustaining?**

#### **Why is it great to be in Tourism in Canada now?**

1. Travel and Tourism business one of the fastest growing sectors in Canada
2. More tools than we have ever had.
3. Never been a better time to sell Canada.

#### **Sustainability**

Community Sustainability – what is the impact to our communities from tourism?

Commercial Sustainability – path forward to sustain business – small to medium business

Natural areas and community culture need to be sustained –Tofino and Banff are experiencing overcrowding.

Positioning businesses to be sustainable and long term – we want the support businesses that are committed to the residents, the environment, and the economy of our communities – not just starting businesses for the short term cash flow or tax dollars.

2018 is going to be the outstanding year for international visitors to Canada.

Eco-Tourism is only 3% of the Tourism industry – a small part of what we do – we need to protect communities and culture

Why is there not a Ministry of Tourism – it always gets tagged onto environment, natural resources, etc. This is the discussion that is being held at the national level, hopefully to come down to the provincial level eventually.

**Indigenous Tourism** does not want mass Tourism – the communities are not ready and in reality they do not want this for their communities. It is more about sharing the culture, not mass Tourism. Who is going to be responsible to educate our tourism operators?

China market – they have only been tourists for 20 years – the market has the opportunity to not be sustainable – we need to diversify. The US is an opportunity but not under the current political climate.

Yield and seasonality – Tourism Victoria has a yield strategy – coop marketing strategy – travel trade industry wants to take over the industry – drive business when we need business not to drive business when we don't – no summer marketing.

North Star 22 Project?? Gateways humming then tourism will spill over to the regions.

ST Marketing Strategy – we need to incorporate Indigenous Tourism into our strategy into the future.

**\*\*\* Comment: It's not about building infrastructure or business, it's about marketing what we have.**

**\*\*\*\*Sustainability workshop** – we need to do this in the Shuswap?

**\*\*\*\*Tourism message** – if you are coming to our country you need to be respectful to our residents – needs to be part of our message consistently.

## **The State of the Climate and Targets**

### **Where we stand with Climate Change**

Increase of 4 degrees Celsius – the earth's atmosphere holds 28% more water – more storms with more water – we have already experienced this.

We have lost 300 glaciers in the Canadian Rockies alone between 1920 and 2016.

**\*\*\*\* Book to read - Fire Storm** – How wildfires will shape our future

Climate change is not a hoax – it will affect the travel and tourism industry. It is not something we need to talk about – it is something that we need to pay attention to as we move forward with planning for Tourism.

**\*\*\*\*Tourism industry needs to not only be sustainable but a restorative industry.**

### **Who is the Canadian Consumer?**

Industry and government are preparing information but visitors now are looking for information but not necessarily knowing where to find it or finding what they need.

### **Experiencing culture –**

#### **What people wanted to do:**

Local guides, local experiences that benefit communities, meals that include local ingredients, locally owned accommodations, local transport, accommodation with green/eco/sustainable focus, community investment opportunities

Millennium Travel for Canada??

Visitors booking directly with business are more interested in the business and the experience that they are selling – visitors that book through tour operators are just ticking the experience off of their bucket list and are not interested in the culture or the authenticity of the experience.

People want to engage in the experience and understand the values of the businesses that are providing the experience.

## **The Green vision of our Tourism potential**

Air Bnb issues – threat to hotels, threat to staff – businesses not being able to open due to staff not being able to find a place to live.

What are we sustaining? We are sustaining our home. We need to ensure that Tourism industry does not destroy our home – keeping, protecting, and sustaining our home. Everything we do in Tourism is about protecting our home.

## **How are destinations being impacted by climate change?**

Emergency Management BC – We need a plan.

CCCTA - Commercial exemption – closure of the back country during the wildfire

## **Successes from the North**

**Frontiers North** - <https://frontiersnorth.com/> - working with protection of polar bears – Manitoba – Tundra buggy cameras – 1.8M views – sustainability report – are they meeting their value of sustainability? Stories engage

**TIA Yukon** – <https://tiayukon.com>

**Klondike Visitors Association – Dawson City** – [www.dawsoncity.ca](http://www.dawsoncity.ca)

Dawson City - Global warming a concern – communities living on the other side of the Yukon river do not have ice bridges in the winter – last two years – infrastructure built around permafrost is starting to fall apart and shift – opportunities – winters are not as cold so opportunities for travel in the winter is better.

Working on more Tourism but also want to protect the culture, the communities, and the environment, and authentic experiences.

Cruise ship industry looking at the opportunity of the Yukon but it needs to be managed.

Indigenous Tourism Association of Canada – research

## **Frameworks for Sustainable Destinations and Operators**

Global Ecotourism Network – Certification - <https://www.globalecotourismnetwork.org/>

Price is not necessarily important – it is the value of the experience.

Pros and Cons of Sustainability Certification? Research

\*\*\*Framework for Sustainability – Credibility – Focus for future Tourism

Vancouver Island – Green Business Program - 150 businesses participating – will change supply chain – i.e. If 150 businesses want compostable straws then the supplier can meet the demand – a few businesses won't be able to make that change

\*\*\*Certification that represents your location – ask Ben about how we do this with our Tourism businesses

\*\*\*Biosphere Certification – TOTA – Can we be involved? Sustainability Charter

\*\*\*Adventuretravel.biz

Governments need to make the priority to move sustainability forward.

Values have to be the core of sustainability charters.

### **Tourism as a tool for conserving natural and cultural assets**

Parkbus - <https://www.parkbus.ca/>

Squamish Lilwat Culture Center - <https://slcc.ca/> - market as a First Nations Museum not just a cultural center. Sustainable – catering, education, gift shop, weddings. \$400,000.00 collectively from Squamish/Lilloett First Nations for sustainability. Programming funding from Federal Government to train and hire FN youth from the local communities.

Parks Canada

Costa Rica – 67% Green - <https://www.fincarosablanca.com/>





## Destination BC Co-operative Marketing Partnerships Program Application 2018/2019

### Contact Information:

Applicants:	<b>Shuswap Tourism Columbia Shuswap Regional District</b> Representing: Chase, CSRD Electoral Areas C, D, E, and F, Enderby, Salmon Arm, and Sicamous Approximately 23 communities throughout the Shuswap		
Representatives:	Robyn Cyr, Manager, Shuswap Tourism – Columbia Shuswap Regional District		
Legal name and address of the Lead Organization:	Columbia Shuswap Regional District 555 Harbourfront Drive, Box 978, Salmon Arm, BC V1E 4P1		
Registered Society Number (if applicable)	3342		
Authorized Authority:	Charles Hamilton, CAO		
Mailing Address:	Same as above.		
Telephone:	250-833-5905	Email:	chamilton@csrd.bc.ca
Contact Person (for Ongoing Communication): (if different from above)	Robyn Cyr		
Telephone:	250-833-5928	Email:	rcyr@csrd.bc.ca

### Application Proposal:

<b>Lead Organization</b>	Columbia Shuswap Regional District
<b>Name of Initiative</b>	Shuswap Tourism Regional Marketing Campaigns – 2018/2019
<b>Project Description</b>	<p>The Shuswap Tourism Regional Marketing Campaigns are designed to increase the marketing value of new and existing marketing products and to implement the projects identified in the new 2017 Shuswap Tourism Marketing Strategy. The vision in this new strategy is to focus on marketing campaigns that will grow tourism in the Shuswap into a four season destination. The project will include:</p> <ul style="list-style-type: none"> <li>• A focus on increasing the Shuswap brand awareness and alignment in new and existing markets for the Spring, Fall, and Winter</li> <li>• Strengthening our brand from within – maintaining and developing in region communication and marketing materials in digital and print formats for the Spring, Fall, and Winter</li> </ul>

	<ul style="list-style-type: none"> <li>• Defining the experience – sharing our story and delivering on the experience – not only in the summer but in the fall and winter</li> <li>• Integrating Indigenous Tourism product development and promotion into our work</li> <li>• Planning for the future – continue to develop the region to host events that will showcase the region in all seasons.</li> <li>• Measuring success – a continued focus on metrics</li> </ul> <p>The intended actions are designed to leverage and build on the projects that have been identified in the 2017 Shuswap Tourism marketing plan and to create further opportunities for product development and promotion.</p> <p>The Shuswap has a solid brand that aligns with the Destination BC brand. Our tag line is: Beautiful, Casual, Down-to-Earth and our brand pillars are Lake (a distinct visual landscape that dominates our region and provides activities for recreation in all seasons), Country (incredible wilderness surroundings that provide a backdrop for mountain biking, cycling, golf, camping, fishing, Nordic skiing, snowmobiling, snowshoeing and more), and Culture (the fabric of our communities create a culture that visitors want to experience – a strong culture of visual arts, music events, outdoor recreation events, etc.). Our current communication materials are comprised of a comprehensive website, experience brochures, various social media platforms, and digital and online marketing campaigns.</p> <p>This project will increase visitation and in turn provide increased revenue for the tourism industry in the Shuswap in the less traveled shoulder and winter seasons. It is our responsibility as a destination marketing organization to ensure that we have clearly defined marketing messages and experiences that showcase the Shuswap region and provide the best return on investment for our tourism industry.</p>
<b>Situation Analysis</b>	<p>Over the past nine years, Shuswap Tourism has developed a strong regional brand that promotes the region and the communities in the Shuswap region. Communities in the Shuswap region include: Salmon Arm, Sicamous, Enderby, and Chase, Sorrento, Blind Bay, Falkland, Scotch Creek, Celistia, Seymour Arm, Malakwa, Swansea Point, and other smaller unincorporated communities in this region.</p> <p>The Shuswap is also located in the Thompson Okanagan Tourism region and sees increasing visitation to the region as a result of additional interest from the southern communities in the Okanagan. Our region sees an increase in visitation due to developed experiences and consistent messaging and marketing. The Shuswap's lead experiences are accessible to a wide market and are comparatively value orientated.</p> <p>Shuswap Tourism has worked towards developing year round experiences that include fall festivals (ie. Salute to the Sockeye – October) and world class winter experiences (ie. Snowmobiling, Nordic skiing, snowshoeing). However, the summer season still dominates, both in visitation and the</p>

	<p>mind of the consumer, where a visit to the Shuswap means summer house boating and relaxation.</p> <p>It is the Shuswap regions ambition to become a four season destination within the next five years. The foundation, motivation, and collaboration are in place. Now we need to focus and deliver on the elements that will truly make the Shuswap a four season destination.</p> <p>Immediate competitors and peers include the Okanagan and Kootenay Rockies areas. Their strengths are a higher calibre of developed experiences and greater recognition. However, the Shuswap still continues to offer more approachable, accessible and casual (or self-guided) experiences, with a lower cost of entry and a new fresh perspective. Where surrounding destinations are urbanizing and the face of life increases, the Shuswap still offers a place to unwind and slow down.</p> <p>A solid foundation of marketing materials is in place but the region still needs to continue to increase awareness, alignment, and action in new and existing target regions. This will be implemented using new marketing opportunities with digital and online marketing campaigns to expand consumer knowledge and to make the Shuswap a desirable destination in all four seasons.</p> <p>Statistics to showcase growth are mainly received through Google Analytics, Visitor Centers, and direct contact with the tourism industry. The only Shuswap region communities, at this time, that are collecting the MRDT is Salmon Arm. The MRDT came into effect on July 1, 2017 and we do not have these statistics at this time. We will be able to provide comparative data after the 2018 reporting period.</p> <p><b>The new 2017 Shuswap Tourism Marketing Strategy has defined that success for Shuswap Tourism will need to be measured in hard numbers.</b> The following key performance indicators (KPIs) will determine success.</p> <p><b>KPIs:</b></p> <ul style="list-style-type: none"> <li>- Overall growth in tourism</li> <li>- Increased average accommodation occupancy rates in shoulder seasons</li> <li>- Increased average room rates</li> <li>- Increased number of year-round tourism businesses</li> <li>- Increased opening hours for restaurants and pubs</li> <li>- Increased year round tourism jobs for the community</li> <li>- Resident positive attitude towards tourism</li> <li>- Visitor satisfaction</li> </ul> <p><b>**Note:</b> No benchmarks currently exist for these KPIs and they will need to be established. This will be addressed in the implementation of the 2017 Marketing Strategy.</p>
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Objective(s)	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Designing, developing and delivering the four-season Shuswap experience.</li> <li>2. Sustain, stimulate and surge toward a four-season destination.</li> </ol>
Strategies	<p><b>Strategies for objective 1:</b></p> <ol style="list-style-type: none"> <li>1. <b>Design a year-round capacity and demand plan</b> Action: Establish benchmarks, targets and an ongoing measurement framework</li> <li>2. <b>Develop experiences to fill gaps</b>  <b>Grow and mature experiences and supporting services</b>  Actions: <ul style="list-style-type: none"> <li>- Identify gaps in specific, high-priority experiences</li> <li>- Collaborate with industry and other stakeholders to foster development in order to fill gaps in products and services</li> </ul> <b>Winterize summer experiences</b>  Actions: <ul style="list-style-type: none"> <li>- Identify the right experiences to extend from summer to other seasons</li> <li>- Support the development of these experiences and lead the promotional efforts</li> </ul> </li> <li>3. <b>Delivery the Shuswap Story</b>  <b>Align experiences with Place DNA</b>  Action:  Develop an industry alignment tool and /or program to strengthen the Shuswap experience with its brand story   <b>Deliver Remarkable Experiences</b>  Action: Develop or leverage an industry development program to increase the number of remarkable experiences that people share using social media   <b>Flavour the Shuswap experience with Authentic First Nations Culture</b>  Action: Collaborate with our First Nations communities to incorporate authentic aboriginal experiences throughout the Shuswap</li> </ol>

	<p><b>Measuring the Destination Experience</b> Action: Establish an ongoing program to measure the destination's NPS</p> <p><b>Strategies for Objective 2:</b></p> <p><b>1. Sustain the core summer business.</b> Action: Develop a framework to measure and forecast year-round business</p> <p><b>2. Stimulate the development of a four-season reputation through advocacy</b> <b>Harnessing advocacy</b> Actions:</p> <ul style="list-style-type: none"> <li>- Enable and encourage storytellers to share their Shuswap stories</li> <li>- Curate the stories shared in order to: Amplify the best stories Mitigate the negative stories Learn from the experiences people share</li> </ul> <p><b>Niche Marketing Segmentation</b> Actions:</p> <ul style="list-style-type: none"> <li>- Identify and prioritize passion groups</li> <li>- Gain key insights into these passion groups</li> <li>- Create and execute plans to build a reputation within them</li> </ul> <p><b>3. Shift Promotional Activities to Modern Digital-First Tactics</b> <b>Actions:</b></p> <ul style="list-style-type: none"> <li>- Review and adjust all marketing tactics to follow contemporary best practices. This will include website, email marketing, social media, print collateral and traditional advertising tactics</li> <li>- Reducing or eliminating tactics that are no longer effective or do not support the strategy</li> <li>- Creating, raising or adjusting tactics that deliver maximum value for money</li> <li>- Create purpose-driven, inspirational and/or useful content to provide value to specific audiences.</li> <li>- Integrate our marketing with local industry partners, regional and provincial DMOs and others for maximum alignment.</li> </ul>

<b>Markets/Segments</b>	<p>Our primary opportunity for continued market development lies in the Pacific North West US, BC (including the Lower Mainland and metro Vancouver, and central and northern BC), and short haul markets (including Kelowna, Kamloops, Vernon). Our optimum PNW market is estimated to be 750,000 (out of 15 Million), that potentially align with our brand and experience.</p> <p>The Calgary-Edmonton corridor in Alberta continues to also be a strong target market. The reason for this is that they already know about the Shuswap but we continue to target this market as they continue to represent a large market for visitation to the Shuswap region and are continually seeking to engage in new and existing experiences in this region.</p> <p>Our EQ Audience is: Authentic Experiencers, Free Spirits, and Cultural Explorers.</p> <p>Our demographic target market is primarily focused on an age group from 35-50 but the demographic statistics shown on our website in the past year states that our largest group is 25-35. Our outdoor adventures activities are attracting a larger younger audience and although we will continue to focus on that 35-50 age group we will start to look at some experiences that will focus on a younger audience as well.</p> <p>Focus areas for our marketing:</p> <ol style="list-style-type: none"> <li>1. The Pacific Northwest US and the Lower Mainland and Metro Vancouver market will focus leisure traveller looking to escape the city and looking for relaxation and rejuvenation and creating an experience so that they will want to return. Our optimal stay time would be three-five days. One day on each end of the trip to travel and three days to truly enjoy the region. Aboriginal Tourism Cultural experiences will also focus on this demographic.</li> <li>2. Central and Northern BC, Edmonton and Calgary (Spring and Fall) - The ice melts earlier here – hiking and biking, cycle touring, golf, fishing – starts earlier than our northern communities.</li> <li>3. Edmonton, Calgary, Lower Mainland, Short haul markets – Winter – Sledding, Nordic skiing, snowshoeing. These activities will be the focus of new marketing material that will encourage visitation in the winter season.</li> <li>4. Short haul markets (all seasons) – come to visit for dinner and theatre, experience live music “In the Bay”, the Winter Hall Culture Crawl, Winter Coffee Houses, or the Roots and Blues Festival in August, go for a ski at the Larch Hills Nordic Ski area, shop in our unique downtown, visit galleries, and other activities seasonally.</li> </ol>
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	<p>5. The key experiences (Spring and Fall) will be Touring and Exploring (focusing on mostly self-guided experiences), Outdoor Adventure (hiking and biking (mountain and trail), water based activities (kayaking, SUP, canoeing), Aboriginal Cultural Tourism, Wine Touring, and Golfing. Although we have long been known as a fishing destination it has mainly been self-guided and hidden.</p>
Provincial Destination Brand Alignment	<p>The Shuswap has a solid brand that aligns with the Destination BC brand. Our tag line is: Beautiful, Casual, Down-to-Earth and our brand pillars are Lake (a distinct visual landscape that dominates our region and provides activities for recreation), Country (incredible wilderness surroundings that provide a backdrop for hiking, mountain biking, cycling, golf, camping, fishing, Nordic skiing, snow shoeing, back country skiing and more), and Culture (the fabric of our communities create a culture that visitors want to experience). Our brand creates a vision of natural landscape that urban visitors want to experience. Our current and future marketing campaigns encourage our visitors to step out of their ordinary day and explore with our communities the culture and the beauty of this region.</p> <p>We are currently using Tier 3 for our brand alignment with Destination BC. We would like upgrade our marketing campaigns to still align with the Shuswap Tourism brand but move to a Tier 1 brand alignment with DBC. This would include incorporating colours, photography style, and content approach to our new marketing.</p>

<p><b>Tactic 1</b></p> <p><b>Description of Project:</b></p> <p><b>Shuswap “Off Season” asset development and marketing campaigns</b></p> <p>Description:</p> <p>The 2017 Shuswap Tourism Marketing Strategy is about asset and market development in the spring, fall, and winter.</p> <p>With a strong foundation in place, it is now the time to start looking toward the future by Putting forward an ambitious vision that will grow and sustain a vibrant tourism economy Throughout the region. This tactic will be to integrate this marketing development through into our media visits, into our storytelling, with influencers, by word of mouth, and promoting specific events.</p> <p>We will maintain our marketing for the strong summer months but invest most of our new marketing for the “Off Season”. We will also update our website to ensure that there is a strong presence of four seasons and ensure that our visitor know what they can experience in the Shuswap in any season. The Shuswap is beautiful, casual, and down to earth.</p>	
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This doesn't mean that we are lazy. The slower pace in the Shuswap is why people live here and why people visit. We want this experience to also be captured in the spring, fall, and winter. In the Shuswap, people can stay active through a variety of winter experiences, some of which are world-class.

There will be a major focus on cultural events in the off season. We already have a strong cultural community in the Shuswap but we will be marketing new events such as the "Winter Concerts Hall Crawl", new Indigenous events, theatre camps, and new outdoor activity events showcasing our Nordic ski trails, sledding, and snowshoeing.

**Budget: \$160,000.00** – Shuswap Tourism - \$80,000 – DBC - \$80,000

- Website landing pages: \$30,000
- Content marketing: \$30,000
- Social Media content and promotion: \$50,000
- Digital/programmatic advertising: \$50,000
- Influencers hosting and content production: \$20,000

**Call to Action:** To create awareness of the Shuswap region and showcase experiences in the spring, fall, and winter. To increase booked visits to our tourism businesses in the shoulder and winter seasons. Use of the hashtags #exploreshuswap and #explorebc.

**Timing:** April 1, 2018 – March 31, 2019

**Applicable Markets:** Short Haul Markets – Okanagan, Kamloops, Vernon – Long Haul – Lower Mainland, Northern BC, Alberta

**Metrics to be tracked:** New KPI's, as identified in the new Shuswap Tourism Marketing Strategy, will be created and implemented in 2018/2019 as overall measures of success for this initiative mentioned earlier in this document.

Specific tactical measures are:

- Website landing pages: visits, time on site, referrals to industry
- Content marketing: content views, reach and engagement, clicks to operators
- Social Media content and promotion: reach and engagement, hashtag usage, CPC, CTR, CTE
- Digital/programmatic advertising: CPC, CTR
- Influencers hosting and content production: # of influencers hosted, content created, reach and engagement with content

	Tactic	Shuswap "Off Season" asset development and marketing campaigns
	Paid Advertising	
✓	Digital Advertising	Marketing campaigns focused on "Off Season" experiences - \$50,000.00
✓	Paid Social Media	Facebook Marketing Campaigns - \$50,000.00



✓	Display (image and video)	Photography focused on “Off Season” Campaigns
✓	Social Media	Facebook, Instagram, marketing
✓	Print/Online Collateral	Online content to market “Off Season” experiences
✓	Brochures	Brochures to market “Off Season” experiences
✓	Rack Cards	Rack Cards to market “Off Season” experiences
✓	Brand Alignment	
✓	Consumer Focused Asset Development – specifically for “Off Season” experiences	
✓	Written Content	New content for off season experiences - \$30,000.00
✓	Photography	New photography for off season experiences
✓	Video	Short videos re: off season experiences
✓	Consortium Microsite or Landing page	Development on Shuswap Tourism website for a landing page to showcase and book shoulder and winter season experiences - \$30,000.00
✓	Travel Media Relations	Travel Trade Media invited to experience off season experiences
✓	Other	Influencers hosting and content production - \$20,000.00

**Tactic 2**

**Description of Project:**

**Update of all Experience brochures to align with the 2017 Shuswap Tourism Marketing Strategy**

**Purpose of the tactic:** The purpose of this tactic is to update online and in print, our experience brochures to showcase more experiences in the shoulder and winter seasons and to align with the 2017 Shuswap Tourism Marketing Strategy. The Shuswap Trail Guide was updated in 2017 to showcase shoulder and winter season experiences. The other brochures that will be updated are:

- The Cycle Guide
- Taste of the Shuswap – Agritourism Guide
- Nordic Skiing and Showshoe Guide
- Sled Sicamous and Salmon Arm Snowblazers Sledding Guides

**Budget:** \$ 30,000.00 – Shuswap Tourism - \$15,000 – DBC - \$15,000.00

**Call to Action:** Shoulder and winter season experiences showcased in experience guides to align with the 2017 Shuswap Tourism Marketing Strategy.

**Timing:** April 1, 2018 – March 31, 2019

**Applicable Markets:** Short Haul Markets – Okanagan, Kamloops, Vernon – Long Haul – Lower Mainland, Northern BC, Alberta

**Metrics to be tracked:** Website statistics will be tracked to assess visitation inquiries to the Shuswap specifically for the shoulder and winter seasons. New KPI's, as identified in the new Shuswap Tourism Marketing Strategy, will be created and implemented in 2018/2019 to ensure accurate numbers and indicators from these events.

	Tactic	Update of all Experience brochures to align with the 2017 Shuswap Tourism Marketing Strategy
✓	Social Media	New campaigns to showcase – Cost - \$0
✓	Print/Online Collateral	New printing of materials – Cost - \$24,000
✓	Brochures	
✓	Rack Cards	
✓	Flat Sheets	
✓	Guides	
✓	Maps	
✓	Brand Alignment	New design elements – Cost \$2000.00
✓	Consumer Focused Asset Development	
✓	Written Content	New content for all guides - \$4000.00

### Tactic 3

#### Description of Project:

#### Consumer Shows

**Description:** Shuswap Tourism and Tourism businesses partnering to attend on site at consumer shows in Seattle, Calgary, Edmonton, and Vancouver. Shuswap Tourism will showcase itineraries/experiences focused on spring, fall, and winter as part of our new “Off Season” marketing campaign as identified in the new 2017 Shuswap Tourism Marketing Strategy.

**Timing:** April 1, 2018 – March 31, 2019

**Budget:** \$10,000.00 – DBC/Shuswap Tourism Contribution

**Partner Contribution:** Tourism business staff time, travel costs to attend shows, product for visitation incentives/prizes - \$10,000.00 – depending on length of show and product showcased.

**Call to Action:** To create awareness of the Shuswap region and showcase experiences in the spring, fall, and winter. To increase booked visits to our tourism businesses in the “Off Season”.

**Tracking Mechanisms to measure results:** Shuswap Tourism will track visitation to the consumer show booth as well as the number of surveys completed during the show. Shuswap Tourism has an experience prize package at each of these shows but the consumer has to fill

out a survey before they get a ballot to enter to win the package. This information is then entered into a database and gives us information about future marketing initiatives. We will also track visitation to our website for one month after the show as well as tourism business will report on activity from their websites and the number of visits booked. New KPI's, as identified in the new Shuswap Tourism Marketing Strategy, will be created and implemented in 2018/2019 to ensure accurate numbers and indicators for our use.

	Tactic	Description
<b>Consumer Shows</b>		
✓	Digital Advertising	Advertising to market prior to the show - \$1000.00
✓	Display (image and video)	Images and video to showcase the experiences in the Shuswap during the show – No cost – already completed
✓	Social Media	Facebook campaigns to market to consumers prior to the show - \$200.00
✓	Brochures	To be presented at the show
✓	Rack Cards	To be presented at the show
✓	Photography	Showcased during the show
✓	Video	Showcased during the show
✓	Consumer Shows	3 shows attended in 2018 – Cost of shows \$6000.00 – Travel, Accommodation, Meals - \$2800.00

### Membership Model:

**Shuswap Tourism** is a community destination marketing organization that promotes visitation for recreational/leisure purposes for the communities of Salmon Arm, Chase, Enderby, Sicamous, and CSRD Electoral areas C, D, E, F. We are a stakeholder organization and do not charge a fee to be a member of Shuswap Tourism. Our Tourism Advisory Committee has representation from all communities in the Shuswap region and is a mixture of community organizations, tourism operators, and elected officials. Our marketing activities are defined in the new 2017 Shuswap Tourism Strategy and Shuswap Tourism implements these initiatives in collaboration with tourism businesses and community organizations. We do charge a fee for marketing campaigns to operators that are part of a consortium, ie. Wineries, Marinas and lake side Businesses, Activities, Accommodations, etc. that we market to provide our visitors with an overall experience. These campaigns include specific industry sectors and combine various digital, social media, and print marketing campaigns.

### Budget

Marketing Tactic	Applicant \$	DBC \$	Total Budget
Tactic 1	80,000	80,000	160,000
Tactic 2	15,000	15,000	30,000
Tactic 3	5,000	5,000	10,000
<b>Subtotal</b>	<b>100,000</b>	<b>100,000</b>	<b>200,000</b>
<b>Marketing Coordination*</b>	<b>15,000</b>	<b>15,000</b>	<b>30,000</b>
<b>Total</b>	<b>115,000</b>	<b>115,000</b>	<b>230,000</b>

List the organizations that have committed funds to this project and specify the financial contribution from each organization. To achieve the program objective of greater leveraging opportunities for public and private funds, when reviewing applications, a greater emphasis will be given to applications that include financial contributions from individual tourism businesses.

Shuswap Tourism	\$ 115,000.00
Stakeholder contribution to marketing campaigns – cooperative campaigns - various businesses - Cash	\$ 10,000.00
Community Organizations – Event planning contribution – Cash and in kind	\$ 20,000.00
Private Sector business* - in kind and product contributions	\$ 35,000.00
Total	\$180,000.00

**Funding request to Destination BC: \$ 115,000.00**

### **Business Engagement:**

**Tactic 1:** The business that will be engaged are the businesses that have been identified in our existing itineraries. They businesses included are:

Turtle Valley Bison Ranch, Dreamscycle Motorcycle Museum and Sprocketts Café, DeMilles Farm Market, the Shuswap Wineries, Urban Market, Three Valley Gap, Crazy Creek Suspension Bridge and Hot Pools, Moose Mulligans, all Shuswap Marinas, Waterway Houseboats, Twin Anchor Houseboats, Blue Water Houseboats, Pink Cherry, Blondies Café, Cliff's Bistro, Shuswap Golf Courses, and many more.

These businesses all contribute staff time and product and also are involved in paid advertising campaigns on an individual basis, depending on the campaign.

**Tactic 2:** The businesses that will be engaged are the businesses that are showcased in the various experience guides. The businesses included are:

Johns Ski Shack, Cliffs Bistro, 12 Orchards and Farm Gardens, Shuswap Wineries and Breweries, Skookum Cycle and Ski, Apiaries, Dairies, Windmill Meats, Sedos Meats, Turtle Valley Bison Ranch, Farmcrest Foods – Chicken, and many more.

**Tactic 3:** The businesses that will be part of this tactic have yet to be confirmed. We will attend three consumer shows:

1. The Calgary Boat and Sportsman show – Feb 8 – 11, 2018. Possible partners are: Waterway Houseboats, Shuswap Marina, Anglemont Marina, and Little River Boat World.
2. Vancouver Outdoor Adventure Show – March 3-4, 2018. Possible partners are: The Shuswap Trail Alliance, The Roots and Blues Festival, Quaaout Lodge, Noble Adventures.
3. Edmonton Snowmobile Show – October 2018. Possible partners are: Sled Sicamous, The Salmon Arm Snowblazers, Best Western Sicamous, and Quaaout Lodge.

Operators are required to be product ready and can commit the time to attend the consumer show and provide any follow up that is required.

\*Where possible, please provide the names of each business providing private sector contributions.

**Success will be measured in hard numbers.** The following key performance indicators (KPIs) will determine success.

**KPIs:**

- Overall growth in tourism
- Increased average accommodation occupancy rates in shoulder seasons
- Increased average room rates
- Increased number of year-round tourism businesses
- Increased opening hours for restaurants and pubs
- Increased year round tourism jobs for the community
- Resident positive attitude towards tourism
- Visitor satisfaction

**\*\*Note:** No benchmarks currently exist for these KPIs and they will need to be established.

**Action:** Establish benchmarks, targets and an ongoing measurement framework. This action was identified in the 2017 Shuswap Tourism Marketing Strategy.



January 30, 2018

Robyn Cyr  
Columbia Shuswap Regional District  
rcyr@csrd.bc.ca

RE: Notification of funding decision for 2018/19 Co-operative Marketing Partnerships Program

Dear Robyn;

Thank you for your application to Destination British Columbia's Co-operative Marketing Partnerships Program for 2018/19.

Now entering its third year, the Program supports BC's tourism industry to align in innovative ways and continues to grow in popularity.

During the 2018/19 intake, Destination BC received 62 applications, representing 12 Sectors and 50 Community Consortia, with funds requested totalling \$5.26 million. Destination BC's budget for the program is \$4.0 million, the same level as 2017/18. The calibre of the applications was high, creating a very competitive environment. Through a comprehensive and rigorous evaluation process, all of the applications have now been assessed, and funding decisions have been made.

**Taking into account the existing program budget, we scored your application against the Program criteria and are pleased to advise that you will be provided partial funding of your request. Your application for Destination BC co-operative marketing funding has been approved, in principle, in the amount of \$57,500.**

**A revised application based on the approved funding amount must be submitted to [coop@destinationbc.ca](mailto:coop@destinationbc.ca) no later than February 28, 2018.** Contracts will be issued shortly after the revised applications are received. At that time, you will also be notified of the Destination BC tools and resources available for your use, to continue the alignment efforts under this program. Please note, funding is not confirmed until a contract has been signed.

Destination BC will issue a formal funding announcement for the Program once all contracts have been signed. Please do not issue any public communication about your funding until you have consulted with our team. Destination BC will review your announcements, and would be pleased to provide a quote from the corporation.

In order to ensure the Program continues to meet industry needs and supports Destination BC's strategic priorities, a review of the Program will begin shortly. Our staff will engage industry in this process and details will be provided in the coming months.

We look forward to working with your organization and partners to help grow tourism in British Columbia together. If you have any questions, please contact Kim Hood ([Kim.Hood@DestinationBC.ca](mailto:Kim.Hood@DestinationBC.ca)), Manager, Marketing Co-op Programs.

Sincerely,

Kim Hood  
Manager, Marketing Co-op Programs

cc: Peter Harrison  
Director, Industry Partnerships & Visitor Services



## THOMPSON OKANAGAN TOURISM ASSOCIATION

### **Request for Partnership to Co-Host:**

### **TOTA's 2018 Annual Tourism Annual General Meeting & Summit**

#### **Objective**

The TOTA Annual Tourism AGM & Summit offers stakeholders an opportunity to come together to learn, network and conduct the annual affairs of the association. **We are pleased to invite you to co-host the 2018 AGM & Summit.**

This high-profile event will showcase the Host Venue and the Host Community to approximately 200 tourism leaders of the Thompson Okanagan region with representatives from Destination British Columbia.

As a non-profit organization, we endeavor to build a partnership with our industry to provide this event to our stakeholders.

TOTA, in cooperation with the Host Community, will encourage attendance by offering a quality event that incorporates:

- High calibre speakers and presentations on topical issues of significant interest to the tourism industry;
- The Annual Business Meeting of the Association;
- Sponsor's trade displays;
- Opening Reception, Formal Luncheon, auction; and,
- Social and networking programs

#### **Preferred Dates**

November 5<sup>th</sup> – 6<sup>th</sup>, 2018

November 7<sup>th</sup> – 8<sup>th</sup>, 2018



### **Venue Sponsorship Benefits**

- a) Exposure through our email communications to our stakeholder database of over 4,000 recipients on a regular basis leading up to the event with hyperlink to your website
- b) Logo on totabc.org website (with hyperlink), registration forms, slide deck, etc.
- c) Option to include venue information in delegate folders and on-site
- d) Two complimentary Summit registrations

### **General Requirements**

- a) As a partner, the Host Venue will provide TOTA with pricing concession for venue, food and beverage costs at their discretion.
- b) The Host Venue shall provide a liaison person to assist TOTA in matters relating to planning and hosting.
- c) The Host Venue must have capacity for over-night accommodation for delegates (approximately 70+ room nights), food and beverage facilities and meeting room space on site. If it is necessary to use an additional accommodation facility it would need to be within reasonable distance from the main facility with consideration for transfers.
- d) The Host Venue must have space for two 10' tables for registration in Lobby or Banquet pre-function space.
- e) The Host Venue must have meeting space for a minimum of 140 guests in plenary sessions.
- f) The Host Venue space must allow for breakout sessions in a minimum of 3 meeting rooms to be used concurrently. Each should be able to accommodate approximately 50 to 60 delegates.
- g) The Host Venue must also have a space for a minimum of 10 sponsor booths/tables (15 maximum), and display space for silent auction items. Ideally the exhibit space will be near plenary session meeting space. This space must be large enough to accommodate all coffee breaks as well.
- h) The Host Venue must also have space for 20 people U-Shape for the Board of Directors Meeting prior to the AGM & Summit. Lunch is to be served in this room as well.
- i) The Host Venue must also have space for 30 people for the Community Forum and 4 small break-out spaces for 6-12 people prior to the AGM & Summit.





- j) The Host Venue must provide space for the evening welcome reception (offsite is preferred with transportation provided), breakfast, and luncheon on both days.
- k) The Host Venue must be able to accommodate audio visual and lighting equipment.
- l) The Host Venue must accommodate an 8x24ft stage (indicate if provided by venue), 12' ceiling height to accommodate large screen (8'X24'), and 8' of AV equipment behind plenary session meeting room for AV technicians.
- m) All facilities must have wheelchair access.
- n) The Host Venue should outline its use of green technologies and sustainability initiatives as TOTA is seeking to promote the conference as a low impact event.
- o) The Host Venue is encouraged offer delegates value added options (e.g. health and wellness, golf, local culinary products, etc.) to promote their experiences.
- p) The Host Community has the option to secure and coordinate the Opening Reception, activities, food and entertainment and obtain any sponsors to assist in hosting this evening event with the Host Venue.
- q) The Host Venue will work closely with the local DMO for a successful opening reception.
- r) Colored linens preferred for all required tables and possibly chair covers depending on condition of banquet chairs.
- s) Prominent parking space is required for TOTA Transportation Sponsor.
- t) Reserved parking spaces are required for TOTA staff (approximately 6).

### **Financial Requirements**

- a) Neither the Host Venue nor the Host Community may sign contracts or otherwise obligate TOTA on any event related item without prior written authorization
- b) The Host Venue and the Host Community may promote the event, but they may not take any registrations or fees related to registration.
- c) TOTA will update the Host Venue with expected delegate numbers as required
- d) TOTA will be invoiced by the Host Venue following the completion of the event



### **Food and Beverage Requirements**

- a) The event offers the Host Community First Right of Refusal to sponsor the opening reception which will be coordinated by the host organization with the Host Venue directly
- b) TOTA will require breakfast buffet and a formal lunch on Day 2 using locally sourced ingredients where possible. Refreshment stations (Coffee/Tea/Water) are required throughout Day 1 and 2 (in same space as Showcase and silent auction tables).
- c) The Host Venue will provide options for food allergies and sensitivities
- d) On Day 1, additional meals will be ordered according to the program (i.e. Community Forum, Board Meeting)
- e) Ensure that the wine list is comprised of Thompson-Okanagan region options

### **Guestroom Requirements**

- a) Provide rates and availability for up to 70 room nights for our core conference dates (see below) and any pre-post event rates you'd like to offer. We expect most guests will book rooms for Wednesday of the event. TOTA is not responsible for payment of guestrooms or incidentals unless otherwise noted under separate agreement. Within in the guestroom block and pricing, indicate complimentary accommodation and room upgrade policy.

### **Eligibility**

Venue must be able to meet all above requirements.

### **Previous Summit Locations and Dates**

October 28<sup>th</sup> – 29<sup>th</sup> 2015 – Manteo Resort, Kelowna, BC

November 7<sup>th</sup> – 8<sup>th</sup> 2016 – Predator Ridge, Vernon, BC

November 1<sup>st</sup> – 2<sup>nd</sup> 2017 – Hotel 540, Kamloops, BC



## Event Capacity Requirements

Please confirm the following capacity requirements:

### AGM & SUMMIT DAILY AGENDA

TIME	EVENT
<b>05-Nov</b>	
2:00 - 4:00 pm	SW Audio + Visual Deliver
4:00 - 10:00 pm	SW Audio + Visual Load In
<b>06-Nov</b>	
10:00 am - 6:00 pm	Registration
10:00 am - 6:00 pm	Photography
11:00 am - 2:00 pm	TOTA Board Meeting
11:30 pm - 1:30 pm	Community Forum with Lunch
12:30 pm - 1:30 pm	Advisory Meeting
12:30 pm - 1:30 pm	Advisory Meeting
12:30 pm - 1:30 pm	Advisory Meeting
12:30 pm - 1:30 pm	Advisory Meeting
2:00 pm - 6:00 pm	Silent Auction
3:30 pm - 6:00 pm	Sponsor Showcase
2:00 pm - 3:00 pm	TOTA AGM
3:15 pm - 4:15 pm	Summit Opens
6:30 om - 8:30 pm	Evening Reception
8:30 pm - 11:00 pm	TOTA Networking Lounge
<b>07-Nov</b>	
7:30 am - 5:00 pm	Registration
7:30 am - 5:00 pm	Photography
7:30 am - 5:00 pm	Silent Auction
7:30 am - 5:00 pm	Sponsor Showcase
7:15 am - 8:00 am	Buffet Breakfast



8:00 am - 8:10 am	Event Begins
9:45 am -10:00 am	Refreshment Break
9:35 am -9:40 am	Event Continues
12:00 pm -1:00 pm	Buffet Lunch
12:00 pm - 1:00 pm	TOTA Board Meeting
1:00 pm -1:15 pm	Event Resumes
3.45 pm - 4.00 pm	Refreshment Break
4.00 pm - 5:00 pm	Event Wraps Up
5.30 pm	End of Summit

Thank you for your consideration of this RFP, we look forward to discussing this with you further to formulate your response.

Kind Regards,

Mike Overend  
 Industry Development Assistant  
 Thompson Okanagan Tourism Association  
[golf@totabc.com](mailto:golf@totabc.com)  
 (250) 860-5999 ext 220



# SHUSWAP TOURISM



## BACKGROUND

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CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow **Shuswap Tourism** (hereafter referred to as “**Customer**”) to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel.

## STRATEGIC FIT

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### Requesting & securing content rights

Customer can leverage CrowdRiff’s Digital Rights Management system to secure rights to audience content shared on social media. CrowdRiff will record the rights granted to each specific piece of content and allow Customer to filter and use this content in any marketing activities.

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### Flexible website & blog integration

Customer can utilize CrowdRiff’s embedded Galleries to integrate user-generated content into its website and blog. These Galleries can be completely customized based on page topic, page dimensions and the desired user experience.

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### Increasing web page conversions

With CrowdRiff’s Catalysts (CTAs), Customer can enrich any piece of content shared to its website to include live links to internal or external pages. These CTAs can be applied individually or in bulk, reduce clicks for web visitors, and convert more visitors through the path to travel funnel.

# 1. SCOPE

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## 1.1 Platform License:

License Period: April 1, 2018 – March 31, 2019 (1 year)

### Key functionality:

#### Sourcing

- Source visual content from Facebook, Twitter & Instagram using a mix of hashtags, geo-locations, usernames, keywords, and Facebook pages
- Create a list of excluded keywords to keep the wrong content out
- Backfill content for up to 5 years

#### Organizing

- Free-form search across your entire collection of earned assets using natural language
- Organize content into albums and folders

#### Publishing

- Embed curated galleries or single photos & videos into your website and blog
- Simple moderation to feature brand-relevant, user-generated photos & videos
- Create auto-publishing photo displays optimized for large screens and events
- Create themed conversation groups to send custom messaging for different audience segments
- Direct publishing & scheduling of social content to a variety of social networks via Buffer

#### Optimizing

- Monthly activity summary provided via email
- Search Insights for discovering influencers, top locations, and tracking usage of keywords & hashtags over time
- Gallery Analytics to discover how visual content is performing with data around impressions and content engagement

# 1. SCOPE (CONT.)

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## 1.2 Platform Licensing

Single license applies to Customer for the period outlined in Section 1.1.

## 1.3 Platform Users

User seats available to Customer team, and participating agencies.



## 1.4 Launch Timing

With the required Customer support, CrowdRiff guarantees full platform implementation within 7-14 days of an executed agreement.

## 2. SOCIAL DATA CONNECTIONS

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CrowdRiff connects to the regulated APIs provided by the social networks (Facebook, Instagram and Twitter) to collect and feed Customer's content. As such, the social networks' terms of service must be followed and may change at any time without notice. CrowdRiff monitors these connections on a regular basis to ensure consistent operation, and will update Customer with any changes that will affect service during licensing.

CrowdRiff only collects content from public profiles on the listed social networks. No private content will be collected or made available to Customer.

## 4. SUPPORT

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CrowdRiff will provide Customer with a dedicated account manager upon launch for set-up, training and on-going platform support. Customer will have direct access to its account manager via email and phone during the licensing period. All Customer requests are handled on a first come, first served basis, and responses can be expected within 48 hours.



## YOUR CROWDRIFF TEAM

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There's a big team backing the CrowdRiff platform and your success, but here are the ones you'll get to know best. Don't be shy to reach out to them, they're always excited to talk shop!



### Jordan Schwantz

Account Executive  
519-998-7043  
jordan.schwantz@crowdriff.com

Jordans' mission is to see you grow as a business - your goals are his goals. By understanding your ambitions and how you define success, Lucas can engineer solutions that maximize your tangible return.

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### Dan Holowack

CEO  
416-884-5337  
dan@crowdriff.com

Dan provides executive leadership in product development, strategy and operations to pilot CrowdRiff as a platform and as a company.

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### Leo Leung

Director, Customer Success  
416-828-6781  
leo.leung@crowdriff.com

Leo and his team of Customer Success Managers are committed to your success. We are here as your ongoing point of contact to ensure that you continue to achieve success with CrowdRiff for years to come!

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### Andrea Bernstein

Onboarding Specialist  
647-454-5506  
andrea.bernstein@crowdriff.com

Andrea works closely with you to ensure you're completely set up and trained in CrowdRiff. She's your product expert and will be guiding you through CrowdRiff during our onboarding process.

## INVESTMENT AND PAYMENT TERMS

Basic Platform	One Year License (\$6,000)/ Year CAD	\$6,000
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<b>Platform Total</b>	<b>\$6,000</b>
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<i>Preferred Discounts</i>	10% discount - DC RFP launch pricing	-\$600
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<b>Preferred Discounts</b>	<b>-\$600</b>
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### CrowdRiff License

<b>TOTAL</b>	<b>\$5,400 CAD</b> Taxes not included
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Payment Schedule	March 1, 2018	\$5,400
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### Payment Terms

- Up-front investment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date

### Special Discount Terms and Expiry

- By accepting the discounts above, Customer approves CrowdRiff's use of its logo on CrowdRiff's website and agrees to participate in development of testimonials and case studies
- All prices and special discounts quoted above will expire 30 days after issue date

## TERMS OF SERVICE

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- By signing this SaaS Order you agree to the full Terms of Service to the CrowRiff platform and service(s) here: [crowdriff.com/terms-of-service](https://crowdriff.com/terms-of-service)
- Customer agrees to include their curated assets as part of the Destination Canada Partner Network and understands that their content may get repurposed and/or used in partner related marketing collateral
- Any additional functionality requested by Customer outside of that identified in this agreement will be quoted separately, and implemented once written approval has been received from Customer
- At the License Period End Date, and every License renewal period thereafter, the License will be renewed automatically for an additional period of 12 months at the standard license rate of \$6,000 CAD/year. Additional fees may apply should Customer choose to add new features to the License. Customer may elect to not renew by providing written notice at least 30 days prior to the end of the then current License Period. Crowdriff will notify the Customer of the upcoming renewals at 60 days prior to the end of every License Period

*By signing below, the signee agrees to abide by the terms and conditions contained in this agreement, and certifies that the signee is authorized to accept these obligations on behalf of the organization.*

**Shuswap Tourism**

Robyn Cyr  
Economic Development Officer  
250-833-5906  
rcyr@csrd.bc.ca

**CrowdRiff**

Jordan Schwantz  
Account Executive  
519-998-7043  
jordan.schwantz@crowdriff.com

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***Signature***

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***Signature***

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***Date***

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***Date***