



COLUMBIA SHUSWAP REGIONAL DISTRICT Shuswap Tourism Advisory Committee Meeting AGENDA

Date: Thursday, May 3, 2018
Time: 1:00 PM
Location: Salmon Arm Golf Club
97B SE 3641, Salmon Arm, BC

Pages

1. Call to Order

1.1 Guest(s) in Attendance

1.2 Approval of Agenda

Motion

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

1.3 Adoption of Minutes

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Motion

THAT: the minutes of the February 8, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

2. 1:15 PM Presentation: Shuswap Culture

Mark Greenhalgh and Karen Brown to present to the committee.

3. Mountain Bike Tourism Association (MBTA) Video 2018

Sustainable Mountain Biking Tourism - <https://vimeo.com/238499036>

4. Discussion Items

4.1 Update on 2017 Statistics for Shuswap Tourism

4.2 Change to the Terms of Reference for the Shuswap Tourism Committee to Include One Indigenous Representative

4.3 Shuswap Trails Update

Verbal report from Phil McIntyre-Paul.

4.4 Shuswap Tourism Activities Update

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Report from Robyn Cyr, Manager, Shuswap Tourism. Topics:

- Trail Guide Update
- Municipal and Regional District Tax (MRDT)
- Meeting Attendance
- Destination Think
- Creative Proposal
- Regional Chambers Meeting
- Tourism Sector Meetings
- Experience Guides
- Marketing Coordinator
- Consumer Show Attendance
- Crowdriff
- Indigenous Tourism Project
- Adam River Salmon Society
- Wild Salmon Caravan

4.5 Update on Current Marketing Activities

Verbal report from Terri Hadwin (Intrinsic Destinations).

4.6 Columbia Shuswap Film Commission Update

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Verbal report from David Barritt.

5. Community Roundtable

6. Next Meeting

September 6, 2018 at 1:00 PM, location to be determined.

7. Adjournment

Motion

THAT: the May 3, 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: February 8, 2018

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

1. Call to Order

R. Cyr, Shuswap Tourism Manager, called the meeting to order at 1:06 PM.

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

R. Cyr called three times for nominations for the position of Chair for 2018.

Director Talbot nominated D. Lepsoe for the position of Chair of the Shuswap Tourism Advisory Committee. D. Lepsoe consented to the nomination.

K. Brown nominated P. McIntyre-Paul for the position of Chair of the Shuswap Tourism Advisory Committee. P. McIntyre-Paul did not consent to the nomination.

Hearing no further nominations for the position of Chair, R. Cyr declared D. Lepsoe as the Chair of the Shuswap Tourism Advisory Committee for 2018 by acclamation.

R. Cyr called three times for nominations for the position of Vice-Chair for 2018.

Director Talbot nominated Director Demenok for the position of Vice-Chair of the Shuswap Tourism Advisory Committee. Director Demenok consented to the nomination.

Hearing no further nominations for the position of Chair, R. Cyr declared Director Demenok as the Vice-Chair of the Shuswap Tourism Advisory Committee for 2018 by acclamation.

The Chair, D. Lepsoe, thanked the committee and proceeded to act as the Chair for the remainder of the meeting.

1.1 Guest(s) in Attendance

The Chair acknowledged the guests in attendance:

- Alan Harrison, Councillor, City of Salmon Arm
- Jay Simpson, North Shuswap Chamber of Commerce

1.3 Approval of Agenda

Moved By Director Demenok

Seconded By Director Morgan

THAT: the agenda of the February 8, 2018, Shuswap Tourism Advisory Committee Meeting be approved with the addition of the following items:

- Networking
- 2018 Budget Discussion
- Trade War Between Alberta and BC

CARRIED

1.4 Adoption of Minutes / Business Arising from the Minutes

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

CARRIED

1.4.1 Board Follow Up on Committee Recommendation: Cycling Routes

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

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

R. Cyr gave a verbal update to the committee about the report from REACH Marketing which outlines the marketing activities of Shuswap Tourism between December 7, 2017 and January 31, 2018 (attached to the HTML version of these minutes).

- Revenue went up \$3,000 in 2017, more businesses purchasing ads purchased larger ads.
- The committee asked why some businesses left;

- Some businesses went out of business or couldn't afford it. Some didn't feel it was helpful to them to purchase an ad.
- The committee discussed the deadlines, Ads are approved the first week of November and then they are send to design/print. The vacation planner is expected to be delivered by March 1st.
- There are 14 Shuswap Itineraries on the website.

2.2 Shuswap Trails Update

Verbal report from Phil McIntyre-Paul. P. McIntyre-Paul touched on the following points:

- Shuswap Trail Alliance has submitted an application for the Rural Dividend Grant. The application focused on planning and development support that would spread out over each region. Asked for \$110,000: \$100,000 for trail development, \$10,000 for Shuswap Trail Alliance and Fraser Basin Council to work together to improve recreation management.
- The roundtable reconvened in January despite lack of funding to work on a strategy to look for funding. Shuswap Trail Alliance will have a proposal coming shortly. \$14,000 annually for working groups, etc. Anticipating at the provincial recreational sites level.
- The recent annual Shuswap Trail Party and Fundraiser raised \$36,000. Thank you to everyone who supported the event.
- Shuswap Trail Alliance, with the help of volunteers, built 10 new trails in 2017 totalling over 12,000 metres.
- Trail guide development is destination development, working with Destination BC.
- Rail Trail: The news has become official since the last committee meeting, congratulations to the Columbia Shuswap Regional District and North Okanagan Regional District. There will be a rail trail workshop on February 19, 2018. Need to have community engagement.

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 (attached to the HTML version of these minutes). R. Cyr also gave a verbal report about the projects she's been working on:

1. Trail Guide Update

- Work is underway on the revision of the Trail Guide. Slightly smaller guide with references to online mapping. The guide will also be online on various website to be available to download.

2. Meeting Attendance

- Destination BC (DBC) destination development meeting – R. Cyr didn't get to attend as she was sick. P. McIntyre-Paul attended the meeting. P. McIntyre-Paul gave a brief report: DBC recognizes tourism regions in the province; DBC is working on a destination marketing plan for the highway corridor which seems to build off of the existing tourism strategy for Shuswap/Golden. Focuses on the development of amenities infrastructure.
- Impact Tourism and Travel Conference – R. Cyr was really impressed with the conference. Topics included sustainable tourism and the impact of climate change on tourism. R. Cyr attached her notes from the conference to the agenda (also available on the HTML version of these minutes).
- Tourism Vernon Open House – R. Cyr attended. Interesting to see that we have a similar marketing strategy, just a smaller scale.
- Reino Keski Awards Ceremony – R. Cyr attended the awards ceremony for the Loppet as Shuswap Tourism provides a sponsorship. It was great to see all of the families – from 2 year olds to 83 year olds – that participate in this long standing event.

3. Marketing Consulting Contract - Destination Think

- We have entered into a marketing consulting contract with Destination Think for the next six months. Weekly call to assist with various marketing projects and the implementation of the 2017 Shuswap Marketing Strategy.

4. Tourism Sector Meetings

- Golf Consortium
 - 3 consumer shows: Seattle, Calgary, Vancouver.
 - The Prestige, Best Western Sicamous, Quaoout Lodge, Shuswap Lake Estates Golf Course, Hyde Mountain Golf Course, Shuswap National Golf Course (Canoe Creek), Talking Rock Golf and Salmon Arm Golf Course put in prizes.
 - \$3,500 from Golf BC.

- Providing banners, rack cards, posters for prize giveaways. Shuswap Tourism is paying for vendor's cost of show; they're paying for accommodations.
- Quaoout Lodge - sending golf pro, donations for guestroom nights, build marketing database.
- Marina Consortium
 - Feb. 13th Meeting – CSRD will be working on a new lake map which will be distributed at marinas throughout the region. Map will focus on amenities on the lake (Shuswap and Mara) i.e. boat launches, parks with bathrooms, marinas. To be available at kiosks for boaters. Downloadable. Cost effective marketing.
 - Opportunity to market re: mussel contamination.
 - Shuswap Tourism just facilitated the discussion. Bring them together to talk about common issues for them. The industry is stronger together, issues for operating on the lake, challenges for them. Marinas are looking to form formal association for marina issues.

5. Destination BC (DBC) Application Update

- Shuswap Tourism received 50% of its funding request this year for marketing; this is going to create some budget challenges moving forward. R. Cyr has a conference call with DBC next week to learn more about the decision making process.
- R. Cyr did some research around the region, rural communities across the board only received 50% of their requested funding. Tourism Kamloops and Vernon received 80% of their request. This is the first time that Tourism Kamloops has applied for DBC funding.
- Seems like a policy decision if regional districts are getting 50%.
- Looking at revising the application process to Municipal and Regional District Tax (MRDT) and non-MRDT communities.
- MRDT through Salmon Arm; they don't have anywhere near the money in MRDT that other communities do.
- Shuswap Tourism relies on money from DBC to leverage more funding for marketing.
- Air BnB made a provincial announcement offering to collect MRDT. How will that work for non-MRDT communities?
- DBC just referred to municipalities when announcing the grants, not local gov't.

- We don't know if there are any regional districts collecting MRDT.
 - Village of Chase and Sun Peaks are coming up with short term rental policies. Sicamous looking at something similar. Coming up with this in response to a housing crisis more so than looking at this a revenue generator.
 - The committee commented about the optics of Kamloops' application; Kamloops is aggressive in its marketing campaigns, it has 12 tourism staff, has the means to have a huge impact with marketing campaigns, yet it is getting more money. The committee is concerned that Kamloops will be much more aggressive in their campaigns. Not a level playing field, maybe we can get our local politicians working for us, get this to the provincial table.
 - In the past, Shuswap Tourism entered into a partnership for a Facebook campaign with Sun Peaks and Kamloops. \$10,000 investment into a \$60,000 campaign and Shuswap Tourism received a great return on the investment, had great hits on the website; Shuswap Trail Alliance benefited as well.
 - Liberal and NDP governments like to spend the money where the people are; but where do people like to recreate? Vancouver moved highest on the stats last year for travellers to our region, which should be recognized in terms of funding.
 - Working with Destination Think to develop a baseline with statistics. This will help us get trends.
6. Thompson Okanagan Tourism Association Summit - Request For Proposal
- Shuswap Tourism is in the process of working with Quaaout Lodge to submit a proposal to host the 2018 TOTA Summit.
7. Tourism Industry Association of BC Board Resignation
- R. Cyr has decided to resign from the TIABC Board. At this time, R. Cyr does 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. R. Cyr wants to focus her time on the Shuswap region. The committee supported R. Cyr in her decision to resign from the Board.
8. New Marketing Coordinator

- R. Cyr has brought on a new Marketing Coordinator to replace Carmen Massey. Terri Hadwin was the CEO of Tourism Gold Country for the past six years and recently finished her tourism marketing diploma degree at Royal Roads. She's worked with small municipalities and has a relationship with DBC and the Thompson Okanagan Tourism Association. T. Hadwin brings a fresh perspective. She'll work with us for one day a week until March 20th and then she'll be here on site three days a week for the first two to three months and then she'll mostly work from Kamloops.

M. Makayev left the meeting.

9. Consumer Show Attendance

- R. Cyr evaluated the effectiveness of attendance at consumer shows and noted that some consumer shows (like the Vancouver show) are invaluable if a plan is in place for the attendance. It is also cost effective to support attendance at consumer shows for things like Golf. i.e. Shuswap Tourism pays the cost of admission, the golf courses pay for their accommodations.

10. Crowdriff

- Crowdriff is an online platform that can provide storage for photos and will give Shuswap Tourism the ability to use photos from Instagram and Facebook for our marketing.

2.4 Municipal and Regional District Tax (MRDT) Update

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

- Salmon Arm Economic Development Society (SAEDS) is moving ahead with several projects as planned.
- SAEDS has established an Event Funding Grant that is funded by the MRDT. This event funding support is available to community groups hosting events in the “shoulder” or “off-season” to help boost out of town visitors and increase accommodation occupancy rates. Salty Dog Street Festival was a recent recipient of this funding.
- Working to get an inventory set up so that there is a list of who does catering, societies in town, events, etc.. Have an Event Relations Specialist, not to be the lead for events but to help support them so they can get off the ground, help make them annual events and grow them going forward.

- SAEDS is using MRDT to sponsor events. i.e. The Lewiston Ultra, Larch Hills Traverse, etc.
- With the Province's discussion of taxing vacation rentals, Air BnB has offered to collect MRDT. MRDT will come to the city and come to the MRDT Committee through SAEDS. The problem is that there is no municipal coffer in which that sits. Concerned with Air BnB collecting it, want to make sure that SAEDS gets all of the MRDT if it is collected by Air BnB.
- MRDT can only be used for marketing at this time.

2.5 Columbia Shuswap Film Commission Update

R. Cyr offered a verbal update (David Barritt was unavailable due to a family emergency). Two scripts available for communications break down. There hasn't been a decision on one yet and the other will be shot in Revelstoke, the company previously filmed there; D. Barritt is working with the company. Sounds like it will be shot in late 2018.

2.6 Networking

Shuswap Tourism does two networking events annually. One will be on April 4th from 5:00 PM – 9:00 PM at The Prestige. Amy Thacker from the Cariboo Coast Chilcotin Tourism Association will be giving a presentation about business emergency response. She'll go over how businesses dealt with the wildfires last year, what worked / what didn't. R. Cyr gave some examples of what happened last year. Shuswap Tourism is hoping to get someone from Emergency Management BC. The evening hosts a dinner and then a little discussion, in this case: how to prepare business for emergencies.

The next networking event will probably be in November but hasn't been booked yet.

2.7 2018 Budget Discussion

- \$30,000 has been pulled out for reprint of experience guides.
- Increase in tourism initiatives.
- Not all of the money was spent in 2017 for the website refresh, the remainder will be use this year and be reflected in the next budget.
- Transfer from Economic Development to support Shuswap Tourism. The two budgets were separated two years ago, couldn't afford to take Economic Development out of tourism right away. Concern about the subsidy of Shuswap Tourism from Economic Development because of the areas paying into Economic Development not being

part of the Shuswap Tourism service area. R. Cyr noted that the amount transferred from EDC to Shuswap Tourism is planned to decrease over time. Tourism also has a lot of business development. In five to eight years, Tourism will be a stand-alone budget.

- How to move forward with Tourism and keep it sustainable? Look for opportunities to capture different revenue sources; cost sharing; vacation planners. Focus on marketing aspects: Roots and blues, consortium, what's generating ROI?

2.8 Trade War Between Alberta and BC

Alberta recently banned BC wine in response to BC's role in the Kinder-Morgan pipeline. The committee is concerned that this trade war could grow into an issue with a more substantial impact on the local economy.

It's a delicate balance to attract tourists and to weigh concerns of locals about the tourists respecting our environment. Shuswap Tourism's marketing strategy aims to attract families and keep the community culture. Hopefully this will help to reduce the issues.

4. Adjournment

Moved By Director Morgan

Seconded By Director Demenok

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

CARRIED

Chair



Shuswap Tourism Advisory Committee Meeting

Thursday, May 3, 2018 – 1:00 – 4:00 PM

Report

Robyn Cyr – Manager, Shuswap Tourism

1. Trail Guide Update

The new trail guide is completed and is being printed at this time. We have reduced the number of pages to 32 and have been able to keep all of the information – just reduced the amount of information. This guide is our #1 guide in the Shuswap. Thanks to the Shuswap Trail Alliance for their participation and work on this guide and for maintaining and building the fabulous trails that we are fortunate to market.

2. MRDT Discussion

In February 2018 the BC government introduced changes to the MRDT which expands the use of MRDT revenues for affordable housing. The Province has now expanded the allowable use of municipal and regional district tax (MRDT) revenues to include housing affordability initiatives. Prior to this policy change, MRDT revenues could only be spent on Tourism marketing, programs and projects. This was intended to help communities that are struggling with housing tourism workers more options. This policy change will allow local governments across BC additional flexibility to fund housing initiatives.

I attended the BCDMOA (BC Destination Marketing Organizations Association) meeting on March 5th which a presentation was given on this discussion. The issue brought forward from this organization and the BC Hotels Association was that there was no consultation with the accommodation industry, who collect this tax, about this change in policy. This funding is also instrumental in providing funding to support the Tourism industry by providing sustainable funding to effectively market communities to our visitors across BC.

TIABC and BCHA have launched a campaign to lobby the government to not make these changes to the MRDT, however the latest PST Bulletin in April, 2018, had this policy included, even though there has still not been any discussion with the accommodation industry and the tourism industry on the impact of this policy.

This issue was discussed and debated at length during the April 25, 2018 legislative meeting by several members of the opposition and government ministries.

I received information on this issue on Thursday, April 26, 2018 and TIABC is now prepared to step up the discussion and is encouraging industry members and stakeholders to send a letter to Finance Minister James on this issue.

The MRDT committee has spoken to the City of Salmon Arm on this issue and there is no indication from the City of Salmon Arm that they will move forward and support this change to the MRDT.

3. Meeting Attendance

- BCDMOA Meeting - Kelowna
- BC Tourism Industry Conference
- Adams River Salmon Society Meeting – monthly

4. **Destination Think update** – We are continuing our consulting contract with Destination Think and we are finding the resource invaluable at this time of transition. We have also just retained their services to do a complete analysis of the Shuswap Tourism, Shuswap Economic Development, and Columbia Shuswap Film Commission website, as well as all of our Social Media Platforms to obtain more information on how we can make this all work together more efficiently and more cost effective.

5. **Creative Proposal** – We completed part of our photography and video shoot for our winter marketing campaign in March. Definitely toured the region from the North Shuswap, South Shuswap through to Blue Lake to Larch Hills to Yankee Flats to downtown Salmon Arm and Sicamous. We had wonderful snowy days and great operators that assisted us to complete this project.

6. **Regional Chambers Meeting** – Revitalization of the Regional Chambers Meetings which was held on Wednesday, April 11, 2018. This meeting provides an update to all of the regional chambers and Shuswap EcDev/Tourism as to what is happening in each area and if there is any possible collaboration. The meeting also gives the chambers an opportunity to discuss issues with their chambers and to ask the group how they have addressed these issues. Attending were Chambers representing the South Shuswap, North Shuswap, Chase, Enderby, Sicamous, Salmon Arm, and Armstrong. I had a few emails the day after thanking us for revitalizing these meetings.

7. Tourism Sector Meetings

- **Golf Consortium** –The golf consortium has attended 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. We will be organizing a meeting with the Golf Consortium in the next few weeks.
- **Marina Consortium** – Feb. 13th Meeting – CSRD – we met with the Marinas throughout the Shuswap and a lake map is in development at this time. 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.

8. Experience Guide Update

Motor Touring - We are in the process of updating the Motor Touring guide with new routes and also updating the Motor Touring app. It will now be in the same format as the Cycle Guide.

Lake Map – New map which will be for people traveling on the lake with a focus on marinas and other amenities on the lake.

Rack Cards – Wine, Golf, and the Merrie Melodies – all will be updated for the summer.

Taste of the Shuswap – Farm Tour Guide – will stay in the same format but updated with new information.

Nordic Ski – will be updated in the fall, closer to the winter season.

9. Shuswap Tourism Marketing Coordinator

Terri Hadwin started with Shuswap Tourism on March 20th. Terri has been introduced to as many operators and partners as possible. She has completed an introduction to our website and has been updating information on the website. Other things that she has been doing:

- Attended a Salmon Arm Branding Workshop
- Attended a Salty Street Fest Meeting
- Meetings with operators
- Helped to organize the Networking Event

10. Consumer Show Attendance

We attended the Vancouver Outdoor Show in March with our partner the Quaaout Lodge and Talking Rock Resort. Terri Hadwin, myself, and Kyle Dearing attended with Jesse Ziercke, General Manager with the Quaaout. We received 589 ballots into our prize draw. We had three prizes – a Waterways houseboat vacation, a spa or golf weekend at Quaaout, and 4 weekend passes and one night's accommodation at the Prestige Harbourfront Resort. We also gave away 1000 lip balm, 400 Travel planners, 300 cycle guides, 400 trail guides, and about 400 of golf rack cards, Roots and Blues brochures, wine rack cards, Taste of the Shuswap guides, and motor touring guides. I feel that this was a successful show for us and Vancouver remains to be a good market for the Shuswap.

11. Crowdriff – We are working towards getting Crowdriff ready to use. It will take us a while to put this into place as we have many photos that will have to be transferred to the Crowdriff platform. 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.

12. Indigenous Tourism Project – Funding was received through the Rural Dividend funding and will be managed by CF Shuswap to hire an Indigenous Tourism Coordinator to start working with the Indigenous communities in the Shuswap region on Tourism development and marketing. Shuswap Tourism will be a partner in this project by providing some mentoring and marketing support.

13. Adam River Salmon Society – “Salute to the Sockeye” – We have been working with the Adams River Salmon Society on their website redevelopment and marketing for the “Salute to the

Sockeye". The event starts on September 28-Oct 21 2018. We will have a presence on site at the event for the month and assist with planning as the event moves forward.

- 14. Wild Salmon Caravan** – This is an Indigenous project which starts in Vancouver and will wind its way through the Fraser Canyon with the final stop being in Chase. We have been attending planning meetings and will provide marketing support for this event. The event in Chase will be on Sept 26, 27 and will lead into the "Salute to the Sockeye" event.



MRDT Key Messages for MLAs/media

1. The proposed change to MRDT regulations was introduced without meaningful consultation with the industry most affected. Before moving forward with any changes, industry should be consulted.
2. There are numerous examples when governments destabilize tourism marketing or eliminate it completely – Washington State, Colorado <http://longwoods-intl.com/the-rise-and-fall-of-colorado-tourism/>
3. The concept to rob Peter to pay Paul typically results in failure. For example, in recent years government used a particular crown corporation's revenues to balance the books and fund other projects. Now this crown corporation is in a perilous position financially. This will happen in tourism as well.
4. Because MRDT requires support from the local hotel community, this new scenario will pit hoteliers against local governments. That does not foster intra-sector collaboration.
5. At renewal time, MRDT may be shut down in many communities due to lack of hotel support because of the housing stipulation. Consequently, a smaller destination marketing fee applied by hotels could emerge to replace MRDT but not necessarily be forwarded to a DMO.
6. The current MRDT structure has been successful for decades. No other industry would have to face this scenario where they are destabilized to fix another issue.
7. MRDT provides local/regional governments with a sales tax stream derived by only one industry. It makes this revenue stream too tempting for a local government to resist. As a result we will see DMOs at risk.
8. Reduced MRDT will cost communities who will now have to fund tourism marketing out of city coffers.
9. With an incoming crop of new councillors and mayors this fall, many of them will not have familiarity with this program. Therefore, they will view MRDT as another source for funding election promises.

Tourism Kamloops Summit – April 18 2018

Brand Journalism – book STUNG – Gary Ross – garyross.ca

The Power of your own story

People don't buy what you do – they are buying why you do it

Smart Content Marketing

Video moments – someone doing something they haven't done before – someone doing a challenging hike, mountain bike ride, kayak, etc.

What is Smart Content?

S is for Strategy

Research about visitors – real visitors, real connections, real experiences

Schedule content – editorial calendar, social media calendar

M is for Mobile

Most people consume marketing on a mobile device

People don't read on a smartphone – they scan

Say the most important thing first

Be concise – don't make people read things they don't need to read – the more succinct your message the more likely to be read- simple words, short sentences, short paragraphs,

M is for Measurement

Figure out what works and testing

A is for Attention

R is for Repurposing

Use successful posts repeatedly. Vary them slightly.

Source, aggregate, and curate content produced by others

T is for Trust

Content Marketing vs **Brand Journalism** – no bullshit

Think more like a publisher, less like a marketer

Quality beats quantity

More informational, More conversational, More original, More descriptive, More realism

Honest and true

People don't want to be sold, they want to be told

Simple concise and conversational

Travel and Digital Marketing

53% of traveler use google – businesses need to use google my business

31% of travelers use their phones to book accommodation

Engaging consumers in the era of the eight second attention span

Powerful Marketing Network

Content – Crowdriff - New Dam – Content Commonwealth

Shared Technology – Salesforce – New Web- Trip Advisor

Data

10 Million Visits on DBC website per year

Digital Properties

Mobile First Web Design

Google Chrome

Set goals for posting on Facebook – 3 times a week – be consistent

CRM

COLUMBIA SHUSWAP - FILM COMMISSION

2018 First Quarter Activity Report - Columbia Shuswap Film Commission

January :

- Continued working with Caravan Media - Alan White, a U. K. Based company looking to film Avalanches in Revelstoke. Worked heavily with Caravan thru January and into February. Navigating the world of Front Counter, Tenure/ Land Leases. Eventually having assistance with Creative BC. It became clear that Caravan Media needed to hire a seasoned Remote & Mountain region locations Scout. I was referred to Robin Mounsey and in turn connected the two, unfortunately in the end Caravan Media could not meet all the requests from Front Counter BC. (front counter and Land and resources made it very difficult)
- Location enquiry - " Borderline " script & location breakdown received from Creative BC. Contacted show Rep Emily Alden, exchanged location package emails. February director and producer were scheduled to come into Revelstoke to Scout. Unfortunately dates changed, Emily seemed to lose track of what and when... last conversation was yes they were coming just don't know when...
- Worked with Revelstoke City on an inquiry for a small production (Stacked Films) looking to shoot a short film/ video for promotional material. Motorcycle sled racing thru the City of Revelstoke. Worked on this for a number of days assisting and waiting on the shows Producer. eventually weather was not optimal and they are now pushed to Late 2018.
- Received a call from Line Producer Coleen MacEachran - Factual TV looking for assistance in finding Accommodation for crew. This is 1st. season of "Rust Valley Restoration". They will be shooting a reality style program of a local car restoration shop starting in April over the next seven months. April 18th the shows two Producer / directors Tyler and Matt arrived to set up and start work on the first episode. I met and had lunch learning more about their program and upcoming needs.
- Vlad Doclin a Producer from Montreal came into Golden early February shooting promotional material for Parks Canada. I assisted in locations packages, mountain guides, safety guides, drone pilots, Accommodations. Three days of filming went very well. Spoke with Vlad and he was very pleased with how well everything went.

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January cont' :

- received e-mail contact from productions looking for specific locations for car commercials. Locations packages sent, follow up...

February:

- Begun working with City of Revelstoke - Nicole Fricot (EcDev Director) on the revamp of the City's Film Policy/ Guidelines and Film Permit Application Form.
- Ford car commercial inquiry looking to come into Golden for two days. Lyndsey Shapiro from SJR out of New York. Shot on private property along with back country roads. Assisted with permitting thru front counter MOTI to gain permission to lock up and control two separate road ways.
- Received email from Director " Beautiful Gun " looking for locations with in Salmon Arm and Revelstoke. Small independent short film crew needing specific locations... and SNOW. Worked with Director Gabriel Correa along with show Producer to find multiple locations in Revelstoke and Malakwa. Prep ran thru March with the show shooting the second week of April. Assisted with location packages, scouting, tech survey, location lock up. As well assisting with props and set pieces. Director Producer were very happy.
- Met with Terry Rysz Sicamous Mayor, introduce myself. It was a good conversation informative for both of us.

March :

- initiated contact with School District 83 to discuss current schools in Commissions data base, and the need to update and add more schools. Spoke at length with Superintendent Peter Jory and found him to be very open to including schools in the data base. We agreed that after the current school year we would have access to shoot some of the schools.

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March Cont' :

- Reached out to both City of Sicamous (Evan Parliament) and City of Salmon Arm (Robert Niewunhuis) regarding implementation of a Film Policy/ Guideline along with a Film Application Permit form. This will be an ongoing discussing...
- Received an email inquiry for Fox Features looking for highways, Cat Carabine is the shows Location Manager. Scouted and submitted location package.
- End of March early April Script and Look Book received for "Dark Divide" - Tom Putnam. Read and completed a location breakdown, submitted locations packages.

Looking ahead to April...

- Have contacted Creative BC and Act Safe BC to see about putting on courses within the Columbia Shuswap. Motion Picture Orientation Course, P. A., other relative courses necessary when applying to the Film and Television industry.
- Over the last few months I have begun to meet and collect a number of resumes of "film techs" within the C. S. R. D.
- Just Confirmed - May 15 & 16th Sean and Matthew of Creative BC will be in the CSRD for a two day Familiarization Tour. Itinerary to follow...