



BOARD REPORT

TO: Chair and Directors

File No: 0580 27

SUBJECT: Electoral Area F: Sole Source Contract Award for the 2022 Salmon Run Marketing Campaign

DESCRIPTION: Report from Stephanie Goodey, Tourism Marketing Coordinator, dated September 2, 2022.

RECOMMENDATION: THAT: the Board empower the authorized signatories to enter into an agreement with CESK Creative for assistance in implementing Shuswap Tourism’s 2022 Salmon Run Marketing Campaign Media Spend in the amount of \$15,000 plus applicable taxes, this 22nd day of September, 2022.

SHORT SUMMARY:

Staff is recommending a sole source contract be awarded to CESK Creative for assistance in the implementation of Shuswap Tourism’s 2022 Salmon Run Marketing Campaign Media Spend. CESK Creative is also responsible for the Adam’s Lake Salmon Society marketing campaign for the 2022 Salute to the Sockeye Festival. Shuswap Tourism staff have been working with CESK Creative to ensure that both organizations marketing campaigns align. In doing this, it has become apparent that to reach a larger audience and achieve an overall more robust campaign it would be beneficial to both organizations if their individual budgets for the media spend were combined.

VOTING: Unweighted Corporate LGA Part 14 (Unweighted) Weighted Corporate Stakeholder (Weighted)

BACKGROUND:

Shuswap Tourism (ST) is recommending a sole source contract award for this project because ST has successfully worked with CESK Creative on a variety of past projects. Because of this work history, which has always yielded strong results, CESK Creative is best positioned to lead the development and implementation for the 2022 Salmon Run Marketing Campaign Media Spend.

In June 2022 Shuswap Tourism worked with the creative team at One Peak Creative to capture video assets for the campaign. With assistance and participation from The Adams River Salmon Society and The Little Shuswap Lake Indian Band, a strong set of videos were created. The objective of these videos is to promote the annual Salmon Run, of which 2022 is a dominant year, and which is included in Shuswap Tourism’s 5-year Strategic Marketing Plan.

While working with CESK Creative to ensure that the Adam’s Lake Salmon Society marketing campaign for the 2022 Salute to the Sockeye Festival and Shuswap Tourism marketing plans aligned, it became apparent that to reach a larger audience and achieve an overall more robust campaign, it would be beneficial to both organizations if their individual budgets for the media spend were combined.

CESK Creative has already begun the planning process of promoting the creative content for this campaign on various online marketing avenues along with a focus on TV promotion. The intent is to

coincide the beginning of the campaign with the beginning Salute to the Sockeye Festival. This is based on recent studies stating that most travellers currently prefer to book last minute travel versus prebooking travel.

POLICY:

In accordance with Policy No. F-32 "Procurement of Goods & Services", Board authorization must be obtained for any sole sourced contract over \$10,000.

FINANCIAL:

There is \$15,000 allocated towards Salmon Run campaign media spend in the 2022 Shuswap Tourism budget, based on Destination BC funding that was approved for 2022/2023.

IMPLEMENTATION:

Shuswap Tourism Staff will work with CESK Creative and The Adams River Salmon Society to implement the 2022 Salmon Run Marketing Campaign Media Spend. The work on this campaign will begin as soon as the contract is signed.

DESIRED OUTCOMES:

That the Board endorse the staff recommendation(s).

BOARD'S OPTIONS:

1. *Endorse the Recommendation(s).*
2. *Deny the Recommendation(s).*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

Report Approval Details

Document Title:	2022-09-22_Sole_Source_Contract_Award-Shuswap_Tourism_Salmon_Run_Marketing_Campaign.docx
Attachments:	
Final Approval Date:	Sep 8, 2022

This report and all of its attachments were approved and signed as outlined below:



Morgen Matheson



Jennifer Sham

No Signature - Task assigned to Jodi Pierce was completed by assistant Jennifer Sham

Jodi Pierce