



BOARD REPORT

TO: Chair and Directors

File No: 0580 01

SUBJECT: Shuswap Tourism Digital Marketing Promotion Project Contract Award

DESCRIPTION: Report from Robyn Cyr, Economic Development Officer (EDO), dated February 13, 2018

RECOMMENDATION #1: THAT: The Board empower the authorized signatories to enter into an agreement with Destination Think Consulting to develop the Shuswap Tourism Digital Marketing Promotion project for the amount of \$32,425.00.

SHORT SUMMARY:

The purpose of this request is for the CSR D Board is to approve that the development of the Shuswap Tourism Digital Marketing Promotion project be awarded to Destination Think Consulting in the amount of \$32,425.00. This project has been funded through the 2017/2018 Destination BC Coop marketing funding (Tactic #1) and was approved in the 2017 Shuswap Tourism budget. Another company was asked to submit a proposal but did not respond to our request.

The objective of the Shuswap Tourism Digital Marketing Promotion project is to increase brand awareness of year-round activities and experiences in the Shuswap region including alignment in new and existing markets.

VOTING:	Unweighted Corporate	<input type="checkbox"/>	LGA Part 14 (Unweighted)	<input type="checkbox"/>	Weighted Corporate	<input type="checkbox"/>	Stakeholder (Weighted)	<input checked="" type="checkbox"/>
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BACKGROUND:

Destination Think has prepared a rolling tactical plan and the 2017 Shuswap Tourism Strategy for Shuswap Tourism. Destination Think is also currently working under contract to Shuswap Tourism to provide strategic consultation to support and guide Shuswap Tourism through various elements of the tactical plan and strategy implementation. The Shuswap Digital Marketing Promotion project is one of the initiatives outlined for implementation in the Shuswap Tourism Marketing Strategy and an approved project in the 2017/18 Destination BC Cooperative program funding (Tactic #1).

This project is included in the 2017/18 Destination BC Cooperative Program funding and the funding amount of \$32,425.00 (\$16,212.50 – Destination BC and \$16,212.50 - Shuswap Tourism) was approved for this project in the 2017 Shuswap Tourism budget. This project is to increase brand awareness of year-round activities and experiences in the Shuswap region including alignment in new and existing markets.

In order to maintain project and strategy implementation consistency Destination Think has been chosen to develop the Shuswap Tourism Digital Marketing Promotion project.

POLICY:

CSRD Purchasing Policy No. F-32 Procurement of Goods and Services, requires that Board authorization must be obtained for any purchase over \$25,000 where the recommended supplier is not the lowest priced submission.

FINANCIAL:

There was \$32,425 allocated in the 2017 Shuswap Tourism budget for the Shuswap Tourism Digital Marketing Promotion Strategy. This project has been funded through the 2017/2018 Destination BC Co-operative Marketing Partnerships Program. As the project was not completed in 2017, both the project and the resulting surplus have been included in the 2018 budget.

SUMMARY:

The digital marketing campaign will showcase the fourteen Shuswap itineraries/experiences with a main focus on experiences in the less busy seasons in fall, spring, and winter. This campaign will focus and align with the target markets identified in the Pacific NW US, BC, and Alberta.

IMPLEMENTATION:

Robyn Cyr, EDO, will work with Destination Think, CSRD Staff, tourism businesses, and community organizations to implement the Shuswap Tourism Digital Marketing Promotion project. The work on the Shuswap Tourism Digital Marketing Promotion project will begin as soon as the contract is signed.

COMMUNICATIONS:

R. Cyr will provide updates on the Digital Marketing Promotion project to the Shuswap Tourism Advisory Committee at the quarterly meetings.

DESIRED OUTCOMES:

That the Board endorses the recommendation to enter into a contractual agreement with Destination Think for the Shuswap Tourism Digital Marketing Promotion project.

BOARD'S OPTIONS:

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

LIST NAME OF REPORT(S) / DOCUMENT(S) AVAILABLE FROM STAFF:

1. Destination BC Co-operative Marketing Partnerships Program Application

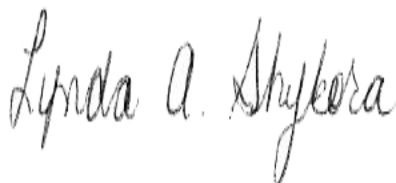
Report Approval Details

Document Title:	Shuswap Tourism Digital Marketing Promotion Contract.docx
Attachments:	- DBC Coop Marketing Application - Shuswap - 2017-18 - Revised 022817.pdf
Final Approval Date:	Feb 14, 2018

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



Jodi Pierce - Feb 13, 2018 - 4:48 PM



Lynda Shykora - Feb 14, 2018 - 9:34 AM



Charles Hamilton - Feb 14, 2018 - 10:07 AM