

BOARD REPORT

TO: Chair and Directors

File No: 0580 01

SUBJECT: Shuswap Tourism Creative Production Strategy 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 Creative Production Strategy for the amount of \$30,200.

SHORT SUMMARY:

The purpose of this request is for the CSR D Board to approve that the development of the Shuswap Tourism Creative Production project be awarded to Destination Think Consulting in the amount of \$30,200.00. This project has been funded through the 2017/2018 Destination BC Coop marketing funding (Tactic #2) 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 strategy is to develop new video and photography assets relating to the winter seasonal attributes of the Shuswap Region to leverage for content channels and marketing efforts.

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

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 Tourism Creative Production 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 #2).

This project is included in the 2017/18 Destination BC Cooperative Program funding and the funding amount of \$30,200.00 (\$15,100.00 – Destination BC and \$15,100.00 Shuswap Tourism) was approved for this project in the 2017 Shuswap Tourism budget. This project is for the development of video and new imagery for the promotion of the Shuswap Tourism region. This video and imagery will showcase the 14 Shuswap itineraries with the primary focus on the spring, fall, and winter seasons.

In order to maintain project and strategy implementation consistency Destination Think has been chosen to develop the Shuswap Tourism Creative Production Project.

POLICY:

CSR D 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 \$30,200 allocated in the 2017 Shuswap Tourism budget for the Shuswap Tourism Creative Production Strategy with the assistance of the Destination BC Co-operative Marketing Partnerships Program. As this project was not completed in 2017, both the project and resulting surplus from 2017 have been included in the 2018 budget.

KEY ISSUES/CONCEPTS:

This project was identified by Shuswap Tourism in the 2017/2018 Destination BC Coop Program Application and the 2017 Shuswap Tourism work plan as a priority project for the promotion of the Shuswap region.

SUMMARY:

The Shuswap Tourism Creative Production project 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 Creative Production project. The work on the Shuswap Tourism Creative Production project will begin as soon as the contract is signed.

COMMUNICATIONS:

The proponent will be notified of the Board's decision and project updates will be given to the Shuswap Tourism Advisory Committee at the quarterly meetings.

DESIRED OUTCOMES:

That the Board endorse the recommendation to enter into a contractual agreement with Destination Think for the Shuswap Tourism Creative Production Strategy in the amount of \$30,200.00.

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. 2017/2018 Destination BC Co-operative Marketing Partnerships Program Application

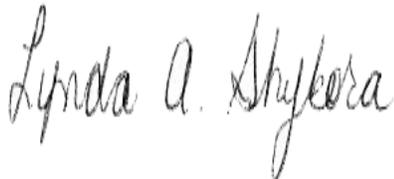
Report Approval Details

Document Title:	Shuswap Tourism Creative Production Contract.docx
Attachments:	- DBC Coop Marketing Application - Shuswap - 2017-18 - Revised 022817.docx
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 - 4:07 PM



Lynda Shykora - Feb 14, 2018 - 9:42 AM



Charles Hamilton - Feb 14, 2018 - 10:04 AM