

## 2016/2017 Co-operative Marketing Partnerships Program

### Project Costs

**Community/Consortium/ Sector:** Shuswap  
Tourism  
Shuswap

**Lead Organization:** Tourism

**Last updated:** 16-Mar-17

Instructions: If you need more lines in one or more sections, simply insert a new row.

**Marketing Tactic:** List each marketing tactic as described in Appendix A of your Shared Cost Agreement (contract) with Destination BC.

**Item Purchased:** List each item purchased, e.g. online advertising, search engine optimization, etc.

**Supplier Name:** Name of the Company that the items or services were purchased from.

**Invoice Date:** Date on invoice or transaction date on credit card.

**Invoice Number:** Unique number on invoice document.

**Amount:** Cost of item purchased, including PST, but excluding GST.

**Cheque/Authorization number (proof of payment):** Please indicate a cheque number, confirmation number or authorization number, identifying the payment that was made to the supplier.

**Maximum Destination BC Funds:**

Destination BC will contribute up to 50% of eligible costs, up to the maximum dollar amount shown in the Shared Cost Agreement (contract).

Marketing Tactic	Item purchased	Supplier Name	Invoice Date	Invoice number	Amount (Excluding GST)	Cheque/authorization number
Image Acquisiton	Honararium - Photo Shoot	Storm Dafoe	June 22/16	June 22/16	150.00	91026
Image Acquisiton	Accomodation Photographer and support	Artists House B and B	June 15/16	June 15/16	300.00	91084
Image Acquisiton	Food for Photographer and Models	Shuswap Pie Company	June 15/16	June 15/16	29.55	00408-0027
Image Acquisiton	Food for Photographer and Models	Shuswap Pie Company	June 15/16	June 15/16	12.60	00408-0027
Image Acquisiton	Food for Photographer and Models	The Blue Canoe Bakery	June 16/16	ST0002	129.20	0408-0009
Image Acquisiton	Photo Shoot Organization	Reach Marketing	June 15/16	174	518.00	00408-0066
Image Acquisiton	Food for Photo Shoot	Reach Marketing	June 15/16	176	327.32	00408-0066
Image Acquisiton	Food for Photo Shoot	Shuswap Pie Company	June 15/16	Credit Card	29.00	00417-0001
Image Acquisiton	Props for Photo Shoot	Winners	June 15/16	101131	54.54	00417-0001
Image Acquisiton	Props for Photo Shoot - Local Beer	Barley Station Brew Pub	June 15/16	424229	14.89	00417-0001
Image Acquisiton	Props for Photo Shoot - Local Wine	Salmon Arm Liquor Store	June 15/16	1199403	39.81	00417-0001
Image Acquisiton	Props for Local Shoot	Canadian Tire	June 15/16	58	7.42	00417-0001
Image Acquisiton	Lunch for Staff	Shuswap Pie Company	June 15/16	262559	15.24	00417-0001
Image Acquisiton	Accomodation Photographer and support	Prestige	June 17/16	47765	226.8	00417-0001
Image Acquisiton	Fuel for Houseboat	Waterway Houseboats	June 16/16	2404	357.77	00417-0001
Image Acquisiton	Photographer	Kari Medig	August 29/16	160829_3	6042.96	91371
Image Acquisiton	Photography Creative Direction, Onsite Management and Image	Story & Co.	Sept 15/16	4829	1750.00	00432-0105
Image Acquisiton	Photography Creative Direction, Onsite Management and Image	Story & Co.	Feb 27, 2017	4879	1750.00	00485-0068

<b>SUB TOTAL</b>					<b>11755.10</b>	
In Region Promotion	Reskinning of Billboards	High Impact Signs	July 25/16	9186	2129.30	00418-0036
In Region Promotion	Sign Board - Local Arena	Salmon Arm Silverbacks	August 29/16	August 30/16	2000.00	91379
In Region Promotion	Development of Materials	Story & Co.	March 13/17	4890	10000.00	00491-0065
<b>SUB TOTAL</b>					<b>14129.30</b>	
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	July 4/16	780	5000.00	0408-0088
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	August 12/16	787	2500.00	00418-0089
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	Sept 2/16	793	2500.00	00428-0085
Online Advertising Campaigns	Online Marketing Management, Development and Design	Story & Co.	Sept 15/16	4830	2000.00	00432-0105
Online Advertising Campaigns	Online Marketing Management, Development and Design	Story & Co.	Oct 16/16	4841	2000.00	00443-0099
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	Oct 27/16	799	2500.00	00443-0101
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	Nov 25/16	807	2500.00	00456-0124
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	Dec 23/16	815	2500.00	00469-0072
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	Feb 28/17	823	2500.00	00485-0070
Online Advertising Campaigns	Advertising Campaigns	Tekpro Information Solutions	March 2017	829	2500.00	00491-0069
<b>SUB TOTAL</b>					<b>26500.00</b>	
Experience & Itinerary Development	Itinerary Development	Reach Marketing	Oct 15/16	183	925.00	00448-0069
Experience & Itinerary Development	Itinerary Development	Story & Co.	March 13/17	4889	10000.00	00491-0065
Experience & Itinerary Development	Itinerary Development	Story & Co.	March 13/17	4888	10000.00	00491-0065
<b>SUB TOTAL</b>					<b>20925.00</b>	
Regional Awareness	Material developed	Story & Co.	March 13/17	4887	5000.00	00491-0065
<b>SUB TOTAL</b>					<b>5000.00</b>	

**\$ 78,309.40**