SAYWARD TOURISM COMMITTEE

MEETING AGENDA

September 14, 2016

VILLAGE OF SAYWARD COUNCIL CHAMBERS

- 1. Call to Order.
- 2. Introduction of Late Items.
- 3. Approval of Agenda. Recommended Resolution:

That the Agenda for the Sayward Tourism Committee Meeting for September 14, 2016 be approved.

 Minutes of Previous Meetings. Recommended Resolution: That the Minutes of the Sayward Tourism Committee Meeting held on July 13, 2016 be adopted.

5. Delegations. Nil

- 6. Correspondence. Nil
- 7. Unfinished Business.
 - a. Sayward Tourism Plan

That the Committee determine what the next steps in the Sayward Tourism Plan should be tackled.

b. Local Business Profile

Mike Marsh update the Committee on the local business profile project.

c. <u>Tourism Brochure</u>

Joyce Ellis provide the Committee with an update on the Tourism Brochure project.

d. Village of Sayward Website

Darren Kiedyk provide an update on the new Village of Sayward website.

- e. <u>AHOY BC Profile</u> Linda Fear provide an update on the AHOY BC profile for the harbour.
- f. <u>Whale Heritage Site</u> Joyce Ellis provide an update on the Whale Heritage Site project.
- g. <u>Grocerv Store Update</u> Revitalization Tax Exemption agreement signed.

8. New Business.

- Approval of Tourism Sayward Logo Design Recommended Resolution: That the Committee approves the Tourism Sayward Logo Design (samples attached to the agenda).
- b. <u>Destination BC Co-operative Marketing Partnerships Program</u> Funding opportunity through Destination BC, champion required.

c. TVI, AGM, Conference and Awards

Should a representative from the committee attend? Ucluelet, Oct 4th to 6th.

9. Public Question Period (maximum 15 minutes).

Chair: "The purpose of the public question period is to permit people in the gallery to ask questions about the issues discussed by the Committee during the meeting. Speakers will be allowed to ask one question each. If time permits, after everyone has had an opportunity to ask questions, speakers will be allowed to ask a second question. For the record, please state your name and address."

10. Adjournment.

Recommended Resolution:

That the Sayward Tourism Committee Meeting of September 14, 2016 be adjourned.

SAYWARD TOURISM COMMITTEE

MEETING MINUTES

July 13, 2016

VILLAGE OF SAYWARD COUNCIL CHAMBERS

In Attendance:

Jacqueline Mewis Sue Poulsen Bev Fisher Joyce Ellis Mike Marsh John MacDonald Darren Kiedyk Janet Rainbow

1. Call to Order.

The meeting was called to order at 7:00 pm.

2. Introduction of Late Items. - Nil

3. Approval of Agenda. Recommended Resolution:

That the Agenda for the Sayward Tourism Committee Meeting for July 13, 2016 be approved. CARRIED

4. Minutes of Previous Meetings. Recommended Resolution:

That the Minutes of the Sayward Tourism Committee Meeting held on June 8, 2016 be adopted.

5. Delegations.

Recommended Resolution:

That the Committee welcomes Mr. Mike Coulter to speak about the ATV Trails project and his association's plans. CARRIED

Mike Coulter, president gave a powerpoint presentation on the clubs activities, goals and plans. Mr. Coulter stated that;

- their ATV club is a member of ATV BC
- they have partnered with various organizations and built a large trail network, camping facilities and staging area near Pye Lake.
- they have also developed the "Strathcona ORV Loop" (Off Road Vehicle) which consists of a 400 km loop from Campbell River to Gold River to Sayward, the loop takes about 3 days to complete.
- their next initiative is get the laws changed so that atvs can be driven legally on designated public roads. They are asking for Sayward support with this initiative.
- it's their belief that there is huge tourism and financial benefit to having the atvs come to Sayward and they need help getting local roads designated.

6. Correspondence. - Nil

- 7. Unfinished Business.
 - a. <u>Approval of Highway Signage Design</u> Recommended Resolution:

That the Committee approve the "Welcome to the Sayward Valley" highway signage attached to the agenda. **CARRIED**

b. Sayward Tourism Plan

Committee members are to look at the plan over the next several weeks and come to the August meeting ready to figure out what next steps in the Sayward Tourism Plan should be pursued.

c. Familiarization Tour

Some committee members went to the Cypress Tree and surrounding area and determined that due to the distance, condition of the road and the fact it is an active logging road the venue is not a viable tourist attraction.

Some committee members also went on a Discovery whale watching tour in Telegraph Cove and were very impressed with the tour and operator.

d. Local Business Profile

No article this month will resume in August.

e. <u>Tourism Brochure</u>

An updated Tourism Brochure is being completed, copies will be made when the existing stock runs out.

f. Village of Sayward Website

Website is getting closer to be completed. There will be a Tourism page on the website, the committee will be able to provide input and suggestions regarding the content and look. Terry will be invited to a future meeting to work with the committee on the tourism page.

g. 2016 Kusam Klimb Update

Another successful year with 487 participants.

h. AHOY BC Profile

The initiative has received funds from ICET, both content and pictures will be updated for the harbour and wharf on the website.

i. Whale Heritage Site

Joyce Ellis is working/monitoring the Whale Heritage Site project.

8. New Business.

a. Sayward Tourism Logo

Darren will have a couple of logo designs, based on the new "welcome" sign drafted for the next committee meeting.

b. Sayward Futures Update

- Canada Day festivities went well, attendance a bit down this year.
- Gift shop/information bureau now open, looking to hire a part-time person.
- A new couple is taking care of the Elk Creek campground
- Marine Harvest and Sayward Futures will be putting on a salmon bbq as a fundraiser.
- Kids fishing derby will be held on Labour Day weekend.
- Sayward Futures is looking at getting a safety rail installed on the wharf.

9. Public Question Period (maximum 15 minutes). - Nil

. . . [.]

10. Adjournment.
 Recommended Resolution: That the Sayward Tourism Committee Meeting of July 13, 2016 be adjourned.

The meeting adjourned at 8:25 pm.

CARRIED

	SUMMARY: SAYWARD TOURISM PLAN UPDATE 2016-2017		
STRATEGIC PRIORITIES	ACTIONS (abbreviated)	PRIORITY	STATUS
Moving forward with existing community and related economic	 Continue the current partnership efforts with Strathcona Regional District to improve highway signage and increase the visibility of Sayward as a destination for passing traffic. 	, н,	
development and	2. Continue to pursue completion of the cell tower project.	-i •	
infrastructure initiatives	3. Continue the current efforts to encourage and incentivise the development of new commercial services in the strip mall.		
	a) Work collaboratively to develop an investment strategy that will attract new businesses, including accommodation services.	2	
	 This will require building a strong understanding of current visitor levels and preparing a preliminary feasibility analysis as part of an investment portfolio. 		
	 In developing an investment prospectus, identify the opportunity to establish a business that includes providing a range of rental services to meet emerging needs of visitors (e.g. bicycles). 		
	 The recently revived Sayward Futures should continue to identify practices that will assist in revitalizing existing businesses and building a stronger internal business community. Other initiatives include: 	2	
	a) Providing networking opportunities for local tourism businesses and encouraging participation in regional tourism networking.	1	
	b) Participation in TVI events, including training events and the Annual AGM and Tourism Conference.	1	
Building a collaborative	5. Explore and develop the opportunity to work with Campbell River in the context of the new regional model that is likely to be established in the near future.	1	
approach and a stronger community	 a) Create awareness within the accommodation sector of the MRDT program as a means of creating new funds for marketing and explore the interest and feasibility of introducing this program in association with Campbell River. 	г і	
pusiness model to developing tourism	6. Give consideration to identifying ways of generating other sources of revenue. In addition to the MRDT, potential options to be explored include:	2	

STRATEGIC PRIORITIES within a regional	SUMMARY: SAYWARD TOURISM PLAN UPDATE 2016-2017		
within a regional	ACTIONS (abbreviated)	PRIORITY	STATUS
framework	a) The development of a 'pay-to-play' program where marketing and promotional opportunities for Sayward are identified and tourism operators are offered the opportunity to partner on an initiative.		
	 c) The implementation of a tourism levy. d) A destination marketing fee – in theory this could be applied to a range of business operations. 		
	e) A combination of options.		
	The development of a business plan will be required for whatever option is pursued.		
	 Urganize raminarization tours for regional visitor Centre staff. B. Develop a mechanism and content for a regular news update that is specific to 	, i ,	
	tourism operators.	-	
	a) Work toward establishing an understanding of the significance of tourism within the wider community.		
	9. Work collaboratively to identify and pursue emerging grant opportunities.		
		2	
Exploring opportunities for	 Maintain a focus on trails as the basis on new experiences. a) Collaborate with TVI on the regional trails strategy for Vancouver Island and the Sunshine Coast initially by reviewing the Campbell River and region database 	1	
product and visitor experience	and highlighting gaps that relate to the Sayward area. Ensure that the information relating to the primary trails has been fully captured.		
development on an ongoing basis	b) Participate in the forthcoming regional workshop and/or stakeholder consultation for Phase 2 of the project. There are a range of variables to be	41	
	c) Undertake wider community dialogue on trails to fully assess all related tourism		
	opportunities and management needs.	2	
	i. Build the community's inventory of trails;		

	SUMMARY: SAYWARD TOURISM PLAN UPDATE 2016-2017		
STRATEGIC PRIORITIES	ACTIONS (abbreviated)	PRIORITY	STATUS
	iii. Identify ways of enhancing the experience through mapping, interpretation and new ways of telling stories related to the trails;		
	iv. Prepare mini-project plans to be ready on a preliminary basis as shovel- ready projects;		
	 Maintain a search and an awareness of forthcoming grant and funding opportunities. 		
	 d) Explore ways of leveraging Sayward's association with the Sayward Forest Canoe Route and the Salmon Brewster Equine Trail Corridor – e.g. through discussions with the Back Country Horsemen of British Columbia and TVI 	2	
	11. Build on the iconic annual Kusam Klimb event through strengthening the regional messaging and linkages with the community.	2	
	12. Continue to explore innovative ways of capitalizing on existing strengths and assets. Examples include:	2	
	 Evening storytelling around a fire-pit; 		
	 Seafood barbeque on the beach with indigenous menu; 		
	 Organized interpretive tours of York Island; 		
	 Packaged experiences that include local tasting experiences enhanced through interpretation and story-telling; 		
	 Walking tours of Kusum Ghost Town developed in collaboration with the K'ómoks First Nation; 		
	 Guided walk of the old trees; 		
	 The development of excursions that included picnic lunches profiling local foods created by local business operators; 		
	 Cycle rental services and the promotion/development of cycling itineraries from Campbell River; 		
	 Itineraries that include the Saturday market; 		
	 Kavaking in the estuary: 		

	SUMMARY: SAYWARD TOURISM PLAN UPDATE 2016-2017		
STRATEGIC PRIORITIES	ACTIONS (abbreviated)	PRIORITY	STATUS
	 Walking tour of gardens and promoting of the 'boom boat ballet'; Packages that include adventure (climbing H'kusam Mountain) combined with opportunities to interact with locals in the evening. 		
	13. Identify stories and themes (in an inventory) that will resonate with the visitor and explore how they might be used in developing new or enriching existing experiences and interpretative materials.	2	
	14. Use existing events to encourage visitors to stay longer through developing and promoting activities to do on either side of the event.	2	
Developing a stronger destination identity online and	15. It is recommended that the Tourism Committee works with the Village and Sayward Futures to oversee the development of one consolidated visitor-friendly website that links to relevant stakeholders and tourism operators.	1	
offline	16. Carefully consider the positioning of Sayward and develop online content that relates to the key experiences and assists the visitors with participating in the outdoor activities, including map assets.	1	
	17. Develop a stronger social media presence for Sayward.	1	
	18. Develop a digital "things to do in Sayward" page that highlights the community's top activities.	1	
	19. Establish a small working group with specific skills and experience in online marketing to work with the Tourism Committee.	1	
	20. Continue to partner with the City of Campbell River and other regional partners, including TVI, in the development of content for regional printed guides.	1	
Encouraging the development of	Seek opportunities to build capacity within the Tourism Committee and encourage a partnership-based approach to developing tourism.	ongoing	
strong leadership through the Tourism			
Committee			

Customer: Village of Sayward

Project: Town Emblem

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Program Guidelines & Application Form Fiscal Year 2017/18 July 29, 2016

> Destination British Columbia...

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1 INTRODUCTION

The Destination BC Co-operative Marketing Partnerships Program (The Program) is an application-based program that provides co-operative marketing and promotion support to Regional Destination Marketing Organizations, Community Consortiums, Sector Organizations or approved Individual and Paired Communities in British Columbia.

The Program was developed based on advice from the Destination BC Tourism Marketing Committee, an industry-based advisory committee with members representing all regions of BC and a cross-section of stakeholders. Input was also provided through participants of over 20 community consultation sessions throughout BC.

A list of definitions can be found in <u>Appendix 1</u>.

2 PROGRAM GOALS

Goals:

- Increase BC tourism revenues.
- Leverage private and public funds to maximize marketing impact and ROI for tourism businesses.

The purpose of the program is to enable groups that share common interests and common marketing goals that align with provincial tourism priorities to leverage both private and public funds to achieve greater marketing impact and Return on Investment (ROI) in driving tourism revenue.

The intentions of the program are to drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect industry to the provincial brand, building brand equity through all province-funded marketing initiatives.

3 PROGRAM FUNDING MODEL

The Program model is designed around two funding pools. The guidelines in this document are specific to the Open Pool of funds.

a. Open Pool

An Open Pool of funds available to all qualified applicant groups on a competitive basis.

b. Reserved Pool:

A Reserved Pool of funds specifically earmarked for strategic marketing priorities that are fundamental to the provincial brand. This pool is available to a limited number of eligible applicants. For more information on the reserved pool, please see <u>Appendix 2</u>.

4 OPEN POOL PROGRAM REQUIREMENTS AND CRITERIA

The following program requirements and criteria should generally be adhered to. However, consideration will be made for special circumstances outside of the requirements and criteria that provide a strong rationale for doing so.

4.1 Eligible Applicants

All eligible applicants must be in good standing with the Province of British Columbia. Eligible applicants fall in three categories:

Community Consortiums

- Consortiums (clusters) of 3 or more eligible Communities.
 - Consortiums should be developed based on a strong unifying theme. Some Consortiums or Communities may already be geographically defined by an existing Destination Marketing Organization (DMO).
- Community definition:
 - Geographic area with a DMO, or where a DMO does not exist, a municipal or village council, or First Nations, or regional district. For further information please see the <u>FAQ document</u>.

Individual or Paired Communities

Individual communities or two paired communities and/or Community Destination Marketing
Organizations where there is not the opportunity to form Community Consortiums (3 or more).
Pre-approval is required to apply as an Individual or Paired community. Please contact program
staff to determine if your community is eligible.

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Tourism Product/Experience Sectors (Sectors)

- Province-wide sector associations, societies, or consortiums with representation of province-wide (where it exists) experiential, market-ready tourism product.
 - Must be recognized by Destination BC as the representative marketing body for their sector.
- Sector campaign activities may be open to all sector-related stakeholders, not just members of the sector organization.

4.2 Managing Duplication of Effort

Destination BC's intent for the Program is to ensure there is minimal duplication of effort in projects that utilize co-operative marketing funds. Applicants should contact Destination BC for direction for any perceived overlaps or redundancy. The following definitions have been created to assist in clarifying the unique focus of organizations:

Community Consortiums:

- Community Consortiums should focus their co-operative marketing efforts on promoting their local geographic area with a focus on the unique selling proposition that links them together.
- Consortiums that have a focus on a single product experience should contact the appropriate Sector association to ensure minimal overlaps or to join forces with the Sector, and discuss further with Destination BC program staff.

Sector Organizations:

- Sector Organizations should focus their co-operative marketing efforts on promoting product/experience sectors with a primary sector message to a primary sector audience about the primary sector experience.
- There should be minimal overlap or redundancy between provincial and sub-provincial campaigns.
 - If a provincial sector, and a sub-provincial sector organization want to focus a campaign on their particular area, then the sub-provincial campaign should be included as a subset of the provincial campaign.
 - o If no provincial sector organization exists, then sub-sector stakeholders should work through a Community Consortium or RDMO on co-operative marketing campaigns.
 - o Please contact Destination BC if there are any questions.

For a list of recognized sector associations, please see Appendix 4.

Regional Organizations:

• Regional DMOs, under the Reserved Pool, should focus their co-operative marketing efforts on promoting Touring & Exploring programs, with the product focus on journeys that encompass several destinations and activities over multiple days throughout a large geographical area.

Destination BC may not approve projects that overlap and/or are considered redundant. Overlapping campaigns, (e.g. Community Consortiums campaign that promotes a specific Sector, or vice versa), should coordinate activities and have representation from each other as partners or join forces as applicants. See <u>Appendix 3</u> for a list of organizations that should be contacted.

Other Destination BC Programs:

Activities approved under the Open Pool will not be eligible for financial support through other Destination BC programs. Examples of other programs include the Visitor Services' Innovation Fund, the Travel Media Relations' Visiting Journalist Program and projects led by the Research, Planning and Evaluation department. Please contact program staff if you have any questions.

4.3 Eligible Activities and Costs

Program funding is intended to support new or expanded research-based marketing activities in primarily short-haul markets (BC, Alberta, and Washington). Co-op funding is available to facilitate a broad range of integrated, consumer-focused marketing activities/campaigns that work to increase tourism revenues in British Columbia and strengthen and build the *Super, Natural British Columbia*® brand, essential to our collective success.

For clarification on items not listed below, please contact program staff.

Eligible Activities:

Online Marketing

• Eligible expenses: delivery of promotional marketing messages using email marketing, search engine marketing, social media, display advertising, and mobile advertising

Paid Advertising

• Eligible expenses: delivery of promotional marketing messages using print, online, radio, and television mediums

Print/Online Collateral

• Eligible expenses: brochures, rack cards, flat sheets, guides, maps, etc.

Brand Alignment

• Eligible expenses: the development of assets and activities that enable the campaigns to align with the *Super, Natural British Columbia* brand. Please discuss with program staff, as the intent is not to develop new brands, but to build upon and strengthen the BC destination brand.

Consumer-focused Asset Development

• Eligible expenses: written content, photography, video production, and the design and development of a consortium landing page or consortium campaign microsite

Market Research

• Eligible expenses: consumer-focused market research related to program execution and relevant measurements that will allow the consortium to make informed marketing decisions

Consumer Shows

- Eligible expenses: booth registration fees, basic booth accessories (power, table, chair, carpet), show materials (pop-up banner, collateral, etc.)
- Destination BC will pay up to 50% of eligible travel-related and accommodation expenses for up to two representatives to staff booths at consumer shows, provided it is aligned to the project being funded. The following are considered travel-related and accommodation expenses:
 - o Airfare (economy)
 - o Hotel/motel accommodation
 - o Meal allowances*
 - o Ground transportation (e.g. vehicle rental, taxis, mileage*)

*Program staff can provide a current Government of British Columbia per-diem rate sheet detailing mileage rates and meal allowances

- Destination BC reserves the right to deny travel-related and accommodation costs deemed excessive or unwarranted
- Consortiums approved to attend consumer shows must coordinate attendance with any Regional DMO, or Sector, presence at the same show.

Travel media relations activities

 Pre-approval by the Destination BC Travel Media Relations team is required. Contact Destination BC program staff for more information

Marketing Tactic Coordination Fees

- If the applicant's current staff and infrastructure are not sufficiently available to execute program activities, Destination BC may permit the applicant's use of 15% of Destination BC co-op funds (up to a maximum of \$25,000) towards coordination of the approved marketing tactics, provided:
 - o An external contractor or organization is hired, or
 - One of the three or more Partner organizations will implement the program on behalf of the entire Applicant group
- Coordination Fee funding cap of \$25,000 will apply for larger value applications. Please discuss with Destination BC program staff
- Additional matching Coordination Fees may be paid by the Consortium directly to a contractor from the matching co-operative contribution provided by the Consortium, also up to 15%.
 - Example: \$50,000 in funds from Destination BC are eligible for up to \$7,500 in Coordination Fees (<15%) with no less than \$42,500 (>85%) to be used for other eligible marketing activities. \$50,000 in funds from the Consortium are also eligible for up to a \$7,500 Coordination Fee with \$42,500 to be used for other eligible marketing activities. In summary, the total project of \$100,000 is eligible for up to \$15,000 in Coordination Fees, with \$85,000 for other eligible marketing activities.
- Coordination Fees must be transparent to partners and business

4.4 Ineligible Activities and Costs

The following activities and costs are not eligible for reimbursement:

- General administrative costs such as salaries, office expenses, business cards, rent and other normal costs of business incurred by the proponent or firms represented by the proponent
- Costs associated with developing and submitting applications
- Costs associated with developing strategic plans
- Travel trade activities

- New brand development
- Non-consortium campaign website development
- Website hosting fees
- Travel costs other than to consumer shows
- Capital costs for equipment or software purchases
- Capital costs associated with marketing tactics (such as billboard or signage installation, vehicle leasing, brochure display racks)
- Rental or lease of equipment or facilities, except as it relates to the hosting of pre-approved project related events (such as media events)
- Contra or in-kind contributions, including but not limited to: accommodation, transportation, meeting space, admissions and passes, etc.
- Applications specific to bidding on and hosting sporting events and the Meeting, Conventions, and Incentive Travel (MCIT) sector
- Projects that do not include British Columbia tourism industry operator and/or stakeholder funds
 - Example: Consortium has \$50,000 from partners (including \$10,000 from a community or business based in Alberta or Washington). If the application is approved, Destination BC will only match funds from BC, i.e. \$40,000 will be matched.

Destination BC may consider exceptions if there are compelling reasons and depending on potential return on investment.

4.5 Eligible Markets

The focus of effort should be on short haul markets (BC, Alberta, and Washington). If a proposed activity is non-duplicative, has strong ROI potential and a business case can be made, Destination BC will consider applications for longer haul marketing initiatives on a case-by-case basis. Please provide your business rationale in the application.

5 FUNDING

5.1 Funding Windows

There will be one funding window annually, with applications being received by Destination BC by November 30 each year. All applications received before November 30 will be collectively reviewed and evaluated based on merit. In rare occasions, applications may be accepted outside of these dates, on a first-come, first-served basis, subject to availability of funds.

5.2 Funding Options

Applicants are eligible to apply for up to a 50% contribution from Destination BC. This is a cost-shared program; Applicants must contribute 50% (or more) towards the total project budget, and approved projects will receive up to 50% in matching funding from Destination BC.

Community Consortiums or Sectors

- Community Consortiums or Sectors are eligible to apply for up to a 50% contribution from Destination BC. The application must be for a minimum of \$20,000, to a maximum of \$250,000 per year.
 - Example: \$20,000 in funds from Destination BC plus \$20,000 in funds from the Consortium or Sector equates to a total project budget of \$40,000.
- To manage the funds available and ensure regional distribution, Destination BC may award partial funding, limit the number of approved applications above \$100,000, and limit the number of multi-year applications.
- To achieve the program objective of greater leveraging opportunities for public and private funds, when reviewing applications, a greater emphasis will be given to applications that include financial contributions from individual tourism businesses.
- Partner Applicants (i.e. a community within a Consortium) can be a part of more than one application, including Sector applications. However, no one community or Sector can apply for more than \$250,000 in total requests from Destination BC, per year, between all applications in the Open Pool.

- There is no minimum investment required by each Partner, and each does not need to contribute an equal amount; however, a reasonable investment from each partner representing true collaboration, should exist.
- For multi-year project applications, Destination BC will provide up to 50% of total project funds in Year 1, up to 40% of funds in Year 2 and up to 40% in Year 3, with the understanding that individual tourism businesses should see incremental value in the projects in Year 2 and Year 3, and should increase their investment level in the project.

Individual Community or Paired Communities

- Where there is not the opportunity to form a Community Consortium, an Individual Community may apply for \$7,500 from Destination BC, which must be matched with \$7,500 from the . Individual Community, for a project budget of \$15,000.
- For Paired Communities where there is not the opportunity to form Community Consortiums, applicants may apply for up to \$15,000 from Destination BC, which must be matched with \$15,000 from the Paired Communities (a \$7,500 contribution from each community.)
- Preapproval by Destination BC program staff is required to apply as an Individual or Paired community. If approval is given, Individual or Paired community applicants are not eligible to participate in a Community Consortium application for additional funding.
- Communities approved as Individual or Paired communities may participate in Sector programs.
- Individual Communities and Paired Communities are only eligible to submit one application for funding, and marketing activities must represent the broader community stakeholder base.
- For multi-year project applications, Destination BC will provide up to 50% of total project funds in Year 1, up to 40% of funds in Year 2 and up to 40% in Year 3, with the understanding that individual or paired communities should see incremental value in the projects in Year 2 and Year 3 and should increase their investment level in the project.

All successful applicants will receive a Funding Notification upon approval of their application, as well as a Shared Cost Agreement (contract) which outlines the obligations of each party.

5.3 Funding Payment

Community Consortiums and Sectors

- Funding will be provided based on the amount set out in the Funding Notification and upon fulfillment of contract requirements (i.e. 50% payment will be made upon signing of the contract, 35% payment will be made upon receipt of an interim report and results, and the remaining 15% will be paid upon completion of approved marketing tactics and submission of a Post Project Report).
- If cash flow challenges are expected based on the payment timing, please contact program staff to discuss options
- Prior to the 2nd payment, applicants should discuss progress with program staff and provide a written update, with results to-date against the tracking mechanisms identified in their application. If an Applicant fails to provide an appropriate Interim Report, the second payment of 35% of the funds will not be released.
- Within 30 days of project completion, and prior to the final payment, applicants should complete a
 Post Project Report, including final project results, in full and in a format provided by Destination
 BC. If an applicant fails to provide a Post Project Report, the final payment of 15% of the funds will
 not be released and will result in applications being rejected in subsequent years. Flexibility in this
 process may be acceptable in extraordinary situations.
- Destination BC will require the return of any unspent funds or funds spent on ineligible activities.

Individual Communities or Paired Communities

- Funding will be provided as one lump sum payment based on the terms set out in the Funding Notification, provided the applicant has agreed to meet funding requirements.
- A written progress report, providing detailed results, will be required midway through the project. Within 30 days of project completion, applicants must complete a Post Project Report, including final project results, and in a format provided by Destination BC. Failure to provide an appropriate report will result in applications being rejected in subsequent years.
- Destination BC will require the return of any unspent funds or funds spent on ineligible activities.

6 APPLICATION PROCEDURES

6.1 Approval Process

Applications will be received until <u>4:30 pm PST November 30</u>. Incomplete or late applications will not be considered. See <u>Section 7</u> for the application form.

Applications will be evaluated by Destination BC staff against the requirements and criteria specified in this document. Regional DMOs will be involved in the review process for Community Consortium applications to provide input and regional insights.

Destination BC will have the ultimate decision on any application. Applicants may be contacted by program staff to consider changes to their application to better meet program requirements and criteria.

Destination BC reserves the right to select and approve project proposals which best meet the objectives and requirements of the program and demonstrate the greatest potential to meet program goals and objectives.

For Community Consortiums, one Legal Entity must sign on behalf of all Partner applicants and assume legal responsibility for the project. This Legal Entity must be a tourism association/organization, municipality or regional district, First Nations, Regional DMO or similar entity. All partners in the Community Consortium must acknowledge their support of the application by also signing the application form. The Funding Notification will be followed by a Shared Cost agreement (contract) which must be signed by the Legal Entity.

Submit completed applications by email to <u>coop@destinationbc.ca</u>.

Applications will be reviewed in December and January. Funding Notifications will be issued by January 31. The designated Lead Applicant listed in the application will be notified of the funding decision.

6.2 Application Assistance

Applicants are encouraged to contact the Destination BC Co-operative Marketing Partnerships Program Manager as they develop their application to ensure that all requirements are being met.

Applicants are also encouraged to contact Destination BC to ensure tie-in to British Columbia's destination brand (Super, Natural British Columbia®) and alignment to Destination BC marketing efforts.

Regional DMOs may assist Community Consortiums in coming together and developing their plan, if desired by the Community Consortiums, and at the discretion of those communities.

At any time, Destination BC staff will be available to assist with the application process. Contact:

Kim Hood, Manager, Marketing Co-op Programs Tel: 604 660 4708 Kim.Hood@DestinationBC.ca

6.3 Application Evaluation

Destination BC will provide up to 50% of total project funding. Campaigns must provide a measurable call to action. Applications will be evaluated based on the following four criteria categories:

- A. Increased Tourism Revenue in BC
- B. Building Brand Equity for the Super, Natural British Columbia® brand
- C. Strength of the Marketing Plan
- D. Resources to Execute Program Effectively

The following points should be taken into consideration and addressed in the appropriate section of the application.

A. Increased Tourism Revenue in BC

- Growth in overnight visitor volume
- Growth in overnight visitor expenditure
- Alignment with key markets
- Ability to build or increase traveller interest and convert that interest to measurable visitation
- Generates a positive ROI for partners and the province
- Dispersion of benefits across the province (tourism product/experience sectors applicants)
- B. Building Brand Equity for the British Columbia brand
 - Increase engagement and awareness of the BC brand
 - Alignment to the provincial brand (<u>http://www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx</u>)
 - Increase traveller advocacy about BC (i.e. promotion of BC by travellers themselves)

- C. Strength of the Marketing Plan
 - Marketing impact
 - Research-based evidence of consumer desire (demand) for the offer
 - Contribution to overall provincial and regional strategic priorities
 - Amount of private sector participation and investment in plan
 - Provide a measurable call to action
 - Ability to track enquiries and bookings
 - Demonstration of creativity and innovation
 - Ability to increase competitiveness of BC tourism and build preference for BC tourism products/destinations

D. Resources to Execute Program Effectively

- Strength of the evaluation framework to measure performance
- Demonstration of financial capabilities
- Demonstration of marketing/management capabilities
- Project management capability
- Ability to work in collaboration and build relationships with other industry and non-industry partners

6.4 Funding Notifications and Shared Cost Agreements (Contracts)

Destination BC will issue a Funding Notification once applications are approved. Typically, all Funding Notifications will be issued by January 31. Destination BC will also require a formal signed contract, known as a Shared Cost Agreement.

6.5 Program Execution Changes

Any changes to the application will need to be approved by Destination BC. Successful applicants must request any changes to marketing tactics *in writing* to Destination BC. All changes must be approved by Destination BC in order to be deemed an eligible expense. Marketing activities undertaken that have not been approved or are not identified in the contract are not eligible for funding.

6.6 Feedback

Destination BC will provide constructive feedback to applicants with the intent that applications can best meet program guidelines.

6.7 Project Reporting

An Interim Project report, with results, must be submitted prior to the 2nd payment. Recipients will report on results to date of the marketing project against the tracking mechanisms identified in their application.

A Post Project Report must be submitted prior to the final payment and within 30 days of the completion of the marketing project or, in the case of multi-year projects, annually—whichever is shorter. Recipients will report on the resulting impacts of the marketing project.

If an Applicant fails to provide an Interim Report, the second payment of 35% of the funds will not be released.

If an applicant fails to provide a Post Project Report, the final payment of 15% of the funds will not be released and no future funding for any of the partners will be available. Recovery of the previous payments will be required.

The Post Project Report must also include a detailed list of suppliers and expenses that equal the total amount of funds approved for the marketing project in a format stipulated by Destination BC.

Random audits will be performed, in which selected applicants' marketing projects will be required to submit all invoices or to participate in a full audit of their Post Project Report, including performance measures and results. If an applicant fails an audit, no future funding for any of the partners may be available. Recovery of all Destination BC payments will be required.

See <u>Section 8</u> for a sample report format.

6.8 Other Program Requirements

Marketing activities must be completed and all funds must be spent during Destination BC's applicable fiscal year (April 1 to March 31) in order to be approved. Projects will be deemed incomplete without submission and approval of a final Post Project Report in a form acceptable to Destination BC.

BACKGROUNDER A – Updated May 11 2016 Destination BC Co-op Marketing Partnerships Program 2016/17 Participating Communities (*DM0= Destination Marketing Organisation)

Sectors, Communities and Community Consortiums	Region	Approved DBC Funding
Lillooet	Cariboo Chilcotin Coast	\$7,500
Interlakes	Cariboo Chilcotin Coast	000'6\$
Bella Coola Valley	Cariboo Chilcotin Coast	\$7,500
Gold Rush Trail (Communities from New Westminster to Barkerville)	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$60,000
Columbia Valley (Invermere, Panorama, Fairmont Hot Springs and Radium Hot Springs)	Kootenay Rockies	\$103,200
Fernie, Cranbrook, Kimberley, Panorama, Radium Hot Springs and the Regional District of East Kootenay	Kootenay Rockies	\$16,000
Lower Columbia (Rossland, Warfield, Trail, Montrose, Fruitvale, Regional District of Kootenay Boundary Area A, Regional District of Kootenay Boundary Area B, Red Mountain Resort)	Kootenay Rockies	\$30,000
Nelson Kootenay Lake (Nelson, Balfour, Ainsworth Hot Springs, Kaslo, Eastshore)	Kootenay Rockies	\$53,190
West Kootenays (Kaslo, New Denver, Nakusp)	Kootenay Rockies	\$15,000
Haida Gwaii (Masset, Port Clements, Queen Charlotte, Skeena Queen Charlotte Regional District)	Northern BC	\$17,040
Prince George and Regional District Fraser Fort George	Northern BC	\$9,000
Smithers	Northern BC	\$6,000
Prince Rupert	Northern BC	\$4,500
Kitimat Stikine (Kitimat Stikine Regional District, Nisga'a Lisims, Stewart, Terrace)	Northern BC	\$21,660

\$54,000	Vancouver, Coast and Mountains	Fraser Valley (Langley, Abbotsford and Chilliwack)
\$16,000	Thompson Okanagan	Penticton, Naramata, Summerland
\$46,500	Thompson Okanagan	Shuswap (Columbia Shuswap Regional District including Salmon Arm, Sicamous, Enderby, Chase, and Columbia Shuswap Regional District Electoral Areas C, D, E, and F)
\$15,000	Thompson Okanagan	Lumby & District Chamber of Commerce
\$100,000	Thompson Okanagan	NK'MIP Resort Association (Osoyoos Indian Band, Osoyoos, Oliver)
\$28,800	Thompson Okanagan	Shuswap, Kamloops, Sun Peaks
\$24,300	Thompson Okanagan	Similkameen Valley (Town of Princeton, Village of Keremeos, Okanagan- Similkameen Regional District areas B, G and H)
\$28,800	Thompson Okanagan	North Thompson Valley (Thompson-Nicola Regional District Blue River, Lower North Thompson Valley, Wells Gray, Valemount, Sun Peaks)
\$32,100	Thompson Okanagan	Gold Country (Ashcroft, Cache Creek, Clinton, Lillooet, Logan Lake, Lytton, Merritt, Thompson-Nicola Regional District area E "Bonaparte Plateau" (70 Mile House, Green Lake, Loon Lake); Thompson-Nicola Regional District Area I "Blue Sky Country" (Hat Creek, Spences Bridge, Walhachin); Thompson- Nicola Regional District Area J "Copper Desert" Country (Savona, Tunkwa Lake, Deadman Valley); Thompson-Nicola Regional District Area M (Upper Nicola, Lower Nicola, Quilchena, Douglas Lake); and Thompson-Nicola Regional District Area N (Brookmere, Aspen Grove). With boundaries roughly defined as: Jesmond, Lillooet, Kanaka Bar, Brookmere, Barton Lake, Lac Le Jeune, Bonaparte Lake and Green Lake, Thompson Nicola Regional District)
\$72,000	Thompson Okanagan	
\$79,910	Northern BC	North East BC Communities – Alaska Highway (Dawson Creek, Northern Rockies Regional Municipality, Fort St John, Taylor, Hudson's Hope, Chetwynd, Pouce Coupe, Tumbler Ridge)
\$30,626	Northern BC	Bulkley Nechako (Regional District of Bulkley Nechako, District of Houston, Village of Granisle, Village of Burns Lake, Village of Fraser Lake, District of Fort St. James)

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Lower Mainland (Vancouver, Abbotsford, Chilliwack, Langley, Surrey, Richmond, Burnaby, White Rock, North Vancouver, New Westminster, Coquitlam)	Vancouver, Coast and Mountains	\$84,000
Regional Circle Farm (Abbotsford, Langley, Maple Ridge, Chilliwack, Harrison)	Vancouver, Coast and Mountains	\$16,000
Vancouver Attractions Group	Vancouver, Coast and Mountains	\$131,200
Sunshine Coast	Vancouver, Coast and Mountains	\$108,000
Surrey, Delta, White Rock	Vancouver, Coast and Mountains	\$21,000
Scenic 7 (Agassiz, Coquitlam, Fraser Valley Regional District, Harrison Hot Springs, Harrison Mills, Hope, Maple Ridge Mission, Pitt Meadows)	Vancouver, Coast and Mountains	\$16,800
Hope, Cascades & Canyons (Fraser Valley Regional Districts A (Boston Bar, North Bend); B (Sunshine Valley, Dogwood Valley, Emory Creek, Yale, Spuzzum); and D (Bridal Falls and Popkum))	Vancouver, Coast and Mountains	\$60,000
Sea to Sky Cultural Connector (Squamish, Whistler, Pemberton)	Vancouver, Coast and Mountains	\$95,000
Sea to Sky Mountain Bike Tour (Squamish, Whistler, Pemberton, Sunshine Coast, Bridge River Valley)	Vancouver, Coast and Mountains	\$42,000
Bowen Island	Vancouver, Coast and Mountains	\$6,000
BC Ale Trail (Sunshine Coast, Nanaimo, Comox Valley, Port Moody, Whistler, Victoria)	Vancouver, Coast and Mountains, and Vancouver Island	\$70,000
Cortes Island	Vancouver Island	\$4,500
Go Vancouver Island (Parksville Qualicum Beach, Ucluelet, Tofino, Cowichan, Comox Valley)	Vancouver Island	\$75,000
Parksville Qualicum Beach	Vancouver Island	\$105,000

The REAL West Coast & "Canada's Surf Highway" (Port Alberni, Ucluelet, Tofino)	Vancouver Island	\$42,750
Share Vancouver Island (Nanaimo, Sooke, Tofino)	Vancouver Island	\$32,500
Nanaimo & Region Top Ten (Tourism Nanaimo, City of Nanaimo, Electoral Area A (Cassidy Cedar, Yellowpoint, South Wellington); Electoral Area B (Gabriola, DeCourcy, Mudge Islands); Electoral Area C (Extension, Arrowsmith-Benson, East Wellington, Pleasant Valley))	Vancouver Island	\$146,000
Hornby Island	Vancouver Island	\$4,500
Southern Gulf Islands (Galiano Island, Pender Island, Salt Spring Island, Mayne Island, Saturna Island)	Vancouver Island	\$58,800
Comox Valley (Courtenay, Comox, Comox Valley Regional District)	Vancouver Island	\$175,000
Sooke to Port Renfrew, and Sidney	Vancouver Island	\$22,500
Cowichan Valley (Cowichan Valley Regional District from Mill Bay to north of Ladysmith)	Vancouver Island	\$138,000
Quadra Island	Vancouver Island	\$4,500
Vancouver Island North (Port Hardy, Port McNeill, Alert Bay, Port Alice, Regional District Mount Waddington)	Vancouver Island	\$115,235
Backcountry Lodges (Backcountry Lodges of BC Association)	Provincial	\$20,000
Camping/RV (BC Lodging and Campgrounds Association)	Provincial	\$102,700
Dive (Dive Industry Association of BC)	Provincial	\$20,000
Fishing (BC Fishing Resorts & Outfitters Association)	Provincial	\$175,000
Golf (Allied Golf Association British Columbia)	Provincial	\$250,000
Guide Outfitters (The Guide Outfitters Association of British Columbia)	Provincial	\$38,468
Mountain Bike (Western Canada Mountain Bike Tourism Association)	Provincial	\$103,300
Ocean Boating (British Columbia Ocean Boating Tourism Association)	Provincial	\$40,000
Snowmobile (British Columbia Snowmobile Federation)	Provincial	\$31,740
Wine (British Columbia Wine Institute)	Provincial	\$175,000

rog ram uelet Community Centre. Select the day below to	Thursday 06/10/2016	7:00 PM-9:00	
Tuesday Reception is at Black Rock Oceanfront Resort. Followed by the Conference beginning Wednesday at the Ucluelet Community Centre. Select the day below to view the agenda.	Wednesday 05/10/2016	Welcome Reception	
Tuesday Reception is at Black Rock Oceanfront R view the agenda.	Tuesday 04/10/2016	7:00 PM Velcome Reception Velcome Reception Velcome Reception Conference emcee - Bruce Williams - Conference emcee - Bruce Williams - Host Committee Partners: Ucluelet (http://www.tviwilliams/) Speaker	

Tuesday Receptic view the agenda.	on is at Bla	ick Rock Oceanfront Resort. Follo	Tuesday Reception is at Black Rock Oceanfront Resort . Followed by the Conference beginning Wednesday at the Ucluelet Community Centre. Select the day below to view the agenda.	y Centre. Select the day below to
	Tuesday 04/10/2016	Jay 016	Wednesday 05/10/2016	Thursday 06/10/2016
8:00 AM	0	Conference Opening Rema	marks and Official Welcome	
		Opening Remarks and Official	Opening Remarks and Official welcome from Ucluelet First Nations	
				8:00 AM
8:15 AM		go2HR Presentation		
8:30 AM	0	Keynote - Digital Culture	Keynote - Digital Culture, Storytelling and Disruption Engagement - The future frontier	ntier 🗌
		Digital Disruption through contextual sto authority and distribution in turn promote emphasis of digital culture within a brand.	Digital Disruption through contextual storytelling is rapidly changing how we market brands. The power of influence, reach, authority and distribution in turn promotes effective engagement, lead generation and conversions. Bosco Anthony will cover the emphasis of digital culture within a brand.	of influence, reach, o Anthony will cover the
		This modern day interactive visually engaging keynote - The key elements to telling an effective digital story	This modern day interactive visually engaging keynote will cover: - The key elements to telling an effective digital story	

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- Successful Disruptive Campaigns and Viral and Social Media Case Studies

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- Game changing trends that will elevate the digital presence of a brand

- The future of social media and digital broadcasting

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10:15 AM	\bigcirc	Breakout Sessions 2	ons 2 🛛
		Education Tourism on the The Clayoquot Biosphere T tourism. The project began economy on the west coast process to develop an educintroduction to the initiativ	Education Tourism on the West Coast The Clayoquot Biosphere Trust (CBT) will present a local initiative developing the fast-growing trend of year-round education tourism. The project began in 2014 with an inventory of education assets and a strategy to develop the knowledge-and-innovation economy on the west coast. The CBT is currently bringing together communities, cultures, and local organizations in a collaborative process to develop an education tourism sector that sees visitors learning alongside residents. This session will include an introduction to the initiative, an overview of education tourism market research, and highlights of current activities.
		"Our region, and t bridge communiti Biosphere Trust sa	"Our region, and the people in it, are a catalyst for transformational learning. We believe that education and authentic experiences bridge communities and people to build a sustainable future for all," Rebecca Hurwitz, Executive Director of the Clayoquot Biosphere Trust said. "This allows us to build an economy that matches the vision and values of our region."
		a la	Rebecca Hurwitz (http://www.tviconference.ca/speakers/rebecca- hurwitz/)
		. ka	Speaker Dr. Laura Loucks (http://www.tviconference.ca/speakers/dr-
			laura-loucks/) Speaker

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Speaker

HR Solutions for Vancouver Island Hospitality Operators

10:15 AM

O Breakout Sessions 3

₹ Э• 136	lt's all about the people, those currently working for you and those you wish to attract. How do employers of all size ensure that their business has the right talent to help their business grow? Learn about recruiting and HR strategies that help find, retain, engage and recruit the talent that will drive and support your business.	sure that retain,
	Christine Willow (http://www.tviconference.ca/speakers/christine- willow/) Speaker	11:00 AM
11:00 AM	Refreshment Break	
11:15 AM	Mayor's Jeopardy	
	Ucluelet Mayor Dianne St. Jacques; Tofino Mayor Josie Osborne; Campbell River Mayor Andy Adam; Mayor of Comox Paul Ives; Mayor of Port Alberni Mike Ruttan; Mayor of Sidney Steve Price	x Paul Ives;
	When: Mayors Jeopardy will take place on Wednesday, October 5 from 11:15am- Noon	
	Where: Ucluelet Community Centre	
	Who: Jeopardy will include six Vancouver Island Mayors as the contestants. Jeopardy will be facilitated by Bruce Williams of CTV Vancouver Island!	VT:
	How it works: 6 Contestants, 2 Rounds of Jeopardy, and then 1 Round of Final Jeopardy. The winners from the first 2 Rounds of Jeopardy will compete against each other in the Final Jeopardy Round to determine the Jeopardy Winner!	ardy will

	12:00 PM		2:00 PM-4:30 PM
Buffet luncheon with Guest Speaker	Luncheon buffet with speaker - Jim Martin with the Wild Pacific Trail "Oyster" Jim Martin (http://www.tviconference.ca/speakers/oyster- jim-martin/) Speaker	Afternoon Activities	Awards Gala Our <u>Awards</u> to be presented at the Ucluelet Community Centre
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12:00 PM		2:00 PM	6:00 PM

6:00 PM-9:30 PM

11:15 AM-12:00 PM

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Tuesday Receptic view the agenda.	Tuesday Reception is at Black Rock Oceanfront Resort. Followed view the agenda.	Resort . Followed by the Conference beginning Wednesday at the Ucluelet Community Centre. Select the day below to	ity Centre. Select the day below to
	Tuesday 04/10/2016	Wednesday 05/10/2016	Thursday 06/10/2016
8:30 AM	O Good Morning	Good Morning and introduce Keynote	
			8:30 AM-8: 35 AM
8:35 AM	Morning Keynote: Paul Clark with Vice Pr	Morning Keynote:	
		Paul Clark (http://www.tviconference.ca/speakers/paul- clark/) Speaker	8:35 AM-9:30 AM
9:30 AM	Refreshment Break	ireak 🗆	

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		Brent Barootes, P	Brent Barootes, President and CEO, Partnership Group - Sponsorship Specialists	
		Moving from Sup This session will re guests / customers "supplier" agreeme	Moving from Supplier Agreements to Partnerships This session will review the new world and how your operation can build lasting and profitable partnerships with your suppliers and guests / customers as well as look at how to manage all requests for sponsorship and donations by shifting from a commodity based "supplier" agreement to a business partnership.	and based
		B	Brent Barootes (http://www.tviconference.ca/speakers/brent- barootes/) Speaker	WY
10:00 AM	0	Breakout Session 2 Check back for session o	Breakout Session 2	
			Maya Lange (http://www.tviconference.ca/speakers/maya- lange/) Speaker	AM
10:00 AM	0	Breakout Session 3	ion 3	

O Breakout Session 1

10:00 AM

• * (6 HR Solutions for Vancouver Island Hospitality Operators

10:45 AM	0	It's all about the people, the their business has the right engage and recruit the taler Christ Christ Mttp: Millow Speake Speake Dave Petryk, Tourism Vanc	It's all about the people, those currently working for you and those you wish to attract. How do employers of all size ensure that their business has the right talent to help their business grow? Learn about recruiting and HR strategies that help find, retain, engage and recruit the talent that will drive and support your business. Christine Willow Christine Willow Muttp://www.tviconference.ca/speakers/christine- willow) Speaker Courism Vancouver Island President & CEO Presentation Dave Petryk, Tourism Vancouver Island President & CEO Presentation	re that tain, :45 AM
	0	Tourim Vanco The 2016 Confer Tourism Vancouve	Tourim Vancouver Island AGM [10:45 AM-11:30 AM The 2016 Conference is officially over. The Tourism Vancouver Island AGM is to take place in Theatre immediately following the Tourism Vancouver Island Conference.	:30 AM ing the

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