

Branding & Marketing the Columbia Valley

January 27, 2016



SLIDE DECK AS PRESENTED

CVAC (known at that time as Columbia Valley Community Directed Funds) took the lead for the CPP in 2013. There was extensive community consultation: meetings with 181 people and over 100 people completed an online survey or provided a written submission. The CPP, completed in December 2013 identified 5 top priorities (in order*):

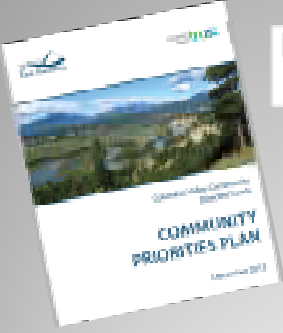


TOP PRIORITIES

1. Branding, Marketing and Promotion of the Columbia Valley
2. Economic Development and Business Growth
3. Affordable housing
4. Recreation
5. Arts and Culture

**"roughly ranked based on the degree of importance ascribed to [consultants] by highest proportion of consultation participants"*

Background – December 2013



PRIORITY 1 ■ Branding, Marketing and Promotion

"A comprehensive branding, marketing and promotional strategy is required for the Columbia Valley. A compelling narrative that captures the essence of the area and works to increase tourism and attract new residents is currently lacking.

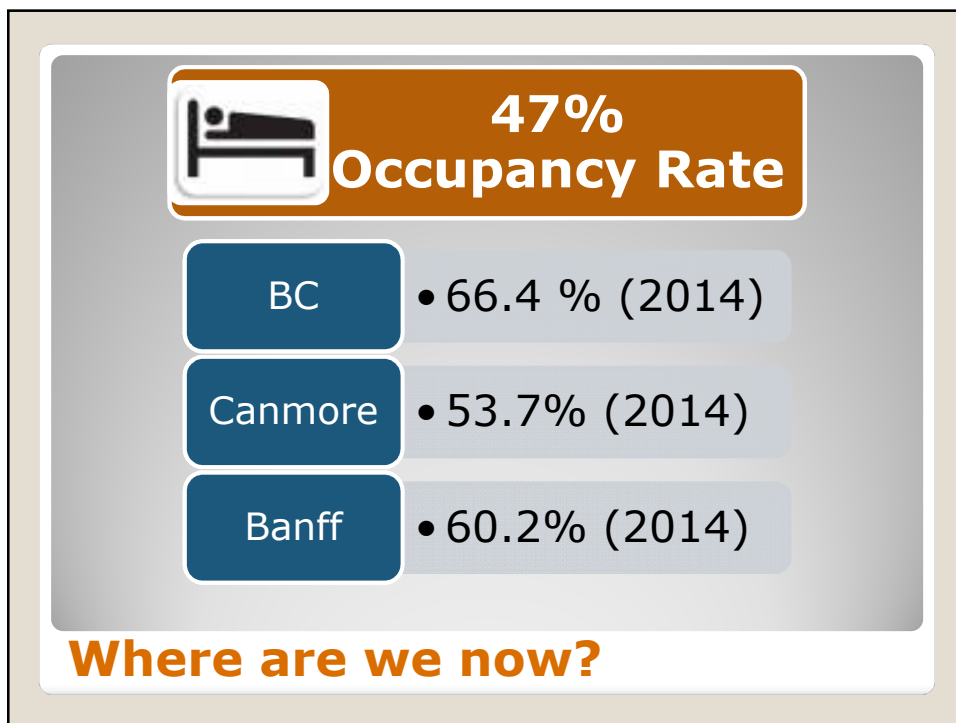
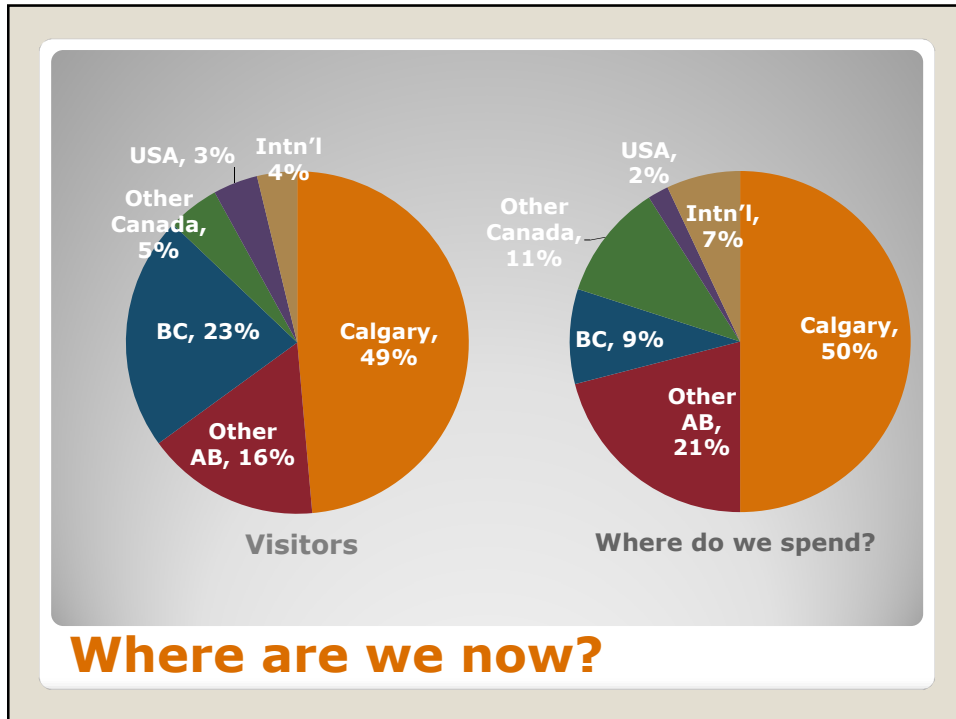
Promoting the unique identity and exceptional amenities of the Valley through coordinated planning efforts should increase its exposure to existing and new markets. Rather than continuing with a fragmented and disjointed advertising and promotional approach, a more holistic Valley-wide campaign is needed. This will likely include a range of features and rely on improved communication and information resources (e.g., Columbia Valley website, social media campaign, targeted advertising, comprehensive calendar of events, etc.)."

#1 Community Priority in 2013

Theme for first Tourism Forum:

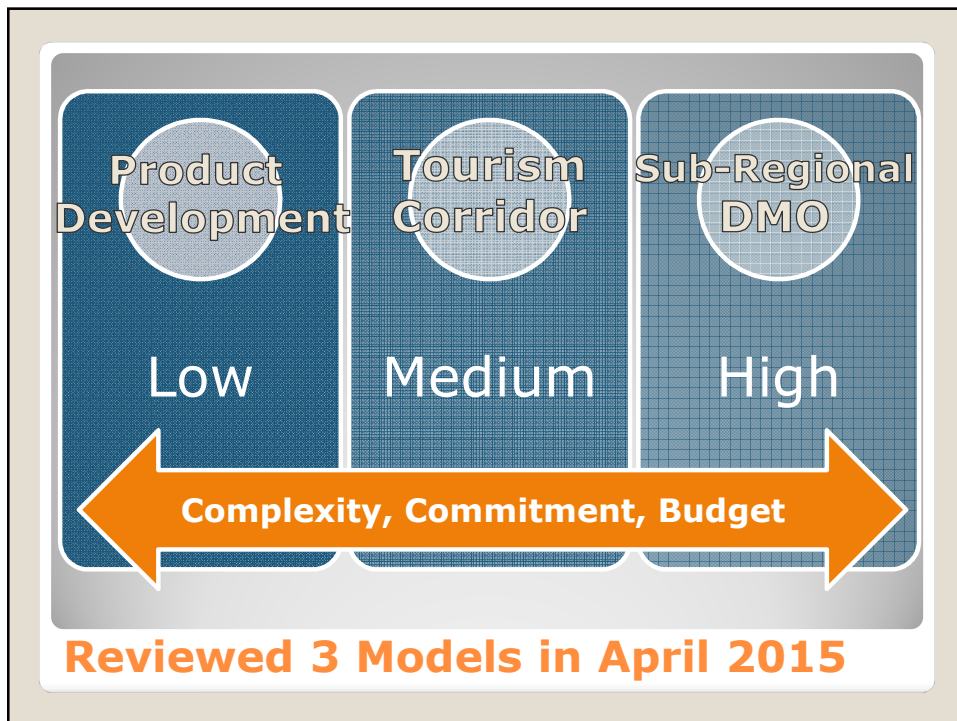
A collaborative and trusting environment in which Columbia Valley stakeholders recognize the importance of tourism and have come together to promote the region dynamically, effectively and efficiently as a place to live work and play by using consistent brand messaging maximizing social economic benefit to all stakeholders.


Background – January 2015





- ✓ **Identification of all organizations** participating in tourism branding and marketing in the Columbia Valley, including their **purpose; annual budget;** and indication of their **willingness to collaborate.**
 - ✓ **Model for working together:** a proposed framework for all key organizations to collaborate around **common goals**, including **leadership; governance** and required **budget/resources.**
 - ✓ **Action plan**, including process and timeline for how to achieve a consistent message for the Columbia Valley given current realities/challenges.
- April 2015 Outcomes**





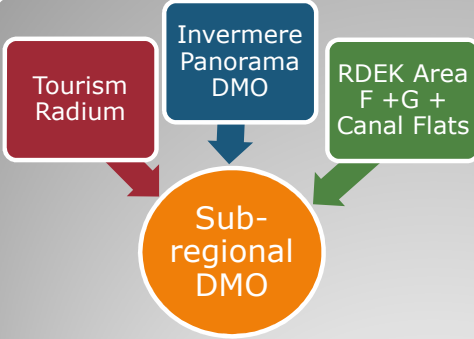
- 4 Regional Districts
- 2 Municipalities

↓

1 DMO

- Industry-led
- Open membership model
- Eligible entity for MRDT
- Business license surcharge
- Geographic place name

Model Chosen: 1 DMO



WHO (Governance):

- Incorporated Society
- Elected Board of Directors
- Staff

HOW (Funding):

- 2% or 3% MRDT
- Grants
- Events
- Estimated budget \$500K+ per year

WHAT (Focus):

- Sub-regional Brand
- Sub-regional Tourism Plan with KRT & DestinationBC

- Industry-led
- Board:
 - Accommodators,
 - Tourism Sector
 - Business & Non-profits
- Community representation

Model Chosen: Sub-regional DMO



That brings us up to date to the Action Plan for next steps as it was created at the April Forum

Questions?

Joint Marketing Initiative Update

Andrea Tubbs
Chair,
Columbia Valley Tourism Marketing Committee
&
Marketing Manager,
Columbia Valley Golf Trail

Collaboration has begun

Nov 2 Columbia Valley Tourism Planning Workshop

The participants were:

- Dee Conklin, Columbia Valley Community Directed Funds
- Katie Wallace, True Key Hotels and Resorts (Bighorn Meadows Resort)
- Kara Cassidy, Tourism Radium
- Charmaine Richter, Copper Point Resort
- Steve Paccagnan, Panorama Mountain Resort
- Marke Dickson, Panorama Mountain Resort
- Nancy Hetherington, Fairmont Hot Springs Resort
- Andrea Tubbs, Columbia Valley Golf Trail/CV Tourism Marketing Committee
- Ken Wilder, Invermere Panorama DMO
- Karin Smith, Parks Canada (Yoho Kootenay)
- Val Bracken, Bighorn Meadows (Real Estate)
- Penny Powers, Columbia River Paddle/Invermere Panorama DMO
- Alec Fleming, Columbia Valley Arts Council
- Doug McIntosh, Tourism Radium
- Kent Kebe, Tourism Radium
- Mike Gray, Tourism Radium
- Donna Cook, Parks Canada

Collaborative Workshop

Nov 2 Columbia Valley Tourism Planning Workshop

- Unifying theme identified: WATER
 - Unique selling proposition
- Budget to leverage: \$130K can become \$260K
- Application for matched funding submitted to DBC will know by January 31, 2016 if funds matched

Co-op marketing initiative

Implementation plan for next 18 months:

- **Phase 1.0 funded by CVAC (CBT) & already underway:** Research, Brand Development
- **Phase 1.1 funded by industry:** Management and Marketing Coordination contract, Industry Engagement, Product Inventory and Creation
- **Phase 2 funded by industry:** Content, Asset development, CRM tool, quick win promotional initiatives
- **Phase 3 funded by industry:** Promotional campaigns and Awareness Building

Co-op marketing initiative

Research & Branding proposals received & reviewed

- Work to start in February 2016

Next steps

- Wait for DBC funding announcement
- Choose entity to manage next phases (on a 12 month contract)
- Work with chosen contractor for research & branding to complete project

Where are we now?

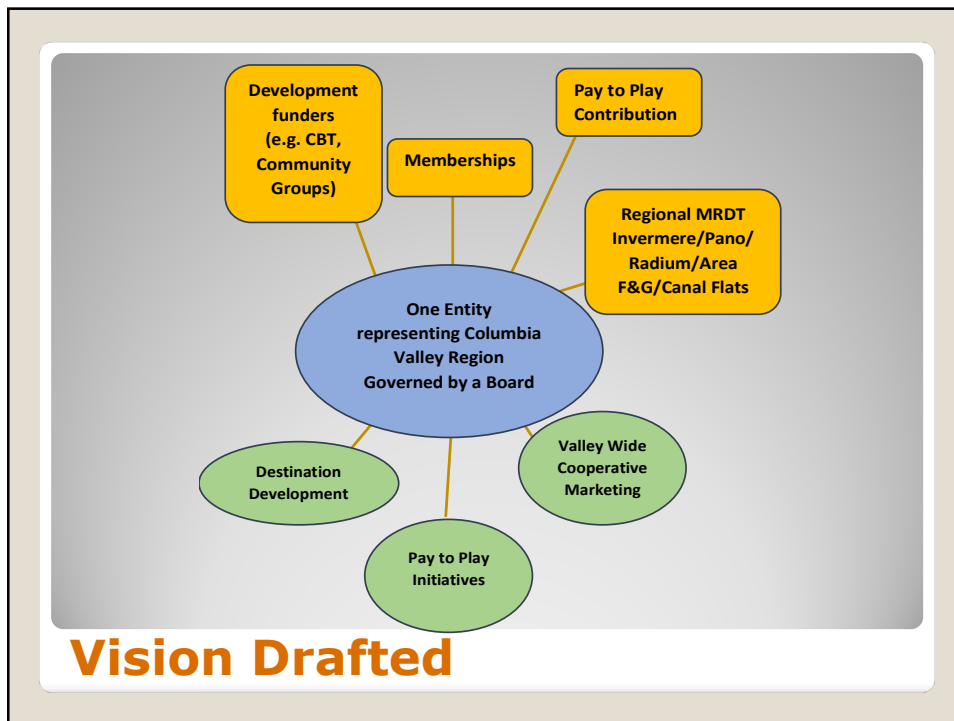
Grab a coffee and a stretch and we will resume in 15 minutes



Break time

Steering Committee Members	
Pascal van Dijk	Fairmont Hot Springs Resort
Steve Paccagnan	Panorama Mountain Resort
Michael Anderson	Tourism Radium, True Key Hotels & Resorts, Radium Chamber
Pat Bavin	CVArts, CCTA, Bavin Glassworks
Wendy Booth	CVAC, RDEK, CBT, UBCM
Dee Conklin	CVAC, Former Radium Mayor, Palliser Printing
Mark Halwa	Greenways Trail Alliance
Penny Powers	Invermere-Panorama DMO, Columbia River Paddle
Amanda Robinson	Copper Point Resort, CV Chamber, BC Hotel Assn
John Rouse	CVAC, CVArts, CCTA, retired CA
Rick Thompson	CVAC, Business Owner
Andrea Tubbs	CV Golf Trail, Swansea Communications

Project Steering Committee formed (June)





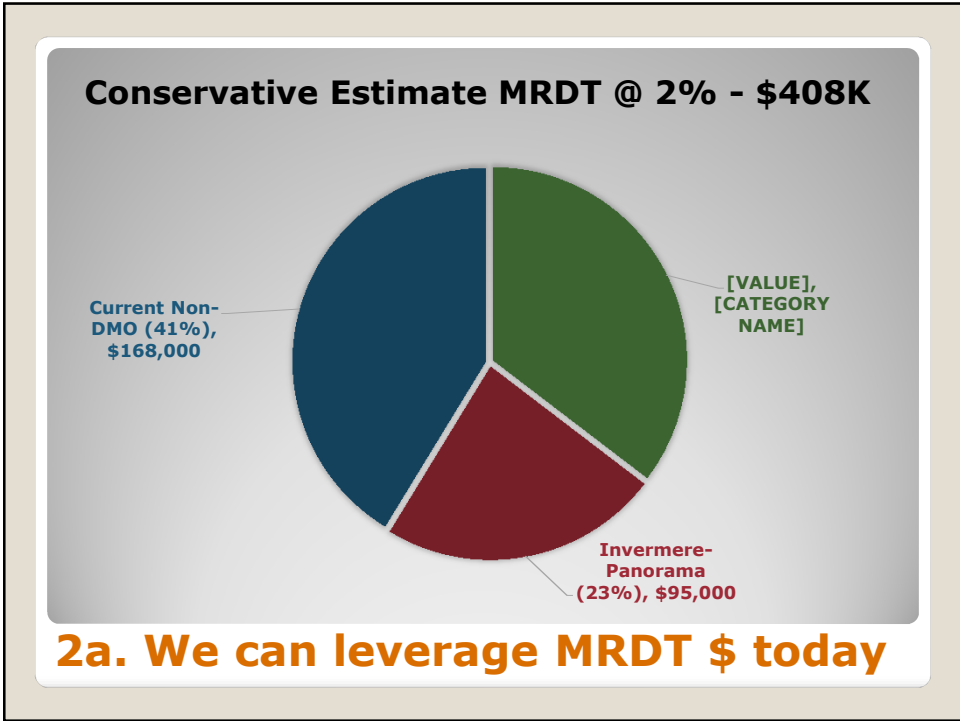
Benefits



Columbia Valley, BC
CANADA

Market our region externally so tourists choose us over other destinations

1. Together we are a destination

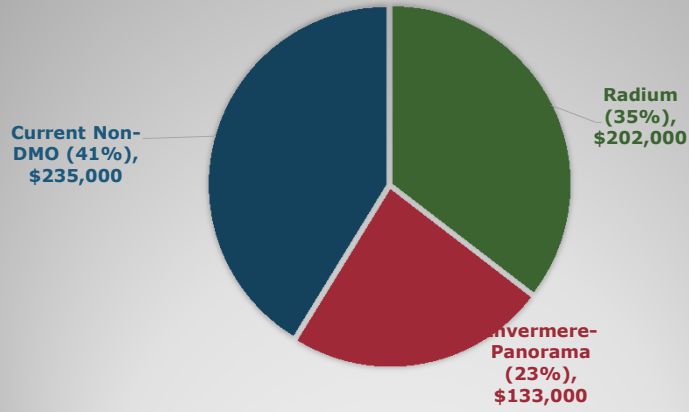


Sub-region	# Rooms	Estimated Average Daily Room Rate	Estimated Annual Occupancy Rate		
			Low	Med	High
Total	1861	\$100			
Tourism Radium DMO	659		30%	38%	50%
Invermere-Panorama DMO	434				
RDEK Area F (not included above)	768				

Sub-region	MRDT 2% (\$1,000's)			MRDT 3% (2.8% to region) (\$1,000's)		
	Low	Med	High	Low	Med	High
Total						
Tourism Radium DMO	\$144	\$183	\$241	\$202	\$256	\$337
Invermere-Panorama DMO	\$95	\$120	\$158	\$133	\$169	\$222
RDEK Area F (not included above)	\$168	\$213	\$280	\$235	\$298	\$392
Total estimated MRDT contribution to budget	\$408	\$516	\$679	\$571	\$723	\$951

MRDT Estimates

Conservative Estimate MRDT @ 3% - \$571K



2b. Even more MRDT revenues at 3%

WELCOME TO THE
OKANAGAN

3. We can compete for broader reach

Market our individuality once people get here



4. Market our individuality upon arrival

WORLD TO VALLEY

Destination Focus

+ More MRDT\$ to leverage

+ Efficient use of skills and resources

= more people to our valley

= more reasons to stay longer

5. Attract more people, more often



ELK VALLEY

NELSON KOOTENAY LAKE

CANMORE KANASKIS

CRANBROOK

We are being left behind

BRITISH COLUMBIA Municipal and Regional Council Tax Proposal Form (2015-2016) APPENDIX 1.1

Appendix 1.1 Assessment/Other Factor to Support of Municipal and Regional District Tax Rates

Local Name of Applicant: *Cariboo Transfer Technology* Rate of Tax (M or R): *3.75%*

The Municipal and Regional Council Tax is introduced to it up for renewal in your municipality/region. The Municipal and Regional Council Tax is intended to assist municipalities, regional districts and stable entities in funding local system-making programs and projects, as outlined in the applicant's five-year business plan. Assessment/other factors may require a copy of the five-year Strategic Business Plan from the applicant.

The Municipal and Regional District Tax will apply to purchases of assessment/other factors that are located within the provincial sales tax area within the designated assessment/other factors.


As per your manager's offering or a similar offer, you apply to 2014. The database support (input from the assessment/other factors) for the 2014 is based on an equal split of the number of assessment/other factors within the municipality/region (assessment/other factors) of the total number of sales.

(In English) This table, you have completed that you to submit information for the municipal and regional council tax to the municipality/region and that you are responsible for all the details of your application. On this table, you have completed the information.

Property Name	Address	Number of Units	Market/Investment (Other Source)	Signature	Date
<i>10000 100th St</i>	<i>2000 Van Ness St</i>	<i>10</i>	<i>Commercial/Industrial</i>	<i>[Signature]</i>	<i>Dec 10/15</i>
<i>10000 100th St</i>	<i>2000 Van Ness St</i>	<i>10</i>	<i>Commercial/Industrial</i>	<i>[Signature]</i>	<i>Dec 10/15</i>
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It's happening around us

- The window for asking for 3% is here
- It has been 2 years since the region identified this as our #1 priority
- The work has been done to figure out how to make this happen
- We are ready



It's time for action

Will there be challenges?

Of course.

Here is what the committee has worked on and proposes as a model for collaboration.

Committee Recommendations

Sub-regional DMO

One Society representing all tourism stakeholders



Destination Marketing (funded by MRDT)

Destination Development (other funding)

Apply for MRDT Funding (\$165K+ to region)

Highlights