

Tourism Steering Committee Update February 2016

Dear Stakeholders,

Thank-you to the 80+ of you who joined us at Copper Point on January 27th to hear what the committee has been up to since being tasked with developing a framework for moving forward with a single sub-regional entity to market our amazing Columbia Valley to the outside world. We proposed the framework but won't move forward until we know there is enough stakeholder support. If you have not done so already, please submit your support forms.

Pascal van Dijk & Steve Paccagnan,
Co-chairs of CV Branding & Marketing Steering Committee



Photo by Dorothy Isted/Columbia Valley Pioneer

Steering Committee Members (L to R)

Steve Paccagnan, Panorama Mountain Resort; **John Rouse**, CVAC, CVArts, CCTA, retired CA; **Michael Anderson**, Tourism Radium, True Key Hotels & Resorts, Radium Chamber; **Penny Powers**, Invermere-Panorama DMO, Columbia River Paddle; **Wendy Booth**, CVAC, RDEK, CBT, UBCM; **Dee Conklin**, CVAC, Former Radium Mayor, Palliser Printing; **Andrea Tubbs**, CV Golf Trail, Swansea Communications; **Pat Bavin**, CVArts, CCTA, Bavin Glassworks; **Pascal van Dijk**, Fairmont Hot Springs Resort; **Rick Thompson**, CVAC, Business Owner; **Mark Halwa**, Greenways Trail Alliance (missing in photo)

What is the Mandate of the Steering Committee?

The steering committee was formed as an outcome of the April 2015 Tourism Stakeholder Forum where there was clear support for wanting to move in the direction of forming a single sub-regional entity. This option was chosen over other options such as having multiple entities simply collaborate more. The Steering Committee has met for the past 9 months and worked through developing a governance model and terms of reference for what a single entity model could look like. This work was shared with over 80 people at the January 27th Forum at Copper Point (a copy of the presentation can be viewed [here](#)). The next step is to determine if there is support for executing the plan developed. If there is not enough support, the project will likely be tabled and the Steering Committee dissolved. If there is enough support, the Steering Committee will initiate the forming of the sub-regional entity under the governance model proposed, and then turn the rest of the transition items over to the new Board.

2% or 3% MRDT

The larger question at this time is whether stakeholders want to stay with the status quo or move to the one entity model that was chosen in April 2015. With any change there is the opportunity to ask for the 3% MRDT (currently 2%). Therefore, this question was added to the support form but moving to 3% would only happen with overwhelming support.

March 7th DEADLINE

We need ALL accommodators and other stakeholders to submit their support form responses (either in support or not) by March 7th at 4pm. This is the only way to have your votes known to the committee so they can decide their next steps moving forward. All results will remain confidential and only used in aggregate.

Click [here](#) to go to website to download support form in pdf format.

PLEASE SUBMIT YOUR FORM ASAP!

FERNIE

<http://tourismfernie.com>

CANMORE-KANASKIS

<http://www.tourismcanmore.com>

NELSON KOOTENAY LAKE

<http://www.nelsonkootenaylake.com>

PARKSVILLE QUALICUM BEACH

<http://www.visitparksvillequalicumbeach.com>

CANADIAN BADLANDS

<http://www.canadianbadlands.com>

THOMPSON OAKANAGAN

<http://travelthompsonokanagan.ca>

GREAT WATERWAY

<http://www.thegreatwaterway.com>

You might
want to
check out

Questions? Feedback and replies c/o Katie Wells (consultant to committee)

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How was Board Composition Determined?

The steering committee spent a long time trying to balance having all tourism sectors represented individually while keeping the Board of Directors at a manageable level. The current composition of 14, comprised of 12 elected directors and the Chamber presidents, is felt to be the maximum for effective governance. The proposed board includes:

- Accommodation <30 rooms
- Accommodation >30 rooms with rental management
- Accommodation > 30 rooms, solely owned
- Accommodation at Large #1
- Accommodation at Large #2
- Panorama Resort
- Fairmont Hot Springs Resort
- Retail, Food & Beverage
- Golf
- Attractions, Activities & Community Recreational Assets
- Real Estate and Development
- Arts and Culture Sector
- Chamber Presidents (2 non-voting)

That said, however, it is expected that there would be specific sector based initiatives and working groups led by the Executive Director that would have the opportunity for greater participation from all stakeholders. With the MRDT tax being the sustainable revenue source for the model and 51% of accommodator businesses and units needing to agree to any changes, it was felt that this representation should be reflected on the Board. The membership will vote and elect their Board representatives. Having the Chamber presidents both sit with non-voting seats will also provide broad and local perspective. Additionally, each community of Invermere, Radium and Fairmont must have at least 1 accommodator representative at all times. To be successful, the entity will need to capitalize on all of our local assets in order to be most effective in bringing more tourists to our region.

Why is my vote important?

This project is based on a foundation of collaboration and the premise that we are stronger together. There is no desire to push something through if the will is not there. Legally, 51% percent of accommodators is required, however, the steering committee feels that 67% would be a reasonable goal to know that there is momentum to move forward in this direction. If you are not in support, the committee needs to know that too, including reasons why so that they can determine if the issues are surmountable or valid reasons to halt the process. The Steering Committee would like all accommodators to have their voices heard and welcomes input from all stakeholders. Click [here](#) for the form and follow the instructions on the form for submission.

Important Dates

March 7 - Support Form Deadline
March 14 - Steering Committee Mtg
April 6 - Next Update

Current DMO Support

Tourism Radium

"The Radium DMO Board of Directors supports the Steering Committee's proposal in principle provided [inclusion, equality of participation, local identity & initiatives and good governance] are considered as the process moves forward."

Michael Anderson, Tourism Radium

Invermere-Panorama DMO

"The Invermere-Panorama (IP) DMO Board believes that a unified destination marketing organization is desired but only when the contract that IP has with the Province of British Columbia expires — this being in 2019. IP will continue to work collaboratively with Tourism Radium, Fairmont Hot Springs Resort, the Columbia Valley Golf Trail, Copper Point Resort and other tourism entities to enhance our collective brand and grow awareness of our experiences. Working with Destination BC we will support the gathering of visitor data, the development of a unified marketing theme, and measurable marketing actions through the ongoing allocation of budget."

Marke Dickson, Invermere-Panorama

Collaboration underway!

The DBC Co-op Marketing Initiative is a successful example of collaboration already happening. \$129,000 was contributed by our existing DMO's and other tourism operators; this amount was almost matched (\$103,000) by DBC. CBT/CVAC contributed another \$80,000 for initial research into brand strategy. A total of \$312,000 invested with over \$230,000 available to market our wonderful Columbia Valley. Great teamwork!