

18 January 2016

Branding and Marketing Steering Committee
C/- Ms. Katie Wells
Wells Business Solutions
1313 7th Avenue
Invermere
B.C., V0A 1K0

RE: Steering Committee proposal for a sub-regional marketing entity.

Dear Steering Committee:

On Tuesday, January the 5th the board of the Invermere-Panorama DMO met to discuss the proposal for a sub-regional marketing entity as outlined by the Steering Committee on December the 17th, 2015.

The majority of board members agree that a unified destination marketing organization is desired but only when the contract Invermere-Panorama has with the Province of British Columbia expires – this being in 2019. The DMO in place has a clear mandate, secure funding and a cost-structure that promotes action over administration. Current stakeholders are confident that the organization is acting in their best interests and operating with efficiency.

The proposed governance model was discussed at length and it was agreed that the work done to date is an excellent foundation for continuing dialogue. Members of the Invermere-Panorama board will actively contribute to future discussions to ensure the business needs of current revenue contributors are met.

Invermere-Panorama will also 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 all partners, including Kootenay Rockies Tourism and 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.

The board truly values the work of our colleagues in the tourism sector knowing that what follows will add real value to the greater community.

We trust that the Steering Committee and other interested parties will acknowledge that open and frank discussions were held, and respect the decision that has been made.

Yours sincerely,



Marke Dickson

Chair, Mountain and Valley Destination Marketing Organization

On behalf of board members:

Mr. Doug McIntosh

Mr. Al Miller

Mr. Todd Mitchell

Ms. Penny Powers

Mr. Gerry Taft