



## **THE CORPORATION OF THE CITY OF VERNON**

### **TOURISM ADVISORY COMMITTEE MEETING**

**WEDNESDAY, APRIL 18, 2018**

**OKANAGAN LAKE ROOM – 8:00 a.m.**

## **A G E N D A**

- 1. ADOPTION OF AGENDA**
- 2. ADOPTION OF MINUTES**
  - a) February 21, 2018 (attached)
- 3. UNFINISHED BUSINESS**
  - a) Associated Membership – no update at this time
  - b) Dealing with Flood & Fire in Future - update
  - c) Vernon Accommodation Survey – Roll-out of new program?
  - d) Tourism Commission Discussion – deferred to April meeting
  - e) District of Coldstream Tourism Advisory Committee – update
  - f) Activate Safety Task Force – update from TAC Rep
  - g) Canada Media Marketplace – update
  - h) Launch of Destination BC sector and open pool projects
- 4. NEW BUSINESS:**
  - a) Destination Think Presentation to Council
  - b) Golf Shows & Funding Update
  - c) Canada media Marketplace – April 9 – 11
  - d) Travel & Words
  - e) Media Dinners
  - f) Request for Proposal for Marketing Agency
- 5. INFORMATION ITEMS:**
  - a) Accommodation Tracking (none)
  - b) Visitor Info Centre Statistics
  - c) Municipal Reg. District Tax Update (attached)
  - d) Travel Trade:
    - Media:
      - Tracking:
        - i. 17 Stories
        - ii. \$745,080 worth in media value
      - Stories:

- Recent/Upcoming Hosting:
  1. June FAM – SUP, Bike & Surf
- Upcoming Media Dinners:
  - i. See New Business

6. **NEXT MEETING:**

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, May 16, 2018.

7. **ADJOURNMENT**



# THE CORPORATION OF THE CITY OF VERNON

## MINUTES OF

### TOURISM ADVISORY COMMITTEE MEETING

HELD WEDNESDAY, FEBRUARY 21, 2018

OKANAGAN LAKE ROOM

**PRESENT: VOTING:**

Christine Kashuba, Greater Vernon Cultural Advisory  
Kevin O'Brien, Kalavida Surf Shop  
Kari Wilton, Community at Large  
Jacqueline Birk, Sparkling Hill Resort  
Tanis Black, Silver Star Mountain Resort  
Susan Lehman, Downtown Vernon Association Rep.  
Dione Chambers, Greater Vernon Chamber of Commerce Rep.

**ABSENT:** Matthew Ball, North Okanagan Cycling Society

Raj Sood, Super 8  
Aaron Deans, Allan Brooks Nature Centre

**NON-VOTING:**

Councillor Nahal  
Mayor Mund

**STAFF:** Ange Chew, Staff Liaison, Manager, Tourism  
Kevin Poole, Manager, Economic Development & Tourism  
Janice Nicol, Legislative Committee Clerk

## ORDER

### ELECTION OF CHAIR AND CHAIR

The meeting was called to order at 8:12 a.m. and the Committee agreed to postpone the election of Chair and Vice-Chair until next meeting. Kevin O'Brien, elected Chair for the January meeting, agreed to remain as Chair.

### ADOPTION OF AGENDA

Moved by Jacqueline Birk, seconded by Dione Chambers:

THAT the agenda for Wednesday, February 21, 2018 Tourism Advisory Committee meeting be adopted.

**CARRIED.**

## TOURISM ADVISORY COMMITTEE MINUTES – FEBRUARY 21, 2018

**ADOPTION OF MINUTES**      Moved by Jacqueline Birk, seconded by Christine Kashuba:

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, January 17, 2018 be adopted.

**CARRIED.**

### **UNFINISHED BUSINESS:**

**55+ PLUS GAMES –  
UPDATE**

The Manager, Economic Development and Tourism confirmed that Council approved the Cooperative Marketing Fund Grant of \$15,000 rather than the \$25,000 to the Vernon & Area 2017 55+ Games Society at their February 13, 2018 Regular meeting.

**ASSOCIATED  
MEMBERSHIP**

A member pay framework is being investigated – an update will be provided next meeting as more information becomes available.

**DEALING WITH  
FLOODING AND FIRE IN  
FUTURE**

The Manager, Tourism working with other Coastal Destination Marketing Associations and the Thompson Okanagan Tourism Association (TOTA). There was previously \$200,000 set aside by TOTA and the Manager, Tourism is investigating how these funds were disbursed.

Kelowna, Penticton and Osoyoos are sending their emergency plans to Vernon. The Committee is concerned, there is some urgency in establishing a plan and getting information out to businesses and media.

**VERNON  
ACCOMMODATION  
SURVEY**

Destination B.C. (DBC) has advised that our data is being moved to their new digital system (awaiting confirmation of this move). The new model is being rolled out by DBC and they are not accepting new data at this point. They are hoping to have the system working smoothly by March. An update will be provided at the next meeting.

It was noted that the Province is ‘expanding the use of municipal regional district tax (MRDT) to include housing affordability initiatives.’ The Province has also announced that AirBNB will be collecting MRDT, details to be determined. It is anticipated that funds will be lumped in with other MRDT revenue rather than separated.

**TOURISM COMMISSION  
DISCUSSION - UPDATE**

This item is currently being worked on, Council approval must be obtained first. Tentatively scheduled for Council in March.

## TOURISM ADVISORY COMMITTEE MINUTES – FEBRUARY 21, 2018

### **DISTRICT OF COLDSTREAM TOURISM ADVISORY COMMITTEE**

The sub-committee met to determine best starting point and to establish an inventory for Coldstream. It was noted that Jeff Ward, previously with the Capital Regional District and involved in the Galloping Goose Trail on Vancouver Island, will doing a presentation at the next Advisory meeting.

### **NEW BUSINESS**

### **WINTER WELLNESS CAMPAIGN WITH SPARKLING HILL RESORT**

CTV Vancouver Live Morning Show featuring tourism X-country skiing along with Sparkling Hill for wellness. For a \$25,000 investment, resulted in \$300,000 worth of media exposure. The CTV Wrap Report will be sent out to the Committee.

It is hoped that there is continued support for the Vernon Winter Carnival and Hot Air Balloon Glow. There may be opportunities for businesses to sponsor balloons in the future. The Committee made the following suggestions for future Winter Carnival celebrations:

- Display banners, etc so Carnival celebration is visible for tourists on Highway 97;
- Start arrangements, theme, etc six months ahead of Carnival and involve partners;
- Have more animations and family activities; and
- Engage elementary and possibly secondary schools in ice carving competitions and similar activities.

### **TOURISM ADVISORY COMMITTEE SUPPORT – TOURISM MARKETING BUSINESS STRATEGIC PLAN**

There were minor changes to the Tourism Marketing Business Strategic Plan and they have been approved by Council.

### **DESTINATION B.C. (DBC) OPEN POOL MARKETING FUNDING PROJECTS**

Tourism Vernon and other Destination Marketing Associations have accessed DBC's Open Pool Marketing Funding as follows:

- Explore Okanagan with Media Seekers with Kelowna, West Kelowna, Summerland Chamber of Commerce, Osooyoos and Oliver/Osooyoos Wine Trail
- Trials with Kamloops and Shuswap
- Digital Assets & Influencer with Kelowna, West Kelowna, Summerland
- Okanagan Mountain Biking with MBTA
- Ale Trail with Kamloops and Shuswap

## TOURISM ADVISORY COMMITTEE MINUTES – FEBRUARY 21, 2018

- Golf BC Program – DBC is funding approximately \$80,000 towards these projects, 50 – 80% each

It was requested that any Ale Trail discussions also involve Deena from the Downtown Vernon Association.

### **TECHNOLOGY PURCHASE – CROWDRIFF**

A Privacy Impact Assessment has been completed for 'Crowdriff'. This technology purchase establishes a partnership with DBC and Destination Canada.

### **TRAVEL TRADE INFORMATION UPDATE**

The Manager, Tourism is working with TOTA on travel trade.

### **TOURISM VERNON OPEN HOUSE RECAP**

Of the over 100 registered, 80 individual attended. Overall response was positive and that the session was informative. It was suggested that a similar Open House be held for the public. The Workshop Survey will be sent out to the Committee.

### **MEDIA FAM – WILD WOMEN XC AND SKI/SPA/SIP WITH DBC**

Two successful medial FAMs were held in January and 60 media have been hosted so far this year. One article in the Vancouver Sun, cover of the Travel Section on Saturday, February 17, 2018 has resulted.

The schedule for 2018 is being finalized now.

### **VERNON VISITOR GUIDE SALES AND PRODUCTION**

There has been over \$20,000 in sales of the Vernon Visitor Guide. Currently working with procurement for photographers and printers for next year's publication.

### **DBC VISITOR CENTRE RENEWAL**

It was noted that DBC Visitor Centre Renewal documentation is due Friday,

### **INFORMATION ITEMS:**

### **ACCOMMODATION TRACKING**

none

### **VISITOR INFO CENTRE STATISTICS AND CHANGES IN FACEBOOK**

The Committee reviewed the statistics for the Visitor Info Centre. down

**TOURISM ADVISORY COMMITTEE MINUTES – FEBRUARY 21, 2018**

- MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE** The Committee reviewed the statistics attached to the agenda for the Municipal & Regional District Tax. Number have surpassed 2016, waiting for December numbers to finalize 2017.
- VERNON JANUARY 365 REPORT** This document was attached to the agenda for the Committee’s review.
- MEDIA** The Manager, Tourism reviewed various media information including events, conferences, hosting opportunities and articles, etc. that have happened and are upcoming.
- DATE AND TIME OF NEXT MEETING** The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, March 21, 2018 at 8:00 a.m. in the Okanagan Lake Room.
- ADJOURNMENT** The Tourism Advisory Committee meeting adjourned at 8:58 a.m.

**CERTIFIED CORRECT:**

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Chair



City of Vernon - Room Revenue

|             | Jan             | Feb             | Mar             | Apr             | May             | Jun             | Jul             | Aug             | Sep             | Oct             | Nov             | Dec             | Total            | % Change |
|-------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|----------|
| <b>2010</b> |                 |                 | \$ 702,968.50   | \$ 768,936.50   | \$ 1,485,304.00 | \$ 1,415,377.50 | \$ 2,889,705.50 | \$ 2,551,201.00 | \$ 1,858,076.50 | \$ 1,155,945.50 | \$ 768,376.50   | \$ 753,819.50   | \$ 14,349,711.00 |          |
| <b>2011</b> | \$ 699,056.00   | \$ 837,102.50   | \$ 861,104.00   | \$ 1,095,337.50 | \$ 1,544,455.50 | \$ 1,817,156.50 | \$ 2,684,710.00 | \$ 2,780,183.00 | \$ 1,973,015.00 | \$ 1,424,672.00 | \$ 848,743.00   | \$ 842,334.00   | \$ 17,407,869.00 | 21.3%    |
| <b>2012</b> | \$ 794,615.50   | \$ 1,105,016.50 | \$ 1,173,229.00 | \$ 1,268,465.00 | \$ 2,285,391.00 | \$ 1,621,327.00 | \$ 2,919,829.50 | \$ 3,284,812.50 | \$ 2,328,976.50 | \$ 1,509,722.00 | \$ 1,059,623.50 | \$ 987,429.50   | \$ 20,338,437.50 | 16.8%    |
| <b>2013</b> | \$ 801,318.50   | \$ 1,186,675.50 | \$ 956,991.50   | \$ 2,014,194.00 | \$ 1,243,468.50 | \$ 2,878,874.50 | \$ 2,947,323.00 | \$ 3,757,051.00 | \$ 2,311,629.50 | \$ 1,419,812.00 | \$ 1,267,531.00 | \$ 1,139,881.00 | \$ 21,924,750.00 | 7.8%     |
| <b>2014</b> | \$ 1,290,395.50 | \$ 1,338,290.00 | \$ 1,942,191.50 | \$ 1,757,476.00 | \$ 2,300,416.50 | \$ 3,049,154.50 | \$ 3,580,431.00 | \$ 4,478,388.00 | \$ 2,571,537.50 | \$ 1,720,704.00 | \$ 1,500,940.50 | \$ 1,257,419.50 | \$ 26,787,344.50 | 22.2%    |
| <b>2015</b> | \$ 1,454,707.00 | \$ 1,551,115.50 | \$ 1,677,728.50 | \$ 1,647,654.00 | \$ 3,182,546.00 | \$ 4,201,741.50 | \$ 3,159,170.50 | \$ 4,788,584.50 | \$ 3,077,951.00 | \$ 3,149,637.00 | \$ 759,991.00   | \$ 2,180,237.00 | \$ 30,831,063.50 | 15.1%    |
| <b>2016</b> | \$ 879,425.00   | \$ 2,103,761.50 | \$ 1,876,028.50 | \$ 2,681,321.00 | \$ 2,517,654.00 | \$ 3,537,898.50 | \$ 5,535,615.00 | \$ 5,817,534.50 | \$ 3,580,390.00 | \$ 2,445,096.00 | \$ 1,588,500.00 | \$ 2,099,562.50 | \$ 34,662,786.50 | 12.4%    |
| <b>2017</b> | \$ 1,133,689.50 | \$ 1,703,297.50 | \$ 2,078,411.00 | \$ 2,451,555.50 | \$ 3,275,104.50 | \$ 4,445,792.50 | \$ 5,634,117.50 | \$ 4,854,401.00 | \$ 4,419,028.00 | \$ 2,637,020.50 | \$ 2,106,212.00 | \$ 2,160,059.00 | \$ 36,898,688.50 | 6.5%     |
| <b>2018</b> | \$ 1,402,102.86 | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            | \$ 1,402,102.86  |          |

% Chg

|              |       |        |       |       |       |       |      |        |       |      |       |      |      |
|--------------|-------|--------|-------|-------|-------|-------|------|--------|-------|------|-------|------|------|
| <b>16/17</b> | 28.9% | -19.0% | 10.8% | -8.6% | 30.1% | 25.7% | 1.8% | -16.6% | 23.4% | 7.8% | 32.6% | 2.9% | 6.5% |
|--------------|-------|--------|-------|-------|-------|-------|------|--------|-------|------|-------|------|------|

% Chg

|              |       |
|--------------|-------|
| <b>17/18</b> | 23.7% |
|--------------|-------|