



THE CORPORATION OF THE CITY OF VERNON

TOURISM COMMISSION

WEDNESDAY, JULY 18, 2018

OKANAGAN LAKE ROOM – 8:00 a.m.

A G E N D A

- 1. INTRODUCTION OF MEMBERS**
- 2. ELECTION OF CHAIR AND VICE-CHAIR**
- 3. ADOPTION OF AGENDA**
- 4. ADOPTION OF MINUTES**
 - a) April 18, 2018 (attached)
- 5. NEW BUSINESS:**
 - a) Term of Reference Overview – Kevin Poole
 - b) Structure and sub-committees – Kevin Poole
 - c) Budget Planning for 2019
 - d) New DBC Strategic Planning and Marketing - Open Pool & Sector Projects
- 6. INFORMATION ITEMS:**
 - a) Accommodation Tracking (none)
 - b) Visitor Info Centre Statistics (attached)
 - c) Municipal Reg. District Tax Update (attached)
 - d) Update on cycling signs in Kal Park:
 - NOCS has installed the signs
 - e) Travel Trade:
 - i. Revised partner offerings flat sheet
 - ii. DVA Travel Trade Pilot Program for this summer
 - f) Media:
 - Tracking:
 - i. 26 Stories
 - ii. Media value of \$1.278M
 - iii. Audience of 1.201B
 - Stories:
 - i. Recent:
 - July 5 – The BC Ale Trail Expands into Four New Regions in the Summer of 2018 –

- July 5 – Northwest Military – Okanagan Military Tattoo -
- TravelSquire.com – Girls’ Okanagan Road Trip is Electric -
- #OkanaganExploring with ZenSeekers - Peddle Across Vernon – video
- ii. Upcoming
 - July 20 – PinkBike
 - Summer - BC Magazine – Romantic Getaway to Vernon
- Recent/Upcoming Hosting:
 - i. Upcoming:
 - July 18 – 20 – BC Ale Trail Filming
 - July 23 – 25 – Bianca Bujan for BC Magazine – Romantic Getaway to Vernon
 - July 26 – 29 – Marguerite Cleveland for NWMilitary Okanagan Tattoo and Local Living Magazines in Washington and Idaho for Fall Adventures
 - August 13 – 16 – Jami Savage – Ultimate BC Road Trip
 - September:
 - a. Toronto Media Dinner
 - b. Diane Selkirk for Tree Bathing for US publications
 - October 12 – 15 – Seeing Canada Filming with Brandy Yanchyk
 - ii. Recent:
 - June 25 – 28 - Sharon McDonnell
 - June 27 – July 1 - Prestige Hotel Adventurers
 - July 3 – 4 – Pinkbike filming for Sagebrush Singletrack Trail
 - July 9 – 12 – Terumi Pong – Family Electric Car Getaways from Seattle
 - July 13 – 15 - Condrea Fung 15 mins on Fairchild Radio for What’s New in Vernon

7. NEXT MEETING:

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, September 19, 2018.

8. ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF

TOURISM ADVISORY COMMITTEE MEETING

HELD WEDNESDAY, APRIL 18, 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
Susan Lehman, Downtown Vernon Association (8:18 a.m.)
Dione Chambers, Greater Vernon Chamber of Commerce (8:09 a.m.)
Aaron Deans, Allan Brooks Nature Centre (8:12 a.m.)

ABSENT: Matthew Ball, North Okanagan Cycling Society
Raj Sood, Super 8

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

The meeting was called to order at 8:04 a.m.

ADOPTION OF AGENDA

Moved by Kari Wilton, seconded by Christine Kashuba:

THAT the agenda for Wednesday, April 18, 2018 Tourism Advisory Committee meeting be adopted.

CARRIED.

ADOPTION OF MINUTES

Moved by Jacqueline Birk, seconded by Kari Wilton:

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, February 21, 2018 be adopted.

CARRIED.

TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

Dekker Mende, Marketing Specialist from Predator Ridge provided a PowerPoint presentation on a 2018 Marketing Proposal. The following points were noted:

- Promotion and broadcast partnership with CTV Vancouver and TSN 1040 to run from May 11th to 19th, 2018 with the main events occurring on May 17th and 18th
- CTV Weathercaster Marke Driesschen and CTV Promotions Host Krissy Vann will broadcast segments on May 17th and 18th
- Predator Ridge investing \$174,00
- Will have a large reach for the Okanagan and Tourism Vernon and partners
- Tourism Vernon will be providing a giveaway package and have an opportunity to speak on air with TSN 1040
- There will be numerous opportunities with CTV – promotion to be during Morning Live, News at Noon, Evening and Weekend News running May 12th – 18th with a minimum airtime, promotional and production value of \$161,350
- Promotions with TSN to run with numerous live segments, web listings and social media posts from May 10 to the 18 with a minimum airtime, promotional production value of \$222,825
- Predator hosting all crew, providing food, beverage and full rounds of 18-hole golf plus rentals
- New this year is a focus on wellness with multiple air segments featuring culinary, yoga and biking. Filming to be done from Yoga Platform.
- Segment to focus on new mountain biking trail and connection with Ellison Provincial Park and the Okanagan as a four season destination
- Corporate business segment also to be promoted and the benefits of doing business in the region.

Requests: \$15,000 Cooperative Marketing Funds Grant – Matching Dollars

Moved by Jacqueline Birk, seconded by Christine Kashuba:

THAT the Tourism Advisory Committee recommend that Council approve the Cooperative Marketing Funding Application from Predator Ridge Resort in the amount of **\$15,000** for promotion of their event to be held May 11 – 19, 2018;

TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

AND FURTHER, that the Tourism Advisory Committee recommends staff work with Predator Ridge to maximize exposure for Tourism Vernon and our tourism partners.

CARRIED, by weighted vote.

UNFINISHED BUSINESS:

ASSOCIATED MEMBERSHIP

No update at this time

DEALING WITH FLOODING AND FIRE IN FUTURE

The Manager, Tourism is working with Thompson Okanagan Tourism Association and Emergency Management at crafting a message, would like to expand to other communities to make sure messaging is consistent.

The Committee would like to see a plan that has the message, who will be notified and how other tourism partners and organizations will be engaged.

VERNON ACCOMMODATION SURVEY

Manager, Tourism continuing to work with Destination B.C., it has been difficult to get attendance of all partners.

TOURISM COMMISSION DISCUSSION - UPDATE

Report has been approved by Council, Bylaw is required and is going forward for first, second and third readings at the April 23, 2018 Council meeting. Possibility of adoption at the May 14 meeting.

Connection of the Tourism Commission will be with Vernon and Great Vernon Area.

There was concern that we need guidelines as to what we are promoting and how we are representing our stakeholders and the Vernon DNA. Both marketing structure of the Tourism Commission need to be addressed.

Promotion continues to be driven by 'heads in beds' and may extend farther than the Greater Vernon promotion boundaries.

DISTRICT OF COLDSTREAM TOURISM ADVISORY COMMITTEE

Pending Council approval, a survey is to be circulated to gather input on the use of recreational locations. Survey will gather information on how amenities are enjoyed, where do visitors stay, is there adequate parking and what are your thoughts on how tourism should be managed in the future.

TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

This information will be used to initiate a recreational plan for Coldstream.

Improvements to the dock at Kal Beach are currently on hold pending resolution of jurisdictional issues for insurance.

There are plans to gravel the triangular property at the Vernon Coldstream boundary for use as a parking lot.

ACTIVATE SAFETY TASK FORCE UPDATE

Meetings have been occurring weekly since March as a way to identify and address issues relating to the impacts of homelessness, poverty, addiction and criminal behavior on the local business community.

A Town Meeting was held a few weeks back and input was requested. There has been brainstorming sessions and suggestions that work needs to be done with Interior Health and Social Planning along with other community organizations.

It is hoped that a report will be ready for Council for July 9.

The Committee suggested that the Task Force look to other communities, like Oliver and Victoria, and how they deal with messaging surrounding their homeless populations.

It was also suggested that messaging could mimic emergency management information with a combined proactive approach.

CANADA MEDIA MARKETPLACE

Tourism Manager reviewed handout that was distributed to the Committee at the meeting

The Committee would like listing of media dinners.

LAUNCH OF DESTINATION BC SECTOR AND OPEN POOL PROJECTS

The three sector project was made possible through Destination BC funding and an investment by Tourism Vernon of \$28,000.

‘Explore Okanagan’ will be rolled out in May or June – itinerary to be decided.

NEW BUSINESS

DESTINATION THINK PRESENTATION TO COUNCIL

The presentation made by William Bakker, Chief Strategist & Partner at Destination Think! to Vernon City Council at their March 12, 2018 meeting was circulated to the Committee.

TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

GOLF SHOWS AND FUNDING UPDATE

Manager, Tourism meeting with other organizations, there may be some overlap with Victoria show.

CANADA MEDIA MARKETPLACE

See above.

TRAVEL AND WORDS

No report.

MEDIA DINNERS

General information to be sent out to the Committee.

REQUEST FOR PROPOSAL FOR MARKETING AGENCY

No report.

INFORMATION ITEMS:

ACCOMMODATION TRACKING

none

VISITOR INFO CENTRE STATISTICS

The Committee reviewed the statistics for the Visitor Info Centre.

MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE

The Committee reviewed the statistics attached to the agenda for the Municipal & Regional District Tax. Collection of the 3% began in January, Vernon receive 0.2% of the additional 1%. There is a possibility to host larger events in order to access provincial and national funding, although the event must be secured prior to applying for funding.

MEDIA

The Manager, Tourism reviewed various media information including events, conferences, hosting opportunities and articles, etc. that have happened and are upcoming.

DVA promoting orgs that are not only downtown and each having an experience there to engage tourists. Strategy to enlarge the sense of community to other areas.

Allan Brooks invites DVA on June 8 first day of Raptors.

TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

DOWNTOWN VERNON ASSOCIATION

The Downtown Vernon Association (DVA) is reaching out to businesses and organizations that are outside of downtown core. The DVA would like to share experiences with tourists and enlarge the sense of community. If you have an event or experience you would like to share/promote, please contact Susan Lehman.

ALLAN BROOKS INVITATION

Allan Brooks Nature Centre invites all to attend the Centre on June 8, when The Raptors will return.

DATE AND TIME OF NEXT MEETING

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, May 16, 2018 at 8:00 a.m. in the Okanagan Lake Room.

ADJOURNMENT

The Tourism Advisory Committee meeting adjourned at 9:18 a.m.

CERTIFIED CORRECT:

Chair

DATE RANGE: June 2018

PHONE CALLS											
	AB	MB	BC	ON	SK	USA	UK	Local	Europe	Other	Total
Toll Free	11		39			2					52
Regular			52					112			164
Emails	15		56	1		3		38	1	3	117
Packages	10		300					55			365
										TOTAL	698

*Some calls may have more than one inquiry

TOLL FREE INFORMATION				VISITORS		2018	% Change over 2017
Requested	Total Regular	Source	Total TF	Total Parties			
Phone Number	1	Website Tour	24	914			-31.2%
Event/Attraction	21	Website Other		1584			-29.9%
Relocation	2	Print	12	Mobile Visitors - 738 People - Increase of 130.6%			
Silver Star		Repeat Visits	16	ORGANIZATIONS ASSISTED			
Roads		Other (Word of mouth)		Name of Group	Assistance Provided		
Services	11			BC Indigenous Day	Hosted Culinary event		
Accommodation	19			Ambassador Training	City Bike Ambassador training		
TOTAL	54	Total	52	Funtastic Sports	Preperation & Mobile & Volunteer		
				Sunshine Festival	Mobile		
				Red Barn Open House	Teresa Attended		
				OKIB	Meeting Appt & Room Rental		
				Healthy Horses	Room Rental		
				Allan Brooks	Met with Aaron		
				Gumtree	Retail Meeting		
				Brochure Distribution	Stakeholders 420 cases		
				Immigrant Services	Hosted 17 new immigrants		
				Beairsto School	25 Grade 1 students Tourism Talk		
				Sam Steel Days Cranbrook	Staff attended 2 days		
				Vernon Library	Brochures & Guides supplied		
				Information Packages	210 prepared		

REGULAR CALL LINE			
Requested	Total Regular	Source	Total
Phone Number	8	Website Tour	29
Event/Attraction	51	Website Other	
Relocation		Print	36
Silver Star	9	Repeat Visits	68
Roads		Other (Word of mouth)	6
Services	24		
Stakeholder	44		
Accommodation	17		
TOTAL	153	TOTAL	139

WEBSITE VISITS								
Facebook	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	0
Organic	4,375	3,983	5,366	4,683	7,230	7,612	5,363	38,612
Paid Campaign	0	0	0	0	0	0	0	0
Day	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Totals
Tourism Vernon	2,498	2,456	2,583	2,464	3,202	3,863	2,865	19,931
Twitter Activity	Twitter Followers 4158 Increase of 29							

WEBSITE TRAFFIC	
Organic	13486
Referring Sites	504
Direct Traffic	1889
Social	145
Email	2
Display	3
Total Visits	19931

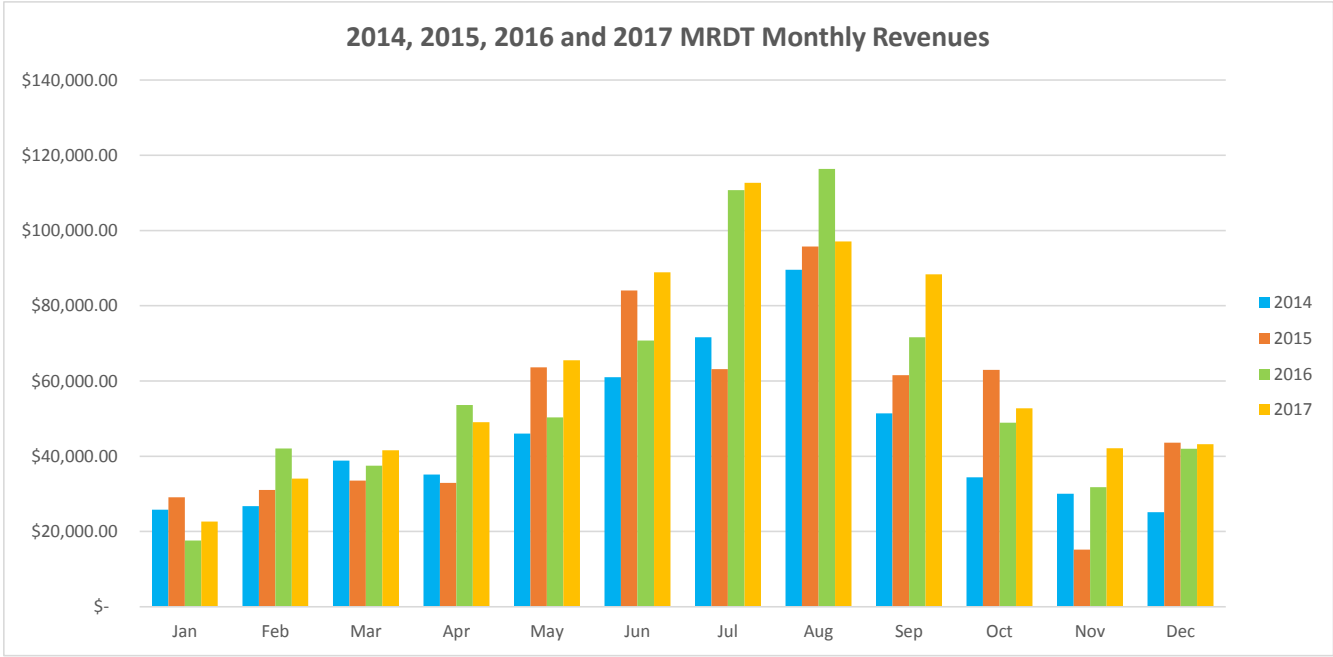
MAIL OUTS SENT		EMAIL INQUIRIES	
Totals	Relocation	Emails Sent	
		All from the website	
	Info Pkg	Accommodation Camping	6
	Advert Pack(Guides)	Vernon Information Requests	43
TOTAL	365	Other Stakeholders	81

City of Vernon - Municipal Regional District Tax (MRDT)

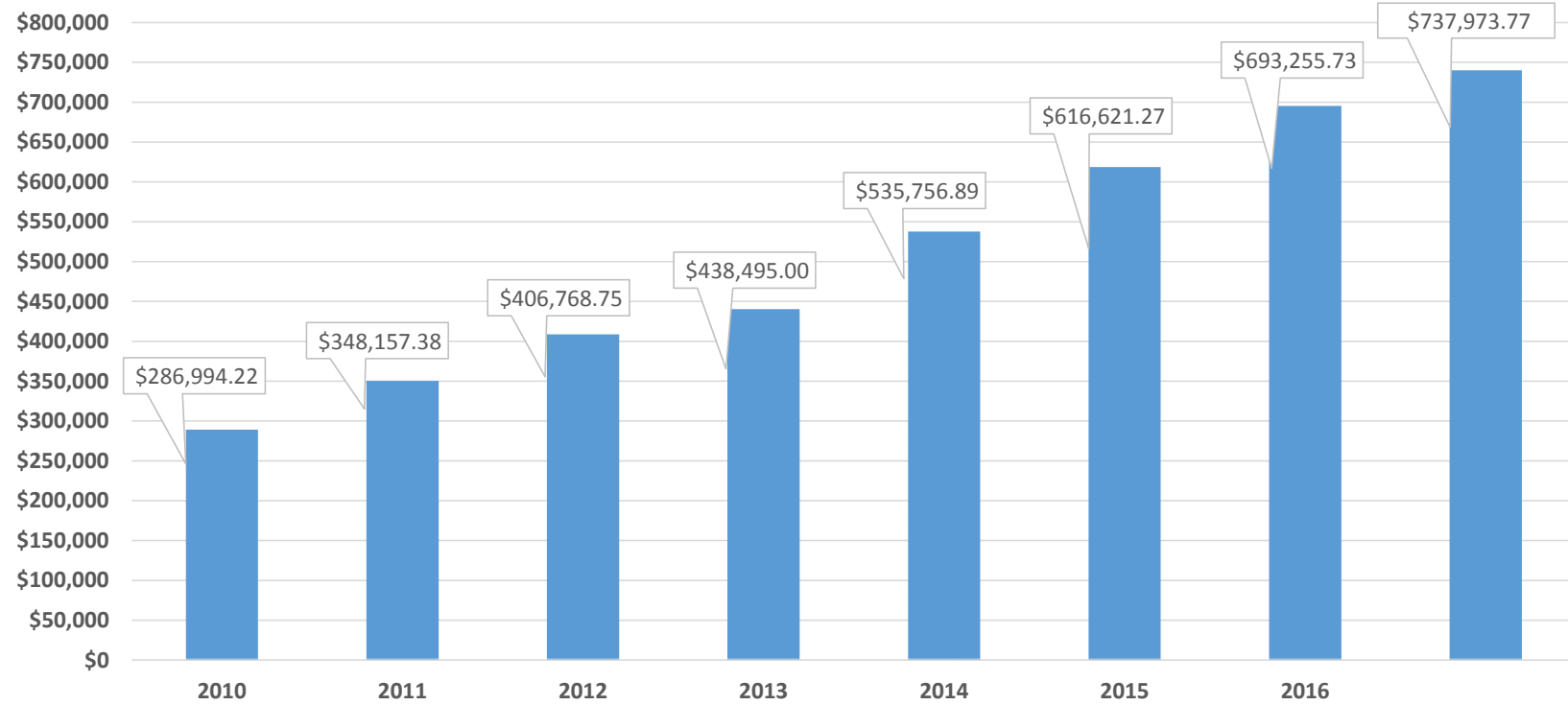
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
2010			\$ 14,059.37	\$ 15,378.73	\$ 29,706.08	\$ 28,307.55	\$ 57,794.11	\$ 51,024.02	\$ 37,161.53	\$ 23,118.91	\$ 15,367.53	\$ 15,076.39	\$ 286,994.22	
2011	\$ 13,981.12	\$ 16,742.05	\$ 17,222.08	\$ 21,906.75	\$ 30,889.11	\$ 36,343.13	\$ 53,694.20	\$ 55,603.66	\$ 39,460.30	\$ 28,493.44	\$ 16,974.86	\$ 16,846.68	\$ 348,157.38	21.3%
2012	\$ 15,892.31	\$ 22,100.33	\$ 23,464.58	\$ 25,369.30	\$ 45,707.82	\$ 32,426.54	\$ 58,396.59	\$ 65,696.25	\$ 46,579.53	\$ 30,194.44	\$ 21,192.47	\$ 19,748.59	\$ 406,768.75	16.8%
2013	\$ 16,026.37	\$ 23,733.51	\$ 19,139.83	\$ 40,283.88	\$ 24,869.37	\$ 57,577.49	\$ 58,946.46	\$ 75,141.02	\$ 46,232.59	\$ 28,396.24	\$ 25,350.62	\$ 22,797.62	\$ 438,495.00	7.8%
2014	\$ 25,807.91	\$ 26,765.80	\$ 38,843.83	\$ 35,149.52	\$ 46,008.33	\$ 60,983.09	\$ 71,608.62	\$ 89,567.76	\$ 51,430.75	\$ 34,414.08	\$ 30,018.81	\$ 25,148.39	\$ 535,746.89	22.2%
2015	\$ 29,094.14	\$ 31,022.31	\$ 33,554.57	\$ 32,953.08	\$ 63,650.92	\$ 84,034.83	\$ 63,183.41	\$ 95,771.69	\$ 61,559.02	\$ 62,992.74	\$ 15,199.82	\$ 43,604.74	\$ 616,621.27	15.1%
2016	\$ 17,588.50	\$ 42,075.23	\$ 37,520.57	\$ 53,626.42	\$ 50,353.08	\$ 70,757.97	\$ 110,712.30	\$ 116,350.69	\$ 71,607.80	\$ 48,901.92	\$ 31,770.00	\$ 41,991.25	\$ 693,255.73	12.4%
2017	\$ 22,673.79	\$ 34,065.95	\$ 41,568.22	\$ 49,031.11	\$ 65,502.09	\$ 88,915.85	\$ 112,682.35	\$ 97,088.02	\$ 88,380.56	\$ 52,740.41	\$ 42,124.24	\$ 43,201.18	\$ 737,973.77	6.5%
2018	\$ 39,258.88	\$ 59,772.88	\$ 61,597.04	\$ 63,210.77									\$ 223,839.57	51.9%

\$ 147,339.07

% Chg	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
16/17	28.9%	-19.0%	10.8%	-8.6%	30.1%	25.7%	1.8%	-16.6%	23.4%	7.8%	32.6%	2.9%
17/18 - 3%	73.1%	75.5%	48.2%	28.9%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%



2017	\$ 737,973.77	6.5%
2016	\$ 693,255.73	12.4%
2015	\$ 616,621.27	15.1%
2014	\$ 535,746.89	22.2%
2013	\$ 438,495.00	7.8%
2012	\$ 406,768.75	16.8%
2011	\$ 348,157.38	



Accommodators Revenue		
2010	\$	14,349,711.00
2011	\$	17,407,869.00
2012	\$	20,338,437.50
2013	\$	21,924,750.00
2014	\$	26,787,344.50
2015	\$	30,831,063.50
2016	\$	34,662,786.50
2017	\$	36,898,688.50

COUGAR TRAP



Ride this fun classic single track from Cougar Canyon Parking Lot to bottom of Crash of '08, continue on skid road onto Osprey Bay Road for short ride to Pond Loop and Lower Stone Gap.

Length: 675 m. Climb: 73 m. Descent: -37m

TECHNICAL DIFFICULTY



MORE DIFFICULT



USE AT OWN RISK



BC Parks

