



THE CORPORATION OF THE CITY OF VERNON

TOURISM COMMISSION MEETING

WEDNESDAY, October 20, 2021

OKANAGAN LAKE ROOM & VIA ZOOM

8:00 a.m.

A G E N D A

1. ORDER

2. LAND ACKNOWLEDGEMENT:

As chair of the City of Vernon's Tourism Commission, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan nation.

3. ADOPTION OF AGENDA

4. ADOPTION OF MINUTES

September 15, 2021 (attached)

5. UNFINISHED BUSINESS

6. NEW BUSINESS

- a) Staffing Update - Introduction of Newest Team Member
- b) Next Steps re: Two (2) New Positions Approved by Council
- c) Committee Clerk Introduction and Brief Overview
- d) Presentation - Sports & Cultural Society of the North Okanagan (SCSNO)
- e) Marketing Update

7. NEXT MEETING

The next meeting of the Tourism Commission is tentatively scheduled for Wednesday, November 17, 2021 at 8:00 a.m.

8. ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF THE
TOURISM COMMISSION MEETING
HELD WEDNESDAY, SEPTEMBER 15, 2021
OKANAGAN LAKE ROOM**

PRESENT: VOTING:

Claus Larsen, Accommodation Provider, Chair
Dauna Kennedy, Arts & Culture, Vice-Chair

Bobby Bissessar, Accommodation Provider
Brett Woods, Biking
Clinton Bialas, Restaurant
Councillor Kari Gares (Appointed Member)
David Gibbs, Accommodation Provider
Gale Woodhouse, Arts & Culture
Kevin O'Brien, Attractions
Mayor Victor Cumming (Alternate Member)
Michael Van Horne, Golf
Ricardo Smith, Sports and Events
Richard Rolke, Greater Vernon Chamber of Commerce
Susan Lehman, Downtown Vernon Association
Troy Hudson, Ski

NON-VOTING:

Ian Jenkins, Silver Star Mountain Resort

ABSENT: Mike Fotheringham, Okanagan Indian Band

STAFF: John Perrott, Staff Liaison, Mgr., Economic Development & Tourism
Torrie Silverthorn, Manager, Tourism
Tracy Mueller, Committee Clerk

CALL TO ORDER: The meeting was called to order at 8:02 am

TOURISM COMMISSION MINUTES

SEPTEMBER 15, 2021

LAND

ACKNOWLEDGEMENT:

As Chair of the City of Vernon's Tourism Commission, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.

Before the start of the meeting, the Chair requested that the Tourism Commission meeting agenda be varied as follows:

- To address Item 5 (a) - Tourism 2022 Budget at the end of the September 15, 2021 Tourism Commission Agenda, directly following Item 6 - New Business.

The Chair declared a potential pecuniary interest, due to a family relationship and therefore advised members of the Commission that we would recuse himself from voting and participating in the 2022 Budget discussion to mitigate an actual or perceived conflict of interest.

Moved by Richard Rorke seconded by Gayle Woodhouse:

THAT the agenda for Wednesday, September 15, 2021 Tourism Commission meeting be varied and adopted as amended.

CARRIED

3. ADOPTION OF AGENDA

Moved by Richard Rorke seconded by Gayle Woodhouse:

THAT the agenda for Wednesday, September 15, 2021 Tourism Commission meeting be adopted.

CARRIED

4. **ADOPTION OF MINUTES**

Moved by Richard Rorke, seconded by Clinton Bialas:

THAT the minutes of the Regular Tourism Commission meeting held Wednesday August 18, 2021 be adopted.

CARRIED

The meeting was started with roundtable introductions.

Commissioner Bobby Bissessar joined the meeting at 8:05 am

Commissioner Bissessar was introduced to the group. He provided members of the Commission with a brief overview of his professional experience and background and shared that his aim is to get the "Outback" and associated tourism aspects more widely known for the City of Vernon and is looking forward to working with the rest of Commission in order to make that happen and bring more tourism opportunities to the City.

Commissioner Michael Van Horne joined the meeting at 8:08 am

Earlier in the meeting, the agenda was varied.

6. **NEW BUSINESS**

a) **Marketing Update**

Staff provided members of the Commission with an overview in the form of a PowerPoint presentation depicting fall photography that will be used for the Fall Tourism campaign of various tourist spots / amenities and website stakeholder referrals.

In response to a question from the Commission regarding website analytics, staff confirmed they were able to provide both "click-through" and referral conversions and would be happy to provide further detail at an upcoming meeting.

Discussion ensued and it was suggested by a member of the Commission that the Vernon City Tourism consider engaging a digital agency to also track e-commerce in relation to "click through rate".

In terms of programming success, staff advised that the Tourism Visitor Centre Program was extremely successful this season and that was largely due to the two (2) stellar seasonal spokespeople who were hired and assigned to the project. Staff noted that both temporary staff members hired to support the Visitor Centre created a very positive online following during their summer term, the aim is to re-hire them for next year's campaign.

Commissioner Susan Lehman joined the meeting at 8:13 am

ACTION: The Manager, Tourism to provide a detailed analysis of current (and planned) website analytics related to tourism at an upcoming meeting.

- b) Okanagan Military Tattoo - request for letter of support BCFEE
- c) Okanagan Rail Ride - request for letter of support BCFEE

Staff noted that there were some other requests received since the Agenda was issued last week also for consideration.

Discussion ensued among members of the Commission; it was determined that rather than address each individual request, the Commission preferred to create a "blanket letter of support" for such requests that meeting the approved criteria.

It was further discussed that members of the Commission would all be required to both agree and support the following criteria due to the urgency of the requests presented timing is of the essence; the deadline is in September for grant funding.

Criteria:

- BC Fairs, Festivals & Events Recovery Fund (BCFEE)
- Must be a pre-existing, established event in Vernon

Moved by Richard Rorke, seconded by Clinton Bialas:

THAT the Tourism Commission approve requests for support for the items submitted; and any subsequent requests fit the agreed upon criteria as follows:

1. BC Fairs, Festivals & Events Recovery Fund (BCFEE)
2. Must be a pre-existing, established event in Vernon

CARRIED

ACTION: The Chair suggested that this item be discussed at the next meeting Tourism Commission meeting; and requested that staff add it as an agenda item.

The Chair further suggested that it would be beneficial for members of the Commission to keep an open mind when reviewing "creative" and "out of the box" concepts.

Before Item 5 (a) Tourism 2022 Budget was discussed, the Chair declared a potential conflict of interest based on the reason noted at the start of the meeting.

The Chair recused himself and left the meeting at 8:21 am; Commissioner Dauna Kennedy, assumed the role of Chair.

Earlier in the meeting the agenda was varied

5. TOURISM 2022 Budget

- a) The Manager, Tourism provided members of the Commission with a PowerPoint presentation outlining the proposed Tourism 2022 Budget.

The following key points were discussed:

- Staff reviewed the 2022 Plan & Budget for the benefit of the Commission and provided a Power Point Presentation.
- The 2021 MRDT has come in better than expected, some hotel operators have experienced a banner July.
- Reviewed financing and the numbers that have been spent on contractors. The message is loud and clear that we need to get on the digital train.
- Staff provided an overview of the contracted services and the current expenditures. We are spending funding on external contractors on management of digital channels.
- It was discussed that given the tourism climate, it would be advantageous and timely to have digital marketing managed internally.
- The request will need to be vetted through Council and HR, the estimated that staffing costs would go up \$165,000 this year. The monies saved in contracting fees would be applied to digital marketing.
- Having an internal team would assist with cohesive messaging of content and quality control.
- Vernon would be modelling delivery of service similar to other adjacent municipalities.

- One of the proposed new roles would be Visitor Servicing Supervisor. This individual would be the "thumb on the pulse" person and allow us to be more proactive and would serve as an ambassador.
- The other proposed role would be Content Marketing Specialist who would focus on digital marketing.
- Both roles would ensure that the website content would match what visitors are looking for.
- The request is to draw \$170,000 potential draw from reserve. This would facilitate the MRDT Renewal Process (estimated at \$30,000), recovery marketing campaigns and the new website (budgeting \$25-30 K).
- Contractors would shift from more of a core role, to a supportive role. Contractors would be used, as needed for one-off specialty projects.
- Staff has not gone forward with an RFP.

A member of the Commission expressed concern regarding the proposed website refresh budget and noted it seemed modest.

In response, Staff noted that there were significant improvements realized with the recovery campaign, there are other integrations that will be rolled into the new website; however, staff confirmed that there is maneuvering room to include a buffer as MRDT should come in a bit higher. Staff noted they are confident that there will be additional cost savings realized.

Mayor Cumming joined the meeting at 8:36 am.

A member of the Commission posed a question regarding the onboarding time for the proposed new positions.

Staff confirmed that a request for approval would be presented to Council at the September 29, 2021 Council Meeting for consideration. The process is such that Council will consider the request for the early adoption process; should the request receive Council endorsement; the new positions could feasibly be put in place for the start of 2022.

It was clarified, for the benefit of the Commission that the proposed part-time admin person will have their time split between Tourism and Economic Development.

Staff closed their presentation by saying that the aim for the funding request is to create a more sustainable and operational structure.

The motion was split as follows:

1. *THAT the City of Vernon's Tourism Commission supports the use of up to \$170,000 from the tourism reserve to fund the 2022 Tourism Operational Budget to fund the MRDT renewal process, new tourism website, and additional tourism marketing and promotional activities.*

Moved by Richard Rorke, seconded by Clinton Bialas:

THAT the City of Vernon's Tourism Commission supports the use of up to \$170,000 from the tourism reserve to fund the 2022 Tourism Operational Budget to fund the MRDT renewal process, new tourism website, and additional tourism marketing and promotional activities.

CARRIED

2. *THAT the City of Vernon's Tourism Commission supports the creation and funding for a Visitor Services & Community Specialist as part of a request to Council for the 2022 budget process, funded using MRDT funds.*

Moved by Richard Rorke, seconded by Kevin O'Brien:

THAT the City of Vernon's Tourism Commission supports the creation and funding for a Visitor Services & Community Specialist as part of a request to Council for the 2022 budget process, funded using MRDT funds.

CARRIED

3. *THAT the City of Vernon's Tourism Commission supports the creation and funding of a Digital Marketing Specialist as part of a request to Council for the 2022 budget process, funded using MRDT funds.*

Moved by Brett Woods, seconded by Kevin O'Brien:

THAT the City of Vernon's Tourism Commission supports the creation and funding of a Digital Marketing Specialist as part of a request to Council for the 2022 budget process, funded using MRDT funds.

CARRIED

The Vice-Chair added an additional agenda Item 7 - Round Table Discussion to the meeting agenda.

7. Roundtable Discussion

Commissioner Woodhouse - Provided an update and noted that the Arts Council will be doing the community engagement piece. The Arts Council has gone through marketing and will be getting a new website in place soon; the aim is to have it up and running in November 2021. The intent of the new site is to look at how to attract tourists to the arts and culture community within Vernon.

Commissioner Bissessar - Is excited to be part of the Commission and noted that the influence of digital marketing is critically important. In his new role, he spent the summer redoing the website and getting photography on the destination. The sheer magnitude of the property is staggering. Is currently working to "dial in" the digital arena to create a strong foundation to build visitor interest.

Mayor Cumming - Noted that Forestry Management, given the current wildfire situation in the interior is one of the key topics of discussion at UBCM.

Commissioner Van Horne - Tourism not a lot going on, on a personal note, spent time downtown in the summer. Raised concern regarding affordable housing so that workers can have housing options. Staff noted that product development and stakeholder engagement. Information sharing is important and feedback is shared at the local biking sector. It is important to enhance communication.

Discussion ensued, and it was acknowledged by the group that current issues facing many businesses are: labour / housing and mental health were issues for hiring people during a pandemic.

Commissioner Bialas - Noted that with his business, they brought in additional benefits as staff incentives, and have pivoted to use local suppliers. Expressed regret that due to COVID-19, the closure of portions of the downtown sector were a missed opportunity due to the lack of capacity in terms of staffing.

With respect to the new Provincial Health Mandate for Proof of Vaccinations - there has been a lot of media, lots of discussion around it. Using consistent posters from both BC / Interior Health has assisted in messaging.

Commissioner Hudson - Noted that he currently has 40 staff; however, with the reduction in capacity due to COVID, there are no events. They will be starting with the Canada Cup Olympic Qualifier, a booking with an event at Silver Star that could build into a gigantic event this November - December opportunities are sold out for teams to train. It is shaping up to be a very good season. Doing an upgrade to infrastructure and will add further off-season training opportunities.

Commissioner Jenkins - Mentioned "Crankworks" -- noted that it was not possible due to social distancing requirements; at the moment they are back to having no spectators at the event. It will be on TV on October 2nd. Cassandra Zerebeski started on Monday and has relocated to Vernon moved from Squamish. Opened the Vernon office and will have the site available for passed food and also pickup.

Commissioner O'Brien - Funding - BC Recover Grand. Kal Paddle Festival yearly. A launch lane is going to be put into Kal beach with a narrow corridor for boats. The Kal Classic will be difficult to host due to the segregation of boating and swimming. The paddle boats are not kept on the beach. Received a letter from Coldstream Council asking to keep their craft off the beach; Coldstream issued a business license and they are looking to navigate that permitting process.

ACTION: Councillor Gares requested staff to include a Cultural Update at the next Tourism Commission meeting.

DATE AND TIME OF NEXT MEETING

The next meeting of the Tourism Commission is scheduled for **Wednesday, October 20, 2021** at 8:00 a.m.

MEETING ADJOURNMENT

Moved by Richard Rolke, seconded by Bobby Bissessar: THAT the City of Vernon's Tourism Commission meeting of Wednesday, September 15, 2021, be adjourned.
CARRIED

The Tourism Commission meeting adjourned at 9:04 am

CERTIFIED CORRECT:

Vice-Chair



Sport & Culture Society

OF THE NORTH OKANAGAN

www.scsno.ca

Resources and tools created for the North Okanagan sport, culture and recreation community.





Our Society Who, What, Why!

The SCSNO is a non profit organization formed as a legacy from the 2012 Winter Games. With the support of sustainable funding from Tourism Vernon through the Tourism Commission, in July 2019 the society was able to establish ourselves as a solid identity.

We are tasked with playing a lead role in the attraction of sports and cultural events to our community.

Our Society offers tools and resources to community organizations looking to host events both large and small. We also are the introductory contact for any group that is looking to bring an event to the North Okanagan.

The purpose of this document is to provide a brief review of the society's successes and to showcase the tools and resources the Society has built during the pandemic.



Event Planning Document

Get Planning Now!

A detailed and scripted event planning document that covers what to consider when planning an event. Our goal is to provide guidance, resources and collaboration to organizations that are hosting or looking to host events within our region.

The document should give confidence to organizations that have never hosted an event before and are unsure where to start. For the more established organizations with a history of hosting events it may offer fresh ideas that may not have been considered before.

The document outlines an event lifecycle covering four key areas that are broken into stages – Stage 1 is the **'planning'** of an event. Stage 2 covers the **'pre'** considerations before an event can happen and stage 3 and 4 looks at considerations **'during'** an event and then **'post'** event.

Each stage is colour coded for ease of separation from the complete document. Many of the stages sub sections offer links to online tools, select community resources and even a component checklist with suggested event planning considerations.



get planning now!

WHAT TO CONSIDER WHEN PLANNING AN EVENT

Version 1 – Spring 2021
www.scsno.ca



SCSNO

Sport & Culture Society
OF THE NORTH OKANAGAN

Resource Toolkit Organization Directory **Volunteer Registry**

Get Involved Now!

Sport & Culture events that are hosted in our community need more than top quality athletes, high energy performers or an enthusiastic board. They need volunteers to help put these events on. Without volunteers there would be no events.

By signing up with [get involved now!](#) we will let you know as soon as there is a group or society requesting volunteers. You can get in contact directly letting them know how much or how little you want to [get involved!](#)

Getting involved is a great way to make new connections and learn new skills. Volunteering helps build confidence and be part of the wider community. Allows you the opportunity to give back or make a difference to the people around you. Regardless of the motivation, you will find it both challenging and rewarding.

Interested in taking on more of a leadership role within the community?

Many organizations have a requirement for volunteers to take on key roles. These volunteers bring expertise or experience, take on more responsibility and help become part of the fabric of the organization or the event.

If this is you, please select the appropriate response in the [get involved now!](#) registration form and someone will be in touch with you.

Active Volunteer Calls

Fantastic Sports Society - July 2021

Vernon BC Winter Games 2022 - February 2022

Future Events Coming Our Way

Subscribe Now

Want to get involved in your community? Sign up with [get involved now!](#) We will keep you up to date with all the volunteering opportunities happening in our area.

Subscribe Now

* Includes required

Email Address

First Name

Last Name

Phone Number

Interested in more of a leadership role?

Yes, tell me more.

Not at this time.

Privacy Policy - The SCSNO wish to make it clear that we do not share any of your personal information nor do we use any 3rd party services to collect data while

get involved now!

Volunteer Database

Get Involved Now!

The SCSNO has created an online volunteer database that captures contact information of people that are looking for volunteer opportunities within our community. Volunteer registration can be found through our society website or from the secured domain www.getinvolvednow.ca.

Although privacy laws prevent us from sharing the collected data, we can communicate on behalf of the organization. We have created a society newsletter that we can send out to the database informing of any volunteer opportunities and who they should contact to get involved.

The database is stored using the website 'MailChimp' – which not only safeguards the integrity of the volunteers data it also offers us a bespoke Sport & Culture Society newsletter service.

Upon collecting volunteer information we also try and identify individuals who are seeking more of a leadership role in volunteering and not just 'on the day' volunteers. These volunteers can be interviewed by the SCSNO to establish their skillset for use in leadership positions.



Use the search box to instantly filter the list below. Try using keywords or organization name.

Example: Arts Centre, Soccer, Silver Star, etc.

ORGANIZATION NAME ▾	
+	+35 Men's Soccer League
+	+45 +55 +65 Men's Soccer League
+	Adult Basketball League - Summer
+	Allan Brooks Nature Centre
+	Armstrong & District Fish & Game Association - Archery Club
+	Arts Council of the North Okanagan
-	Aura Chamber Choir
Brief Description:	Aura Chamber Choir is a society dedicated to the performance of fine coral music. Based in Vernon, its 40 members come from throughout the Okanagan Valley and Shuswap area.
Primary Contact:	Imant Raminsh, Director
Secondary Contact:	None Listed
Website Address:	https://aurachamberchoir.com/
Social Media Listing:	https://www.facebook.com/AURACHamberChoir
Accurate as of:	2021-03-09
Update:	Suggest an edit
+	Bush Babes & Bros
+	Bushwacker Pairsball
+	Cactari Centre
+	Caravan Farm Theatre
+	Centre Stage Performing Arts Academy
+	City Dance Okanagan
+	Endurance Health and Fitness EHF
+	Fallow Ridge Disc Golf
+	Freedom Flight Park & School - Paragliding

Add a Listing

Your listing will be reviewed before posting.

Organization Name (Required)

Primary Contact Name (Required)

Position

Primary Contact Email (Required)

Phone Number

Website Address (URL)

Please include http:// or https:// at beginning of the URL

Brief Description (Required)

Organizational Database

Sport, Cultural & Recreation Groups!

The SCSNO has compiled an extensive list of 112 sport, culture and recreational groups operating in the North Okanagan. This information is showcased on the society website www.scsno.ca.

This collected information features the group or societies name, brief synopsis of their operation, a link to their website/social media and the best contact information available. This database is current as of March 2021.

The directory is listed alphabetically of all 112 groups and can be viewed by scrolling through each individual listing or using keywords in the search bar.

Our website allows for online registration of new listings or to resubmit updated information. Data is stored on cloud software and all submissions must be approved by SCSNO before they go live on the website.



Toolkit

Return to Sport	
Accommodation and Restaurants	
Accommodation Inventory	
Athlete Safety	
Bid Submissions	
Coach Development	
Community Event Calendars	
Cultural Facility Inventory	
Event Sustainability	
Funding	<p>Funding</p> <p>Funding is one of the most common responses we receive when we ask organizations - "What does your event need to succeed?"</p> <p>To help, we have listed a number of potential funding bodies that could be suitable for your organization. Each funder has their own parameters for eligibility so please click on the heading for a link to the application criteria.</p> <p>This is not an exhaustive list - many funding opportunities come available for only a short window and then will close once they have distributed all the funds. Searching online for new opportunities is advised.</p> <p>Tourism Vernon AHRT Cooperative Marketing Funds</p> <p>Shared 50/50 marketing funding from the AHRT open to applicants from both Sport & Culture organizations. Projects must attract visitors from outside of the Okanagan region, increasing tourism visitation and spending. As of Jan 2021, applications will be accepted in two phases - February and July</p> <p>Click here to see the PDF application.</p> <p>Greater Vernon Arts, Culture & Youth Grants</p> <p>The Regional District of North Okanagan allocates annual grant funding that is available to community organizations who are intending to provide a festival, event or project featuring arts, culture and/or youth based elements for the benefit of Greater Vernon residents. The RDNO offers two separate grants, one is a project grant and the other is an operating grant - Application dates for both grants are September 30th 2021.</p> <p>Click here for more information on the RDNO grants.</p> <p>Destination BC Tourism Events Program</p> <p>The Tourism Events Program was created to help events increase the volume of visitors to British Columbia, broaden global recognition of the province, and build our reputation as an internationally renowned destination. Applications open March 31st 2020 for events taking place between Nov 2020 and Oct 2021. Minimum funding application is \$10,000.</p> <p>Click here to see the program requirements.</p> <p>viaSport Hosting BC Program Grant</p> <p>The Hosting BC grant provides up to \$35,000 to not-for-profit organizations for the purposes of hosting amateur sporting events in BC. Applications are open every four or five months for events happening within 6 to 18 months. <i>Currently accepting applications for events taking place between April 1 2020 and June 30 2021.</i></p> <p>Click here to see the PDF application.</p> <p>BC Community Gaming Grants Webinar</p> <p>Community Gaming Grants provide \$135 million annually to not-for-profit organizations throughout B.C., to support their delivery of ongoing programs and services that meet the needs of their communities.</p>
Letters of Support	
Permits	
Sponsorship	
Sport Facility Inventory	
STEAM - Sport Tourism Economic Assessment Model	

Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

FUNDING

List of eight available event funding sources available to Sport & Culture organizations.

Sources include local and provincials funding bodies.

Access to Grant Connect – a funding information database open to NPOs.



Toolkit

Return to Sport

Accommodation and Restaurants

Accommodation Inventory

Athlete Safety

Bid Submissions

Coach Development

Community Event Calendars

Cultural Facility Inventory

Event Sustainability

Funding

Letters of Support

Permits

Sponsorship

Sport Facility Inventory

STREAM - Sport Tourism Economic Assessment Model

Accommodation and Restaurants

Are you bringing people in from out of town - need to find a hotel rooms and secure rates. Below is a list of our Accommodation providers within the North Okanagan with locations, contact names, numbers and emails.

It is best to remember that we are a summer time destination and many of the hotels and motels reach capacity without the need for block bookings. The accommodators would be much more open to offering 'attractive' rates in the shoulder seasons (Oct - May). This might be something to consider when selecting dates for your event.

List of Hotel & Motel Accomodations in Vernon

ACCOMMODATION NAME
<ul style="list-style-type: none"> Best Western Pacific Inn & Suites <p>Address: 4790 34th St, Vernon, BC V1T 5Y9 Contact Name: Cecilia Guerrero Contact Email: regional@sales@phihotelgroup.com Tel: 250 558 1800 Website: Click to view</p>
<ul style="list-style-type: none"> Blue Stream Motel
<ul style="list-style-type: none"> Canada Best Value Inn & Suites
<ul style="list-style-type: none"> Days Inn Vernon
<ul style="list-style-type: none"> Econo Lodge
<ul style="list-style-type: none"> Fairfield Inn & Suites Vernon
<ul style="list-style-type: none"> Holiday Inn Express Hotel
<ul style="list-style-type: none"> Okanagan Royal Park Inn
<ul style="list-style-type: none"> Polson Park Motel
<ul style="list-style-type: none"> Predator Ridge Golf Resort
<ul style="list-style-type: none"> Prestige Hotel and Conference Centre
<ul style="list-style-type: none"> Sandman Inn Vernon
<ul style="list-style-type: none"> Schell Motel
<ul style="list-style-type: none"> Silver Star Motel
<ul style="list-style-type: none"> Sparkling Hill Resort
<ul style="list-style-type: none"> Super 8 Hotel

Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

ACCOMMODATIONS & RESTAURANTS

Complete list of all accommodators within the City of Vernon. 19 accommodators accounting for 1246 rooms.

Information includes # of rooms per property, amenities and booking contacts.

A list of restaurants that will support 'teams of up to 20' for group dining.



Toolkit

Return to Sport	<h3>Letters of Support</h3> <p>Letters of support are important and often required components of grant applications. A letter of support demonstrates to potential funding bodies the credibility of the applicant, their credentials, and the reasons why they deserve the funding. In addition, it aims to convince the funding entity that the event for which the grant is requested is a good one, and will be beneficial to local participants and the community at large. Having a positive letter of support will increase your chances of getting the grant significantly. It is important to note that a letter of support is written by somebody that is not the grant applicant. This may be a local politician or dignitary or partner organization, such as the Sport & Culture Society.</p> <p>The City of Vernon Mayor, our Provincial MLA and Federal Member of Parliament can all offer letters of support. When you are asking someone to write a letter of support, be specific. Tell them to whom you are applying for funding, the objectives of the funder, and what you would like them to include in their letter. We know from experience that drafting the text of the letter before submitting it to them will be helpful.</p> <ul style="list-style-type: none"> • SCSNO Letter of Support SAMPLE • Create your own Letter of Support template <p>Letters of support written by SCSNO</p> <ul style="list-style-type: none"> • Letter of Support - Sundance/MartialArts.Feb2020 • Letter of Support - Telus Cup 2021 • Letter of Support - Dilson.July21st • Letter of Support - CulturalCentreFundingApp.Aug2020
Accommodation and Restaurants	
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Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

LETTERS OF SUPPORT

Reasons for and benefits of including a Letter of Support in a bid, funding or permit application.

Sample support letters that have been issued by the SCSNO in the past.

How the SCSNO can help in facilitating City of Vernon, Provincial and Federal support letter requests.



Toolkit

Returns to Sport	
Accommodation and Restaurants	
Accommodation Inventory	
Athlete Safety	
Bid Submissions	
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Letters of Support	
Permits	<p>Does your event need a permit? City of Vernon Special Event Permit</p> <p>Do you know that the City of Vernon requires a Special Event Application to be submitted 30 days before your event takes place?</p> <p>The purpose of this application is to provide the necessary information to the City and other community authorities to ensure that the events being will be safe and successful.</p> <p>The application also provides key information on additional services available within the community and the processes for obtaining special approvals that may be necessary for your event.</p> <p>The City of Vernon must approve a Special Event Application in order for an event to proceed and it is the responsibility of the Special Event Permit applicant to confirm to all applicable laws and regulations and adhere to all requirements as per the approved Special Event Permit.</p> <p>The below link will open the form which gives the City's 'terms & conditions' and submission details.</p> <ul style="list-style-type: none"> • City of Vernon Special Event Application Form <p>BC Park Use Permits</p> <p>If your event is hosted in a provincial park you will need to apply for a Park Use Permit if a 'fee has been charged' for participation in your event. The below link will give full details on what activities require a permit, how to apply and the process.</p> <p>Please note – BC Parks state that applications can take up to 140 days for a decision.</p> <ul style="list-style-type: none"> • BC Parks Permits
Sponsorship	
Sport Facility Inventory	
STEAM - Sport Tourism Economic Assessment Model	

Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

PERMITS

A brief education on why organizations may need to apply for a permit to host an event.

Link to 'Special Event Permit' issued by the City of Vernon and the provincial link for a BC Parks Permit.

Tips and advice on the completion of an application.



Toolkit

Returns to Sport	<h3>Sponsorship</h3> <p>Seeking some tips in how to secure, retain and engage local sponsors? Here are some links that can help you complete a successful sponsorship package. Our community businesses give thousands of dollars in money, time and product to events and programs each year. They receive multiple requests for support but there are only so many they can support – These links may help in making sure your request stands out.</p> <ul style="list-style-type: none">• BC Gov Sport and Culture Toolkit – Securing Sponsorship Tips• viaSport Sponsorship Case Study from SportNZ
Accommodation and Restaurants	
Accommodation Inventory	
Athlete Safety	
Bid Submissions	
Coach Development	
Community Event Calendars	
Cultural Facility Inventory	
Event Sustainability	
Funding	
Letters of Support	
Permits	
Sponsorship	
Sport Facility Inventory	
STEAM - Sport Tourism Economic Assessment Model	

Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

SPONSORSHIP

Advice and suggestions on how to secure, engage and retain local sponsors.

Links to sponsorship case studies that will educate and inform how to best approach event sponsorship.



Toolkit

Returns to Sport	
Accommodation and Restaurants	
Accommodation Inventory	
Athlete Safety	
Bid Submissions	
Coach Development	
Community Event Calendars	
Cultural Facility Inventory	
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Letters of Support	
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Sponsorship	
Sport Facility Inventory	
STEAM - Sport Tourism Economic Assessment Model	<p>STEAM – Sport Tourism Economic Assessment Model</p> <p>Have you ever wanted to know what level of economic impact your event may have on your community? The STEAM software can help.</p> <p>The STEAM model uses standardized visitor expenditure profiles that have been developed using primary data, which is then supplemented with the latest data from Statistics Canada. This spending estimate is then combined with your capital and operations expenditures to produce an overall estimate of the expenditures associated with your event. These calculations are then entered into the economic impact assessment component of the model to produce the predicted economic impact.</p> <p>Access to STEAM is free to all members of Sport Tourism Canada. As Vernon Tourism is a paid up member so we can offer you complimentary access to this software. The SCSNO can facilitate your model calculation requests.</p> <p>Sport Tourism Canada – STEAM 2.0</p> <p>For more information on STEAM and how it can be used for your event contact us at ed@scsno.ca</p> <p>Please note – STEAM is a predictive calculation using pre event data. SteamPRO is available for events looking for post event economic data – further information and pricing can be found here.</p>

Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

Sports Tourism Economic Assessment Model (STEAM)

Providing access to organizations of the Sports Tourism Economic Assessment Model offered by Sports Tourism Canada.

This is member only software that can give organizations a predictive economic impact tool for their event.

As Vernon Tourism is a member of the STC our society can facilitate local organizations who would like to find out what level of economic impact their event offers.



Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

FACILITIES INVENTORY

An inventory of 27 public North Okanagan sporting parks and sporting facilities.

An inventory of 12 North Okanagan cultural and arts facilities.

Both are working documents – dated Summer 2020. They detail location and amenities provided at the time of audit.




Caetani Cultural Centre
3401 Pleasant Valley Rd, Vernon V1T 4L4
<https://www.caetani.org/>

The 120+ year old Caetani Cultural Centre is a 6,000 sq. ft. designated heritage house, situated on 1.5 acres of land on lower East Hill. The facility is operated by The Caetani Cultural Centre Society as a registered not for profit charitable organization. The house and grounds are owned by the City of Vernon, and operated by the Caetani Cultural Centre Society. The house is the former home of renowned artist, writer, mentor and teacher Siveva Caetani. Siveva was locally known as 'The Countess' due to her aristocratic background and she was a visionary figure in the community with a deep belief in culture, knowledge and artistic endeavours.

The mysterious and heartbreaking story behind the history of the house and its inhabitants provides a gateway to understanding our recent past, opening a window to a much different world and shedding light on the many artworks and writings created by our benefactor Siveva Caetani. Following the death of her father in 1934 she was kept a virtual prisoner in her own home for 25 years by her invalid mother. Her story is one of overcoming adversity and rising above her circumstances. Siveva left her 1.5 acres of gardens and historic home to the community of Greater Vernon in 1994 with the express wish that it serve as a community cultural facility for artistic and critical exploration

Workshops
Rentable Studios - Rentable Exhibition / Event Space
Wheelchair Accessible
Residency Program
City of Vernon Building




Page 3 of 13

McDonald Park
4200 27th Street, Vernon BC V1T 6X3
Soccer, Pickleball, Basketball & Tennis Court

Soccer	Tennis	Pickleball	Basketball
Two Soccer Fields	Two Tennis Courts	Four Pickleball Courts	One Basketball Court
Grass	Hard Court (Shared with Pickleball)	Hard Court (Shared with Tennis)	Six basketball Hoops
Fenced perimeter	Fenced perimeter	Fenced perimeter	
Changing Rooms	Changing Rooms	Changing Rooms	Changing Rooms
Operated by CoV	Operated by CoV	Operated by CoV	Operated by CoV

Additional Facilities

- All sports facilities adjacent to Seaton High School
- Parking +75 spaces
- Equipment Storage
- Club House



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Toolkit

Return to Sport	
Accommodation and Restaurants	
Accommodation Inventory	
Athlete Safety	
Bid Submissions	<h3>Bid Submissions</h3> <p>Below are a number of bid submissions that have been compiled and submitted by the City of Vernon to host various sporting events.</p> <p>If you are thinking of submitting a bid to host an event - these submissions could be a great resource on what to include in your package.</p> <p>In addition, the SCSNO can also help you enhance your application by sourcing 'North Okanagan' imagery and providing updated stats.</p> <ul style="list-style-type: none">2022 Vernon BC Winter Games2017 55+BC Games Bid Submission2014 RBC Royal Bank Cup2012 Ironman Canada Bid Submission
Coach Development	
Community Event Calendars	
Cultural Facility Inventory	
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Sport Facility Inventory	
STREAM - Sport Tourism Economic Assessment Model	

Online Resource Toolkit

Individual resources that can be found online at www.scsno.ca

BID SUBMISSIONS

Advice and tips on how to complete an event Bid Submission.

Information on where to source supporting data and up to date statistics for inclusion in any bid application.

Examples of previous bid submissions – including Ironman, BC Winter Games, 55+ Games.



UNDER CONSTRUCTION!!! A certification course with an emphasis on event planning/executing.





Our Society Where we would like to go!

As a society we wish to maintain the society's progress, continue to enhance our resources and maintain the momentum built up over the past two years.

When the timing allows our aim is to bring alive the tools and resources we have created by promoting them to the community.

Build our volunteer database. The infrastructure is there – we just need to gather the volunteers.

Start encouraging groups to beginning thinking about future events and the planning required to host an event post pandemic.





Marketing Update October 2021





FALL 2021

ACTIVATE AUTUMN

Dear Torrie,

Fall is on in Vernon! The valley and surrounding hills are exploding with colour, while farmers' fields are bursting with produce. As September rolls into October, spooky events crop up on the calendar as we all enjoy the last few warm days before the frost falls. We invite you to visit Vernon this fall!

Please take a moment to visit Tourism Vernon's [Know Before You Go page](#) for the latest travel advisories and useful information to guide your travel planning. We hope to see you soon!

Header Image: Ratio Coffee & Pastry | Credit: Jordan McGrath



Hiking Kalamalka Provincial Park | Jordan McGrath

Epic Fall Hiking Lives in Vernon

As the heat of summer recedes, the fall months provide the opportunity to get out into nature, taking in brisk mornings and comfortable afternoons. Discover a path ideal for your abilities, and get out there to explore Vernon in all of its fall splendour.

[FIND A TRAIL](#)



Davison Orchards

Fall is Fabulous at Davison Orchards!

Perched above Vernon overlooking Okanagan Lake, family-owned Davison Orchards has provided farm-fresh produce to the region and its residents for over 85 years. There's no better time to visit the orchard than in fall, when harvest season provides a bounty of fresh from the tree (or vine) goodness. Find more reasons why Davison in the fall is just fabulous!

DISCOVER DAVISON



Predator Ridge

Fall Golf Specials & Events

Golfing in the fall is...perfection. Take on the fresh greens and lush fairways of Predator Ridge during [Golftoberfest](#) - where you can play the Ridge or Predator course for just \$89pp (some conditions apply) and enjoy daily food and beverage specials.

Over at The Rise, golfers looking for a challenge are invited to sign up for [The Gladiator](#) - their version of an Ironman, with tough pins and yardage. The event is on September 26th so sign up soon!

GOLF IN VERNON



Okanagan Rail Trail

Top Autumn Activities

Take in the crisp morning air or temperate afternoons explore Vernon and its fall beauty. Explore trails, take to the lake, enjoy the bounty of the autumn harvest, and find plenty of things to see and do this fall in Vernon for all ages and abilities.

[LEARN MORE](#)



Predator Ridge Resort

Vernon Vacation Packages & Hotel Specials

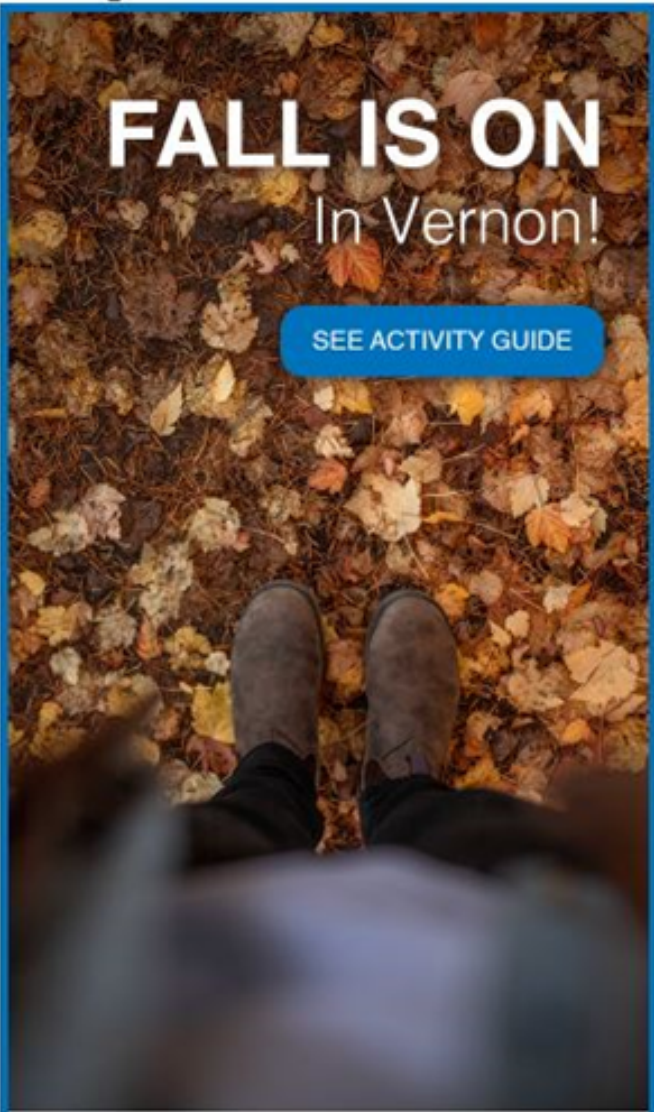
Discover Vernon vacation [specials](#) to help inspire a well-deserved trip away from home. Recreational travel is now permitted from throughout Canada and internationally, and we look forward to welcoming everyone back! Bookmark the BC [Travel and COVID-19](#) information page for ongoing travel updates and information.

VIEW PACKAGES



EPIC FALL HIKING LIVES IN VERNON

[SEE TRAIL GUIDE](#)



FALL IS ON In Vernon!

[SEE ACTIVITY GUIDE](#)



Top Performing Pages -

Page Title

Vernon BC Trip Planner | Official Tourism Vernon Website

Tourism Vernon Events Calendar

News and Notices - Tourism Vernon

Vernon Hiking | Hiking Trails In and Around Vernon BC

BX Creek Vernon BC | Visit BX Creek and Falls

Vernon Attractions | Top 10 Attractions in Vernon BC

Okanagan Wineries in Vernon | Vernon Wineries

Airport Transit Vernon to Kelowna | YLW Shuttle

Vernon Trails | Hiking & Biking Trails in Vernon BC

Vernon Map | Tourist Maps for Vernon BC

Traffic by Region

Region

Sessions ▾

British Columbia 9,007

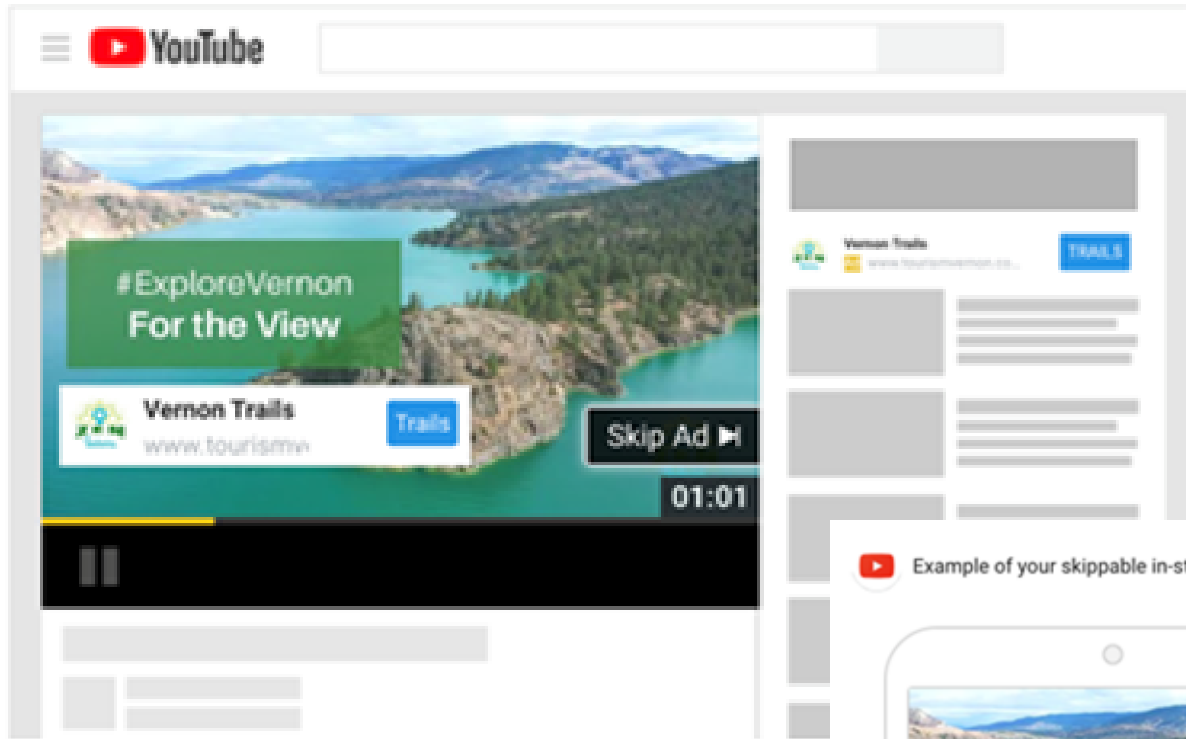
Alberta 903

Ontario 517

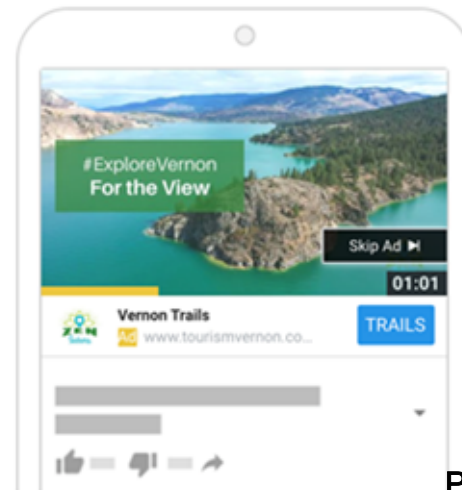
Quebec 148

Saskatchewan 125

 Example of your skippable in-stream ad on YouTube



 Example of your skippable in-stream ad on YouTube



Destination BC Co-Operative Marketing Campaign



CONTENT	TARGET MARKETS
Video Pre-Roll	BC & AB
Contest Campaign	Thompson Okanagan Region
TV Commercial, 300+ spots	Canada Wide
Sponsored Content	Lower Mainland, Outdoor leisure market
Digital Ad Campaign	



Welcome to Off Track Travel

We are Gemma and JR, a British/Canadian couple who live to explore beyond the beaten path and love helping others to do the same.

Off Track Travel showcases underrated, out of the ordinary and lesser visited places, with an outdoor adventure focus. We travel in a converted van with two kayaks, a canoe and our well-worn hiking boots. Sounds like your cup of tea? We're glad to have you here!



Plus DESTINATION LADYSMITH • BC'S BEST ART GALLERIES

BRITISH COLUMBIA

M A G A Z I N E



The Cool List

BC's Top Winter Adventures

- NORDIC SKIING**
CROSS-GENERATIONAL FAMILY FUN
- BACKCOUNTRY HUTS**
SUNSHINE COAST BY SNOWSHOE
- GO CAR-FREE**
14 BUS-ACCESS ESCAPES

\$7.95 DISPLAY UNTIL MARCH 11, 2019

84
PM 4005110

RECOMMENDED

Thompson OKANAGAN

There is nothing like waking up to a warm Okanagan sunrise. The scent of the orchard and the vine infuse the air and inspire the senses. The beautiful beauty of the Thompson Okanagan is home to many artists and cultural creatives in each unique community.

Picturesque landscape, sprawling vineyards and cascading valley views marry with inspired creativity and artistry, providing art-lovers, watching experiences, from outdoor adventures, biking, skiing, or hiking, to buy days spent touring the vineyards of Canada's famous wine country.

Communities throughout the region showcase rich performance culture, established multicultural heritage, well-guided art tours, galleries, artisanal boutiques and estates and plenty of artist studios off the beaten path.

Take advantage of long, warm evenings and experience the region's many festivals, events, markets and outdoor performances.

Lake Country ArtWalk

Lake Country Community Complex, 10001 Slocan Road, Lakeview, Lake Country, BC

September 2nd + 8th, 2018 "Art in Focus!"
September 12th + 13th, 2020 Theme to be determined

Lake Country ArtWalk is a multi-city festival with a rich display of original artworks by 500 artists. Live music on four stages, demonstrations, live auctions, theatre performances, dining, dancing, and so much more. There is something for everyone, over 2,000 visitors will enjoy the great festival.

www.lakecountryartwalk.ca



OUR BRANDS INCLUDE





Questions?