



# SHUSWAP TOURISM AND COLUMBIA SHUSWAP FILM COMMISSION DEPARTMENTS 2021 Goals and Objectives

RESOURCES	
Department Head:	Kyle Dearing
Current FTEs:	1.0 FTE: Tourism Marketing Assistant
Contract Positions	1.0 Contractor: Acting Manager - Shuswap Economic Development, Shuswap Tourism, Columbia Shuswap Film Commission

The CSRD has traditionally delivered the tourism, economic development and film commission functions through one department, using shared in-house resources and personnel. In 2019, the CSRD Board made the decision to move the economic development portion of this department to an external, arms-length delivery model beginning January 2021. This decision has budget implications for both the remaining tourism and film commission functions as well as the new economic development organization as various administrative and organizational costs can no longer be shared. Given this change in departmental function and mandate and the corresponding budgetary consequences, there is a need to look at Shuswap Tourism and Columbia Shuswap Film Commission delivery options and staffing moving forward. Board and community recommendations will be sought as part of this exploration and planning process.

## MANDATES

### SHUSWAP TOURISM

Shuswap Tourism is a community-based destination marketing organization focused on visitor attraction, destination development and other marketing and promotional services in support of tourism businesses and operators within the geographic boundaries of Armstrong, Chase, Enderby, Salmon Arm, Sicamous, and CSRD Electoral Areas C, D, E, and F. The goal of these activities is to increase visitation to the Shuswap region for recreational, leisure and business purposes, and to support the expansion and further development of both industry and visitor experiences.

### COLUMBIA SHUSWAP FILM COMMISSION

The Columbia Shuswap Film Commission promotes and supports television and film production activity, in collaboration with Creative BC, within the geographic boundaries of the Revelstoke, Salmon Arm, Sicamous, and CSRD Electoral Areas B, C, D, E, and F, for both the domestic and international film production industry.

## SHUSWAP TOURISM INITIATIVES 2021

### **GUIDING DOCUMENTS: 2019-2022 CSRD Strategic Plan; 2018-2022 Shuswap Tourism Strategic Marketing Plan**

Shuswap Tourism will undertake the following marketing projects, and will also continue to provide the services to the communities in the Shuswap and surrounding regions as outlined below:

### **2021 SHUSWAP TOURISM DESTINATION MARKETING PROJECTS:**

#### **DESTINATION BC (“DBC”):**

*Shuswap Tourism partners with and receives funding from DBC annually to undertake specific visitor attraction initiatives directly tied to goals, objectives and timelines found in Shuswap Tourism’s 5-year Strategic Marketing Plan. These tactics also align with and support the Healthy Communities, Culture of Engagement and Partnerships & Economy strategic themes outlined in the CSRD Strategic Plan.*

#### **DBC CO-OP MARKETING PROJECTS:**

##### **1. Digital Asset Development and Marketing Campaign**

This tactic is intended to continue the work identified in Shuswap Tourism’s current 5-year Strategic Marketing Plan intended to support the Shuswap region’s evolution to a four-season destination, while also adapting our approach to fall in line with the realities of COVID-19 and the need to respect and align with relevant provincial and federal travel guidance.

##### **2. Social Media Program Execution**

This tactic is intended to further leverage Shuswap Tourism’s social media presence and the identified opportunity to expand and evolve in an increasingly strategic and targeted way. It also allows Shuswap Tourism to build capacity and strategic value in a marketing and communications medium that offers specific usefulness and advantages while we continue to deal with COVID-19 travel restrictions, and that will continue to be of great value long after.

#### **DBC COMMUNITY ADAPTATION FUND PROJECTS:**

##### **1. Sledshuswap.com Website Landing Page and Marketing Campaign**

This funding will enable Shuswap Tourism to participate as a partner organization (see list above), working in collaboration with the BC Snowmobile Federation (BCSF) to establish and promote the sledshuswap.com website. Recognizing the economic value of British Columbia’s snowmobiling industry and packaged with the goal of tourism sector recovery, resiliency and rejuvenation, this project aims to create a regional website, sledshuswap.com. It will include the development of high-quality video, photography and written content. This effort will be further supported through paid digital advertising, designed to drive traffic to the Sled Shuswap website and link back to individual sled club sites for further promotion.

## **2. Strategic, Targeted Use of Current Digital Assets**

Shuswap Tourism is entering year 4 of a 5-year strategic marketing plan focused on growing tourism in the Shuswap region into a four-season destination. Various digital marketing assets (ex. videos, photography, blog posts, etc.) have been developed and used in campaigns in support of this marketing plan, specifically focused on showcasing shoulder and winter season experiences. While Shuswap Tourism will continue to move forward with new asset development and campaigns in support of the timeline and experience promotion outlined in its strategic marketing plan, these recently created digital assets continue to hold relevance and strategic marketing value, and also fit well within COVID-19 social distancing guidelines. We have also heard from industry and other partners that additional support with digitally focused, COVID-19 travel restriction-appropriate visitor attraction is seen as a strong priority. With that in mind, Shuswap Tourism will develop and execute a series of digital campaigns using these assets and as well as TELUS and other visitor information data to execute these campaigns in the most relevant, COVID-19 travel restriction-appropriate target markets. These campaigns will be executed via digital mediums including paid social channel ads, native ads, display ads (image and video).

### **OTHER MARKETING PROJECTS:**

In addition to DBC and other externally funded visitor attraction tactics, Shuswap Tourism also uses its internal tax requisition-based funding in support of a variety of marketing, communications, industry support and development, and other tourism industry development initiatives. These tactics are all guided by the Shuswap Tourism Strategic Marketing Plan as well as the CSRD Strategic Plan, specifically supporting and enhancing Healthy Communities, Transportation Advocacy, Culture of Engagement, and Partnerships & Economy strategic priorities.

- Sponsorships
- Golf Shuswap Marketing Consortium
- Shuswap Wineries Marketing Consortium
- Roots and Blues
- BC Ale Trail
- Print Materials Updates and Printing
- Other Marketing

### **ONGOING DESTINATION MARKETING INITIATIVES FOLLOWING THE CSRD STRATEGIC PLAN AND SHUSWAP TOURISM STRATEGIC MARKETING PLAN:**

#### **Destination Development/Management:**

- ✓ Communications with industry and public awareness of the Shuswap Tourism Brand
- ✓ Continue to use the Shuswap Tourism website as a key communications channel for visitors and stakeholders in the Shuswap region.
- ✓ Maintaining a comprehensive tourism business inventory through the Shuswap Tourism listings on the website.

- ✓ Continue to focus on promoting the value and significance of Tourism within the Shuswap region.
- ✓ Continue to work with TOTA, GO2HR, Okanagan College, and other organizations on solutions for labour issues in relation to the Tourism Industry.
- ✓ To continue to support Tourism Sector Development in Cultural Tourism, Trail-based experiences, Sport Tourism, Festivals and Events, Agro-Tourism, and Indigenous Tourism.

**Partnership Development:**

- ✓ **Ongoing** – to maintain strategic partnerships with local, provincial and federal ministries and government to remain informed of new initiatives and funding opportunities.
- ✓ **Ongoing** – to maintain effective strategic partnerships with community stakeholders for sustainable tourism development of the Shuswap.

**COLUMBIA SHUSWAP FILM COMMISSION INITIATIVES 2021**

**GUIDING DOCUMENT: 2019-2022 CSRD Strategic Plan**

**The Columbia Shuswap Film Commission**, guided by the mandate and direction of Creative BC, will continue to provide the services to the communities in the Shuswap and Columbia regions as outlined below:

**ONGOING INITIATIVES:**

- ✓ Regional and External Messaging and Marketing Program – planned and consistent messaging to further development of our marketing activities that will showcase the Shuswap and Columbia regions as a place for film production.
- ✓ Respond to location requests as required.
- ✓ Continue to update the Reel Scout location database and add new imagery of our key locations.
- ✓ Development of a location information database that will provide information required by film scouts to determine location suitability.
- ✓ Improvement in relationship with Creative BC by attending meetings and training sessions
- ✓ Continue to maintain effective strategic partnerships with community stakeholders for film production promotion of the Shuswap and Columbia regions.

These ongoing initiatives provide the structure and services required to attract and support film activity in our region and align with the Partnerships & Economy strategic theme in CSRD Strategic Plan.