



AGENDA

McBride Tourism Committee Meeting

3:00 PM - Monday, October 30, 2023

Hybrid - Council Chambers & Zoom

Page

1. CALL TO ORDER

The McBride Tourism Committee meeting of October 30, 2023 of meeting was called to order at _____ p.m.

2. INTRODUCTION OF LATE ITEMS, IF ANY

3. APPROVAL OF AGENDA

- 3.1. Agenda for the McBride Tourism Committee meeting of October 30, 2023.

***Recommendation:** THAT the McBride Tourism Committee meeting Agenda for October 30, 2023 of meeting be approved as presented or amended.*

4. READING AND ADOPTION OF THE MINUTES

5 - 10

- 4.1. **Minutes from August 21, 2023 Meeting**

***Recommendation:** THAT the minutes of the August 21, 2023 McBride Tourism Committee meeting are adopted as presented or amended.*

[MTCM_0821.23](#)

5. DELEGATIONS

11 - 23

- 5.1. **Presentation of draft 2024 Municipal and Regional District Tax Budget** - John Watson, from Rynic, will present a draft 2024 MRDT budget for the Committee's review and adoption.

[Village of McBride 2024 MRDT One Year Tactical Plan FINAL DRAFT for MTC 10.26.23](#)

[Copy of Village of McBride 2024 - One Year Tactical Plan Budget - FINAL DRAFT 10.26.2023](#)

5.2. **Tourism Plan on a Page** - presentation from Chris Fields, Rynic

6. UNFINISHED BUSINESS

6.1. **2023 MRDT Spending to Date** (for the Committee's information)

1. **Customer Service Training** - \$3,033 spent, leaving \$967 to carry forward to 2024

2. **Social Media Campaign** - \$0 spent, leaving \$5,000 to spend in 2023 or carry forward to 2024

3. **Photography** - \$0 spent, leaving \$5,000 to carry forward to 2024

4. **Brochures** - \$0 spent, \$3,673 earmarked for 2023, leaving \$2,327 to carry forward to 2024

5. **Tradeshows** - \$0 spent, \$2,000 to be spent in 2023

6. **visitmcbride.ca website revamp project** - \$10,000 spent

6.2. **Grant Projects Ongoing (for the Committee's Information)**

1. **Activate Tourism McBride!** with funding from the Rural Economic Diversification and Infrastructure Program. Ongoing with Rynic. Tourism Stakeholder Survey emailed out on October 20 and posted to the Village website and Facebook on October 23, 2023.

2. **McBride Charlie Leak Field Runway and Airside Rehabilitation Project** with funding from BC Air Access. Improvements to the runway, taxiway and apron that include replacement of a culvert, crack sealing and seal coating as well as line painting. Substantially completed.

3. **Village of McBride Drinking Water Filtration System** with funding from UBCM's Canada Community Building Fund. Ongoing.

4. **Optimize visitmcbride.ca Website Project** with funding from Northern Development Initiative Trust. Ongoing with Kimbo Design Inc.

McBride's Tourism Committee approved additional funding for the project via email during the week of September 25, 2023 as follows:

Resolved:

THAT the McBride Tourism Committee requests that Council support and approve an additional \$3,500 (50% from NDIT grant funding, and 50% from MRDT reserves) towards the Optimize visitmcbride.ca Website Project, bringing total project costs to \$40,000 (excluding tax).

CARRIED

Council approved the above resolution and authorized entering into a contract with Kimbo Design for \$40,000 at the October 10, 2023 Regular Meeting.

- 6.3. **Grant Applications awaiting funder decision** (for the Committee's information)

1. Elevate McBride's Historic Train Station - Destination

Development Fund - This project would see significant accessibility improvements and upgrades both inside and outside the community's iconic 104-year-old train station. The Project will ensure that the community's primary tourism and cultural asset is a welcoming, inclusive and accessible space and will result in increased community vibrancy and a strengthened tourism economy.

- 6.4. **Nuisance Mosquito Control** (for the Committee's Information)

A date for a presentation to Council from a reputable pest control agency has not yet been determined.

7. CORRESPONDENCE

8. NEW BUSINESS

- 8.1. **2024 Municipal and Regional District Tax Budget**

The 2024 MRDT budget must be submitted to Destination BC by November 30, 2023.

Resolution #1

THAT the McBride Tourism Committee approves the 2024 Municipal and Regional District Tax budget as presented or amended.

Resolution #2

THAT the McBride Tourism Committee recommends to Council that they approve the 2024 Municipal and Regional District Tax budget.

9. NEXT MEETING

9.1. November 20, 2023 at 3pm

10. COUNCIL RECOMMENDATIONS

11. IN CAMERA

12. ADJOURNMENT

THAT the McBride Tourism Committee Meeting of Monday, October 30, 2023 be adjourned at _____pm.



MINUTES

McBride Tourism Committee Meeting

2:00 PM - Monday, August 21, 2023

Hybrid - Council Chambers & Zoom

100 Robson Centre, McBride BC

Ph: 250-569-2229 www.mcbride.ca

Present: Councillor Glen Frear, Dannielle Alan, Allan Frederick, Lori Hurry, Jill Philpott, Eileen MacDonald

Regrets:

Staff: Sandy Salt, Karen Dube, Mikala Rollinson

Public/

Press: 0 Public

0 Press

1. CALL TO ORDER

The McBride Tourism Committee meeting of August 21, 2023 was called to order at 2:00 p.m.

2. INTRODUCTION OF LATE ITEMS, IF ANY

1. Economic and Community Development Forum
2. Sustainable access to recreational trails in Robson Valley

3. APPROVAL OF AGENDA

Frear/MacDonald

010821.23MTC

Resolved that the Agenda for the McBride Tourism Committee meeting of August 21, 2023, be approved as amended.

CARRIED

4. READING AND ADOPTION OF THE MINUTES

4.a. **Frear/MacDonald**

020821.23MTC

Recommendation: THAT the Minutes from the McBride Tourism Committee Meeting of June 5, 2023, be approved as presented.

CARRIED

5. DELEGATIONS

McBride Big Country Snowmobile Association - Dave McLeod,
President

6. UNFINISHED BUSINESS

6.a. MRDT 1-Year Strategic Plan Update

1. Customer Service Training (\$4,000) - Karen

Teacher costs for delivery of the FoodSafe1 (\$250), Serving it Right (\$125), and Foundations of Service Quality (\$250) = \$625 plus both teachers registered for Serving it Right on the day of the course (\$70). **Total teacher costs - \$695**

Spent to date: \$3,033

2. Social Media Campaign (\$5,000) - Dannielle

Discussion to be saved for next meeting.

3. Photography (\$5,000) - Karen

Considerations for photography and video will be included as part of the Optimize visitmcbride.ca Website Project. Once the website consultant is secured, the Committee can discuss with them if the budget might be supplemented with the MRDT budget for photography.

4. Brochure (\$6,000) - Karen

- **Robson Valley Mountain Biking Association** - Committee approved \$1,398 plus taxes and shipping. Project on hold until September.
- **McBride Solar System Walk** - Committee approved \$1,475 plus taxes and shipping. Project underway.
- **Yellowhead Ski Club logo/sign design and development** - Committee approved \$800. Project underway.
- **Ozalenka Alpine Club** - awaiting quote.

5. Tradeshow (\$2,000) - Karen

Dave McLeod, President of the McBride Big Country Snowmobile Association, is invited to today's meeting to discuss the Association's request for financial support for travel to the 2023 Alberta PowerSports Show in Edmonton in October.

030821.23MTC

Philpott/Frear

Resolved that McBride Tourism Committee will give financial support of up to \$2,000 for travel to the 2023 Alberta PowerSports Show in Edmonton in October.

CARRIED

6. Visitmcbride.ca website revamp project (\$10,000) - Karen

The Village of McBride's application to Northern Development Initiative Trust's Marketing Initiatives Program for up to \$20,000 towards the Optimize visitmcbride.ca Website Project was approved! The Village tendered the project on July 4, 2023 with a submission deadline of Monday, July 31, 2023. Proposals that met the mandatory criteria for submission have been forwarded to Committee members and two Village staff for review and scoring.

6.b. McBride Tourism Committee Appointment (for the Committee's Information)

Council, at their June 27, 2023 Regular Meeting, appointed Lori Hurry to the Committee representing the McBride and District Chamber of Commerce. Either or both Lori or Bobby Hurry can attend Committee meetings with one vote between them.

Welcome to the Hurry's!

6.c. Accommodation Sector outside of McBride voluntarily submitting 2% (for the Committee's Information)

Have not heard back from any of the accommodation providers that were sent letters.

6.d. Grant Projects Ongoing (for the Committee's Information)

1. Canada Community Revitalization Funding (CCRF), through Pacific Economic Development Canada for the **Revitalize Bill**

Clark Memorial Park and Ball Diamond Project. Project completed.

2. Main Street Capital Program through Northern Development Initiative Trust for the **McBride Main Street Lighting Replacement Project** - substantially completed.

3. Rural Economic Diversification and Infrastructure Program - **Activate Tourism McBride! Project.** Underway - workshop today at 3pm with Rynic.

During the June 27, 2023 Regular Meeting, Council resolved the following:

13. BROUGHT OUT OF IN-CAMERA

a) **170627.23**

Frear/Caputo

Resolved: THAT Council approves to bring out of In-Camera from the June 13, 2023 In-Camera Meeting that Council Directs staff to enter into a contract with Rynic in the amount of \$92,000 (exclusive of taxes) as the successful proponent for the Activate Tourism McBride Project.

CARRIED

4. BC Hydro Community ReGreening Program - **Beautify McBride!** Tree planting completed.

5. Canada Community Building Fund (Capital Stream) - **Village of McBride Drinking Water Filtration System Project.** Ongoing

6. BC Air Access - **McBride Charlie Leak Field Runway and Airside Rehabilitation Project.** Tender posted July 5, 2023 with a closing date of July 24, 2023. Village entered into contract and work will begin on the project this month.

7. Northern Development Initiative Trust - **Optimize visitmcbride.ca Website Project.** Underway. Tender posted July 4, 2023 with a closing date of July 31, 2023. Committee and Village staff review of the submitted proposals ongoing.

6.e. **Nuisance Mosquito Control** (for the Committee's Information)

Staff presented a report to Council at their June 27, 2023 Regular Meeting regarding the Committee's request that the Village of McBride research nuisance mosquito control. Council directed staff to reach out to a reputable pest control agency to inquire about delivery of a presentation to Council on nuisance mosquito control options for municipalities in BC. This will occur at a future Council meeting.

7. CORRESPONDENCE

8. NEW BUSINESS

8.a. **Economic & Community Development Forum**

Karen informed the Committee that this forum will be happening on Thursday September 14, 2023 at Dunster Community School. Advertising has already gone out, but will continue to promote and encourage people to go.

8.b. **Sustainable access to recreational trails in Robson Valley**

To be added as a regular agenda item going forward for future discussions and updates.

9. NEXT MEETING

Next McBride Tourism Committee Meeting scheduled for Monday, September 25, 2023.

10. RECOMMENDATIONS TO COUNCIL

11. IN CAMERA

11.a. **Frear/Philpott**

040821.23MTC

Resolved that the McBride Tourism Committee proceed to an In-Camera Committee Meeting for consideration of the Community Charter related to:

90 (1):

(a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality.

CARRIED

11.b. **Frear/Frederick**
050821.23MTC *Resolved that the McBride Tourism Committee meeting be recessed at 2:44 p.m. to conduct the In-Camera Committee meeting.*

CARRIED

11.c. The Committee Meeting was reconvened at 2:57 p.m..

12. ADJOURNMENT

12.a. **Frear/MacDonald**
060821.23MTC *Resolved that the McBride Tourism Committee meeting for August 21, 2023, be adjourned at 2:56 p.m.*

CARRIED

Designated Recipient: Corporation of the Village of McBride
Designated Accommodation Area: Village of McBride
Date Submitted: November 30, 2023
MRDT Repeal Date: August 1, 2026
Five Year Period: 2021-2026

Village of McBride 2024 One Year Tactical Plan and Budget

Section 1: Overview and Update to Five-Year Strategic Business Plan	
Heading	Description
Strategic Direction	<p>Vision By 2031, the McBride region will be known as the home base for outdoor adventure and cultural connection in the Robson Valley. The region will be recognized as the place to be to access iconic natural attractions, including the Ancient Forest/Chun T’oh Whudujut, Mount Robson, and the Fraser River. Visitors will enthusiastically engage in opportunities to learn about the histories of the people who call this amazing place home.</p> <p>Mission To work collaboratively with internal and external partners to develop a sustainable local tourism industry that gives everyone the chance to benefit.</p> <p>Strategic Context The McBride region is a special place in northeastern British Columbia. The people who call the region home are welcoming and passionate about the quality of life that they enjoy. The region has strong links to its railway heritage and its history in the agricultural and forestry sectors. The McBride region is located within the traditional territories of the Lheidli T’enneh First Nation and the Simpcw First Nation. The region is fortunate to have unparalleled access to an expansive backcountry that provides opportunities for outstanding snowmobiling, heli-skiing, hunting, hiking, and many other activities for both residents and visitors to enjoy. The region’s proximity to well-known attractions such as the Ancient Forest/Chun T’oh Whudujut, Mount Robson, and the Fraser River further positions the region for increased visitation. If developed and managed appropriately, tourism has the potential to bring significant economic, social, and environmental benefits to the region.</p> <p>In 2024, the community will focus on building tourism capacity through the <i>Activate Tourism McBride Project</i>, activating the McBride Tourism Master Plan and the community’s MRDT strategic plan. This will include including refreshing the tourism brand, restarting/ expanding social media channels and digital assets, supporting McBride’s Tourism Committee, develop new or improved tourism experiences, and enhancement of fundamental marketing and promotional basics (website and social media).</p>
Key Learnings and Conclusions	<p>The Village initiated its <i>Activate Tourism McBride</i> in the latter part of 2023, which has helped build economic capacity of the local government to support tourism diversification focused on the tourism sector in and around McBride.</p>

	<p>The project, while multi-year in scope, has provided a baseline for guiding increased community benefits, including: 1) supporting the creation of tourism-specific employment with the development of at least two marketable Tourism Experiences/Products in the community that will be established in 2024; 2) fostering the development of collaborative relationships with local and regional tourism bodies such as the McBride Visitor Centre, Northern BC Tourism and Destination BC, as well as First Nations, which will ensure McBride can capitalize on regional marketing and promotion programs; 3) developing and strengthening the organizational structure and capacity of the Tourism Committee – a group of local volunteers from the business community dedicated to developing and promoting the community as a tourism destination; and 4) supporting community and Council goals to diversify the economy towards tourism; and contributing to community resiliency and sustainability.</p>
Overall Goals and Objectives	<p>The 2024 One-Year Tactical Plan and budget aligns with goals and objectives captured in the Five-Year Strategic Business Plan submitted in 2021, including:</p> <ol style="list-style-type: none"> 1. Destination Development – enhance the capacity of local businesses and stakeholders to develop the McBride region into an attractive, high performing destination. 2. Marketing and Promotional Development – establish a compelling tourism brand and entice travelers to visit by promoting the region’s experiences to key target markets. <p>The Village has hired a Tourism Consultant over two years to assume the tourism portfolio and support tourism sector growth in and around McBride by:</p> <ol style="list-style-type: none"> 1. <u>Actioning McBride’s 10-year Tourism Master Plan</u>- including development of two marketable tourism experiences. 2. <u>Website Content Development</u> - support the redeveloping visitmcbride.ca tourism website through content creation and story development. 3. <u>Support Content Development</u> - for media channels. 4. <u>Develop a 2-year Tourism Committee Action Plan</u> - through direct Committee engagement and strategic planning sessions with Committee members, and municipal staff, regular meeting attendance/support, and ongoing mentorship of Committee members. 5. <u>Village of McBride Organizational Development</u> - determining the best organizational structure to manage tourism in the medium to long term. 6. <u>MRDT Support</u> - ensure McBride’s 5-year MRDT Strategic Plan and 1-year tactical plan and budget are on track and meeting community and sector development goals. 7. <u>Community and Stakeholder Engagement and Collaboration</u> - helping build tourism capacity within the municipality to support long term sustainability of the Tourism Committee and appropriate staffing.

Strategies	<p>2024 One-Year Tactical Plan strategy will feature: 1) destination development and marketing to nurture tourism low-hanging fruit: promotion of McBride as an R&R stop on the Yellowhead Highway. Two-way summer traffic is approximately 1650 vehicles (winter 960). McBride currently has a challenging community highway entrance that does not entice travelers to stop. Further, the highway entrance is not currently visually/functionally linked to its VIA Rail gateway and visitor centre on the opposite side of its downtown; and 2) Continuation of marketing foundation building via development of a new website, a new tourism brand, enhanced social media channels, conducting of tourism industry seminars and engagement, and continuation of support to local recreation groups to market their products. These strategies align with the Village of McBride’s 5 Year MRDT Strategic Business Plan, and stem from the Village of McBride’s Tourism Master Plan (2020).</p> <p>1. Destination Development</p> <ul style="list-style-type: none"> a) Develop a tourism-focused placemaking, signage and wayfinding action plan as a key strategy to address a critical challenge and gap in intercepting rubber tire traffic traveling both east and west on High 16. b) Development of gateway linkages between the VIA rail station and Highway 16 rest stop. c) Review and upgrades of compelling tourism signage at the Highway 5 and 16 junction near Tête Jaune Cache along the south and east entryways. Also consider a roadside pull out with visitor information at this location. <p>2. Marketing and Promotional Development</p> <ul style="list-style-type: none"> a) Continue to redevelop the VisitMcBride.ca website, McBride’s primary tourism website for McBride and region. Specific recommendations to improve the website are detailed in the Tourism Master Plan. b) Consumer-focused asset development specifically focused on purchase of targeted tourism-specific imagery to be utilized on the revamped website and social media platforms. c) Expand the use of social media platforms in tourism promotions by creating social media content that highlights tour operators, key visitor attractions and the visitor centre, to increase visitor interest and visits to these amenities. d) Develop new, foundational marketing collateral (i.e. Outdoor Adventure Guide), which brings McBride region’s tourism brand to life e) Support delegates of local tourism champions (specifically Snowmobile Association) to attend trade shows to capitalize on emerging opportunities and drive visitation to McBride. The Snowmobile Association will be supported to cross-promote other recreation opportunities in and around McBride at the trade shows.
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Target Markets – 2024	<p>The Village Tourism Committee is currently conducting a survey of tourism industry representatives to update and inform target markets and marketing strategies for the summer of 2024. The focus is primarily on the regional Canadian market including:</p> <p>Primary Target Markets and Activities:</p> <ol style="list-style-type: none"> 1. VIA Rail user groups that are stopping in McBride on the Edmonton – Prince George - Prince Rupert rail journey. 2. Overnight visitors from British Columbia and Alberta travelling the Yellowhead to participate in outdoor adventures, explore area attractions, and enjoy an authentic, frontier town experience. 3. Stop-over visitors travelling through the McBride region who are seeking to immerse themselves in natural landscapes, hiking, and agritourism. <p>Secondary Target Markets and Activities:</p> <ol style="list-style-type: none"> 4. Visiting friends and relatives travelling to the McBride region or neighboring communities who are looking to connect with their hosts through authentic experiences. 5. International visitors seeking niche-based experiences, such as dark sky/northern lights viewing, eco-tourism, agritourism, and mechanized recreational pursuits. <p>Demographics</p> <ul style="list-style-type: none"> • Recreationists aged 25-60 • Families with children • Older adults traveling in the shoulder seasons, often with Recreation Vehicles <p>Overnight Stays</p> <p>The community would like to encourage overnight stays of 1 to 2 nights as McBride can act as a lower-priced staging area for day visits to regional tourist attractions such as Mount Robson, Jasper, Ancient Forest Park, Valemount, etc. As McBride develops its own tourism product, these stays can be extended further.</p>

Section 2: One-Year Tactical Plan with Performance Measures – Project Plans

Major Category: Destination & Product Experience Management

Activity Title #1: New Tourism Brand – Outdoor and Natural Asset Experiences Guide

Project Description and Rationale: This project will see creation of a new Tourism McBride Brand that recognizes the historic foundations, history and culture of the community while blending together the outdoor and natural experiences that exist in this untamed landscape. This activity will enhance and contribute to 2024 content marketing, social media and promotions and establish a clear and compelling tourism brand for the McBride region. The brand will take into consideration the direction put forward in the tourism master plan and be grounded in what makes the destination special, and unique from its competitors.

Lead Organization: Village of McBride

Estimated Budget and Funding Source: \$21000 from MRDT

Timeline: Spring 2024 to early Fall 2024

Tactics:

- Engage consultant to develop campaign brand including tagline, colour palette, concept imagery, and target-market aligned creative concepts for core marketing outputs: 1) website; 2) outdoor recreation guide; 3) social media mastheads; 4) merchandise.

Potential Partnerships:

- n/a

Implementation:

1. Direct-award to brand consultant.
2. Consultant creation of brand campaign.
3. Alignment of new brand campaign with design of Outdoor Adventure Guide
4. **Performance Measures:** Brand campaign creative & guide completed.

Major Category: Marketing**Activity Title #2:** Tourism Photography

Project Description and Rationale: This project will see the community secure new, targeted tourism focused imagery for use on visitmcbride.ca (McBride’s primary tourism website, which is currently amidst a complete redesign), on corresponding social media platforms/channels, and for marketing collateral. As noted in the McBride Tourism Master Plan (2020): “digital marketing for the McBride region is in need of enhancement. Website layout, content and *images* could all be improved to better engage visitors and ensure important information is being shared at the right time”, and McBride’s existing traditional (hard copy brochure) marketing, “tends to have a dated, text-heavy presentation” that does not “reinforce a cohesive brand for the destination”. Images will be acquired through two streams as part of this project – contest and contracting local professional photographers.

Lead Organizations: Village of McBride

Estimated Budget and Funding Source: \$5,500 – MRDT funded

Timeline: 2024 completion

Tactics:

- Through traditional and digital marketing and promotion, engage local tour operators and key tourism accommodation and stakeholders to support visitation to the community via image submission.
- Hire local photographer(s) to fill in additional identified gaps in the community’s tourism image bank.

Potential Partnerships:

- McBride Tourism Committee

Implementation:

1. Inventory current image bank to identify gaps and develop imagery needs list, image bank and digital assets will be developed for each online channel and experience.

Performance Measures:

- Increased visitmcbride.ca website traffic (10% growth in digital engagement with visitors after 1 year).
- Increased visitmcbride.ca social media traffic (10% growth in digital engagement with visitors after 1 year).
- Increased promotional materials production and distribution.

Major Category: Marketing and Promotional Development**Activity Title #3:** Collateral production and distribution – New Digital Outdoor Adventure Guide

Project Description and Rationale: Building from the branding work, this project will see the development of a new, branded Outdoor Adventure (visitor) Guide – including presentation of specific key product experiences in a bookable format - focused on local natural attractions complete with location information, maps, links to website and social media, activity promotion, links to operators, and safety information. There are a number of non-profit organizations in the McBride area that will benefit including: Ozalenka Alpine Club (maintains several backcountry cabins and trail networks); Robson Valley Mountain Bike Association (maintains 25km of multi-use trails with a mountain bike focus, 2km from McBride); Valley Museum and Archives (promotes a self-guided historic walking tour of McBride); Fraser Headwaters Alliance (maintains historic hiking trails in the region); Back Country Horsemen of BC – Robson Valley Chapter (maintains and promotes equine campground and trails); Yellowhead Ski Club (maintains 17km of cross-country ski trails and backcountry cabin); and McBride Big Country Snowmobile Association. The Outdoor Adventure Guide will be digital-only, with design and product of printed, individual product experience rack cards (e.g. horseback riding, snowmobiling) that will be provided to Visitor Centres in surrounding communities such as Prince George, Valemount, and Jasper. Additionally, rack cards will be made available to local accommodation providers and businesses (e.g. gas stations).

Lead Organizations: Village of McBride **Estimated Budget and Funding Source:** \$21,000 – MRDT funded

Timeline: Fall 2024 completion

Tactics:

- Package core tourism products into concise and attractive Guide/rack card(s) that are designed to draw visitors to the community and extend visitor stays.
- Encourage collaboration between groups for development of brochures that highlight and promote more than one organization.
- Utilize new images in this collateral.
- Include visitmbride.ca and social media links in brochures.
- Supply collateral to surrounding community Visitor Centres to maximize reach.
- Provide supply for trade shows in support of community/tourism product promotion and marketing.
- Align look and feel of Guide/rack card(s) with a new tourism campaign brand, including Phase 2 refresh of visitmbride.ca website.

Potential Partnerships:

- Non-profit organizations
- McBride Visitor Centre
- McBride Tourism Committee

Implementation:

1. Contact each organization to determine needs (design work, images, # of brochures)
2. Aggregate individual experiences into key product themes, with one rack card per key product theme.
3. Vet content and graphic designs through McBride Tourism Committee/Visitor Centre
4. Public digital guide to visitmbride.ca website.
5. Print and distribute rack cards.

Performance Measures:

- Increase visitation to tourism products featured in Guide/rack cards.
- Increase in purchase of memberships and day passes for Yellowhead Ski Club and Snowmobile Association.
- Increase bookings for tour operators.
- Increased overnight stays in McBride.

Major Category: Marketing and Promotional Development**Activity Title #4:** Experience McBride Social Media Tourism Experience Anchor posts

Project Description and Rationale: This project will see the development of a social media content and posts on two channels (FB, Instagram) that drives visitors to the McBride Visitor Centre (and visitmbride.ca website), as well as directly to businesses and tourism products and experiences in and around McBride. This initiative is focused on creation of 10 anchor, strategic product development specific posts featuring key distinguishing products.

Lead Organizations: Village of McBride

Estimated Budget and Funding Source: \$5,000 – MRDT funded

Timeline: 2024

Tactics:

- Twice weekly (high season – May-September, December-March) - social media posts on platforms. Once weekly social media posts on platforms in low season.
- Build tourism-focused content on two or more social media platforms to increase awareness of tourism products and businesses in and around McBride.
- Drive visitors to McBride’s primary tourism website visitmbride.ca.
- Encourage collaboration between visitmbride.ca and local businesses (restaurants, retail, accommodation providers) and local not-for-profits groups providing tourism products and experiences to promote activities/offers on social media.
- Utilize new images and website redevelopment to improve social media content.
- Encourage local and regional businesses and tourism partners to host/promote digital links to Visitor Centre social media channels.

Implementation:

1. Work closely with McBride Visitor Centre to support social media platform development with existing and new Visitor Centre staff.
2. Support purchase of some tourism experience imagery to facilitate social media content creation.
3. Support local and regional businesses, tourism organizations and partners to encourage them to host/promote links to McBride Visitor Centre social media.
4. Evaluate engagement and identify successes and areas for learning and improvement.

Performance Measures:

- 10% increase in social media engagement.
- 10% increased engagement on visitmbride.ca.
- Increased visitation to McBride Visitor Centre.
- Linking of McBride Visitor Centre social media on websites of local and regional businesses, tourism providers and partners.

Major Category: Marketing and Promotional Development**Activity Title #5:** Redevelopment of visitmcbride.ca

Project Description and Rationale: This project is now underway and will see a total redesign and modernization of the community’s primary tourism website – visitmcbride.ca. This initiative will see the [visitmcbride.ca website](https://visitmcbride.ca) repositioned as the primary tourism website for the region. As outlined in the Village of McBride Tourism Master Plan (2020), it is not immediately clear to visitors which website is the main tourism website for the area. [Visitmcbride.ca](https://visitmcbride.ca) competes with the municipal government website mcbride.ca and a resident and investment attraction website investrvr.ca for the attention of potential tourists. Also, visitmcbride.ca is ranked low in the Google search engine when searching for “McBride”. As noted in the McBride Tourism Master Plan (2020), digital marketing for the McBride region is in need of enhancement. Website layout, content and images could all be improved to better engage visitors and ensure important information is being shared at the right time. The activity will optimize the website for multiple devices and ensure the region is marketing itself in a more coordinated and easily consumable way that reinforces a clear tourism brand.

Lead Organizations: Village of McBride and the McBride Visitor Centre

Estimated Budget and Funding Source: \$10,000 for website redevelopment and \$1,000 for new website maintenance – MRDT funded

Timeline: Late 2024 completion

Tactics:

- Shift the focus of the website from promoting the Robson Valley to promoting McBride (which will leverage regional experiences but have a Village of McBride experiential flavour) as a tourism destination.
- Redevelop the landing pages and website navigation to better engage potential visitors, as well as showcase the region’s anchor attractions to a greater degree.
- Add a Search function.
- Add links to social media (Facebook, Twitter, Instagram, YouTube, etc.).
- Optimize the website to be viewed on multiple devices (i.e., desktop, mobile, tablet).
- Perform content and search engine optimization to remedy the errors found in the site audit.
- Develop enhanced visual assets (i.e., photographs and videos) to engage potential visitors.
- Obtain improved website analytics and set up possible future marketing initiatives through installing Google Tag Manager | Google Analytics | Goals, Event Tracking and Reporting | Install Facebook Pixel.
- Seek website linking opportunities with visitvalemount.ca, tourismpg.com and jasper.travel.ca. Consider applying for Google Ad Grants to support website advertising (<https://www.google.ca/grants/>).

Potential Partnerships:

- McBride Visitor Centre
- McBride Tourism Committee
- McBride and District Chamber of Commerce

Implementation:

1. Consultant will continue to work closely with the Village of McBride, McBride Visitor Centre, McBride Tourism Committee, and Chamber of Commerce throughout the project and through testing and roll-out

Performance Measures:

2. 10% annual growth in digital engagement with visitors after 1-full year with new website.
3. Measurable increase in visitors to McBride Visitor Centre.

Major Category: Destination & Product Experience**Activity Title #6:** Linking our Gateways Initiative

Project Description and Rationale: This project will build on the Downtown Master Plan and The Tourism Plan via specific, tactical, and cost-effective conceptualization of Main Street “stop and stroll” enhancements that link two gateways: the VIA rail stop/train station, and the community’s highway entrance at Highway 16. (physical/experience animation). Based on the Tourism Master Plan, this MAIN STREET TOURISM IN ACTION project will support proactive action planning for tourism gateway infrastructure, site use, signage/wayfinding, and “entertainment value” feature identification.

This project will converge existing plans with a design/animation charette to explore “doable” action initiatives – including preliminary costing to support future access to infrastructure grant programs, and to feed into the Village’s asset management program.

Lead Organizations: Village of McBride, Tourism McBride Committee

Estimated Budget and Funding Source: \$22500 for gateway mapping, visualization and costing exercise.– MRDT funded

Timeline: Late 2024 completion

Tactics:

1. Hire downtown subject matter expert consultant.
2. Engagement process to include Main Street community walkabout, and key stakeholder ideation and action planning workshop (one-day).
3. Consultant creation of baseline requirements report focused on sketches and animation initiatives amenable to shovel ready grant applications, including preliminary budgeting.

Potential Partnerships:

- **Modest potential to attract grant funding.**
- McBride Visitor Centre
- McBride Tourism Committee
- McBride and District Chamber of Commerce

Implementation:

1. Consultant will continue to work closely with the Village of McBride, McBride Visitor Centre, McBride Tourism Committee, and Chamber of Commerce throughout the project and through testing and roll out

Performance Measures:

2. Measurable increase in visitors to McBride Visitor Centre

Major Category: Destination & Product Experience

Activity Title #7: Industry Development & Training

Project Description and Rationale: Tourism operators who provide access to vivid and differentiated backcountry experiences are critical to visitor attraction and tourism sector growth in McBride. This project will provide tourism experience and package development training and education to existing and potential new tourism operators. Training will be provided through workshops and through collaborating with regional partners. There are many excellent training opportunities that could be offered, including Destination BC's Learning Centre and Remarkable Experiences Program, Community Futures Fraser Fort George Entrepreneurial Workshops, Small Business BC's education seminars, go2HR's WorldHost Training Services, etc.

This work would include the hosting of a multi-stakeholder tourism development forum. The main purpose of the forum would be to gain momentum for the Activate Tourism McBride and Visitmcbride.ca website redevelopment, report on successes and discuss the creation of a McBride Tour Operators Association, and serve to increase communication and collaboration in the local tourism sector.

Lead Organizations: Village of McBride, Tourism McBride Committee

Estimated Budget and Funding Source: \$2500 assessment of online reservation booking system assessment, Destination Management Fund models– MRDT funded

Timeline: Late 2024 completion

Tactics:

- Coordinate with regional partners to identify 1-2 local or online workshop opportunities for local operators.
- Conduct workshops.

Potential Partnerships:

- McBride Visitor Centre
- McBride Tourism Committee
- McBride and District Chamber of Commerce

Implementation:

1. Consultant will continue to work closely with the Village of McBride, McBride Visitor Centre, McBride Tourism Committee, and Chamber of Commerce build out agenda and programs.

Performance Measures:

2. Attendance levels and increased communications with tour operators and tourism industry stakeholders.

Section 3: Budget for Village of McBride 2024 One-Year Tactical Plan

Revenues (MRDT and Non-MRDT)	Budget \$
Estimated Carry Forward from Previous Year (All Net Assets Restricted and Unrestricted)	74,290
General MRDT (net of admin fees)	40,000
MRDT from online accommodation platforms (OAP)	563
Local government contribution	15,000
Stakeholder contributions (i.e. membership dues)	1,000
Estimated Co-op funding (e.g. CTO; DMO-led projects)	
Grants - Federal	
Grants - Provincial	15,000
Grants/Fee for Service - Municipal	
Retail Sales	
Interest	
Other (please describe):	
Total Revenues (Excluding Carry Forward)	71,563
Expenses (MRDT and Non-MRDT)	Budget \$
Marketing	
Marketing staff – wage and benefits	
Media advertising and production	11,500
Website - hosting, development, maintenance	11,000
Social media	5,000
Consumer shows, events	2,000
Collateral production and distribution	21,500
Travel media relations	2,500
Travel trade	2,500
Consumer focused asset development (written content, video, photography)	5,500
Other (please describe)	
Subtotal	61,500
Destination & Product Experience Management	
Destination and product experience management staff – wage and benefits	
Industry development and training	2,500
Product experience enhancement and training	
Product experience enhancement and training	22,500
Research and evaluation	
Other (please describe)	
Subtotal	25,000
Visitor Services	
Visitor Services Wages and Benefits	15,000
Visitor Services Operating Expenses	16,000
Other (please describe)	
Subtotal	31,000
Meetings, Conventions, Events & Sport	
Staff – wages and benefits	
Meetings, conventions, conferences, events, sport, etc.	
Subtotal	-

2022 remainder + \$25,000 year 2023 year end surplus
remainder for 2023 move to c 4 once confirmed
Expected in 2024

Need estimate of grant funding to be spent in 2024 for website

visitor centre

N/A

Sum: C6 to C16 (does not include Carry Forward C4)

New Brand

content/achor posts - tourism expeirences (8-10)

Snowmobile

New Experience Adventure Guide, Rack Brochure, Map

Media Fams for VIA Rail, 2 Experience In partnership with tour operators (Summer 20024 / Winter)

Receptive Tour operators partnership development

Images for new guide

Tour Operator booking system assessment & Regional Tour Operator planning seminar

Linking our Gateways: Tourism - Destination Development Placemaking Initiative - shovel ready grant funning prep

Administration	
Management and staff unrelated to program implementation - wages and benefits	
Finance staff – wages and benefits	2,200
Human Resources staff – wages and benefits	
Board of Directors costs	1,000
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	
Office lease/rent	
General office expenses	500
Subtotal	3,700
Affordable Housing (if applicable)	
OAP Revenue	-
General MRDT Revenue	
Subtotal	-
Other	
All other wages and benefits not included above (please describe)	
Other activities not included above (please describe)	
Subtotal	-
Total Expenses	121,200
Total Revenue Less Total Expenses (Surplus or Deficit) -	
	49,637
Estimated Carry Forward (Previous Year Carry Forward plus Surplus or Deficit)	
	24,653

Sum: Expense Subtotals

Total Revenue minus Total Expenses suggest keeping for as reserve for 2025 MRDT program

Section 3: Projected Spend by Market (broad estimate) for LEISURE activities only
(Add more rows as needed)

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC		90%
Alberta		10%
Ontario		
Other Canada (please specify)		
Washington		
California		
Other USA (please specify)		
Mexico		
China		
UK		
Germany		
Australia		
Japan		
Other International (Please specify)		
Total	\$0	100%