

CAPITAL REGIONAL DISTRICT

REPORT TO THE ELECTORAL AREA SERVICES COMMITTEE
MEETING OF WEDNESDAY, OCT 28, 2009

SUBJECT: Community Tourism Grant Phase 2 – SSI SGI

PURPOSE

The purpose of this report is to provide an update on the Community Tourism Grant Phase 2 and to obtain approval for the public release of the SSI-SSG Community Tourism videos.

BACKGROUND

The Community Tourism Grant is a provincially funded program administered by the UBCM. The program’s objective is to assist local governments in increasing tourism activity such that tourism activity BC-wide doubles by 2015.

Grant funding was delivered in 2 phases. Phase 1 resulted in the development of a tourism strategy for the Southern Gulf Islands. Phase 2 (totalling \$50,000) followed through on the tourism strategy’s recommendation regarding development of a *Visitor Education and Awareness Campaign* by developing a series of tourism videos. With a social marketing approach, the videos promote the Gulf Islands as a multi-season tourism destination while inspiring visitors toward footprint-gentle attitudes and behaviors.

The CRD contracted with the Gulf Islands Film and Television School (GIFTS) to produce the videos. Production specifications were determined according to the input received as follows:

SPECIFICATION	INPUT SOURCE
Content themes/messages	<ul style="list-style-type: none"> • SGI Community Tourism Strategy Report • Stakeholder survey involving Islands Trust Trustees, Chambers of Commerce, and Conservancies • Stakeholder teleconference (as a follow-up to distribution of the stakeholder survey report)
Video format: length, versatility to view with or without audio	<ul style="list-style-type: none"> • Key distributors – BC Ferries, Tourism Victoria, Victoria and Vancouver Airport Authorities

As a result of all the information from input sources, the following menu of videos was produced:

- 7 themes: Nature (diversity and fragility), Water (conservation), Fire (prevention), Local Economy (to be supported), Air (sustainable transportation), Human History (to be respected), Year-round opportunities (to be enjoyed)
- For each theme: a 30 second video and a 2 minute video
- For longer viewing: Two 5 minute videos (covering 3 and 4 themes respectively) which can be viewed separately or as one seamless 10 minute video.

CURRENT STATUS

The following table summarizes the remaining steps for concluding the project.

STEP	TIMELINE
<ul style="list-style-type: none">• Video production is complete; final touches being added (e.g. credits/acknowledgements)	Oct. 30
<ul style="list-style-type: none">• Key stakeholder groups, including the CRD, Islands Trust Board, Conservancies, and Chambers of Commerce are getting the opportunity to preview the videos before they are released for general public access (CRD website, YouTube)	Dec. 11
<ul style="list-style-type: none">• Videos will be transferred and 'packaged' onto USB memory sticks Videos will be delivered to key distributors	Dec. 15
<ul style="list-style-type: none">• Videos will be available for the public to view (CRD website, YouTube)	Dec. 15

SUMMARY/CONCLUSIONS

Once all key stakeholder groups have had an opportunity to view the videos, they should be released to key distributors, and uploaded to the CRD website and YouTube for general public consumption.

RECOMMENDATION

That the CRD Board agrees to proceed with the public release of the SSI-SSG Community Tourism videos.

Rita M. Estock, Dip Bus Admin, FCGA
Senior Manager, Financial Services Division

Diana E. Lokken, Dip Bus Admin, CMA
General Manager, Corporate Services

Kelly Daniels, Chief Administrative Officer
Capital Regional District

COMMENTS: