



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Special Meeting on **MONDAY, January 27, 2014 at 4:00 PM**

School Board Office at 112 Rainbow Road, Salt Spring Island, BC

J. Tylee
E. Elsey


D. Martin
W. McIntyre

T. Bowers

A. Quiring

AGENDA

1. Approval of Agenda
2. Chair's Remarks
3. Presentations/Delegations
4. Unfinished Business
 - 4.1 Event- Saltspring in the City-March 14-16, 2014
5. New Business
6. Motion to close the meeting in accordance with the *Community Charter*, Part 4, Division 3, 90(1)(k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public
7. Meeting calendar for 2014
8. Adjournment

The logo for "Salt Spring in the City" features the words "salt spring" in a large, elegant, black cursive script. Below this, the words "IN THE CITY" are written in a smaller, all-caps, sans-serif font. The entire text is centered within a faint, circular outline that resembles a salt crystal or a seal.

Friday March 14th 4 pm – 9 pm
Saturday March 15th 10 am – 8 pm
Sunday March 16th 10 am – 5 pm

Heritage Hall, 3102 Main Street, Vancouver
Admission / \$2 Adult & \$1 kids / Free with Salt Spring in the City postcard

The organizers of Salt Spring in the City are a group of Salt Spring Market vendors who were tired of having to pay high booth fees for off-island shows, and have decided to organize a show where it is not for profit, but for vendors. This means that all booth fees will go toward show costs and especially towards the marketing of the show.

Because Salt Spring artisans are all dependent on visitors to the island, we also plan to include brochures from local businesses, visuals and information from Tourism Salt Spring and other organizations like; the Salt Spring Arts Council, Salt Spring Saturday Market, the Tuesday Market and our Accommodation Group.

Salt Spring in the City is a juried three-day show that is open to the public. We plan to target journalists, bloggers, travel agents and any mover or shaker that we can find to help promote and publicize the magic of Salt Spring. We will invite retailers in Vancouver who are interested in the goods our vendors have to offer.

We are asking for you to be a part of our project as a Sponsor. We feel that a partnership with you will benefit us both. We are bringing the creative best of ourselves to Vancouver, and you can help represent us. This will not only provide an excellent venue for Vancouverites to view our works, but also a chance for us to encourage visitors to explore and visit our island. The Salt Spring Saturday Market is a very large draw for all businesses on Salt Spring, whether they are tourism based or not.

We are asking for a \$1 000.00 sponsorship from you in exchange for your logo being used in all our print ads, on our website and our social media. We have hired a professional publicist in Vancouver to accomplish this task. Our targeted media outlets include: Vancouver Sun, Province, Georgia Straight, Urban Rush, Breakfast Television, Georgia Straight, Westender, Courier, Where.ca, Fashion Magazine, and Common Ground. We will also explore any bloggers and web based media.

We are going to bring a fresh vibrant Salt Spring to the City - and we want You to be part of it!

saltspringinthecity@gmail.com
www.facebook.com/saltspringinthecity
saltspringinthecity.com

Salt Spring in the City
January 22, 2014

Please find below the details requested by the Community Economic Development Commission (CEDC) in an email from Karla Campbell/Senior Manager, Salt Spring Electoral Area/CRD to Rob Pingle of the Salt Spring Market in the Park.

1. *All Principles involved and their relevant experience?*
There are nine 'producing members' of this group, which include: Jill Smith/Bees Wax Works; Deanna Milligan/Cherry Blossom Design; Cheyenne Goh/Salt Spring Tweed & Black Sheep Books; Melanie Mulherin/Salt Spring Kitchen Co.; Diane Perry/Monster Lab; Karen Clemson/Boogaloo Bubble Wear; Tamara Wesley/Island Soap Co.; Julie MacKinnon/Ceramics; Rachel Hughes/End of Her Rope Designs. These principles bring years of experience not only as makers and small business owner/operators, but as administrators, bookkeepers, journalists and business owners.
2. *A budget for project, including support –in-kind and where revenue is expected?*
Please see attached, thank you.
3. *Anticipated short and longer term outcomes, and return on investment where applicable?*
Our short-term goal is to garner awareness for the show in Vancouver and for it to be a success. Our longer-term goal is to continue these shows a few times annually in the years to come. Return on investment will come with a larger number of the 'cities' population returning to Salt Spring Island as tourists and the continued growth of small business on Salt Spring. The concept for this show is an off-shoot of the goals of the CEDC; to strengthen our local economy by increasing aware of our local artisans.
4. *SSI organizations supporting the project?*
We are in the midst of preliminary discussions of partnerships with both the CEDC and the Chamber of Commerce. Janet Clouson of the Chamber has received the same information that the CEDC has. Li Read has also been contacted verbally. Ms. Clouson will be presenting our information at the Chamber's next meeting; my discussion with Ms. Clouson was mid last week.
5. *How the CEDC might be mentioned in materials developed for the project?*
CEDC could be used in our work with media; CEDC will provide a business angle for this artisan show. CEDC's logo will be used in print media ads and web/social media ads. A table at the event is currently being reserved for the group, in the event that a public presence is wanted by CEDC.
6. *The CEDC will be developing evaluation criteria for similar future requested based on these items and will require, given sufficient time to compile, a follow up report to the CEDC on event outcomes.*
Of course we will report on our activities. We feel communication in the future between Salt Spring in the City and the CEDC will be advantageous for both groups.

Salt Spring in the City Budget						
March 14-16, 2014						
Details	Expense	Expanded	Details	Revenue	Proposed Sponsorship	Value in kind
Venue			Table Rentals			
Venue / Heritage Hall Rental Fee	-\$3,250.00		24 x 6 Foot Table (\$300.00 each)	\$7,200.00	Chamber	\$1,000.00
Socan Fee	-\$67.00		17 x 8 Foot Table (\$400.00 each)	\$6,800.00	Market/PARC/CRD/EDC	\$1,000.00
		-\$3,317.00				
Insurance						
Event Insurance Est.	-\$750.00					
		-\$750.00				
Musicians	-\$500.00					
		\$500.00				
Public Relations						
Publicist	-\$2,363.00					
Press Release/Kits	-\$500.00					
Friday Evening	-\$550.00					
		backdrop - 250				
		Mel / Photographer- 300				
		-\$3,413.00				
Marketing						
Website	-\$11.00					
Zandra Stratford (Graphic Designer)	-\$1,300.00					
Logo	-\$300.00					
Posters	-\$800.00	200 posters				
Postcards 1	-\$285.00	5 000 postcards				
Postcards 2	-\$325.00	5 000 postcards				
Banner	-\$250.00					
Google/Facebook Ads	-\$500.00					
Print Ads	-\$2,000.00					
		-\$5,771.00				
Subtotal	-\$13,751.00			\$14,000.00	Value not in current budget	\$2,000.00
10% Contingency	-\$1,375.10					
TOTAL	-\$15,126.10					
Balance	-\$1,126.10					
<i>Amended Jan 22 2014</i>						



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ECONOMIC DEVELOPMENT COMMISSION
REGULAR PUBLIC MONTHLY MEETINGS for 2014

Meetings to be held at the School District 64 Board Room from 4:00 to 6:00 PM

In order to ensure a quorum, please let the office know of any conflicts as soon as possible

250 537 4448 or Saltspring@crd.bc.ca

January	27	4:00 to 6:00	School Board Office
February	24	4:00 to 6:00	School Board Office
March	10	4:00 to 6:00	School Board Office
April	7	4:00 to 6:00	School Board Office
May	12	4:00 to 6:00	School Board Office
June	9	4:00 to 6:00	School Board Office
July	14	4:00 to 6:00	School Board Office
August	11	4:00 to 6:00	School Board Office
September	8	4:00 to 6:00	School Board Office
October	14	4:00 to 6:00	School Board Office
November	10	4:00 to 6:00	School Board Office
December	8	4:00 to 6:00	School Board Office