



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of SPECIAL Meeting on **Thursday, March 5, 2015 at 4:00 PM**

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

Wayne McIntyre
Janice Harkley

Darryl Martin
Judith Barnett

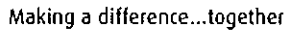
Christine Grimes
Randy Cunningham

Amber Quiring

AGENDA

1. **Election of Vice Chair**
2. **Approval of Agenda**
3. **Adoption of Minutes of February 5, 2015**
4. **Presentations/Delegations**
 - 4.1 **Denna Milligan re: Saltspring in the City**
5. **Chair and Director Reports**
6. **Outstanding Business**
 - 6.1 **2015 Action Plan and 2014 Economic Development Report**
 - 6.2 **Beautification Project**
 - 6.3 **Travel Expenses – Former Chair John Tylee**
 - 6.4 **Meeting Dates for 2015**
7. **New Business**
 - 7.1 **Commission Operating Protocols and Procedures**
 - 7.2 **Saltspring in the City**
 - 7.3
8. **Adjournment**

To ensure quorum, advise Tracey Shaver 250 537 4448 if you cannot attend.



DRAFT

1664312

- SSITC approved Harbour's End pathway project which is eligible for Active Transportation Grant. Also looking for logical expansion of BC Transit service on SSI in 2015. Suggested an Infinity Bus trial in the summer.
- SSI Governance Study delivered to Ministry of Community, Sports and Cultural Development in November 2013, still waiting for action. Director requested meeting with Minister Oakes re: governance.
- Met with Cheryl McLay, Regional Manager Vancouver Island/Coast, Regional Economic Operations, Ministry of Jobs, Tourism and Skills Training, and presented the Canada/BC Job Grant brochure.
- Selection of Building Canada Fund application for Salt Spring – grants are for communities under 100K, in a position to put forward a very sophisticated business case – picked Ganges Waste Management Upgrade which affects affordable housing/Ganges core. \$3.9million spread over 500 parcels.
- Strategic Planning session for Emergency Preparedness for 2015-2020 dealing with stakeholders and POD program.
- The new provincial Recycling model penalizes rural areas.
- February 19 – CRD Commission Orientation meeting to be held at Community Gospel Chapel.
- CRD Board Strategic Planning Day – conducted by Gord McIntosh – looked at priorities through the lens of climate change: integrated waste management; forming agricultural land trust; active transportation modes; aging population support; public confidence in CRD, public consultation; First Nations; housing; regional planning; and regional economic development.
- Regional Housing Trust Fund Committee focuses on affordable housing for lower income/disadvantaged. Six large projects reviewed that started last year. Three of six going to the Board – will give the region another 250 units of affordable housing. Also funded two projects on Salt Spring (the Abbyfield Highway project and Bracket Springs).
- Peter Grove made proposal for Plaza Plan for Ganges Core (i.e. between Old Salty's, Treehouse and Mouat's Trading).

5.2. Chair

- Commission put together and presented a Strategic Plan in October, 2014 which included public feedback. Former Chair Tylee has been working since to incorporate all feedback into plan. Major points coming out of October event (video available): budget should be higher and bringing different economic actors together more often.
- November elections seeing incumbents return and transportation referendum approved
- Calvin's Bistro closed after 10 years.
- Chair and Commissioner Tylee met with Ministry of Transportation to work on ferry strategy stabilization
- Commissioner recruitment
- Interfacing with Chamber on tourism - changing top item in Action Plan to Experience the Gulf Islands.
- Cheryl McLay from Jobs and Tourism out of Nanaimo to assist Commission and Salt Spring community grow economy. Commissioner Barnett and Commissioner Cunningham also attended meeting.
- Met with David Howe – Southern Gulf Islands wants to work in cooperation with Salt Spring lobbying together and creating trade between islands improves economic activity for everyone, specifically through transportation. Sidney interested in participating.

6. Outstanding Business

6.1. Salt Spring Art's Council – Juried Art Show Prize

MOVED by Commissioner Harkley, **SECONDED** by Commissioner Quiring,
That the Salt Spring Island Community Economic Development Commission enter into a fee for service agreement in the amount of \$5000 with Salt Spring Arts Council for promotional funding for the Juried Arts Show for 2015, whereby 75% of funds are provided up front, with 25% of funds held back upon reporting of event by the Art's Council to the Commission.

CARRIED

6.2. Destination Marketing Program

MOVED by Commissioner Quiring, **SECONDED** by Commissioner Harkley,
That discussion on the destination marketing program be deferred to the next meeting.

CARRIED

6.3. Travel Expense – Canadian Rural Revitalization Conference

MOVED by Director McIntyre, **SECONDED** by Commissioner Quiring,
That the Salt Spring Island Community Economic Development Commission supports payment to John Tylee in the amount of \$1438.12 for attendance at the 2014 Canadian Rural Revitalization Conference; and further that a procedure be developed for future instances.

CARRIED

7. New Business

7.1. Setting 2015 Meeting Schedule

Next meeting will be held March 5, 2015 from 4-6pm. Future meeting dates to be determined.

7.2. 2015 Action Plan and Receipt of 2014 Report

MOVED by Commissioner Quiring, **SECONDED** by Commissioner Barnett,
The Salt Spring Island Community Economic Development Commission adopts the 2014 Report and 2015 Action Plan as final, pending confirmation no further changes have been made by former Chair, John Tylee.

CARRIED

7.3. Government Grant Opportunities

Chair identified that Western Diversification has a program aimed at local Commissions with similar mandates, and proposed Commission make an application. BC Jobs has an easy, flexible program and Chair suggests Commissioners try to disseminate the information. Chair will call Ann Macy at Salt Spring Abbatoir.

7.4. Ganges Beautification

7.4.1. Harbour Authority Access to Kanaka Wharf

Issue of access past the Treehouse to the ocean as the land ownership is split, with a difference of opinion on how space should be utilized.

7.4.2. Ganges Shell Station

Two issues: 1) finish remediation 2) what to do with the unsightliness in the meantime. Islands Trust has been asked to take a position on remediation. Commission currently attempting to determine remediation schedule before finalizing temporary beautification plan.

7.5. Salt Spring in the City

Group requested funding for 2015 event. Senior Manager requested proposal, which has not yet been received. Commission members to contact group to offer expertise.

7.6. 2014 Year-end budget

Surplus of \$55,259 will be carried forward into 2015.

8. Next Meeting: March 5, 2015 from 4-6pm.

9. Adjournment

MOVED by Director McIntyre, **SECONDED** by Commissioner Harkley,
That the meeting be adjourned at 6:08pm.

CARRIED

CHAIR

SENIOR MANAGER

ADDITIONS TO REPORT

PAGE 8 – add to end of third paragraph

The island boasts a robust volunteer sector that provides a diversity of community services. There are some 250 not-for-profit organizations – or one for every 40 residents; about 70 are federally registered charities.

New subsection – add at the top of page 18

Transportation

Unlike other forms of local infrastructure, transportation facilities on Salt Spring are provided primarily by the province. The short term goal is excellent connections to on- and off-island locations; the longer term goal is reduced dependence on fossil-fueled cars.

Services by BC Ferries (BCF) present a number of challenges. Ongoing escalation of fares over the last decade, combined with service cutbacks, is harming residents and businesses alike. Minimal connections to other southern gulf islands curtail inter-island collaboration in trade, tourism development and public services delivery. The lack of passenger-only service reinforces dependence on cars.

Measures to reduce car dependence on Salt Spring are advancing. In 2014, the community voted to increase taxes by \$1M over four years to expand bus services and the network of bike and pedestrian trails around Ganges.

BCF has announced it is investigating opportunities to enhance efficiencies in the southern gulf islands, including “rationalizing the number of terminals on Salt Spring Island.” Any changes would likely take place after April 2020. Given the importance of ferry services, this could constitute a significant challenge to the island’s economy. Equally, it could provide a unique opportunity to engage BCF in addressing the issues identified above. Advocacy on ferry and related issues is an ongoing CEDC priority.

New paragraphs on page 20, just before the current last paragraph

The main challenge in Fulford is accommodating car and bike traffic on and off the ferry to Swartz Bay and Victoria. Plans to deal with traffic backups have been developed, but construction of improvements has yet to begin. Even with improvements, the volume of traffic is likely to continue to detract from the village’s charm.

Like Ganges, Fulford suffers from environmentally compromised properties in key locations. The closing of the Fulford Inn, an important community gathering spot, has reduced the vitality of the village.

Priority 1: Tourism				
Project	2015 Actions	2015 Planned Outcomes	Potential Partners	2018 Goal
1. <i>Experience the Gulf Islands</i> program	<ul style="list-style-type: none"> Community meeting with CRD Regional Parks to map core trails Build community awareness & support Advocate for regional/provincial funding Meetings with SGI 	<ul style="list-style-type: none"> Approval of biking & hiking core trail network Development of more detailed project description materials More funds from region/province 	<ul style="list-style-type: none"> PARC & Transportation Commissions SGI counterparts CRD Regional Parks Tourism, trail, ocean adventure & biking groups First Nations 	<ul style="list-style-type: none"> Trail network well-established Strong community support Marketing program underway Expansion/funding model established
2. Shoulder and winter visitation.	<ul style="list-style-type: none"> Support new initiatives with long term potential and community support 	<ul style="list-style-type: none"> More off-season visits 	<ul style="list-style-type: none"> Initiative proponents Chamber Tourism committee 	<ul style="list-style-type: none"> More year-round jobs
3. Co-ordination of tourism-related activities	<ul style="list-style-type: none"> Co-ordinate activities with Chamber and other groups Build more SSI-specific data 	<ul style="list-style-type: none"> More effective marketing of SSI 	<ul style="list-style-type: none"> Sectors include arts, wellness, accommodation, agriculture/food, ocean activities, trails/nature, restaurants/retail, heritage 	
Priority 2: Agriculture & Food				
4. Area Farm Plan	<ul style="list-style-type: none"> Support development of community facilities and farm-based industry 	<ul style="list-style-type: none"> Higher farm incomes 	<ul style="list-style-type: none"> Agricultural Alliance, CRD, LTC. 	<ul style="list-style-type: none"> Growth in farms, incomes, agricultural production.
5. Inter-sector collaboration	<ul style="list-style-type: none"> Support new initiatives that build inter-sector synergy 	<ul style="list-style-type: none"> New opportunities for farmers and other sectors 	<ul style="list-style-type: none"> Agricultural Alliance, Farmers Institute, Chamber, SGI, ETGI 	<ul style="list-style-type: none"> More synergy between agriculture & all other sectors

2014 Travel and Conference Expenses

John Tylee, former Chair

October – Prince George Conf.	\$1,460.62
November - Mileage	\$632.34
<u>December - Mileage</u>	<u>\$149.10</u>
Total	<u>\$2,242.06</u>

SALT SPRING IN THE CITY 2015



Project Proposal

Prepared for: CEDE Community Economic Development Commission

Prepared by: Producers: Deanna Milligan, Rachel Hughes, Cheyenne Goh, Julie MacKinnon & Zandra Stratford

Email: info@saltspringinthecity.com

February 21, 2015

SALT SPRING IN THE CITY 2015

Overall Goal and Summary of Benefits

OBJECTIVE

Hosting its second year, "Salt Spring in the City" is a kind of village market meets art show, showcasing the treasures and flavours of Salt Spring Island. From March 27th to 29th, visitors to Vancouver's Heritage Hall will experience the best of what our community has to offer - food and fashion, paintings and pottery, fibre art and crafts, reflecting the West coast's homesteading, handcrafted, bohemian heritage.

The aim of this event is to celebrate the authenticity and high caliber of our island's artisans work.

Second, to build permanent relationships between our island and larger communities that help foster tourism and secure our reputation as an artist mecca and a desirable vacation destination.

Third, to promote and protect the arts sector through effective representation and advocacy.

Fourth, to develop a sustainable framework for artisans to broaden business relationships.

Finally, to encourage collective efforts that foster public interest in the arts.

PROMOTING AND STRENGTHENING SALT SPRING ISLAND'S ECONOMY

Salt Spring Island is a community rich in artistic talent, unmatched by any other community of its size. However, the seasonal nature of tourism here poses great challenges for many as they struggle to find ways in which they can make a living outside of such a limited selling season. Travelling, often great distances, in order to connect with a client base seems to be the only option. Most choose to do this by way of participation in the different "shows" that offer such a platform (Circle Craft, One of a Kind Show, Make It, the Filberg Festival, Art Market, to name but a few). It is worth noting that a visit to any one of these events would quickly demonstrate how heavily dominated they are by Salt Spring artists.

Our goal is to highlight Salt Spring's vast talents as a community, further bolster tourism and aid our local economy. Additionally, our artists need to be able to pool their resources to address the costs of shipping, travel and accommodations.

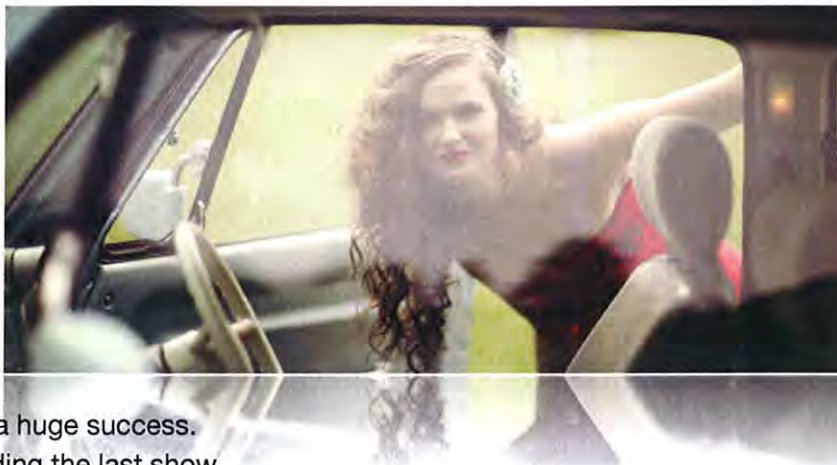
Collectively we have the ability to take this brand beyond Vancouver and widely showcase our island to the outside world and our long term goal is to do exactly this. A travelling show that helps bring "off-season" income to vendors along with promoting Salt Spring Island as a tourist destination is what we hope to achieve. In the future development plans for an Emerging Artist

SALT SPRING IN THE CITY 2015

Scholarship Award (in place for 2016) along with the development of a CSA (community supported art) box program.

For now, our Vancouver event is perfectly timed as a “kick off” for the tourist season. It will “plant the seed” for Vancouverites who attend to include Salt Spring Island in their spring and summer travel plans. Businesses on SSI will also have an opportunity to advertise and promote their brand through our contests with major television, radio, newspapers, bloggers, and other internet venues.

One hundred and five gift bags will be distributed in total with coupons, Studio Tour Maps, Gift Certificates etc. Some coupons will be redeemable at the show while others can only be redeemed on SSI. More motivation to visit!



BACKGROUND

Salt Spring in the City 2014 was a huge success.

- We counted 2100 people attending the last show.
 - We raised \$3,500 to feed people in need in the Downtown Eastside of Vancouver with SaveOn Meats Token Program
 - Our intention to strengthen our local economy by increasing awareness of our local artisans came full circle. Many reports came from Saturday Market vendors of people visiting SSI because of attending the show!
 - We had a successful campaign and contest with Peak Radio which sponsored us for \$7600 worth of advertising and the response was extremely effective! Peak radio is an extremely popular radio station. They pinned our logo to the top of their Facebook page that has over (31,000+ fans) The Peak Radio Facebook contest had over 3,447 likes and 2,160 shares
 - We hired a professional publicist to promote the show that resulted in some major high profile media such as Vancouver Sun, Yelp!, Where Event, Eat Magazine, CBC, Hello Vancity, Style On the Side, Wanderlust Megan and more.
 - We received sponsorship from The Georgia Straight (they have 723,000 readers!) and put together a Salt Spring Artisan Gift basket contest that 800 people entered! They sponsored us as well with \$6000 worth of advertising and an event listing on their web site.
 - Blogger Miss604 partnered with us for an exciting contest. It garnered 371 Tweets and 258 Comments!
-

SALT SPRING IN THE CITY 2015

- The Chamber of Commerce and Salt Spring Tourism had a link to our website via their home pages. The Tourism site is well visited and had 11,514 unique visitors and 1,008,966 hits in Feb/ March!! In the same months the Chamber site had 4,955 unique visitors and 316,576 hits

- We received web links and newsletter support from both the Salt Spring Arts Council and the Craft Council of BC.

ORGANIZATION

SALT SPRING IN THE CITY GUIDING PRINCIPLES AND MANDATE:

- Build a strong brand for Salt Spring artisans that reinforces the authenticity, and high caliber of work created on this internationally recognized island.
- Grow a sustainable framework for Salt Spring artists to develop business relationships that further increase income revenue opportunities.
- Collaborate as a community to develop resources that further benefit us collectively.
- Promote Salt Spring as an irresistible tourist destination.
- Support emerging artists, through grants, scholarships, and bursary programs.
- Foster public interest in supporting the arts.



PARTNERS

The Producers of Salt Spring in the City have formed a legal partnership.

The members are Cheyenne Goh, Deanna Milligan, Julie Mackinnon, Rachel Hughes and Zandra Stratford.

All producers worked on the original Salt Spring in the City. Along with being part of the thriving art and craft scene of Salt Spring Island, they all have attended various professional shows as vendors such as One of a Kind in Toronto, Circle Craft Christmas Market, Make it, Filberg Festival, Calgary Art Market, Portobello Market, Out of Hand in Victoria etc. providing excellent experience for SSITC.

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Cheyenne Goh - Producer (Financials, Budgets)

email

Cheyenne Goh is the owner of Black Sheep Books and Salt Spring Tweed. She worked as a craft consultant with UN agencies in South East Asia for over 10 years and co-owned and ran tropical spas in Indonesia and China before settling in Canada. She was one of the founding producers of Salt Spring in The City and is in charge of financials and budgets

Deanna Milligan - Producer (Publicity)

email

Deanna Milligan is the designer and Business owner of Cherry Blossom Eco Clothing Company. Cherry Blossom is silk screened women's apparel. Deanna has been selling and exhibiting locally and internationally for the last 10 years. She is also a member of the Salt Spring Studio Tour and has been a part of the steering committee for 2 years. She runs a sister company Salt Spring Screen Print with husband Jason Gaffney.

Julie Mackinnon - Producer (Recruiting)

email

Julie MacKinnon has ran a full time clay studio for ten years. High-fired contemporary porcelain table ware. She sells from her home studio, the famous Salt Spring Saturday Market and at large retail shows in Western Canada. Julie instructs workshops for beginners through advanced and is very proud to have supported the many assistants that help her in her studio. Julie's work is sold and collected internationally.

Rachel Hughes- Producer (Vendor Liaison)

email

Rachel Hughes has been a successful artist and business owner on Salt Spring for the last seven years. Her wearable fibre art has been well received in many juried art shows and boutiques throughout the west as well as becoming a staple at the famous Salt Spring Saturday market. She further honed her craft as an employee at Stitches Fibre Arts Supplies where she taught felting classes to the public for five years. Now a busy mother of three, she has also found time to sit as a board member on the Salt Spring Arts Council as well as a representative to the ArtCraft committee. She is the PAC chair at Phoenix Elementary where two of her children attend school.

Zandra Stratford - Producer (Art Director)

email

Zandra Stratford is an artist and event producer with decades of international ad agency branding experience. As an Art Director her work has ranged from Yahoo! Brazil to major agencies such as PJ/DDB and TBWA\Chiat Day. Her events have attracted international talent and global media, having produced the first and largest steampunk art show in Canada. Her work as a painter, with bold, graphic sensibilities, has been critically praised and collected by buyers internationally.



PUBLICITY & MARKETING PLAN

- We have hired Katherine Brodsky who is a professional publicist to assist our campaign
- Planning to target web, radio, television and print with ad's and editorial articles.
- Buying \$1000 worth of Advertising through Peak Radio
- Buying \$1000 worth of Print Advertising through the Georgia Straight
- Buying \$300 worth of web advertising (FB, Bloggers)
- We will have several Contests to brew excitement about the show (more information below under Supporters)
- 25 "swag bags" each day for the first people in line which will include coupons along with donated work from our artisans.
- 30 bags for bloggers who will be coming to the show for a tour to interview, sample and mingle.

SUPPORT

We've secured approximately \$46,000.00 of media sponsorship this year from Global, The Peak and The Georgia Straight.

Global Television advertising sponsorship worth \$20,000 in value.

Salt Spring Tourism/Chamber of Commerce - including us on their web site, newsletter and visitor centre. They will be attending the show and planning a table to promote tourism.

Driftwood newspaper providing editorial promotion along with attending to promote their work on the island.

Salt Spring Coffee providing free coffee for our attendees and 130 door prizes of Coffee and travel mugs.

SALT SPRING IN THE CITY 2015

Salt Spring Ales donating 30 bottles of beer for us to include in our media package.

Peak Radio radio advertising support of \$19,400. We are creating an exciting "Get a way to Salt Spring Prize" with them including

- 2 nights at **Bloom B&B** <http://www.bloomorganicbandb.com> (value is \$350)
- Round Trip **Salt Spring Air** Seaplane for 2 <http://saltspringair.com> (value is \$426)
- Spa Treatment for Two at **Solace Organic Spa** two 1 hr massages followed by Spa Ritual <http://www.solaceorganicspa.com> (value is \$220)
- Kayak Tour for 2 with **Salt Spring Adventure Company** <http://www.saltspringadventures.com> (value is \$110)
- **Salt Spring Car rental** Scooters for a day or car two days <http://www.saltspringcarrental.com> (value \$100)
- Breakfast at **Barbs Buns** (value \$40) <https://www.facebook.com/BarbsBakeryandBistro>
- **Cafe Talia** Picnic Lunch (value \$50)
- **Auntie Pestos** Dinner (value \$75)

Li Reed has kindly sponsored an emerging artist's booth fees for this year's show.

Georgia Straight Newspaper is sponsoring us with print and web advertising worth \$7000

We have created a contest for them including..

- **BC FERRIES** Ferry passes round Trip \$163.60
- **Quarrystone B&B** value of 370.00, dinner for two at the **Oystercatcher** (value 75.00) a bottle of champagne or wine in the room, full three course breakfast, chocolate dipped strawberries, bouquet of fresh flowers, one nights accommodation at Quarrystone, choice of room.
- Weaving workshop at **Saori** <https://www.facebook.com/saorisaltspring> \$110

PROMOTING CEDC

- CEDC logo will be included on our web site (home page) and posters.
- We can include the CEDC information and mandate on a special post on our Facebook page.
- We can include CEDC information in our 105 gift bags.

We are asking the CEDC for development and advertising funding. A lot of the sponsorship support that we are receiving is "in kind" and our budget is limited. Specifically, we are looking for money to promote and build the SSITC brand and plan more shows.

SALT SPRING IN THE CITY 2015

Salt Spring in the City Budget								
Vancouver March 27-29, 2015								
Expenditure			Revenue					
Details	Budgeted	Notes	Details	Price	Number	Revenue	Sponsorship	Value
Venue			Table Rentals					
Venue / Heritage Hall	\$3,435.00	Fri 9am -Sun 6pm	Type				Barbs Buns (In-kind)	\$40.00
			6 ft	\$350.00	14	\$4,900.00	BC Ferries (In-kind)	\$163.60
			8 ft	\$450.00	14	\$6,300.00	Bloom Organic B&B (In-kind)	\$350.00
			10 ft	\$550.00	8	\$4,400.00	Cafe Talia (In-kind)	\$40.00
Transport and lodging for organisers			Sub-total		36	\$15,600.00	Chamber of Commerce (In-kind)	\$213.00
Hotel	\$525.00	\$175 x 3 nights					Country Grocer (Cash)	\$500.00
Ferry	\$575.00	\$115x5	Jury fee	\$10.00	32	\$320.00	Evolve Salon (In-kind)	\$100.00
Meals	\$500.00	5x\$100					Georgia Straight (In-kind)	\$6,500.00
			Admission sales	\$3.00	2500	\$7,500.00	Global TV (In-kind)	\$20,000.00
Insurance			Postcard (\$2off)	\$1.00	500	\$500.00	Kayak Tours (In-kind)	\$110.00
Event Insurance Est.	\$420.00						LI Read (Cash)	\$500.00
			Revenue Summary				Quarystone B&B (In-kind)	\$370.00
Public Relations			Booths			\$15,600.00	Oyster catcher (In-kind)	\$75.00
Publicist	\$2,362.50		Jury Fee			\$320.00	PEAK Radio (In-kind)	\$19,400.00
Give away Bags	\$500.00		Back of Flyer ads			\$1,000.00	Salt Spring Air (In-kind)	\$213.00
Saturday Evening			Admission sales			\$8,000.00	Salt Spring Car rentals (In-kind)	\$100.00
Vendors Party	\$400.00		Cash Sponsorship			\$1,250.00	Salt Spring Coffee (Trade)	\$350.00
							Salt Spring Market.com (In-kind)	\$475.00
Marketing			Total Revenue			\$26,170.00	Salt Spring Market.com (Cash)	\$250.00
Website			Total Sponsorship Value			\$49,859.60	Saori Weaving (In-kind)	\$110.00
- domain	\$16.19						Solace Organic Spa (In-kind)	\$220.00
- host	\$110.82							
Details	Budgeted	Notes						
Posters	\$1,100.00	1200pcs printing & posting						
Postcards	\$240.80	2500 pcs					TOTAL	\$49,859.60
Photography	\$200.00						Cash	\$1,250.00
2nd Postcards	\$195.00	2000 pcs					In-Kind	\$48,609.60
Visitor Flyer	\$350.00	3000 pcs						
Sandwich board	\$100.00							
Google/Facebook Ads	\$500.00							
Ads	\$2,000.00	Georgia St /Peak/ Eat Magazine						
Accountant	\$1,200.00							
Bank Charges	\$180.00							
Postage	\$125.00							
Administration	\$350.00							
Charity		30% of Admission Sales						
Save on Meats	\$2,400.00							
Subtotal	\$17,785.31							
8% Contingency	\$1,422.82							
TOTAL	\$19,208.13							
Profit	\$6,961.87							
Amended 17 Feb 2015								

SALT SPRING IN THE CITY 2015

BMO Bank of Montreal Online Banking

<https://www13.bmo.com/onlinebanking/OLB/fin/acc/adv/accountDetails...>

Chequing

0715 1997-911

The current balance shown is as of today's date. Please report any items that do not match your records.

Account No: 1997-911

Financial Institution No: 001

Branch Transit No: 07150

Account Balance: \$11,519.66

Available Funds: \$11,519.66

Funds on Hold: \$0.00

Transaction History

View transactions by selecting a time period or date range, or filter your results by entering a description.

View: last 60 days or show from: MM/DD/YYYY to: MM/DD/YYYY

Filter description: Submit

Transaction Date	Code	Description	Debit	Credit	Balance
		Balance Forward			\$0.00
Jan 9, 2015	TF	0715-1997-910		\$576.44	\$576.44
Jan 9, 2015	TF	0715-1997-910	\$576.44		\$0.00
Jan 13, 2015	TF	0715-1997-910		\$576.44	\$576.44
Jan 13, 2015	CD			\$9,210.00	\$9,786.44
Jan 16, 2015	DB	SQUARE INC MSP/DIV		\$0.49	\$9,786.93
Jan 16, 2015	DB	SQUARE INC MSP/DIV	\$0.49		\$9,786.44
Jan 21, 2015	DB	CHEQUERS/CHEQ COG/CHP	\$131.75		\$9,654.69
Jan 29, 2015	DB	SQUARE INC MSP/DIV		\$97.25	\$9,751.94
Jan 29, 2015	CK	NO 502	\$508.70		\$9,243.24
Jan 30, 2015	SC	PLAN FEE	\$9.50		\$9,233.74
Jan 30, 2015	SC	CHQ 25 @ \$0.20	\$5.00		\$9,228.74
Feb 2, 2015	DB	SQUARE INC MSP/DIV		\$97.25	\$9,325.99
Feb 2, 2015	DB	SQUARE INC MSP/DIV		\$194.00	\$9,520.49
Feb 3, 2015	CK	NO 503	\$26.81		\$9,493.68
Feb 4, 2015	CK	NO 501	\$1,181.25		\$8,312.43
Feb 10, 2015	DB	SQUARE INC MSP/DIV		\$97.25	\$8,409.68
Feb 12, 2015	CD			\$3,110.00	\$11,519.68

SALT SPRING IN THE CITY 2015

2015 EXHIBITORS

Alex Lyons –*Jewellery*
Amy & Chloe Melious –*Photography*
Big Bear and the Wolf –*Home Décor*
Bite Me Treats –*Food*
Boogaloo Bubbywear –*Kids Fashion*
Cherry Blossom –*Fashion*
Destination Om –*Accessories*
End of her Rope –*Accessories*
Erin Morris Ceramics –*Ceramics/Pottery*
Full Moon Jewellery –*Jewellery*
Harosef Designs –*Fashion*
Hart + Stone –*Jewellery*
Hugh Finer –*Woodworks/Home Décor*
Kama Soap –*Body Care*
Julie MacKinnon Ceramics –*Ceramics/Pottery*
Lan's Hands Pottery –*Ceramics/Pottery*
Leo Lebel –*Bags*
Monsoon Coast Trading Co. –*Food*
Monster Lab –*Knit/Plush*
Organic Gaia Foods –*Food*
Sacred Mountain Lavender –*Body Care/Home Décor*
Salt Spring Artisan Vinegar –*Food*
Salt Spring Cheese –*Food*
Salt Spring Island Candle Co. –*Home Décor*
Salt Spring Sea Salt –*Food*
Salt Spring Tweed –*Bags*
Salt Spring Wooden Toys –*Toys*
Salt Spring Wool Arts –*Home Décor*
Saltspring Kitchen Co. –*Food*
Sasspot –*Ceramics/Pottery*
Sean Goddard Insects –*Sculpture*
Studio Coney –*Home Décor*

SALT SPRING IN THE CITY 2015

Thrive Lifestyle –*Fashion/Home Décor*

Two Monkeys Design –*Knit/Accessories*

Ulrieke Benner –*Accessories*

Unusual Jewellery by Alvaro Sanchez –*Jewellery*

Zandra Stratford –*Paintings/Home Décor*



Hello Randy,

Thanks for the email and the call. My partners and I are pleased that Salt Spring in the City's proposal is on the CEDC agenda.

As you know, it was a purely volunteer effort, last year, to organise and stage the show in Vancouver. Many of the organisers contributed over 200 hours of work in making the show a success. The \$1000 we received from CEDC was distributed evenly among the 10 organisers as we all covered a wide variety of incidental expenses before, during and after the show.

In order for Salt Spring in the City to continue staging shows, and to become a viable entity in the long run, our group of now, five organisers have formed a legal partnership. This is to ensure that we treat this project as a business and make some profit so as to make it worth our while to continue and to expand. As you can see from the budget, even if we hit our targets in booth fees and door admissions, the profit is tight and there is no provision for future development in it. That is where funding from the CEDC would be most helpful.

With a funding amount of \$2,500, we would pay a portion towards:

- 1) The seed money needed for up-front costs, like for securing the venues (\$400 per venue) and as down payment for the publicist (\$1,100 per show) for the two planned shows for 2016. This year, that money was out-of-pocket from the partners, and it was a significant sum for us, small artisan business-owners, to fork out at the beginning of a project.
- 2) The stipend for the volunteers needed to man the doors for the three days of each show. We had some difficulty in getting volunteers last year but we expect that if we offered them some remuneration that would make it easier to get door volunteers. (12 volunteer-shifts over the 3 days x \$30 = \$360/show)
- 3) Researching more extensively the venue options in Vancouver and Victoria (or perhaps another city) for 2016. (Approximately \$300)

With a funding amount of \$5000. We would use it to pay a portion of all of the above as well as

- 4) For the purchase of a program used to organise and draw the layout for vendors booths in any venue. (\$260)
- 5) Develop a web-based application and payment system for vendors. This would facilitate payment by credit card and make it smoother and be less time-consuming in confirming booth sizes and in the collecting of payment. (\$2000)
- 6) To purchase more advertising with the view of getting editorial for the shows. 2016 would be the show's 3rd year in Vancouver. By then, we would need a different approach in terms of advertising and promotion in order to keep the show fresh and exciting in the minds Vancouverites. (\$1800)

In 2016, apart from staging two shows, we have plans to develop an online magazine to showcase the talents and lives of our island artists & artisans. It will give a more

intimate look at their creative lives in their studios, while telling the always charming story of Salt Spring living. The content would also include features from the show, the Emerging Artist Award, our planned Scholarship Program and advertising for our quarterly subscription of curated boxes where we will sell selected seasonal or themed gifts boxes filled with goodies from Salt Spring (www.skandicrush.com and Community Supported Art give an idea of the subscription model). In this way, we add value to our vendors by increasing their avenue for sales, keep the magic of Salt Spring on the minds of city folk all year round, making the island an irresistible place to visit, and add a revenue stream to Salt Spring in the City. The annual cost of the magazine would be in the ball park of \$5000.

Our plans for 2017 would include doing an out-of-province show, possibly in Calgary or Edmonton. Going into the US sounds tempting and exciting but probably only after we get a few out-of-province shows under our belt. The challenges of an out-of-province show will not only be in the researching of venues, advertising, logistics etc, but crucially, in making it worthwhile for Salt Spring vendors to part with a much higher sum of money to participate in the show; without the artisans, we don't have a show. So it is imperative to make it as easy and as cost-effective as possible. Here, I can see future CEDC funding help subsidise travel and shipping costs for vendors. For instance the One of a Kind show in Toronto will give a \$500 deduction off booth fees for vendors outside Ontario who apply for it.

I hope I've given you something concrete to work with.

Please feel free to call me or any of my partners if you need more detail on any of the points mentioned.

Cheers and many thanks.

Cheyenne

salt spring
IN THE CITY

Come visit us at Salt Spring in the City. Heritage Hall, Vancouver 27 -29 March 2015!