



**Date:** 25/05/2018

## **AGENDA ITEM SUMMARY**

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**To:** Chair and Directors, Cariboo Regional District Board

**And To:** John MacLean, Chief Administrative Officer

**From:** Miriam Schilling, Regional Economic/Community Development Officer

**Date of Meeting:** Cariboo Regional District Board\_Jun22\_2018

**File:** 1855-04

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### **Short Summary:**

NDIT Application – CCCTA Gold Rush Trail Post Wildfire Marketing

### **Voting:**

Corporate Vote - Unweighted

### **Memorandum:**

For the Board's consideration, please find attached an application to the Northern Development Initiative Trust (NDIT) from the Cariboo Chilcotin Coast Tourism Association/Gold Rush Trail Committee. The request is for \$20,000 in grant funding, under the Marketing Initiatives Program for their Gold Rush Trail Post-Wildfire Marketing Initiative.

The funding will be used to revitalize the widely distributed Gold Rush Trail marketing material; create valuable post-wildfire visual content for their social media, travel guide and website; and harness the power of collective marketing through targeted paid social media (Instagram and Facebook), Google adwords, SEO, digital advertising and the innovative marketing technology partnership with Quest Upon.

Other funding for the project, which has a total budget of \$40,000, has been confirmed by the applicant.

Prior to forwarding the proposal to the NDIT for Regional Advisory Committee (RAC) consideration, all applications to the Regional Development accounts require a resolution of support from the local government with jurisdiction in the project.

### **Attachments:**

NDIT Gold Rush Trail Post-Wildfire Marketing Initiative

### **Financial Implications:**

None

### **Policy Implications:**

Policy No. 2017-3A-33 (Northern Development Initiative Trust Applications Policy) states:

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*That in the absence of knowledge of material legal, ethical, or other improprieties, the CRD will support all applications to the NDIT for funding, without regard to the project's merit.*

**Alignment with Strategic Plan:**

- Ensuring Sufficient and Sustainable Funding
- Building on our Relationships
- Providing Cost Effective High Quality Services
- Focusing on Being Well Governed

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**CAO Comments:**

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**Options:**

- 1) Endorsement of the recommendation;
- 2) Receipt;
- 3) Defer.

**Recommendation:**

That the agenda item summary from Miriam Schilling, Regional Economic & Community Development Officer, dated May 25, 2018, regarding a grant application from the Cariboo Chilcotin Coast Tourism Association/Gold Rush Trail Committee to the Northern Development Initiative for \$20,000 in funding from the Marketing Initiatives Program to support their Gold Rush Trail Post-Wildfire Marketing Initiative, be received. Further, that the application be supported.