



Date: 30/01/2019

AGENDA ITEM SUMMARY

To: Chair and Directors, Cariboo Regional District Board

And To: John MacLean, Chief Administrative Officer

From: Adi Gurung, Regional Economic/Community Development Officer

Date of Meeting: Cariboo Regional District Board_Feb08_2019

File: 1855-04

Short Summary:

NDIT Application - CCCTA, Gold Rush Trail Purpose Driven Marketing Project

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/Cariboo Chilcotin Coast Marketing Committee. The request is for \$20,000 in grant funding under the Marketing Initiative Program for the Gold Rush Trail Purpose Driven Marketing Project.

The project will seek to address a regional imperative for consumer tourism marketing following the 2017 and 2018 wildfires in order to promote the tourism sector along the Gold Rush Trail corridor as a sustainable pillar of community and economic development in the region. 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; harness the power of collective marketing through targeted paid social media (Instagram and Facebook), Google AdWords, SEO and other avenues of digital advertising; and measure project effectiveness through quantitative feedback from users of the media, partners and stakeholders.

Other funding of the project, which has a total of \$60,000, has been approved to come from the Cariboo Chilcotin Coast Marketing Committee (\$20,000) and (\$20,000) is proposed to be provided by Destination BC.

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 - CCCTA Gold Rush Trail Purpose Driven Marketing Project 2019-20

Financial Implications:

None

Policy Implications:

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

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) Receipt;
- 2) Receipt and endorsement of the recommendation;
- 3) Defer

Recommendation:

That the agenda item summary from Adi Gurung, Regional Economic/Community Development Officer, dated January 30, 2019, regarding a grant application from the Cariboo Chilcotin Coast Tourism Association/Cariboo Chilcotin Coast Marketing Committee to the Northern Development Initiative Trust for \$20,000 in funding from the Marketing Initiative Program to support their Gold Rush Trail Purpose Driven Marketing Project, be received. Further, that the application be supported.