

# LATE AGENDA

## *REGULAR MEETING OF COUNCIL*

**Tuesday, June 9, 2015**

**7:30 p.m.**

**George Fraser Room, Ucluelet Community Centre  
500 Matterson Drive,  
Ucluelet, B.C.**

**Council Members:**

Mayor Dianne St. Jacques

Councillor Sally Mole

Councillor Randy Oliwa

Councillor Marilyn McEwen

Councillor Mayco Noel



THIS PAGE LEFT BLANK INTENTIONALLY

**REGULAR MEETING OF COUNCIL**

**7:30 p.m.**

**Tuesday, June 9, 2015**

**George Fraser Room, Ucluelet Community Centre,  
500 Matterson Drive, Ucluelet**

**LATE AGENDA**

**1. SECTION 4 – BUSINESS OUT OF THE MINUTES**

**• Addition of Item 4.1(f):**

THAT Council approve the Tourism Ucluelet budget as presented.

**Page**  
**LATE#1**

THIS PAGE LEFT BLANK INTENTIONALLY

# TOURISM UCLUELET STRATEGIC PLANNING DOCUMENT

## Tourism in Ucluelet

The purpose of this document is to provide an up-to-date strategic plan which will provide Tourism Ucluelet with a outline and tools to develop and implement an effective marketing plan for the remainder of 2015 leading into 2016.

The content of this document is a consolidation of data and information collected over the last two and a half years with the most recent being the planning meeting held on February 17, 2015.

**DATE: MARCH 1 2015**

## TABLE OF CONTENTS

• Introduction	1
○ Synopsis of International and Domestic Tourism Information Key highlights from 2014 Canadian Tourism Commission & Destination BC Reports	
• Visitor Experience Survey	3 - 5
• Questions to consider for growth	6 - 7
• 2012 & 2015 Visioning Exercise	8 - 9
• SWOT Analysis	10
• Annual Campaign Layout	11 - 12
○ Tables 1a & b	
• Annual Campaign Cost Disbursement	13
• Long Term Projects 2015 - 2017	14 - 15
• 2014/2015 Budget - Draft	16

## Introduction

*(Note that the figures in the following paragraphs are direct excerpts from the Canadian Tourism Commission (CTC) and the Destination BC's 10 year Trend Report from 2002 to 2012. Published February 2014)*

In 2013, the CTC saw an increase of 2.9% in arrivals to Canada from their leisure markets. Overall increase came from Mexico (6.3%), China (22.3%), South Korea (3.3%) and Australia (2.4%). While traditional markets like the United Kingdom, Germany and Japan saw a slight decrease (1.3, 0.1, 0.6%).

With respects to BC, in 2012, there were 17.9 million overnight visitors, an increase of 1.1% over 2011, who spent \$8.3 billion, a decline of 2.4% from 2011. Over half of the visitors (58.5%) were British Columbia residents. Visitors from other parts of Canada accounted for 17.6% of all visits, while international visitors accounted for the remaining 23.9%. However, international visitors accounted for 38.4% of visitor expenditures. British Columbia residents accounted for 37.7% and Canadian residents accounted for 23.9% of visitor expenditures.

Overnight visitors from Canada accounted for more than 13.5 million travellers in 2012., Of Canadian travellers, British Columbia residents made up the largest share of visitor volume (76.8%). Alberta was the second largest domestic market of overnight visitors to British Columbia, representing 15.8% of the Canadian visitor volume followed by Ontario.

In 2012, over 4.3 million international overnight visitors came to British Columbia. Even though there was a small increase of visitors (0.5%) overall international tourism has decreased since 2007 by (12.8%)

The United States is the largest overnight international market for British Columbia, comprising 68.7% of international visitor volume. Asia/Pacific and Europe comprise 28.6% of the international market, while other overseas markets account for the remaining small portion.

The information below is from a visioning session that took place in 2012 between Tourism Ucluelet and Ukee Rocks. A further Visitor Experience Survey was commissioned by TU in 2014 to learn how visitors to Ucluelet saw the community and what it had to offer.

*A side note the District of Ucluelet has said that TU is welcome and encouraged to utilize the branding material that has been put into place. In order to maintain our cohesive look the circle logo and colour scheme as well as text are TU's to use.*

## **Visitor Experience Survey**

During the summer of 2013 Tourism Ucluelet commissioned a study to collect data on Visitor Experiences during their time in the community.

From this study it was determined that the average age range of visitors was 50-59yrs old, followed by 30-39. Of these groups, 51% traveled with a spouse, 27% with children under 19 or with friends (18%). The most common device used to plan their holiday to Ucluelet was a smart phone (59%) or lap top (40%). Almost half of all visitors (44%) indicated that they did not stop at a Visitor Centre before arriving in Ucluelet. 36% did stop at the PRVC and 22% in town.

Figures indicated that 51% of the visitors made Ucluelet their main destination during their travels. While 40% was part of a trip and 5% indicated it was an unplanned stop. 96% indicated that their travel was for leisure.

47% of visitors planned their trip to Ucluelet up to 6 months in advance. While 23% planned between one week and a month prior to making the trip. 10% came to Ucluelet on the "Spur of the moment". And only 18% of all visitors came to Ucluelet for a family of public event (Ukee days, edge to edge, wedding).

During the planning process visitors used multiple sources. Most people accessed the destination website and spoke with friends and relatives (45 and 40%). While 36% were returning to the area. Almost a quarter used social media and other sites to plan their trip (22 and 34%). Most other forms of trip planning were less than 10% (hello BC, rack cards, blogs, travel show and magazines)

### **How did travelers get to Ucluelet?**

The majority of visitors traveled by ferry (62%) or by air (10%). Of the 10%, Victoria airport received 52% of travels while Comox and Nanaimo saw 19 and 14%, respectively.

### **Where did Ucluelets' visitors come from?**

*Other BC* - 35%

Of the 35% who visited from other places in BC 76% were from Vancouver Coast/Mountains, Thompson Okanagan 16%, NBC 4%, Kootney 3%, Cariboo Chilcotin 1%

*Vancouver Island* - 28%

Of the 28% of visitors from the Island 38% were from the South, Central 26%, North Central 16%, Pacific Rim 11%, Cowichan 9%

*Canada* - 22%

As for the 22% from the rest of Canada, 62% were from Alberta, Ontario 30%, Saskatchewan, Quebec and Manitoba were 2% for each province respectively and the remainder of provinces and territories totaled 4%.

*USA* - 8%

Of the 8% of visitors coming from the US 39% arrived from Washington, 18% from California, Oregon/Massachusetts each represented 6% and Texas/Idaho/Colorado each represented 4% with 18% representing additional east coast and central US states.

*International* - 6%

International visitors' to Ucluelet predominantly came from Europe. Primarily, the United Kingdom (33%) followed by Germany (17%), Switzerland (11%) and Denmark (8%). There were further visitors from New Zealand and Singapore at 8 and 3%, respectively.



## Where did they stay in Ucluelet?

78% of visitors stayed overnight and of those, the majority were in a Resort/Lodge (42%) accommodation averaging 3 nights. Hotels/motels and campgrounds were both 16% with visitors averaging 2.4 and 3.8 days. Even though less visitors stayed in a Cabin they remained in town for 3.9 days.

Visitors spent \$230 per day on accommodation during their time in Ucluelet.

## Food?

Restaurants, cafe/coffee shops and the grocery store were the most utilized food and beverage establishments (21 and 20%). The average group spent approximately \$124 on meals during their stay.

The average total in spending was \$592 during a visitors stay.

**Attractions tourists visited during their stay?** Multiple responses were provided.

Beaches in the National Park were the top attraction (74%) followed by local shops (69%), beaches in Ucluelet (65%) and the Wild Pacific Trail (54%). The Aquarium and the lighthouse were 38 and 43%, respectively. Almost a quarter of visitors went to art galleries and museums or interpretive centres.

## What activities visitors take part-in while in Ucluelet?

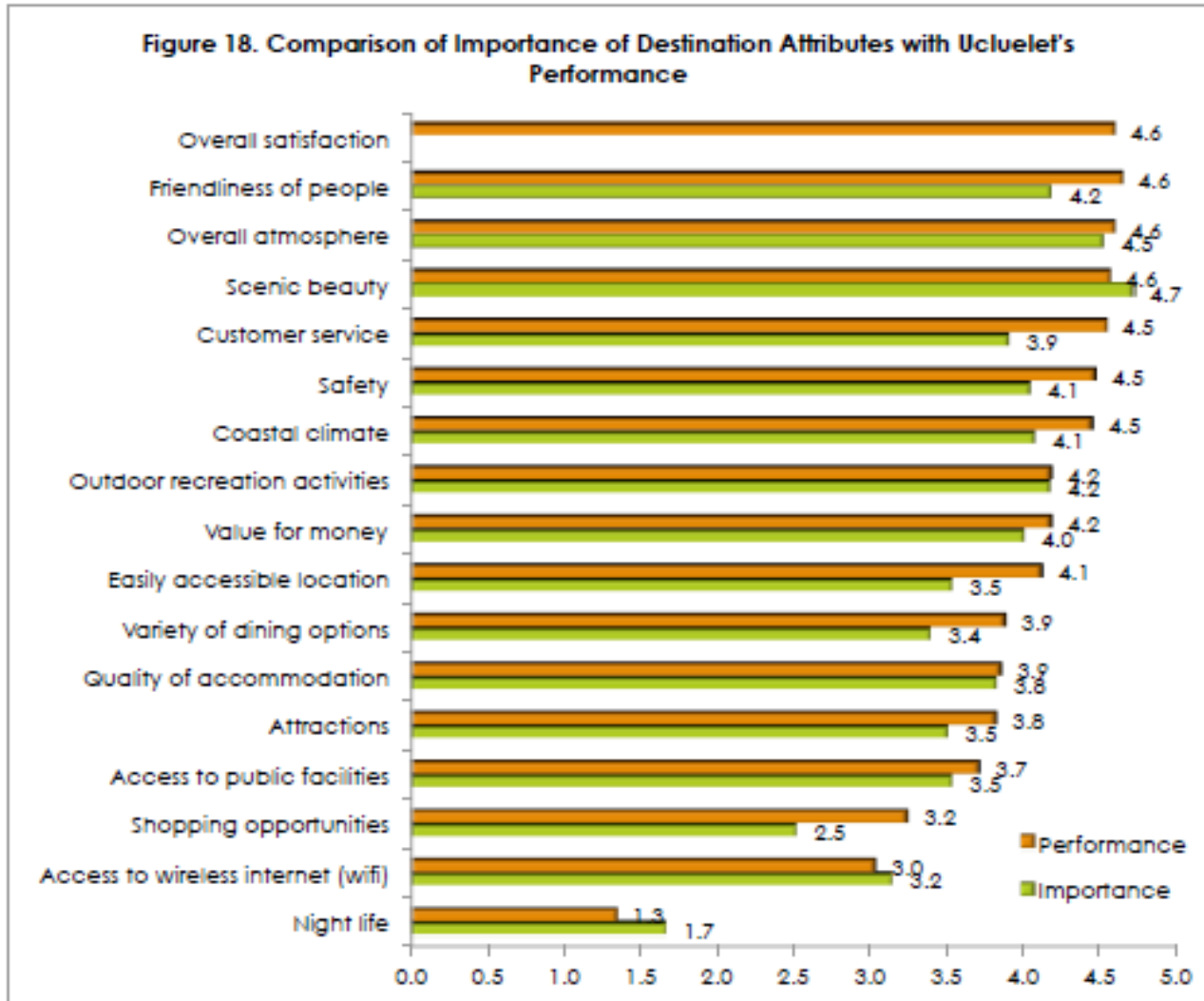
Half to two-thirds of visitors participated in beach activities, hiking and shopping (65, 55, and 52%) While a quarter took part in interpretive walks (25%) and wildlife viewing (23%). Approximately 20% went surfing, fishing and/or kayaking.

## Words visitors used to describe their most enjoyable part of their time in Ucluelet?





**Figure 18.** Visitors were asked to rate the importance of a number of features in their decision to visit Ucluelet on a scale from "Not At All Important" (1) to "Extremely Important" (5). They were then asked to evaluate each aspect based on their actual experience. Figure 8 shows the average performance of each feature as compared with visitors' perceptions of importance. The overall satisfaction rating was 4.8 out of 5 (97%).



## **QUESTIONS TO CONSIDER**

### **What markets do you want to focus on?**

- Other BC
- Alberta
- Upper Northwest USA
- Europe

### **What modes of advertising do you want to use? How?**

- *Internet* - new website, re-targeting, travel blog, social media
- *Print* - magazines, newspapers, Adventure Map
- *Video* - commercials, TV shows, You Tube
- *Radio*
- *Collateral* - brochures, handbook
- *Promotional material* - pens, key chains, t-shirts, bags,
- *Signage* - Welcome to Ucluelet sign/ in town banners
- *FAM TOURS!!!*

*Tradeshows* -

*Public Events:* Vancouver and Calgary Travel as well as home and garden shows; Edmonton Home and Garden, Washington State Sportsman show,

*Networking Events:* ATTA networking events (national and international), Seattle Clipper show

### **What events do we want to and continue to sponsor? How do we want to sponsor?**

<b>EVENTS</b>	<b>DATES</b>	<b>LOCATION</b>
Aquarium Opening	March 14, 2015	Ucluelet Harbour
Pacific Rim Whale Festival	March 14 - 22, 2015	Ucluelet/Tofino
Art Splash PRAS Annual Art Show	March 14 - 22 2015	Black Rock, Ucluelet
Pacific Rim Tea Festival	April 12 2015	Ucluelet/Tofino
Edge to Edge Marathon	June 14 2015	Ucluelet
Canada Day Celebrations	July 1	Ucluelet
Ukee Days	July 24 - 26, 2015	Ucluelet
Otalith Festival	August	Ucluelet/Tofino
Release Party - Aquarium	December	Ucluelet Harbour

### How does TU collaborate with local entities? What partners should we be working with?

- Aquarium
- Annual Surf Competition
- Adventure Travel Trade Association - Networking events, advertising events on their site as members
- Coast Mountain Culture Magazine - summer and winter supplements
- Parks
- PRAS
- Tourism Vancouver Island - coop projects, Travel guide
- Wild Pacific Trail Society
- Tourism Tofino - joint projects
- Ucluelet Chamber of Commerce - cross promotion of events; PRVC
- Whale Fest

### What is TU **NOT** marketed effectively?

*History of the area* - Shipwrecks, George Fraser, Group of Seven, growth of the community

*First Nations*

Aquarium

Artists currently in the area.

### How does TU collect more data?

- Do another survey from October to January or off season. show businesses the value of remaining open.
- Explorer Quotient  
Explorer Quotient<sup>®</sup>, also known as EQ, was developed by the Canadian Tourism Commission (CTC) in partnership with Environics Research Group. EQ is a proprietary market segmentation system based on the science of psychographics. Rather than marketing to or developing products for travellers based on traditional segments, such as demographics (e.g. age, gender, income, etc.) and/or geography, *EQ emphasizes the importance of traveller segmentation based on their psychological characteristics, such as their attitudes, beliefs, values, motivations, and behaviours. When various psychological characteristics are combined, different types of travellers emerge. These are known as Explorer Types. Are you a Cultural Traveler, Free Spirit, Explorer,*

Nationally, EQ was developed as a means to align Canada's tourism industry with collective marketing and product development for select Explorer Types. At a provincial and community level, its use will also allow tourism organizations and businesses to better understand what drives people to travel to a destination and to better understand why different travellers seek out different experiences.

For more information on CTC's Explorer Quotient and Explorer Types, please visit their <http://en-corporate.canada.travel/resources-industry/explorer-quotient>.

*The cost for this is normally \$3000 annually, apparently this year it will become free to use. Parksville/Qualicum has this incorporated into their website and at the end a list is devised of all the things you can do in the area that relate to your traveler type.*

---

**VISIONING EXERCISE (Revised as of February 2015)****STATEMENTS:**

MISSION - To have visitors come and experience the real west coast year round.

PROMISE - You will leave feeling restored, rejuvenated and want to return.

BRANDING - Feel it like we live it!

**What is Ucluelet? How do we want to promote it?**

- A destination
- West coast adventures and vacation
- It's about the Journey out to Ucluelet
- A little piece of Heaven

**What are our assets?**

- Wild Pacific Trail
- Coastline
- Aquarium
- Between the Broken Group Islands and PRNPR
- Storm watching
- west coast weddings
- Secluded coves and quiet beaches
- thriving fishing village
- Working harbour
- Ocean
- Nature

**What is the area?**

- Raw
- rugged
- beautiful
- natural
- open
- wilderness
- peaceful
- consistent moderate temperature
- stormy
- beautiful sunsets
- warm not hot
- clean/clean air

**One Word to describe Ucluelet**

- Dramatic
- Awesome
- Expansive
- Beautiful
- Relaxing
- Natural
- Escape
- Peaceful
- Scenery

**What colours do you think of when you think of Ucluelet**

(Refer to the District branding document for colour scheme)

- Green
- Blue
- Brown
- Aqua
- Turquoise
- Deep blue with grey

### Slogans

- Feel it like we live it
- Explore life on the Edge
- Once is not enough
- True to nature
- Come dance in the rain!

### Images to use with message

- People, smiles
- Waves
- Wildlife
- Activities
- Landmarks
- Diversity
- Sports
- beachcombing
- storm watching
- Art scene
- 1st Nations
- Food scene
- People dancing in the rain
- 

### What can you do here?

- Walk the Wild Pacific Trail
- Watch the water
- Time with friends
- Shop the co-op
- Read the Westerly
- Sail
- Kayak
- Community events
- Fall in Love
- Watch wildlife
- Whale Watching
- Aquarium
- Fishing
- Relax and enjoy the view
- Surf
- Experience Nature
- The beach
- The chill
- To work
- To Play
- To host
- Boating
- Wilderness
- Family Fun
- Paddleboarding on Kennedy Lake, the harbour, Terrace and Little Beach, Kennedy river canyon
- The sea
- Get engaged/married
- Zip line
- Experience the community
- Pacific Rim Park
- Fine Dining

## **SWOT ANALYSIS**

(Strength, Weaknesses, Opportunities & Threats)

### **Strengths:**

- Wonderful Location
- The Wild Pacific Trail
- #1 Trip Advisor for “things to do” in BC -> Wild Pacific Trail
- The Light House
- Aquarium
- Right next door to Tofino
- TU is well funded
- Highly Engaged Ucluelet Facebook Fans / Community
- Low boat traffic
- Free Trails
- Free Parking
- Easy Kayak Launch in Ucluelet (Access to the Broken Island Group)
- Friendly Native Community
- Strong Community
- Cooperative Business Community

### **Weaknesses:**

- Other Social Media other than Facebook are not optimized
- Weak cooperation between the different committees/associations in the area (festivals/events/TT/etc)
- Complicated process for events funding
- Westerly News (Bad press)
- Labour shortages of qualified workforce year round
- The internal dialogue of the board and it's history in the community

### **Opportunities:**

- Gas prices are lower (2015 Q1 saw drastic declines in oil)
- Exchange rate for USD, EUR has surged (25% increase in Q1 of 2015)
- National Park Rd to Tofino under construction this summer
- Pacific Rim Whale Festival
- ATTA (Adventure Travel Trade Association)
- Staycation for Canadian Market (exchange rate)
- The Pacific Rim Highway (HWY #4) as an experience
- Events in Vancouver

### **Threats:**

- Alberta Market has been weakened by oil price
- To Stay a 1 season destination
- Tourism Tofino Marketing Juggernaut



**TABLE 1a - ANNUAL CAMPAIGN OUTLINE**

SEASON	MONTHLY	HOLIDAY	SLOGAN/DESCRIPTORS	ACTIVITY	EVENTS	TARGET MARKET	MARKET WHERE
<b>WINTER</b> <i>Nov 1 to Feb 28</i>	November	<ul style="list-style-type: none"> <li>• US Thanksgiving</li> <li>• Christmas</li> <li>• New Years</li> </ul>	<ul style="list-style-type: none"> <li>• Come dance in the rain!</li> <li>• No snow</li> <li>• Romance</li> </ul>	<ul style="list-style-type: none"> <li>• Ski and Surf</li> <li>• Storm Watching</li> <li>• Surf</li> </ul>	<ul style="list-style-type: none"> <li>• Aquarium Release Day</li> <li>• Surf Competition</li> <li>• Midnight Madness</li> </ul>	<ul style="list-style-type: none"> <li>• Couples (pre and post children)</li> <li>• Families (family day)</li> <li>• Surfers</li> </ul>	Alberta BC Northwest US California
	December	<ul style="list-style-type: none"> <li>• Christmas</li> <li>• New Years</li> <li>• Valentine's Day</li> <li>• BC &amp; AB Family Day (end of Dec)</li> <li>• Winter Solstice</li> </ul>	<ul style="list-style-type: none"> <li>• Restore, rejuvenate for 2016</li> <li>• capture raw power</li> </ul>	<ul style="list-style-type: none"> <li>• Trail hiking WPT/PRNPR</li> <li>• Restore, rejuvenate</li> <li>• Sport Fishing</li> <li>• Food/local</li> </ul>			
	January	<ul style="list-style-type: none"> <li>• Valentine's Day</li> <li>• March Break</li> <li>• President's Day Weekend (Feb 16)</li> <li>• BC &amp; AB Family Day</li> <li>• Chinese New Year</li> </ul>	<ul style="list-style-type: none"> <li>• Romance</li> <li>• Family time</li> <li>• Restore, rejuvenate, return (post holiday stress)</li> <li>• Capture raw power</li> <li>• Be inspired!</li> </ul>		<ul style="list-style-type: none"> <li>• Whale Fest</li> <li>• Aquarium Opening</li> <li>• Art Splash</li> </ul>	<ul style="list-style-type: none"> <li>• Artists</li> <li>• Family</li> <li>• Couples</li> <li>• Active Living</li> </ul>	
	February	<ul style="list-style-type: none"> <li>• March Break</li> <li>• Easter</li> </ul>	<ul style="list-style-type: none"> <li>• Hop into Spring!</li> <li>• Family Exploration</li> <li>• Surf into Spring!</li> <li>• Hike into Spring!</li> </ul>				
<b>SPRING</b> <i>Mar 1 to May 31</i>	March	<ul style="list-style-type: none"> <li>• Easter</li> <li>• Victoria Day</li> <li>• US Memorial Day (May 25)</li> </ul>	<ul style="list-style-type: none"> <li>• Hop into Spring!</li> <li>• Family Exploration</li> </ul>	<ul style="list-style-type: none"> <li>• Whale Watching</li> <li>• Water sports</li> <li>• Hiking</li> <li>• Beachcombing</li> </ul>	<ul style="list-style-type: none"> <li>• Tea Festival (April)</li> <li>• Edge to Edge (Start late Feb)</li> <li>• George Fraser Day</li> <li>• Pacific Rim Summer Festival</li> </ul>	<ul style="list-style-type: none"> <li>• Gardeners</li> <li>• Families</li> <li>• Active living</li> <li>• Fishing</li> <li>• Artists</li> </ul>	Alberta BC Northwest US California
	April	<ul style="list-style-type: none"> <li>• Mother's Day</li> <li>• Victoria Day</li> <li>• US Memorial Day (may 25)</li> </ul>	<ul style="list-style-type: none"> <li>• Spoil your mother with a weekend getaway</li> <li>• Rhodos</li> </ul>	<ul style="list-style-type: none"> <li>• Sport Fishing</li> <li>• Restore, rejuvenate</li> <li>• Food/local</li> <li>• Zipline</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>		
	May	<ul style="list-style-type: none"> <li>• Mother's Day</li> <li>• Canada Day</li> <li>• Ukee Days</li> <li>• Father's Day</li> </ul>					

**US Specific Holiday**

**TABLE 1b - ANNUAL CAMPAIGN OUTLINE**

SEASON	MONTHLY	HOLIDAY FOCUS	Slogan/Descriptors	ACTIVITY FOCUS	EVENTS FOCUS	TARGET MARKET	MARKET WHERE
<b>SUMMER</b> <i>June 1 to Aug 31</i>	June	<ul style="list-style-type: none"> <li>Father's Day</li> <li>Canada Day</li> <li>Uke Days</li> <li><i>National Aboriginal Day (June 21)</i></li> <li><i>Summer Solstice (June 21)</i></li> <li>BC/Heritage Day wknd</li> </ul>	<ul style="list-style-type: none"> <li>Father's getaway</li> <li>Play and have fun</li> <li>try something new</li> <li>long days</li> <li>Feel it like we live it</li> </ul>	<ul style="list-style-type: none"> <li>All water sports</li> <li>Aquarium</li> <li>Food/local</li> <li>Fishing</li> <li>Zipline</li> </ul>	<ul style="list-style-type: none"> <li>Otalith Festival</li> <li>Back to School</li> <li>Surf Month (Oct)</li> </ul>	<ul style="list-style-type: none"> <li>Men (dad's)</li> <li>Active Living</li> <li>families</li> <li>Couples</li> </ul>	<ul style="list-style-type: none"> <li>Alberta</li> <li>BC</li> <li>Northwest US</li> <li>California</li> </ul>
	July	<ul style="list-style-type: none"> <li>BC/Heritage Day wknd</li> <li>Labour Day</li> </ul>					
	August	<ul style="list-style-type: none"> <li>Labour Day</li> <li>Thanksgiving (CDN)</li> </ul>					
<b>FALL</b> <i>Sept 1 to Oct 31</i>	September	<ul style="list-style-type: none"> <li>Thanksgiving (CDN/US)</li> <li>Columbus Day (Oct 12)</li> </ul>	<ul style="list-style-type: none"> <li>sunsets</li> <li>peaceful</li> </ul>	<ul style="list-style-type: none"> <li>Food/local</li> </ul>	<ul style="list-style-type: none"> <li>Surf Month (Oct)</li> </ul>	<ul style="list-style-type: none"> <li>Families</li> <li>Couples</li> <li>Active Living</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Alberta</li> <li>BC</li> <li>Northwest US</li> <li>California</li> </ul>
	October	<ul style="list-style-type: none"> <li>US Thanksgiving (Nov 26)</li> <li>Halloween</li> <li>Remembrance Day</li> <li>Christmas</li> <li>New Years</li> </ul>					

**US Specific Holiday**

## ANNUAL CAMPAIGN COST DISBURSEMENT

What is the campaign cost breakdown? Which Season receives more funding?

### CAMPAIGN BREAKDOWN:

ON - LINE      50%  
 PRINT            20%  
 OTHER          30%

**EACH DEMOGRAPHIC** FAMILIES:                    Activities, events, 'family time'. Relax and rejuvenate (family with younger children and teenagers)  
 COUPLES (30 - 50):                    Activities, events. relax and rejuvenate  
 COUPLES (51 - 70):                    Activities, events. relax and rejuvenate

SEASON	MONTHLY	LENGTH OF CAMPAIGNS	% ON -LINE	% PRINT	% OTHER	DEMOGRAPHIC TO TARGET	TYPES OF MEDIA	TARGET WHERE	CONTINUAL PRESENCE (free)
<b>WINTER</b> <i>Nov 1 to Feb 28</i>	November December January February						<i>PRINT:</i> Times Colonist Globe & Mail Calgary Harold Vancouver Sun Adventures NW CMC Mag	Alberta BC Ontario? Northwest US California Europe?	Travel Blog TVI - blog DBC - events pg/ deals/specials ATTA Twitter Facebook Instagram
<b>SPRING</b> <i>Mar 1 to May 31</i>	March April May						<i>TVI Co-op Programs:</i> Commercials Print programs	Emerging markets: China, Brazil, Mexico	
<b>SUMMER</b> <i>June 1 to August 31</i>	June July August						<i>Visual:</i> Bus Campaigns?		
<b>FALL</b> <i>Sept 1 to Oct 31</i>	September October								

To consider:

How to incorporate First Nations into our campaigns?

When to incorporate FAM Tours? What to do? Where to stay?

## **LONG TERM PLANS 2015-2017**

During the course of 2015, TU is projecting that a few projects and services will exceed the 2015 fiscal year and role into as far as 2017. Funding for these projects have been budgeted for in the 2015 budget. Any services that will be required up to and including 2017 will be allocated in future budgets to maintain projects and services that are ongoing.

### **Tourism Website**

TU will be moving forward with the development of a tourism specific website. The purpose of this initiative is to ensure the TU has the ability to run ad campaigns with social media TU is limited to the type of advertising and on-line marketing campaigns that can be launched on the main page to promote Ucluelet effectively. Full scale call-to-action campaigns and dynamic interaction on the landing page are not currently possible. As it stands, TU is limited to work within the parameters of the ucluelet.ca site. This prevents TU from offering promotions to visitors by stakeholders. More recently, review of the Pacific Rim Visitor Centre website indicated that a new model was required so Visitor Services staff could have a functioning and effective method of researching last minute accommodation and some activities for visitors who arrive to the west coast on the spur of the moment. As this will be a lengthy project, the goal would be to have it ready for use in late spring 2016.

The proposed new site would not replace ucluelet.ca. Instead, to enhance it which would allow for TU to manage, as well as, promote the tourism industry and events more effectively. The goals are to:

- Incorporate PRVC site with new TU site
- Custom search capabilities for accommodation and activities
- Stakeholder and Industry affiliations on site
- Promotions
- Build an email list
- Track visitors on the site
- Have the ability to target and re-target specific demographics
- Launch new campaigns
- Continually update social media components
- Effectively maintain the Travel blog
- Drive visitor traffic to annual events
- Link sites between UCOC, DOU and TU
- Live video feeds

### **Banner Program**

Tourism Ucluelet has partnered with the District of Ucluelet to implement a 3-year beautification project which will see the installation of new banner polls on the entrance to town as well as utilizing pre-existing light polls to mount banners in Ucluelet. The goal is to showcase Ucluelets assets and use the banners as visual cues for visitors to seek out activities and events taking place in the community and region. This project will also add some liveliness during the winter months and welcome visitors to the area. Tourism Ucluelet will be purchasing the banners that will be hung throughout town. Funds have been allocated to cover the costs of all the banners required.

## **Marketing**

In light of the transition to a new website including URL, TU will be redesigning its collateral, promotional material and campaigns . In order to implement the 2015/2016 strategic plan effectively, TU has decided to acquire the services of a Marketing firm to assist with development and execution of TU's goals. This will include building and managing [but not be exclusive to] SEO on-line campaigns, assisting in the development of print ads, drafting press releases as well as providing guidance in the development of the new TU website. As these projects take time, this contract will run well into 2016 if not longer. TU has accounted for the costs in the 2015 budget and will incorporate these further costs into its 2016 and 2017 budget to insure [if services are still required] funding will be place.

Even though all forms of advertising have their place in marketing Ucluelet, TU will be moving to more on-line campaigns, targeted marketing and collaboration to ensure that the marketing dollars are being spent more effectively. Coherent and redeveloped collateral which is evergreen in nature, will allow for a more cohesive information package about Ucluelet when distributed to media, at tradeshow and on FAM tours. And the development of the website will provide businesses that TU represents a place to showcase their offerings to visitors.

TU is fully embracing the value of collaboration and will be working more closely with its immediate neighbours to the north (Tofino and the National Park) to develop and provide visitors to the west coast a more regional approach to what is available on "The Real West Coast". This collaboration will allow for larger campaigns with greater reach when resources are merged and the same goals are in place. Get visitors to the west coast to stay and experience what the whole pacific rim has to offer.

TU Budget by Category October 1, 2014 - September 30, 2015			
	ACCTS		BUDGET AMT
<b>ADMINISTRATION</b>	<b>5705</b>	Wages	\$ 38,000.00
<b>Operations</b>	<b>1050</b>	Petty Cash	\$ 200.00
	<b>1910</b>	Computer Software	\$ 100.00
	<b>2310</b>	Receiver General pymt	\$ 12,000.00
	<b>2315</b>	GST on Purchases	\$ -
	<b>4200</b>	Membership	\$ 1,300.00
	<b>5300</b>	Freight	\$ -
	<b>5610</b>	Legal/Accounting	\$ 1,200.00
	<b>5612</b>	Bookkeeping Fees	\$ 1,200.00
	<b>5640</b>	Courier/Postage	\$ 100.00
	<b>5665</b>	Office Equipment	\$ 900.00
	<b>5690</b>	Bank	\$ 150.00
	<b>5700</b>	Office Supplies	\$ 700.00
	<b>5710</b>	Business Fees	\$ 1,000.00
	<b>5720</b>	Professional Development	\$ 300.00
	<b>5760</b>	Rent	\$ 3,150.00
	<b>5773</b>	Meeting Expenses	\$ 2,500.00
	<b>5780</b>	Phone	\$ 1,200.00
	<b>5789</b>	Travel	\$ 1,600.00
		<b>Subtotals</b>	<b>\$ 65,600.00</b>
<b>PROMOTIONAL ADVERTISING</b>			
<b>Operations</b>		Inventory	\$ -
	<b>5190</b>	Sub contract wages	\$ 1,200.00
	<b>5200</b>	Purchases	\$ 1,000.00
	<b>5635</b>	Website Design	\$ 13,000.00
	<b>5670</b>	Graphic Design	\$ 2,000.00
	<b>5725</b>	Marketing	\$ 22,800.00
	<b>5781</b>	Internet & Website	\$ 550.00
		<b>Subtotal</b>	<b>\$ 40,550.00</b>
<b>Media</b>	<b>4210</b>	On Line Advertising	\$ 3,500.00
	<b>5611</b>	Print Material (collateral)	\$ 9,000.00
	<b>5613</b>	FAM tours	\$ -
	<b>5615</b>	Advertising/Promotions	\$ 2,500.00
		Promotional Products	\$ 12,000.00
	<b>5645</b>	Joint Partnerships	\$ 2,300.00
	<b>5695</b>	Community Marketing	\$ 6,000.00
	<b>5715</b>	Print Advertising	\$ 18,000.00
		Photography	\$ 3,000.00
	<b>5783</b>	Internet Content Marketing	\$ 1,500.00
	<b>5786</b>	Tradeshow/Conferences	\$ 12,000.00
	<b>5795</b>	Visual Marketing	\$ 1,500.00
	<b>5800</b>	Video	\$ 10,000.00
		<b>Subtotals</b>	<b>\$ 81,300.00</b>
<b>Sponsorship</b>	<b>5775</b>	Sponsorship	\$ 15,000.00
		Bulk Buy	\$ 13,000.00
		<b>Subtotals</b>	<b>\$ 28,000.00</b>
<b>Contingency</b>			<b>\$ 10,000.00</b>
		<b>TOTAL</b>	<b>\$ 225,450.00</b>