

To: Electoral Area Services Committee
From: Kristy Hodson, Manager of Financial Operations

Date: 2018-02-15
File No: 1850-20 / 003

Subject: Grant-in-Aid Request – Scenic 7 BC – Co-operative Marketing Partners, Electoral Area B

RECOMMENDATION

THAT the Fraser Valley Regional District Board authorize a grant-in-aid to Scenic 7 BC Co-operative Marketing Partners (Scenic7BC), to be funded from the 2018 Electoral Area “B” grant-in-aid budget in the amount of \$500, to help build their online presence across their target markets.

STRATEGIC AREA(S) OF FOCUS

Support Environmental Stewardship

PRIORITIES

Priority #4 Tourism

BACKGROUND

This request for funding is eligible under the Electoral Area Grant-In-Aid Policy under the “Use of new approaches/ techniques in solving community challenges”.

DISCUSSION

Scenic7BC is a tourism-based marketing partnership for the communities along Highway 7 from Coquitlam to Hope. This Partnership is really the only force behind tourism on the North side of the Fraser, and while the Fraser Valley Regional District does not currently have a seat at the table, this could be an opportunity to bring the public into our Electoral Areas to increase tourism, spending and enjoyment of our beautiful Region.

Scenic7BC is working towards partnering with First Nations, member municipalities, different levels of government and stakeholders to develop and coordinate a regional tourism strategy. Scenic7BC will continue to market the Fraser Valley as a desirable destination, including the showcasing of our natural assets such as Cascade Falls Regional Park and Experience the Fraser.

This project is intended to build Scenic7BC's presence online across their target markets by utilizing their website and social media channels. This would include online advertising and postcard production that could be distributed to local Visitor Centres and utilized at trade shows.

Scenic7BC would look to double the amount contributed by securing match funding through their Destination BC Co-operative Marketing Partnerships Funding. The Fraser Valley Regional District would appear on the website as well as recognition of its contribution.

Director Adamson is in support of providing a grant-in-aid of \$500 to Scenic7BC for these enhancements.

In December, Electoral Area "C" issued a grant-in-aid to Scenic7BC of \$1,000 and Electoral Area "F" issued a grant-in-aid to Scenic7BC of \$500.

COST

The \$500 cost will be funded from the Electoral Area "B" grant-in-aid budget which has sufficient funds to support this request.

CONCLUSION

A grant-in-aid application has been received from Scenic7BC seeking support for the expansion of their web presence across their target markets.

COMMENTS BY:

Mike Veenbaas, Director of Financial Services

Reviewed and supported.

Paul Gipps, Chief Administrative Officer

Unavailable for comment.