



GRANT-IN-AID APPLICATION

Fraser Valley Regional District, 45950 Cheam Ave, Chilliwack BC, V2P 1N6

Applicant Name: SCENIC 7 BC - CO-OPERATIVE MKTING PARTNERS
 Mailing Address: 90 DISTRICT OF MISSION, B-7337 WESTERN STREET, MISSION, BC, V2V 6Z6
 Email Address: Cseeley@mission.ca

Contact:

CLARE SEELEY
Name

604-820-5375
Telephone/Fax Number

Statement as to eligibility to apply for Grant-In-Aid Funds (Please attach a separate sheet if required):

SEE ATTACHED SHEET

APPLICATION SUMMARY:

Project or purpose for which you require assistance (Please attach a separate sheet if required):

SEE ATTACHED SHEET

Statement as to how these funds will benefit the community or an aspect of the community (Please attach a separate sheet if required):

SEE ATTACHED SHEET

Amount of Grant Requested: \$ 2000-00

**Please note: grants over \$4,000 require a financial statement and/or report on the applicant to be provided with the application.

To the best of my knowledge, all the information that is provided in this application is true and correct. Furthermore, I hereby certify that this application for assistance is NOT being made on behalf of an individual, industry, commercial or business undertaking.

C. Seeley
CHAIR, SCENIC 7 BC PARTNERS
 Signature of Authorized Signatory and Title

Amount Approved:	_____
Date:	_____
Signature of Electoral Area Director	_____



GRANT-IN-AID APPLICATION

Statement as to eligibility to apply for Grant-In-Aid Funds:

Scenic7BC is a tourism-based marketing partnership for the communities along Highway 7 from Coquitlam to Hope. Four of the six communities are in the FVRD, the District of Mission, Village of Harrison Hot Spring, the District of Kent and the District of Hope.

One of our key goals is to market Highway 7 as a route of choice for day trippers, road travellers and mountain bikers within the Fraser Valley, Metro Vancouver, BC and Washington State.

We are looking to create a strong brand identity and highlight the unique value proposition of Scenic 7 and develop a strong online presence that will keep the communities informed regarding events, places to visit and itinerary suggestions.

Scenic7BC recently launched a new website www.scenic7bc.com as the initiation of our marketing strategy. In line with this we also hired renowned video blogger Chris Wheeler to travel the route and create a road trip video and series of video shorts for each community. <https://www.facebook.com/Scenic7BC/videos/10155553892490520/>

The video has already had over 17,000 Facebook views.

Project or Purpose for which you require assistance:

Over the coming months we will be building our online presence across our target markets by utilizing the website and our social media channels to their full advantage.

In order to support this we would like to pay for online advertising and produce postcards for distribution in the Lower Mainland Visitor Centres and to utilize at future trade shows.

Statement of how these funds will benefit the community:

Scenic7BC will continue to market the Fraser Valley as a desirable destination for both local residents and visitors, which will benefit all areas of the FVRD including showcasing assets such as Cascade Falls Regional Park and Experience the Fraser. It also gives the local residents another way of discovering how and where to “Staycation” and assists in keeping money in the local communities and fostering visitor economic growth. The partnering communities not only see this forum as a way to attract and increase visitor numbers, but also aim to create a long term strategy that will encourage tourism investment and business attraction.

Amount of Grant Requested \$2,000 (\$500 per community)

We would look to double this amount to a total of \$4,000 by securing match funding through our Destination BC Co-operative Marketing Partnerships Funding.

FVRD logo would appear on the website as recognition of their contribution.