



Tourism Golden

8th Annual General Meeting
June 3rd, 2014



Welcome by Lynn Moffat President of the Board

8th Annual AGM | June 3rd, 2014





Target Market “The Authentic Outdoor Explorer”

Hard or soft, physical or mental adventurers these are people who love to explore areas largely ignored by tourists. They love to discover in natural surroundings, not contrived tourist towns. Seeking an authentic experience they want to interact with the locals and immerse themselves as much as possible in local sights and sounds.

Brand Positioning

An area steeped in history and tradition, set in a spectacular natural setting. A real place, exuding the spirit of discovery and exploration.



Agenda

- Approval of the Agenda
- Approval of the minutes from 2013 AGM May 2, 2013
- Approval of the 2012-13FY statements
- Highlights of 2012-13 Annual Report by Joanne Sweeting
- Election of Directors – Glen Ewan, Electoral Officer
- Proposal of the Special Resolution
- Motion to Adjourn



Financial Statements 2012 – 2013 FY

Statement of Financial Position-Balance sheet
Statement of Change in Net Assets
Statement of Revenues & Expenditures



TOURISM GOLDEN ASSOCIATION

Statement of Financial Position

September 30, 2013

(Unaudited)

	2013	2012
ASSETS		
CURRENT		
Cash	\$ 256,300	\$ 172,812
Accounts receivable	135,832	80,443
GST Recoverable	13,836	13,972
Prepaid expenses	1,130	1,212
	<u>407,098</u>	<u>268,439</u>
CAPITAL ASSETS (Note 7)	<u>1,025</u>	<u>991</u>
	<u>\$ 408,123</u>	<u>\$ 269,430</u>
 LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 2,862	\$ 7,482
Wages payable	307	255
Employee deductions (receivable)	(23)	-
	<u>3,146</u>	<u>7,737</u>
 NET ASSETS		
Operating funds	403,952	260,702
Capital asset fund	1,025	991
	<u>404,977</u>	<u>261,693</u>
	<u>\$ 408,123</u>	<u>\$ 269,430</u>

TOURISM GOLDEN ASSOCIATION
Statement of Changes in Net Assets
Year Ended September 30, 2013
(Unaudited)

	Operating Fund	Capital Asset Fund	2013	2012
NET ASSETS - BEGINNING OF YEAR	\$ 260,702	\$ 991	\$ 261,693	\$ 171,872
Excess of revenues over expenses	144,617	(1,333)	143,284	89,822
Capital Asset additions	(1,367)	1,367	-	-
NET ASSETS - END OF YEAR	\$ 403,952	\$ 1,025	\$ 404,977	\$ 261,694

TOURISM GOLDEN ASSOCIATION
Statement of Revenues and Expenditures
Year Ended September 30, 2013
(Unaudited)

	2013	2012
REVENUES		
Cooperative marketing	\$ 29,588	\$ 13,416
Website memberships	8,205	7,172
Partner funding <i>(Note 10)</i>	11,500	5,625
Room tax revenues <i>(Note 9)</i>	405,603	274,713
Travel planner	33,248	23,847
Grants <i>(Note 10)</i>	12,200	15,700
Other marketing sales & project revenue	-	6,902
Interest income earned	450	-
	<u>500,794</u>	<u>347,375</u>
EXPENSES		
Advertising and promotion	233,861	163,561
Amortization	1,333	1,635
Bad debts	1,898	-
Business taxes, licenses and memberships	1,839	476
Employee Salaries	95,859	71,382
Insurance	1,782	1,715
Interest and bank charges	281	298
Office	2,550	2,843
Education & training	310	45
Board of directors	2,650	1,244
WCB Expense	283	135
Professional fees	3,868	2,803
Rental	7,112	6,625
Telephone	2,297	2,260
Travel	934	1,632
Utilities	653	899
	<u>357,510</u>	<u>257,553</u>
EXCESS OF REVENUES OVER EXPENSES	<u>\$ 143,284</u>	<u>\$ 89,822</u>



Highlights of the Tourism Golden Annual Report 2012 – 2013 FY by Joanne Sweeting





Target Markets





Operational Highlights

- ❑ 44% increase in total revenues
- ❑ 48% increase in MRDT tax revenues
- ❑ Increased visitation
- ❑ Increased awareness
- ❑ Changing perception
- ❑ 60% increase in member co-op marketing revenues
- ❑ 11% increase in partner and grant funding revenues



Advertising: Measures of Success

- ❑ 3,152,650 paid impressions in print and online
- ❑ MRDT tax revenues increased by 48%
- ❑ 194% increase in direct web traffic visits
- ❑ Tripadvisor interaction rate 9.14%



Marketing Collateral: Measures of Success

- ❑ 39% increase in co-op revenues for Golden Travel Planner
- ❑ 194% increase in direct web traffic visits
- ❑ 42% increase in web traffic visits to biking page
- ❑ 29% increase in web traffic visits to snowmobiling page
- ❑ 199% increase in web traffic visits to hiking pages
- ❑ Golden imagery regularly appears in DBC and KRT social media and print publications



Communications: Measures of Success

- ❑ 10,500,00 impressions from unpaid editorials
- ❑ Facebook likes increased by 539%
- ❑ Facebook weekly reach increased by 1773%
- ❑ Twitter followers increased by 47%
- ❑ Consumer newsletter recipients increased by 483%
- ❑ Mailed 800 Golden Travel Planners direct to consumer
- ❑ Stakeholder newsletter average open rate = 45%

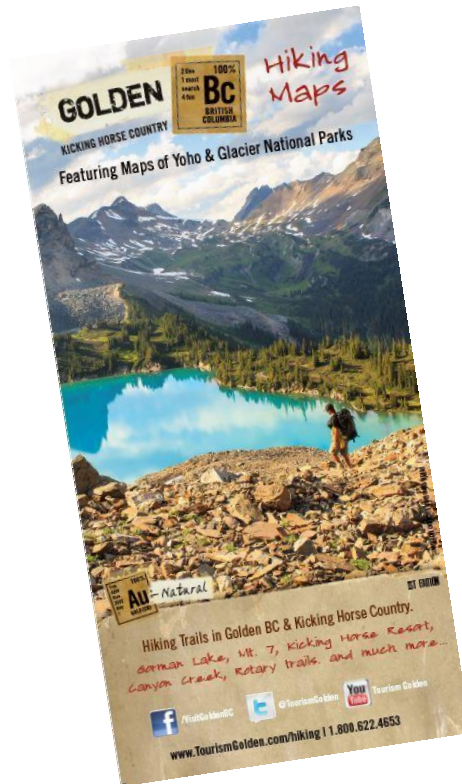


Key Projects 2012-2013 FY

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New Hiking Map featuring Yoho & Glacier NP



- 199% increase in web traffic visits to hiking pages

➤ Website Re-launch

- 27% increase in visits
- 33% increase in unique visitors
- 28% increase in page views
- 20% increase in visit duration
- 105% increase from mobile device users

Visitor Research Project

- 590 responses to date
- 86% aware of Golden prior to visit
- 68% repeat visitors
- Majority staying 2+ nights
- Majority from Alberta
- 53% spent \$100+ per party per day



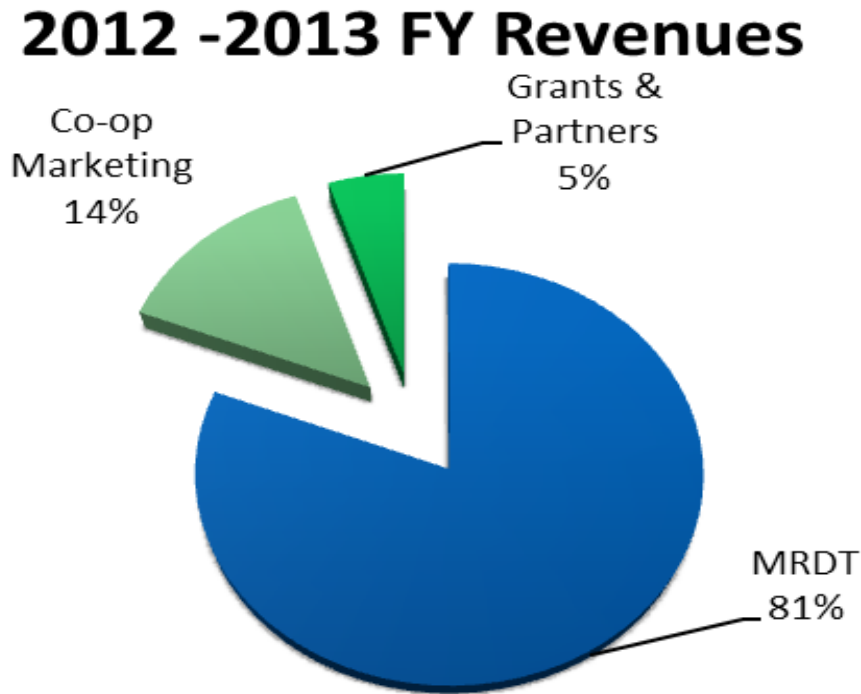
P.R. & Media

- Hosted journalists & bloggers from N. America
- 10,500,00 impressions from unpaid editorials
- Issued 5 press releases
- Represented at
 - TBEX Toronto (travel bloggers)
 - Adventure World Travel Summit 2013





Financial Highlights: Revenues

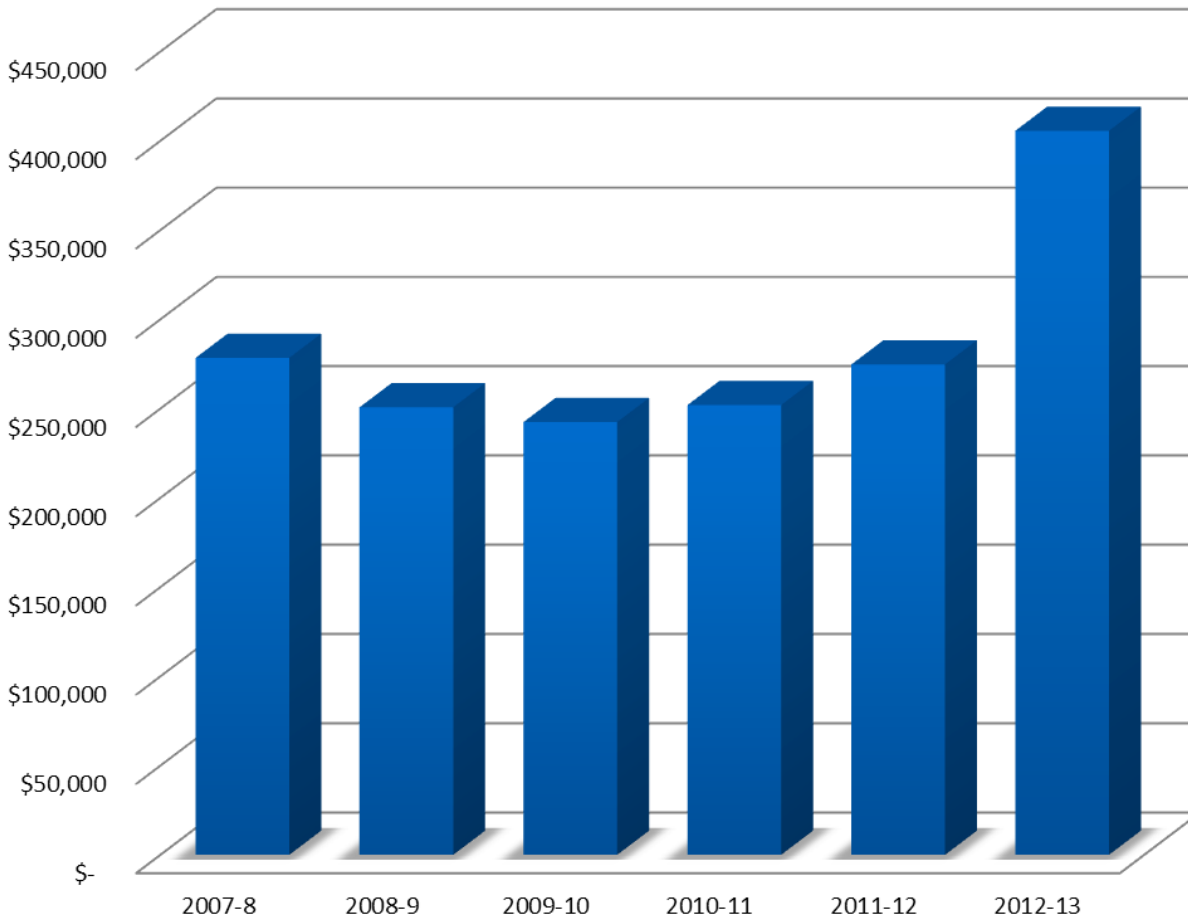


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Tourism Golden MRDT Revenues 2007 - 2013



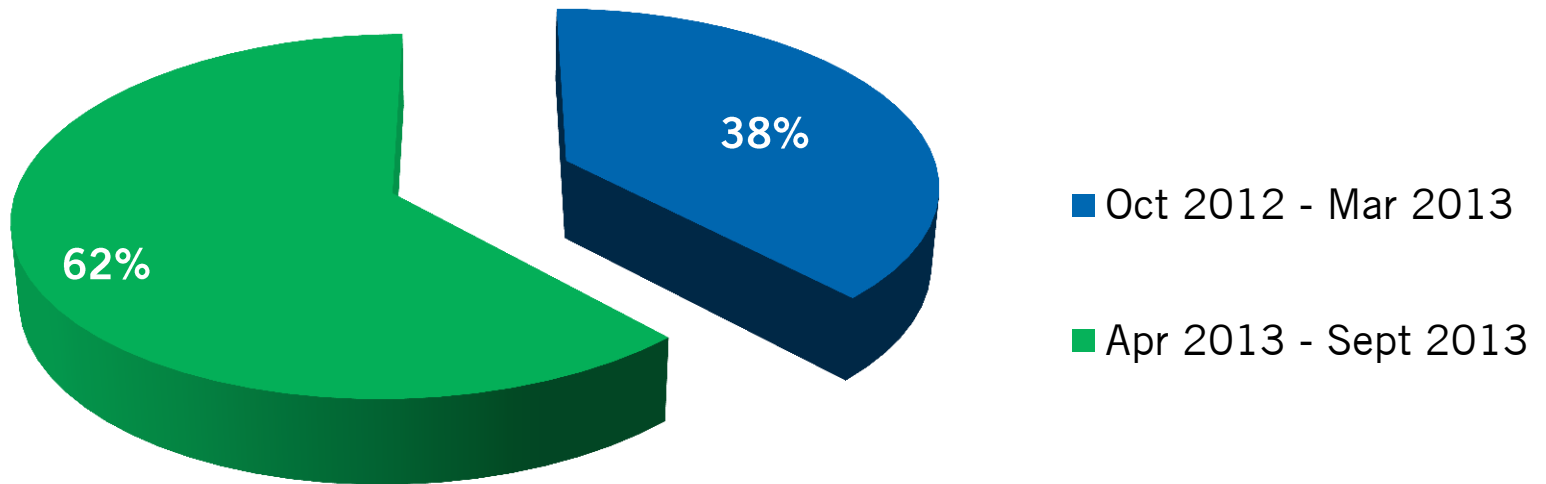
+ 48%

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2012-2013FY MRDT Revenues by Season

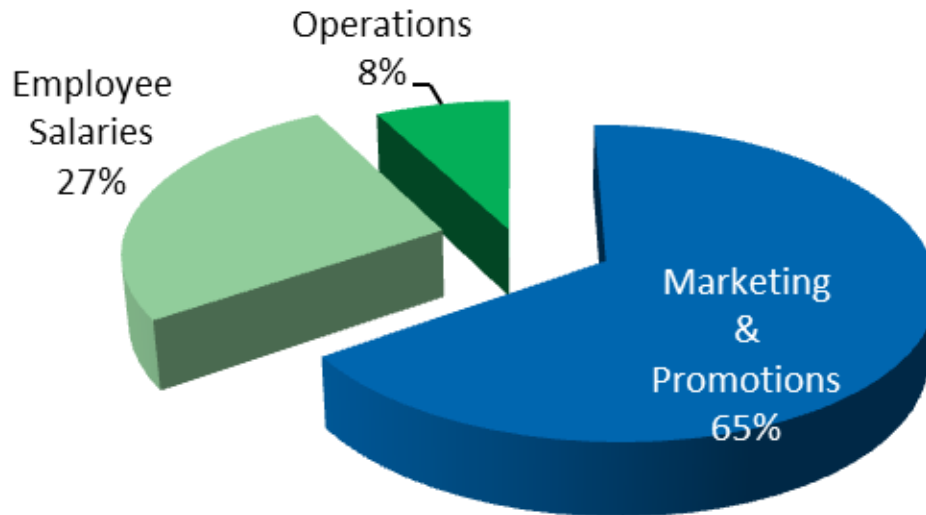


- Oct 2012 - Mar 2013
- Apr 2013 - Sept 2013



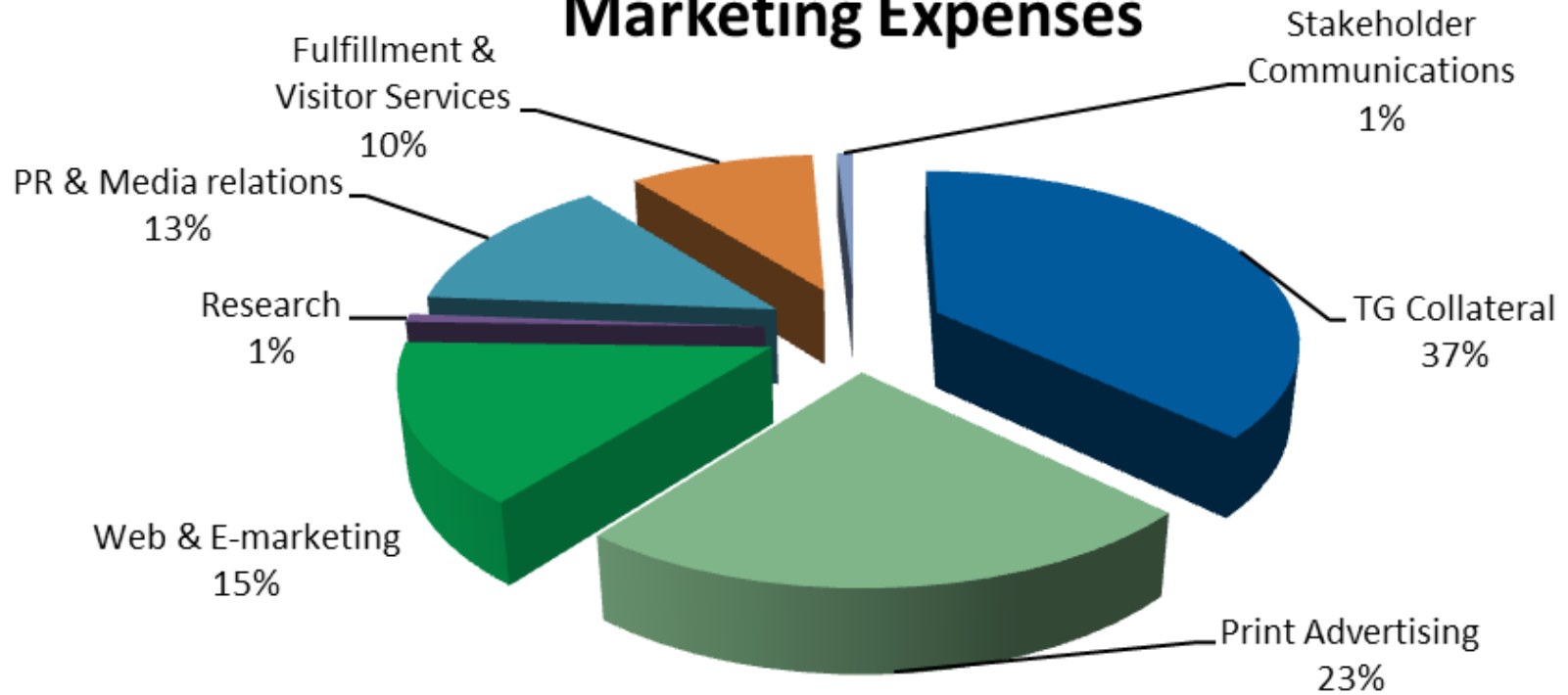
Financial Highlights: Expenses

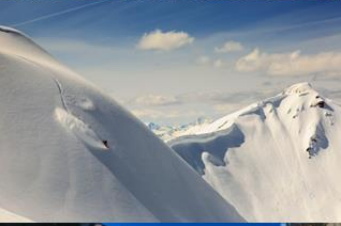
2012 - 2013 FY Expenses





Marketing Expenses





Election of Directors Glen Ewan, Electoral Officer

Process

Appointment of Scrutineers





Nominees

For seat representing:	Nominee Name	Member Organisation
Town Accommodators (2 seats available)	Bob Munroe	Le Beausoleil B&B
	Atma Sandher	Ponderosa Motor Inn
	Rav Soomal	Travelodge Golden
Area A Accommodators (1 seat available)	John Lush	Lush Mountain Accommodations
Tourism Operators (1 seat available)	Graeme Kreiner	Golden Golf Club



Special Resolution

“To repeal the existing Bylaws and replace
with new Bylaws,
and to amend the Constitution”



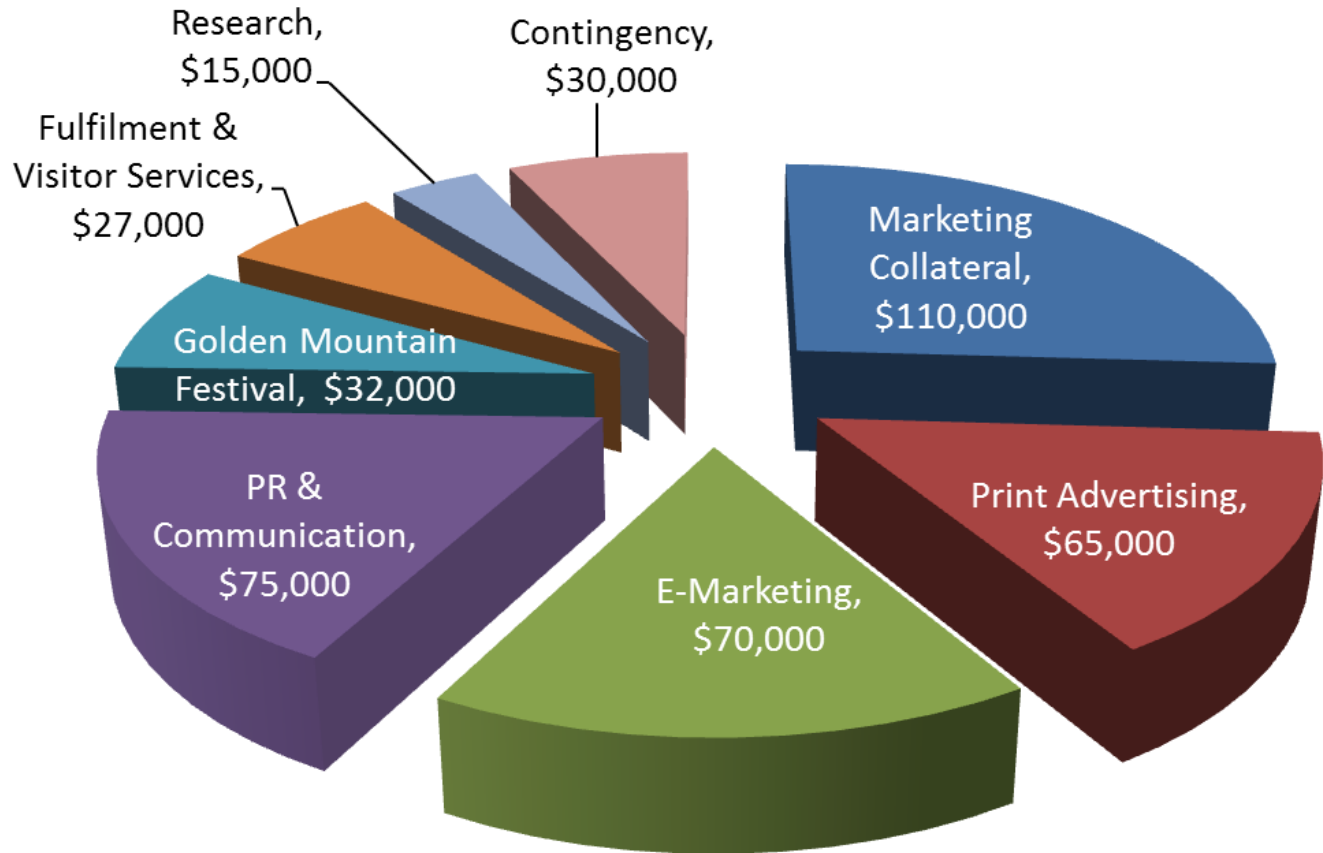


Tourism Golden Key Marketing Projects 2013-2014 FY

By Joanne Sweeting



2013 – 2014 Marketing Budget





Key Projects 2014

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- Celebrating Golden's heritage of Swiss Guides
- Confirming Golden as an authenticity
- 3,500 visitors to the GMF web page
- Switzerland now #3 country of origin for website visitors
- Estimated over 300 visitors
- 65% non-residents
- 15% stated the event was their primary motivation for visit

www.goldenfest.ca



2014 Bike Trail Map



- New Mountain Shadows map
- Overview of 100km
- Events
- Pump track & skate park
- Accommodation call to action



P.R. & Media Relations

Objectives

- Increase unpaid media stories
- New stories in influential print & online travel media
- Increase number of media fam trips

Activity

- June media group
- Winter media group
- Individual journalists
- Press releases



Other Key Projects 2014

- Golden brand refresh
- July ST6 Bike race
- Enhance video library



Presentation of Miro Micovsky Bursary

By Karen Cathcart
Golden Campus Manager
College of the Rockies





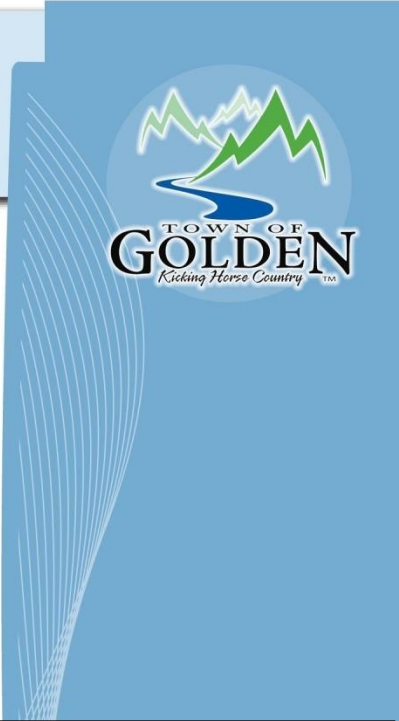
Resort Municipality Initiative Project Update

By Jon Wilsgard
C.A.O. - Town of Golden





Resort Municipality Initiative
Investing in B.C. resort communities



Update to Tourism Golden Stakeholders

June 3rd, 2014



2012-2016



- The program continues to be a grant model.
- Each community receives an “equivalent” amount twice annually, to what would have been collected in Hotel Tax based upon AHRT performance.
- Funding determined by Treasury Board capped at \$10.5 million per year for 5 years.
- For Golden, this was to be for approximately \$500,000 per year.
 - In 2013 we received about \$530,000
 - In 2014 we will receive about \$613,000!
 - This is a direct result of a rebound in the local tourism accommodation sector and the addition of KHMR to the region.
- Burgeoning issues:
 - Higher scrutiny – some communities not behaving.
 - The ceiling cap is now being hit.
 - Reporting requirements changing again.
 - More communications obligations.

Appendix 1

2012 - 2016 Resort Development Strategy

Summary of Approximate Project Costs and Allocations (based upon an estimated annual allocation of \$500,000)

Project/Initiative	Total Budget	2012	2013	2014	2015	2016
<i>Visitor Sign Program</i>	\$485,000.00	\$96,000.00	\$96,000.00	\$96,000.00	\$96,000.00	\$101,000.00
<i>Monitoring Success</i>	\$50,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
<i>Community Wireless Service</i>	\$75,000.00	\$5,000.00	\$35,000.00	\$35,000.00		
<i>Highway 1 Corridor Enhancement</i>	\$1,100,000.00	\$50,000.00	\$50,000.00	\$500,000.00	\$500,000.00	
<i>Community Tourist Shuttle</i>	\$10,000.00	\$10,000.00				
<i>Community Banner Program</i>	\$60,000.00			\$15,000.00	\$45,000.00	
<i>Public Art Program</i>	\$50,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
<i>Permanent Square Amenity Hub</i>	\$300,000.00		\$10,000.00	\$20,000.00	\$200,000.00	\$70,000.00
<i>Snowmobile Trail Maintenance</i>	\$225,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00
<i>Nordic Centre Completion</i>	\$100,000.00	\$100,000.00				
<i>Bike Share Program Enhancement</i>	\$45,000.00		\$35,000.00	\$10,000.00		
Total 5-Year Allocation	\$2,500,000.00					
Annual Expenditures		\$326,000.00	\$291,000.00	\$741,000.00	\$906,000.00	\$236,000.00
Annual Allocations		\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00
Net Annual Residual		\$174,000.00	\$209,000.00	\$241,000.00	\$406,000.00	\$264,000.00
Year End Cash Position		\$174,000.00	\$383,000.00	\$142,000.00	\$264,000.00	\$0.00



Visitor Sign Strategy



2013 Activity

- Completed East and West Corporate Entrance Signs
- Completed roundabout landmark signs
- Finalized design for downtown information kiosks

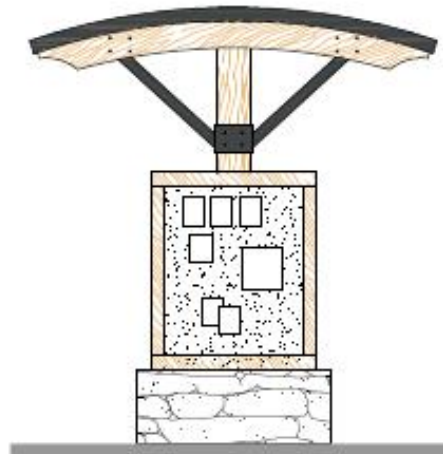
2014 Activity

- Begin conceptual design for Highway 1/95 Entrance sign
- Provided \$1,400 to Golden Cycling Club for directional posts
- Construction and installation of information kiosks

Visitor Sign Strategy



Resort Municipality Initiative
Investing in B.C. resort communities



SIDE ELEVATION



FRONT ELEVATION



Monitoring Success

One year in, excellent findings

key highlights from the survey are:

- The origin of visitors surveyed matches the geographical markets targeted by Tourism Golden
- Travel motivations may be highly influenced by location of survey and season and require additional comparative data
- 57% of visitors stayed 2 nights or more
- The average spend of visitors surveyed (excluding accommodation) was \$138 per party per day
- Positive contribution to other local businesses and economy
 - 82% visited a restaurant
 - 40% visited a pub
 - 37% shopped for gifts
 - 35% bought groceries and gas
- Awareness of Golden as a ski destination, stop on the highway and a beautiful, friendly town was high
- Perception of Golden as a just a highway stop was also high
- The majority of experiences with accommodation, dining, activities, local directional signage and highway signage and the vacation experience overall were rated above average to excellent

Highway 1 Enhancement



2013 Activity

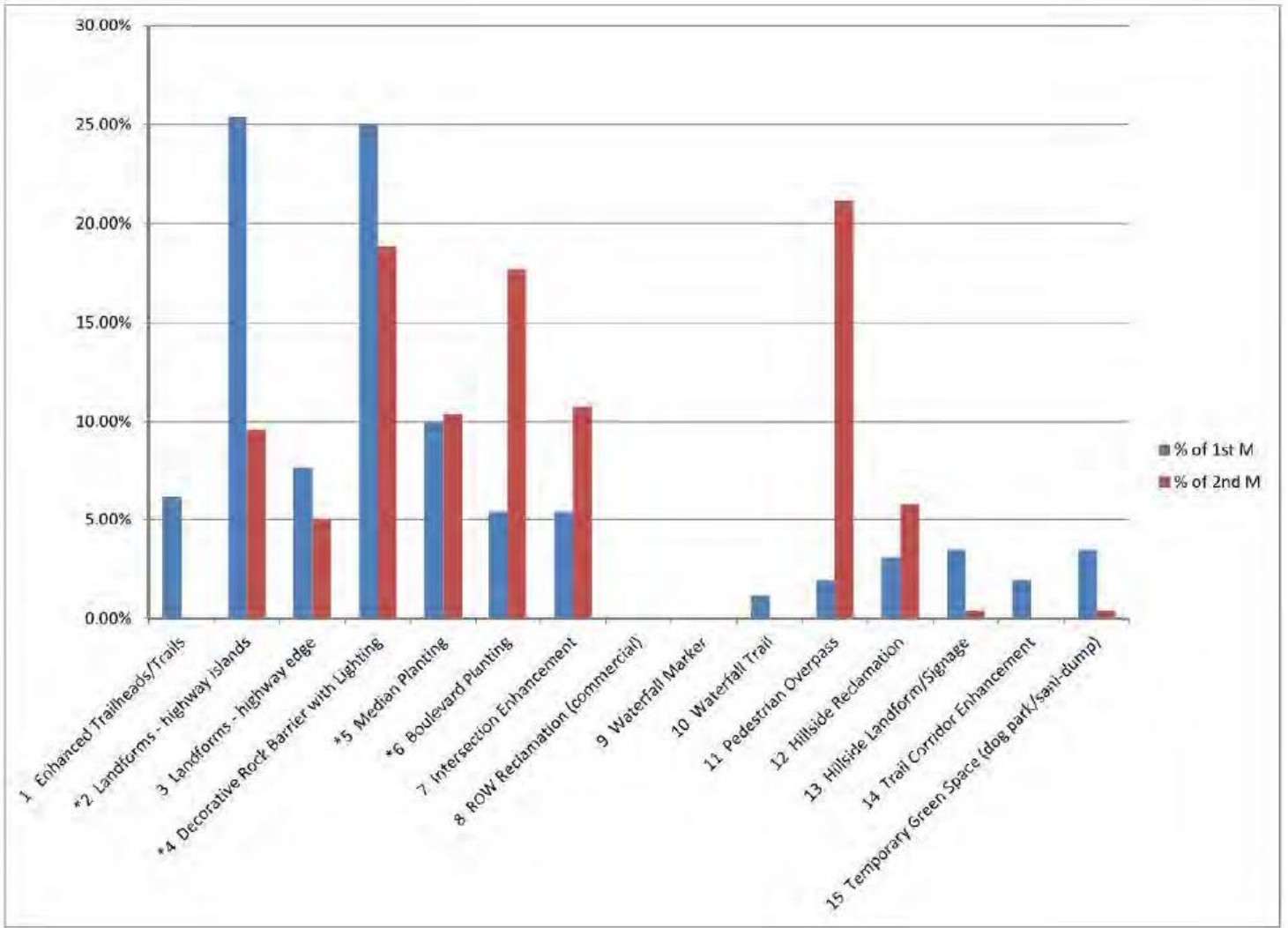
- Stakeholder process – several meetings, concepts.
- Survey of concept support, open house, Council support.
- Concepts to design to detailed design.
- Negotiations for Golden Pathway Extension

2014 Activity

- Finalize detailed design.
- Prepare tender documents and tender components.
- Undertake first phase mid summer to fall.
- Cost share Golden Pathway for completion early summer.

Highway 1 Enhancement

Percentage of \$1,000,000



Highway 1 Enhancement



Resort Municipality Initiative
Investing in B.C. resort communities



Square Amenity Hub



2013 Activity

- Working group idealized design potential.
- Potential conceptual design realized.

• 2014 Activity

- Review conceptual design with larger group.
- Detailed design over winter.

Square Amenity Hub



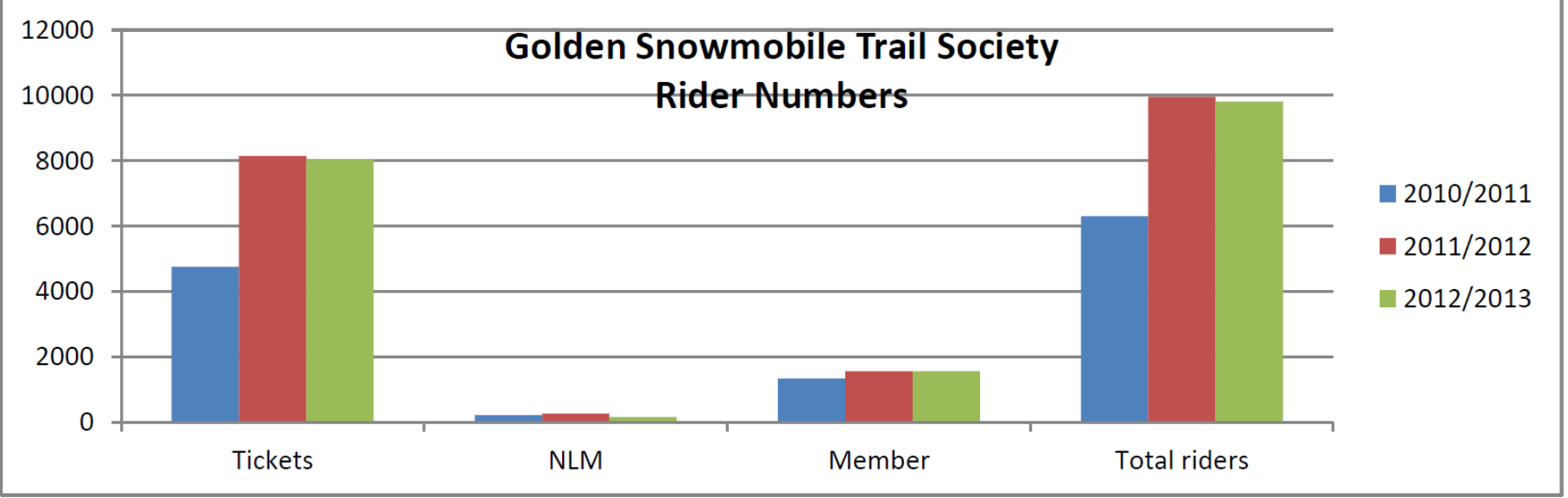
Resort Municipality Initiative
Investing in B.C. resort communities



Square Amenity Hub



Snomo Trail Grooming





Other Projects

- Community Wireless Project – dropped
- Community Bike Program – dropped
- Community Banner Program – 2015/16
- Public Art Program – TOR in draft form, CVCU to launch prototype, program implementation 2014/15
- Community Shuttle – study commissioned.
- Nordic Centre – complete.



Reporting and Liaison

- Annual RMI Resort Collaborative Forum this Thursday and Friday in Revelstoke.
- 2013 RMI Annual Report due by end of the month.
- UBCM presentations.

Thank You