



*Aboriginal Cultural Tourism
Blueprint Strategy Implementation*

**WORK PLAN FOR
TIER 1, TIER 2 AND TIER 3, 2009-2010
YEAR 2 FINAL REPORT
April 1st – March 31st, 2010
March 31, 2010**

WORK PLAN FOR TIER 1, TIER 2 AND TIER 3, 2009-2010

Introduction

To ensure continued success in the year ahead, recent changes in organizational structure and staffing have required that we revisit the operational plan that was developed to guide Tier 1 and 2 AtBC activities for 2009-2010. After the recent Members Forum a small advisory team* was assembled to review the current situation in detail, and to make recommendations for a revised work plan. The following were thoroughly reviewed in this planning session:

- Current operational plan, year-end report and proposed budget
- New roles for CEO and Training & Development Coordinator
- Current and outstanding contracts for services being administered by AtBC
- Draft proposal (*requested from LinkBC network, November 2008*) for Aboriginal tourism education and training framework
- “Snapshot” of current Aboriginal tourism education and training activity/projects
- Current roles and capacity of staff

Recommendations were made to the CEO to ensure that a reshaped work plan would address staffing capacity issues, by focusing on priorities for members/communities, and identify opportunities to increase efficiency. Follow-up meetings were held with Keith Henry, Cheryl Chapman, Terry Hood and Sandra White. This revised Work Plan is a result of these discussions.

All of the activities listed below will be managed by the AtBC Training and Development Coordinator. A select number of these activities (noted) will be co-coordinated in consultation with the LinkBC network and Sandra White

** Linea Battel, Board member, Cheryl Chapman, Rasunah Marsden, Sandra White, Brian White and Terry Hood*

Activities include:

Tier One

- Aboriginal Tourism Sector Activity Research Project
- Community Tourism Awareness and Economic Development Program
- Aboriginal Tourism Career Awareness Program
- Aboriginal Tourism Trailblazers Training Program
- Standards Toolkit: Product Authenticity
- Aboriginal Protocol Program

Tier Two

- Aboriginal Tourism Business Assessment/Indicators for Success Program
- Tourism Business Enhancement Workshops
- How to be Market Ready Workshop
- Aboriginal Tourism Industry Quality Assurance Standards
- Regional Tourism Associations Relationship Development (Circle Tours)

Tier 1 Activities

1.3 Aboriginal Tourism Sector Activity Research Project (Performance Indicators)

Objective: Develop a Database and Conduct Research for Annual Reporting of Aboriginal Tourism Growth and Activities

	Activity	Outcome	Budget 54,001	Product
1	Inventory of Aboriginal Tourism Products and Services	- Create a database and catalogue of Tier 2 and Tier 3 businesses	3,000 10,000	Database Catalogue
2	Develop an AtBC Blueprint database management tool to support AtBC activities and needs	- Gather, compile and develop reporting process and database for ongoing Aboriginal tourism industry information	24,001	Database
3	AtBC Research and Communications Support Examine the Secondary School, Tourism Careers Course and Develop a Strategy to strengthen the Course	- Promote awareness of research gaps/opportunities through LinkBC network - Common resource curriculum to support Tourism course at the Secondary level		Research and Communications Strategy Resources
4	Continue Building the Online Aboriginal Tourism Resource Collection (through the BC Tourism Online Resource Centre)	- More online training and education resources for AtBC members, communities, instructors and learners - Completing inventory of existing, working to develop additional resources with LinkBC, NPWtG and committee members - Co-op experience for 2 students - Students invited to Sept. 2 nd & 3 rd Aboriginal Tourism Educators' Forum - Students to review report and make recommendations for next forum - Co-op students from Capilano University and Vancouver Island University working on E-Legacies and Educators' Forum	3,000 6,000	Online Resource
5	Complete a "Snapshot" Inventory of all Aboriginal Education and Training in BC	- Accurate listing of programs; development of criteria to define potential programs - Meetings with colleges, universities, private sector program delivery agents		Inventory of related programs & resources
6	Assist in the Development, Implementation and Oversight of Tier 1 – 1.3 Work Plan with a focus on 3,4,5 Activities; Provide project management support services	- Focused plan and clear outcomes - Restructured priorities to meet targets - Regular specialist input, monitoring and assessment of progress - Contracts with Sandra White, Aboriginal tourism specialist and Terry Hood, LinkBC	6,000 2,000	Project Support for Training & Development Coordinator Activity 3,4,5

1.4 Community Tourism Awareness and Economic Development Program

Objective: Create awareness of the tourism potential for BC First Nations communities, and provide knowledge, skills and assistance to those that want to diversify their economy through tourism (community tourism planning, cultural tourism values, opportunity analysis, services through AtBC, Trailblazers training, and others etc.)

	Activity	Outcome	Budget 204,206	Product
1	Deliver "Aboriginal Tourism Opportunities in BC" introductory presentations	<ul style="list-style-type: none"> - Nine introductory level presentations, one in each of the nine AtBC regions, to create awareness of AtBC activities and tourism potential in BC - UNBC 04/21/09 - UBCM - 10 Regional Engagements with the New Relationship Trust 	<p>16,000 travel & accom</p> <p>provided by NRT</p>	<p>Nine Power point presentations and printing of the AtBC corporate brochure</p> <p>10 presentations around the Province.</p>
2	Create tailored AtBC presentations for targeted audiences with specific outcomes	<ul style="list-style-type: none"> - Deliver ten presentations targeted to Aboriginal tourism industry, meetings and conferences, creating greater awareness of AtBC and Aboriginal tourism - Kelowna, Heritage Tourism - Tourism Educators' Conference, 05/08/09 - Xení Gwe'tin/Chilko Resorts Community Development - Fort St. John Community Development - Tourism Vancouver Island AGM - Thompson Okanagan Tourism Assoc. Summit 11/12-13/09 - Sponsorship/Booth and Art/Culture/Festival/Aboriginal presentation - REDTREE Project, Lytton First Nation, and Thompson Rivers University – Stein Valley - 6th BC Rural Communities Summit – 03/16-18/10 Transforming Rural Economies, Port Hardy, with Smart Planning for Communities - 	<p>16,000 travel & accom</p>	<p>Ten Power point presentations and printing of the AtBC corporate brochure</p>
3	Review and Enhance Trailblazers: Aboriginal Tourism Business Development Train the Trainer delivered in January, 2009	<ul style="list-style-type: none"> - Improve the Train the Trainer Training instructional resources - Common look drafting in process, revisions and printing by 08/31/09 - Trainers' Manual and Participant Manuals to 	<p>18,000</p>	<p>Resource Manual & Training Course Consulting and printing</p>

		be shown 10/06/09		
4	Deliver Two <i>Trailblazers: Aboriginal Tourism Business Development</i> Courses	<ul style="list-style-type: none"> - Better understanding of running a tourism business and more business start-ups - Interior Rockies – Start date 03/01/10 - 03/31/10 – postponed for Olympics - Lower Mainland –09/30/09 – 03/31/10 Follow-ups in process at Lower Mainland	48,100	Resource Manual & 2 Training Courses
5	Review, evaluate and if required develop a modified version of the: <ul style="list-style-type: none"> - BC “Transforming Communities through Tourism” workbook for application to the Aboriginal community 	<ul style="list-style-type: none"> - Assist Aboriginal communities and businesses develop viable tourism plans by providing tools, resources and market development assistance - Sandra White is reviewing with focus on required revisions for AtBC delivery 	5,000	Adapted Workbook for Aboriginal Community Tourism Development
6	Review “Transforming Communities Through Tourism” and the “Aboriginal Community and Cultural Tourism Mentorship Workshop” for delivery into the Aboriginal Community	<ul style="list-style-type: none"> - Deliver one Pilot Workshop - Where and when to be determined - Pilot complete with 6 stakeholder operators attending, 03/22 & 23/10 	20,000	Workshop
7	Review and assess TBC’s Tourism Business Essentials Resources (TBE) and Workbooks and Workshops to be Adapted and Delivered in the Aboriginal Community	<ul style="list-style-type: none"> - Identify TBE resources adapted for the Aboriginal community and workshops that can be delivered to communities <i>(in collaboration with TBC)</i> Workshops and materials that were previously completed by B.O’Neil – Ads & Brochures that Sell, Packaging & Product Distribution Meeting with Tourism BC to determine next steps, for remaining guides and workshops.	8,000 20,000	Resources Workshop
8	Assess all AtBC Training and Education Products/resources for Possible Alignment with AtBC Brand “our story, your experience”; e.g. “Trailblazers” (both), “Transforming Communities through Tourism”, etc. Based on T & D Committee Recommendations	<ul style="list-style-type: none"> - Create a clear AtBC “family of products” that reflect their link to each other and other programs; create a set of guidelines/recommendations & consistency in titles/subtitles; clear learning objectives etc.) - Have drafts of new Trailblazers’ materials, to be reviewed and request recommendations, 07/13/09. - Initial meeting with designer of Transforming Communities through Tourism guide, no problem redesigning to fit AtBC Branding, and graphic standards - To be shared at BoD Meeting 	20,106	AtBC Branded Products Graphics and printing
9	AtBC Advisory Committee Support	<ul style="list-style-type: none"> - Training & Development Working Group and Taskforce and Aboriginal tourism education specialists to provide input - Besides the Training & Development Committee working groups, would like to 	12,000	Training & Development Committee & Working Group Mtgs.

		utilize this to enhance HotelASEP training plans, require recommendation from Training & Development Committee (unable to gain commitment from partners) - Advisory services for Educators' Forum and Training & Development Workplanning		
10	Assist in the Development, Implementation and Oversight of Tier 1 – 1.4 Work Plan focus on 5,6,7,8 Activities; Provide project support services	- Focused plan and clear outcomes - Restructured priorities to meet targets - Regular specialist input, monitoring and assessment of progress - Contracts with Sandra White, Aboriginal tourism specialist and Terry Hood, LinkBC	10,000 11,000	Project Support for Training & Development Coordinator Activities: 5,6,7,8

1.8 Aboriginal Tourism Career Awareness Program

Objective: To build a professional workforce by increasing the awareness of career opportunities in tourism throughout BC Aboriginal Communities (focus; youth and career changers) *(discuss potential collaboration with Go2)*

	Activity	Outcome	Budget 53,009	Product
1	Attend 5-10 Career Fairs throughout province	- More Aboriginal youth interested in tourism as a career - ACCESS Community Forum – A.Edwards - Celebrating Success Seizing Opportunities – A. Edwards - First Nations' Education Society - Capilano University, and NEC	28,009	Booth/presentation
2	Targeted Attendance at Events, Meetings and Conferences	- Increase Aboriginal awareness of tourism as a career - NEC Community Appreciation - 05/22/09 - Bright New Day Workshop-Lytton 05/27*28/09 - NPWtG Education Symposium	10,000	Booth/presentation
3	Development of Aboriginal tourism career paths/education opportunities flyer/map	- Main informational messages captured in effective way; geared to Aboriginal youth and career changers Discussions around doing this without go2. - Go2 now on board, mtg to redesign Career Map 01/10 - In process next mtg. 04/12/10	15,000 Leverage additional 10,000 (go2)	Flyer/Information piece Design, Graphics, Printing
	Assist in the Development, Implementation and Oversight of Tier 1 – 1.8 work plan focus on Activity 3	- Focused plan and clear outcomes - Restructured priorities to meet targets - specialist input, monitoring and assessment of progress - Sandra White		Project Support for Training & Development Coordinator Activities: 3

1.9 Aboriginal Tourism Trailblazers Training Program Trailblazers: Cultural Interpretation Course

Objective: To build a professional workforce by providing introductory-level career development programs on cultural tourism. AtBC will build upon the success of the past pilot programs by delivering more *Trailblazers* Train the Trainer and Participant Courses throughout BC as well as determine how to effectively utilize Graduates of the course.

	Activity	Outcome	Budget 365,604	Product
1	Deliver three <i>Trailblazers: Cultural Interpretation Participant Courses</i> (targeting Northern BC, Interior Rockies and Cariboo Chilcotin)	<ul style="list-style-type: none"> - Increase the number of Aboriginal people who have entry level skills along with industry-recognized tourism skills certificates - Setting up for Fall 2009/Spring 2010 - Delivery for Youth 16 – 20 First Nations' Employment Society, & FHFN July 20 – August 28, 2009 – 12 completed - Looking to increase number of deliveries in Lower Mainland - FHFN and resident Aboriginals for 2010 – 01/04/10 – 03/05/10 including Applied Skill Development at Aboriginal Pavilion & Business Showcase 13/15 completed 	186,000	Resource Manual and Delivery of three Trailblazers Courses
2	Deliver one <i>Trailblazers: Cultural Interpretation Train-the-Trainer Course</i> (wage subsidy)	<ul style="list-style-type: none"> - Increase the number of Aboriginal people who can deliver the participant workshop - Revisions have been made, final review by 08/15/09 distribution to existing Trainers - Training – 10/08/09 – 12/18/09 Quest U Campus in Squamish – cancelled lack of applicants – request transfer to Participant programming for Vancouver Island & Central Coast - 	137,804	Resource Manual & Train the Trainer Course
3	Utilize key Trailblazer graduates as key AtBC community links/champions, provide support for them to implement Blueprint activities	<ul style="list-style-type: none"> - Effective use of Trailblazer Graduates - Ongoing as opportunities arise, always, forward information to Trailblazers' 	2,800	Strategy to Effectively use Trailblazer Graduates Travel & accommodation when utilized for delivery
4	VANOC/ FHFN - Delivery of Trailblazers: Cultural Interpretation Course for Aboriginal Pavilion Staff including other workshops as needed (wage subsidy)	<ul style="list-style-type: none"> - A training course and workshops tailored for 2010 Pavilion staff and volunteers from across BC to work at the 2010 Aboriginal Pavilion (potentially in collaboration with WorldHost and VANOC training) - Scheduled for 11/02/09 – 12/11/09 	7,000 32,000 (30,000)+ (10,000)+	Course / Workshop (ACCESS \$) (Vancity \$)

		<ul style="list-style-type: none"> - Next meeting with FHFN for curriculum development 07/16/09 10/08/09 - Training plan developed and delivery starts 01/04/10- 24/26 completed 		
5	Identify and write 8 short "case studies" from the VANOC / FHFN partnership; indigenous involvement in the 2010 Games (With LinkBC)	<ul style="list-style-type: none"> - Aboriginal involvement in games is captured in <i>E-Legacies: Learning Resources for the 2010 Games</i> project. document are developed/posted on website - Initial meeting held 06/18/09 - E-Legacies Launched 09/24/09 	In-kind	Web learning resources

1.10 Standards Toolkit: Product Authenticity

Contract awarded to complete pilot program 2009

Objective: Develop Aboriginal Cultural Tourism Program and Standards to Foster an Authentic Aboriginal Cultural Tourism Industry

	Activity	Outcome	Budget 81,650	Product
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Information and work plan attached including Quality Assurance outcomes and process.

1.12 Aboriginal Protocol Program

Objective: Determine the most efficient and effective use of resources such as the AtBC Cultural Expressions Toolbox, Tourism Business Essentials/AtBC Adapted Resources, and other Aboriginal Cultural Content Resources.

	Activity	Outcome	Budget 63,883	Product
1	Post the Aboriginal Cultural Expressions Toolbox Tools on the AtBC Website	<ul style="list-style-type: none"> - Allows for broad access of Aboriginal Cultural Expressions Protection tools - Will be added to new AtBC website 	4,000	Web-based Toolbox
2	Identify other Tools and Learning Resource Applications	<ul style="list-style-type: none"> - Efficient use and possible re-purposing of resource for other purposes - Will be added to new AtBC website 	4,000	Additions to Website
3	Identify Aboriginal Trainers to deliver TBE Workshops	<ul style="list-style-type: none"> - Train Trainers to Deliver relevant workshops to Aboriginal businesses and communities - In conjunction with 1.4-7 		Aboriginal Trainers
4	Review, Revise and Distribute: <ul style="list-style-type: none"> - Aboriginal Business Planning Guide, Checklist for Success & - Aboriginal Cultural Tourism, Checklist for Success - Other Aboriginal Cultural Tourism Resources 	<ul style="list-style-type: none"> - Review, Revision and distribution of Aboriginal Cultural Tourism resources - Reviews in progress - Redraft available by end of March 2010 - Delayed reviewing based on CHRTC's revamp 	48,683	Resource Manual Consulting, graphics and printing and website posting

	For Application in Trailblazers and other AtBC workshops or initiatives			
5	Assist in the Development, Implementation and Oversight of Tier 1 1.12 Work Plan with a focus on 1,2,3,4 Activities; Provide project management support services	<ul style="list-style-type: none"> - Focused plan and clear outcomes - Restructured priorities to meet targets - Regular specialist input, monitoring and assessment of progress - LinkBC and Sandra White 	1,500 5,700	Project Support for Training & Development Coordinator Activities: 1,2,3,4

Performance Indicator Contribution for Tier One

Performance Results	Year One	Year Two	Year Three
Number of Aboriginal full-time jobs at year end (Base 1454 10% Increase Each Year)	145	145	145
Number of Aboriginal part-time jobs at year end (Base 264 10% increase each year)	26	26	26
Number of community members trained during year	120	120	120
Number of spin-off businesses at year end (Base 110 10% increase each year)	11	11	11
Value of Aboriginal full-time employment during year	\$3,335,000	\$3,335,000	\$3,335,000
Value of Aboriginal part-time or seasonal employment during year	\$299,000	\$299,000	\$299,000
Value of training for community members	\$1,200,000	\$1,200,000	\$1,200,000
Value of new businesses or business expansions during year	\$506,000	\$506,000	\$506,000
Increase Overall PST Generated by Tourists in trips involving Aboriginal experiences	\$5,771,013	\$6,097,674	\$6,424,335
Increase Overall GST Generated by Tourists in trips involving Aboriginal experiences	\$5,646,459	\$5,966,070	\$6,285,681
Increase Overall Municipal taxes Generated by Tourists in trips involving Aboriginal experiences	\$664,289	\$701,891	\$739,492
Value of new investment in the community			
Value of community infrastructure benefits during year			
Value of quantitative community economic benefits during year			
Total	\$17,421,761	\$18,105,635	\$18,789,508

Tier 2 Activities

2.3 Aboriginal Tourism Business Assessment/Indicators for Success Program

	Activity	Outcome	Budget 56,695	Product
1	Continue/review of the performance indicators in relation to the progress of the blueprint strategy	- Develop a performance indicator report for Year Two - In process	56,695	Report

2.4 Tourism Business Enhancement Workshops

Objective:

	Activity	Outcome	Budget 22,925	Product
1	Develop TBC Tourism Business Essential Workshops for Delivery to Aboriginal Businesses	- Increased skills and knowledge of Aboriginal tourism operators. More resources for to them - After final drafts of workshop materials	22,925	Delivery of Workshops
2	Assist in the Oversight of Tier 2 – 2.4 Work plan focus on Activity 1	- Focussed plan and clear outcomes		Support for Training and Development Coordinator Activity 1

2.7 How to be Market Ready Workshop

Objective: Contribute to the BC Partnership for Sustainable Tourism and access sustainability resources for AtBC members to become market ready

	Activity	Outcome	Budget 32,000	Product
1	Contribution to the BC Partnership for Sustainable Tourism	- Targeted use of information; creation of sustainability resources for Aboriginal businesses - Reviewing Sustainable Tourism Resources, meeting to be scheduled soon - Also reviewing existing resources from other sources on biodiversity, Fraser Basin Council and Anna Pollock	25,000	BC Partnership for Sustainable Tourism
2	Access Sustainable Tourism Workshop materials for distribution	- Accessibility for Aboriginal Businesses - Will post resource link to AtBC website	7,000	Post link on AtBC Website

3	Assist in the Oversight of Tier 2 – 2.7 Work plan focus on Activity 2	- Focussed plan and clear outcomes		Support for Activity 2
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2.8 Aboriginal Tourism Industry Quality Assurance Standards

Contract awarded to complete 2.8 June 2009

Objective: Determine the Most Efficient and Effective Use of the AtBC Quality Assurance Project Resources


	Activity	Outcome	Budget 92,700	Product
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2.9 Regional Tourism Associations Relationship Development: Circle Tour Development (pilot project) and Tourism Education and Training Partnership Initiative

Objectives: Develop stronger working relationships between AtBC Tourism operators and local Regional Tourism Associations as well as Tourism Education and Training providers

To demonstrate the clear purpose, and connection between each of existing and planned AtBC programs and resources to create a recognized framework that demonstrates the ties of these AtBC resources to a coordinated set of Aboriginal tourism education programs offered through BC colleges and universities

	Activity	Outcome	Budget 79,200	Product
1	Develop a strategy to build stronger relationships and link Aboriginal Tourism Businesses into regional tourism initiatives	- Better marketability of AtBC members and stronger partnership between AtBC and DMO's - Initial contacts made, discussions ongoing	20,000	Strategy & DMO Partnership Forum
2	Circle Tour Pilot Project	- Pilot relationship building with a DMOs - Preplanning working with NPWtG	10,000	Circle Tour(s)
3	Develop partnership with LinkBC and work together to effectively address the education and training requirements of BC's growing Aboriginal tourism industry.	- The relationship will contribute to Aboriginal tourism capacity building through the development of a more professional tourism workforce - Recommendation for signing?! - Signed at BoD Meeting		MOU
4	Develop an AtBC Provincial Aboriginal Tourism Education and Training Framework	- Provide guidance for AtBC to link programs and resources more effectively; Demonstrate how Aboriginal tourism education and training programs fit within the provincial	7,500	Framework recognized by AtBC, ALMD and LinkBC and

		Tourism Learning System - Review and recommendations to LinkBC		
5	Provincial Gathering of AtBC and Tourism/Hospitality Educators (to review and provide input into draft framework); all interested colleges and universities to participate	<ul style="list-style-type: none"> - AtBC – LinkBC, tourism & hospitality education network linkages strengthened; connections to post-secondary defined - Strategic Invitations sent out commitments have already been received from most institutions.  <p>C:\Documents and Settings\Sandra Whit</p> <p>Very well attended; DRAFT recommendations and report will be available at next BoD Meeting 10/06/09 Educators' follow-up planning meeting 12/10/09 – agenda & progress report 01/08/10</p>	15,000 Forum Expenses	September 3, 2009 Provincial Forum & recommendations for partnerships
6	Develop partnerships to make stronger connections within a provincial framework: e.g. <ul style="list-style-type: none"> - ALMD - Native Education College - Tourism BC Foundations Program - Go2 - AHRDA's - colleges and universities 	<ul style="list-style-type: none"> - Based on input from Forum, increase efficiencies by recommending strong partnerships with tourism education and training suppliers to avoid duplication and create efficiencies of resources (ie. identify lead schools for AtBC “recognized” programs) - Working on these with LinkBC initial meeting have happened and the Tourism Educators' Conference, Sept. Forum - Follow-ups and redrafting of initial MoUs in progress utilizing LinkBC MoU as example. Draft 2 included in report 	8,200 Travel & Expenses	MOUs
7	Assist in the Development, Implementation and Oversight of Tier 2 – 2.9 Work Plan with a focus on 4,5,6 Activities; Provide project management support services for implementation of Tier 2 Activities	<ul style="list-style-type: none"> - Focused plan and clear outcomes - Restructured priorities to meet targets - Regular specialist input, monitoring and assessment of progress - Disciplined project management process - LinkBC & Sandra White 	7,500 11,000	Project Support for Training & Development Coordinator Activities: 4,5,6

Performance Indicator Contribution for Tier Two

Performance Results	Year One	Year Two	Year Three
Number of Aboriginal full-time jobs at year end (Base 1454 10% Increase Each Year)	145	145	145
Number of Aboriginal part-time jobs at year end (Base 264 10% increase each year)	26	26	26
Number of community members trained during year	120	120	120
Number of spin-off businesses at year end (Base 110 10% increase each year)	11	11	11
Value of Aboriginal full-time employment during year	\$3,335,000	\$3,335,000	\$3,335,000
Value of Aboriginal part-time or seasonal employment during year	\$299,000	\$299,000	\$299,000
Value of training for community members	\$1,200,000	\$1,200,000	\$1,200,000
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Increase Overall Municipal taxes Generated by Tourists in trips involving Aboriginal experiences	\$664,289	\$701,891	\$739,492
Value of new investment in the community			
Value of community infrastructure benefits during year			
Value of quantitative community economic benefits during year			
Total	\$17,421,761	\$18,105,635	\$18,789,508

Marketing/2010 Activities Work Plan 2009/2010

Marketing is one of the key activities outlined in the Blueprint Strategy and with year 2 leading up to the 2010 Olympic and Paralympic Winter Games, we expect an extremely busy and exciting year. AtBC is committed to ensuring an increased profile for the AtBC members and the Aboriginal tourism sector given the importance of this fiscal year. The Marketing Plan for 2009/2010 – 2011 is a road map of broad tactics to capitalize on the profile and awareness that the Games will generate, building long-term growth, post 2010.

Though the tourism industry in British Columbia continues to face many challenges, such as the H1N1 (swine) flu, US exchange rates, border/security policies, air access and, of course, the current state of the global economy, AtBC will continue to work with Tourism BC, other Destination Marketing Organizations, Ministry of Tourism, Culture and the Arts, and COTA to build our foundation for stronger growth.

Activities include more aggressive consumer advertising campaigns intended to achieve more awareness and ultimately more profitable relationships with visitors. In addition, AtBC's current efforts in travel trade and media trade relations will be enhanced to capitalize on the greatly expanded number of journalists covering the Games-time experience. In time to begin welcoming the world, AtBC's website will be refreshed to connect with consumers, travel trade and media worldwide.

Vision, Goals and Key Objectives for Year 2

AtBC's vision is "to create a healthy, prosperous, strong, respectful and dynamic Aboriginal tourism industry sharing authentic high quality products that exceed visitor expectations".

The AtBC Blueprint Strategy focuses on programs that contribute to reaching the vision of AtBC. In year 2 of implementation, there are two main goals:

1. Meet the established growth targets – expanding into the target markets of Aboriginal tourism.
2. Maximize long-term tourism benefits of the 2010 Olympic and Paralympic Winter Games.

To meet these objectives, AtBC will:

- Continue building awareness and attracting more visitors to Aboriginal tourism products
- Maximize AtBC capacity through leveraging and partnerships
- Enhance the AtBC Membership products through training to build strong products
- Provide value to all stakeholders – communities, members, and other stakeholders. This includes AtBC support services, corporate communications and governance, etc.

Marketing/2010 Plan Activities – Tier Three:

3.1 Website and Internet Development – The AtBC website will be redesigned with a content management system design that will provide measurable value for AtBC stakeholders, Travel trade and the public that demand just in time travel/tourism related information.

3.2 Media Relations Activities – includes more aggressive media connections and building relations with CTC, TBC and DMO's. Fam tours to 5 regions in BC.

3.3 Travel Trade Sales & Training Activities – Attendance at Major tourism marketplace to meet with domestic and international tour operators, travel trade, media, etc. AtBC members travel trade training and members forum. Tour operator fam tours. Establish AtBC image and video library.

3.4 AtBC Special Events

3.5 Destination Branding – Continue to launch and brand the new AtBC logo and tagline – “our story your experience”.

3.6 AtBC Publications – AtBC will update the Travel Trade planning guide and the AtBC Consumer Rack brochure which will be expanded and have a longer shelf life for 2010.

3.7 Consumer Advertising - More aggressive advertising campaign. The AtBC brand will be consistent throughout all collateral.

3.8 Tourism Sales & Marketing assistance – Assistance with delivering of the Marketing.

3.9 Strategic Planning for AtBC Sustainability – AtBC sustainability beyond the Blueprint strategy. Ongoing outreach and partnerships with key stakeholders developed and strengthened.

Tier 3 Activities

3.1 Website & Internet/Online Marketing (Priority)

	Activity	Outcome	Budget 75,299 (shortfall of 9,000)	Product
3.1.1	Participation in various social medial networks, ie Twitter, Facebook, YouTube and blogs.	- To achieve branding and marketing communication goals through internet marketing.	13,000	Internet Marketing
3.1.2	Revamp of AtBC Consumer and corporate website (Phase One). Working with E-Cubed to revamp and the database will be interfaced with the updated website.	- Upgrade website's functionality as a primary source of communication to both members and to RTO's and the travel trade. - New Website Completed – great feedback -	25,000	Website Upgrade
3.1.3	Implement ongoing web maintenance and content updates, including key word research, re-optimizing and register website on key directories and search engines. Extract reports based on this information.	- Completed – Website is being used as a tool and updates made my webmaster - Webmaster has been hired at the beginning of September.	24,299	Website Maintained
3.1.4	Upgrade AtBC corporate website (Phase Two), including digital marketing enhancements and Content Management System (SEM).	- Improve website's functionality - Blogging, downloading vignettes to new website - SEO is now in place and reports available	13,000	Website Upgrade

3.2 Media Relations Activities (PRIORITY ACTIVITY)

	Activity	Outcome	Budget 196,623	Product
3.2.1	Communications contractor to provide ongoing communication activities to ensure appropriate communication to domestic and international media, Aboriginal operators, Aboriginal communities, Strategic partners (Tourism BC, provincial and federal agencies), the travel trade and other stakeholders (DMOs, travel agencies, etc.); role includes preparation of press releases, newsletter content and content for	- Ensures AtBC is on the top of mind in the media and kept up to date on AtBC Members. - Pace Group contract completed and will be on an as needed basis - Excellent local media coverage – Province Newspaper, Global TV, etc. - Great Media leading up to 2010, games time and after the games.	40,000	Media Relations

	press kits.	- Digital assets to enhance media coverage		
3.2.2	Hire Regional Aboriginal Communications Specialist.	- Aboriginal communications person in AtBC regions to handle communication with members, stakeholders, communities and strategic partners. Mentoring done by media relations consultant.	20,000	Media Relations
3.2.3	Launch Media Familiarization Tours for both group and individuals. Tours to be developed in coordination with Tourism BC North American Fams and Overseas Fams program			Media Relations
3.2.4	Develop 5 Familiarization Tours to Vancouver Island, Vancouver Coast and Mountains, Thompson Okanagan & Cariboo Chilcotin, BC Rockies and Northern BC. -Great opportunity for AtBC to showcase products directly to journalists -Members experience working with Media at a local and international level. -Provide ideas for future itinerary building Participants are Professional qualified media from local, national and international sources	- FAM Tours completed in partnership with TBC, CTC and Regional DMO's - Great local, national and International Media coverage. - AtBC completed 5 Fam tours in 2009: - Northern BC – June 19-25 - Kootenay Rockies – July 6 – 11 - Vancouver Island – August 11 – 15 - Interior – September 8-13 - Vancouver Coast and Mountains – September 28- October 2 -Excellent showcasing of products and relationship building Stories and articles will be compiled and posted to the new Media section of website.	40,000	Media Relations
3.2.5	Develop Press Kits & other Media Material. Press Kits are provided to media and include press releases, profile of AtBC, image CD and story ideas targeted to national and 8,000 international media. First year largest investment for new material; subsequent years is reprinting.	- Completed - Media Press kits on website, available in electronic form and hard copies	8,000	Media Relations
3.2.6	Media Marketplaces & Events AtBC media relations to attend two major national and international travel media events and attend scheduled meetings with CTC Media Marketplace in the US. AtBC Media relations specialist and AtBC staff showcase AtBC and its members to the media.	- Completed and follow up with media will be ongoing. - Attended GoMedia – with over 60 meetings. Much interest in the Aboriginal tourism products. Hosted a reception at SLCC – Keith Henry also attended to make a presentation on behalf of AtBC - AtBC to register for Media Marketplace show in SanFransisco and sponsorCTC Media Marketplace Awards	32,000	Media Relations
3.2.7	Special Events (2010 Media Focus for CTC and	- Work with CTC Media Marketplace to	26,623	Media Relations

	other Destination Marketing Organization opportunities).	build partnership. Opportunities with CTC/Aboriginal Pavilion		
		<ul style="list-style-type: none"> - Pace Implementation/Coordination – 2010 and special events - Great media coverage over Olympics games time – see full report in Olympics Report 	30,000	Pace Writing Services

3.3 Travel Trade Sales & Training Activities (PRIORITY ACTIVITY)

	Activity	Outcome	Budget 550,315	Product
3.3.1	Tour Operator Marketplaces & Events (Rendezvous Canada, Canada's West Marketplace, Western Outdoor Show, etc. Also, leverage with TBC and CTC to have an AtBC presence at Spotlight Canada, ITB, NTA.) Attend scheduled meetings with domestic and international tour operators.	<ul style="list-style-type: none"> - Completed CWM and RVC and most recently the BC Outdoor Show - Great follow up with travel trade - More requests for packaging from travel trade 	35,000	AtBC Promotion
3.3.2	Purchase Tour Operator Memberships. Memberships to build Corporate relations and AtBC member profiles.	<ul style="list-style-type: none"> - AtBC Membership with COTA, Vancouver Board and Trade, Tourism Vancouver 	12,000	AtBC Promotion
3.3.3	Develop Trade Show Booth.	<ul style="list-style-type: none"> - Completed - Develop new trade show booths for use at marketplaces and media events; both table top displays and stand-up displays. 	8,000	AtBC Promotion
3.3.4	Host Events for Tour Operators.	<ul style="list-style-type: none"> - Focus on meeting with tour operators, travel agents and media event promotions 	35,000	
3.3.5	Co-ordinate Sales Missions to Meet with Tour Operators (Aboriginal Tourism trade mission to Germany, UK and Japan).			
3.3.6	Run Travel Trade Training Workshops for AtBC Members. Workshop will introduce members to how to price their product, how to prepare it for sale and how to work professionally with the travel trade. AtBC full members will be provided with the proper information to manage their expectations of outcomes and appropriate time frames within which to expect to see results from marketing expenditures. Workshops to delivered in Vancouver and is open to all AtBC	<ul style="list-style-type: none"> - Train AtBC members on how to work with tour operators and travel agents and how to respond to their needs. - Members will be trained in media, digital assets management and how to work with the travel trade to deliver a high quality product. 	50,000	AtBC Member Training

	members to attend. The Workshop will also be a communications venue for the Implementation of the Authenticity Program. sessions will also be taped and then downloaded to the website and on a CD, so that members that were unable to attend the workshops can have "virtual training ".			
3.3.7	Provide Full Members Forum as a follow-up to the Training Workshops and Forum.	<ul style="list-style-type: none"> - Forum Completed in conjunction with AGM - Approx. 25 members - Forum scheduled for October 24/25, 2009 	45,000	AtBC Member Training
3.3.8	Provide Familiarization Tours for Tour Operators. To be developed in coordination with Tourism BC North American Fams and Overseas Fams program. Efforts will be made to partner with regions, CTC and TBC to leverage free or reduced services when possible.	- Develop, coordinate and lead tour of all Aboriginal products in addition to participating as part of an existing familiarization tour. Mentorship of an AtBC sales person throughout this planning process will build capacity within AtBC for future Fams.	50,000	Tour Operator Familiarization
3.3.9	Tour Operator In-Market Product Training/Development. Delivery is proposed for tour operators in Germany, Japan and market niches in USA, Canada and the UK. Training will be piggy backed with attendance at ITB in Germany, Spotlight Canada in the UK, and Kanata in Japan.	<ul style="list-style-type: none"> - In-market training for tour operator reservations and product staff in key markets on AtBC members' products and how to promote to their customers. - Instill confidence in the tour operator when selling Aboriginal Products and packages. - AtBC to work with TBC and CTC - Authenticity project education and communications strategy to tour operators 	40,000	Tour Operator Training
3.3.10	Establish AtBC's Brand. Authenticity Program development and implementation	<ul style="list-style-type: none"> - AtBC Authenticity launch in January - Trademark approved - 5 Member products to be piloted 	40,000	Establish AtBC Brand
3.3.11	Develop AtBC Image Library & Video Footage The image banks will be shared - AtBC will have access to partner images and footage. Also, AtBC will track when photo's are used and where they are used. Images and Footage will be shot in all 9 regions beginning in April 2009. -Digital Assets will have multiple uses and be used for at least 3-5 years. Images and footage will give AtBC greater coverage before, during and after 2010 games. - Build relationships with CTC, TBC and other DMO's on Digital Assets Management –	<ul style="list-style-type: none"> - Completed Important asset for Marketing, media and partners - Currently- 20 Vignettes for website and youtube. Short stories for marketing and media use - Video and Photo shoots in: <ul style="list-style-type: none"> • Cariboo Chilcotin • Okanagan • Rockies/Kootenays • Vancouver Island • Vancouver Coast and Mountains -Production costs, scripting and sound design 	160,000	Develop Image Library and Video Footage. 110k for Video Footage 50k for Image photography Digital assets for marketing and media stories. Assets will be very important for telling the story of Aboriginal Cultural tours to the world. -Images must instantly communicate a sense of story and awe-inspiring beauty -showcase the uniqueness of

	<p>reciprocal use of digital assets, especially for 2010 Media stories.</p> <ul style="list-style-type: none"> - The digital assets will be used for marketing and media -Videos will be representative of all regions and regionally focused 	<ul style="list-style-type: none"> - Photo's are being requested by media for stories. - AtBC members also will have access to the Digital assets and have already been requested for use. - Video and Photography assets will be available on AtBC website and TBC and CTC Dam System 		Aboriginal cultural people and the relationship to the land.
3.3.12	Travel Trade Relations Specialist/Assistance.	<ul style="list-style-type: none"> - Pace to Provide assistance with creative planning and branding; execution of online and offline marketing campaigns; coordination of designers, e-marketers, public relation firms, web writing, and creative agencies. - Development of tourism products and itineraries in BC. - Provide general support to AtBC Marketing. 	20,000	
		- Pace travel trade assistance	20,000	Writing and implementation of travel trade activities
3.3.13	Aboriginal Travel Trade Specialist.	<ul style="list-style-type: none"> - Provide assistance with travel trade follow-up, AtBC Members information gathering and follow-up, forms development. - Provide general support to AtBC Marketing and members. 	20,000	
3.3.14	Travel Trade.	- Attend Special Events for Travel Trade	15,315	AtBC Promotion

3.4 AtBC Special Events Program

	Activity	Outcome	Budget	Product
3.4.1	Indian Summer Festival.	<ul style="list-style-type: none"> - Completed - 20 Members attended 	75,000	AtBC Promotion

3.5 AtBC Special Events Program

	Activity	Outcome	Budget	Product
			14,790	

3.5.1	Destination Branding.	<ul style="list-style-type: none"> - Destination Branding Development and Protection: Continued Branding and launch of logo and tagline - AtBC is working with Boughton to have the new logo and tagline copyrighted. 	14,790	AtBC Branding
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3.6 AtBC Publications (Priority Activity)

	Activity	Outcome	Budget 215,754	Product
3.6.1	Develop AtBC Travel Trade Planning Guide/Tariff with suggested Packages. This will be the expanded version of the existing AtBC tariff that was done under the AtBC pilot marketing program. Tariff will include an image CD.	- AtBC looking at developing Packaging of Stakeholder products	18,000	Pace Writing Services
		- Printing and AtBC Jump Drives for distribution	5,000	
3.6.2	Develop AtBC Consumer Rack Lure Brochure	- A new lure brochure will be produced with new content, imagery specifically leading into 2010 and used for the travel trade and consumers	10,000	Myron Creative Services
		Distribution to same as Rack brochure with more of a 2010 focus. Distributed throughout Olympics	30,000	
3.6.3	Develop AtBC Cultural Experiences Guide The 2009/2010 Brochure will have a new improved look and members information profiles will have more useful information for the Aboriginal tourism market. This brochure will also have a longer distribution until December 2010	<ul style="list-style-type: none"> - Publication will be produced that is made available to the general public and will feature touring routes, AtBC members, information about cultural tourism and experiences. - Wide distribution of brochure - Distribution and requests have been excellent with more locations for 2010. - Distributed throughout Olympics 	50,000	Marketing
3.6.4	Distribution of Publications	- Distribution handled through brochure distribution services (Certified Folder) as well as through TBC, VIC's, by mail and courier. Distribution includes key touring routes throughout BC such as hotels, Visitor Information Centres, BC Ferries, Vancouver Int'l Airport and at the Peace	46,000	Marketing

		Arch Crossing (White Rock).		
3.6.5	E-newsletter:	- Provide source of information	8,000	Pace Writing Services
3.6.6	Creative Ad Agency	- Provide consistency in branding by Pace	25,000	Pace Creative
3.6.7	Image Library collection	- Develop library collection and filing by Pace	5,000	Pace Source Development
3.6.8	Special projects – Canada Day Parade participation	- Canada Day Parade Creative Design for Float	18,754	

3.7 Consumer Advertising (Priority Activity)

	Activity	Outcome	Budget 486,010	Product
3.7.1	Creative Advertising by Pace	- Develop display advertising that can be used in various publications, tradeshow, etc. Ongoing for 2009/2010	35,000	Pace Advertising and buying of Ads
3.7.2	Consumer Advertising: Print advertising in consumer magazines including Tourism BC vacation and adventure guide, advertising in each of the regional tourism association guides, and select niche magazines in the US.	- Advertising will be guided by AtBC Board, Tourism BC experts as to where ads should be placed. - Developed with Myron/Pace – implemented through 2009/2010	80,000	Advertising
3.7.3	Digital Consumer Advertising: Includes eMarketing, online marketing and internet marketing activities.	- Ensure that AtBC and member product, services and experiences are promoted in the electronic environment, cyberspace as well as the mobile phone for search and map tool.	20,000	Advertising
3.7.4	AtBC Members Digital Marketing Enhancement	- Completed by Webmaster	60,000	Advertising
3.7.5	Billboard advertising by Pattison	- Advertise at airports, ferries, Cultural centre: Building profile for Aboriginal tourism and a call to action to the AtBC website and to AtBC members. - Superboards in Various locations for 6 weeks – Vancouver locations, Fraser Valley, Williams Lake, Cranbrook and Oliver. - The Billboards were placed in June at the following locations: 1. Superboards (10' x 44') – using the	100,000	Advertising

		<p>large format to target tourist traffic coming into Vancouver from key locations:</p> <ol style="list-style-type: none"> a. Blaine Border Crossing (Hwy 99) – SWC, F/S b. Popkum (Chilliwack) – Hwy 1 west of Julseth Rd NS, F/E c. Hastings & Kootenay Roof, NS, F/W for 6 weeks and then moving to Hwy 17 west of Tsawwassen Drive SS, F/W. (Note – Hwy 17 was not available for the first 6 weeks of the campaign) <p>The Totem design will run on all superboards.</p> <p>2. Horizontal Posters (10' x 20'/10' x 24' format)</p> <ol style="list-style-type: none"> a. Vancouver (Totem design) – 21 faces are scheduled to run over the 12 weeks. Locations will skew to high traffic locations and target areas with access to routes in and out of the city. Locations will change 6-weeks into the campaign to extend the reach of the campaign. b. Cranbrook (Totem design) – 1 location – Hwy 3 – 1.75km west of Cranbrook SS, F/W c. Oliver (Totem design) – 1 location- Hwy 97 – 1.0km south of Gallagher Lake WS, F/N <p>Williams Lake (Totem design) – 1 location – Hwy 97 1.3km south of Mission Road ES, F/S. Note Williams Lake will be scheduled</p>		
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		for a June 15 start due to posting restrictions but will run to September 6 for the 12 week showing		
3.7.6	Monthly Retainer for Ad Agency.	<ul style="list-style-type: none"> - To include media buy, developing co-op opportunities, reporting and database management of ad placements. - Working with Pace Group 	24,000	Advertising
3.7.7	Co-Op Consumer Advertising.	- Regional advertising to support co-operative advertising activities with tour operators as well as AtBC members. Ads to increase visibility of AtBC and its members.	60,000	Advertising
3.7.8	Research.	- Ongoing Market research for the Aboriginal tourism sector	30,000	Advertising
3.7.9	Special Advertising Opportunities.	- Opportunities for 2010 related advertising/ Promotions implemented by Pace Group	60,000	Pace assistance with Advertising
		<ul style="list-style-type: none"> - Other advertising activities – parade and billboard creative. -Mock of AtBC wood brochure rack 	17,010	

3.8 Tourism Sales & Marketing Assistance

	Activity	Outcome	Budget 169,612	Product
3.8.1	Tourism Sales & Marketing Consultant (PRIORITY ACTIVITY).	- Coordination support for marketing activities. This individual will have extensive connections in the national and international market place, as well as experience working with Tourism BC and other provincial DMOs and assist with Special Project Coordination, ie 2010 Games activities.	169,612	Sales & Marketing

3.9 Strategic planning for AtBC Sustainability, community outreach, corporate partnerships

	Activity	Outcome	Budget 39,614	Product
3.9.1	AtBC Sustainability strategy beyond the Blueprint Strategy.	- Outreach and partnerships with key stakeholders developed and strengthened.	39,614	

Performance Indicator Contribution for Tier Three

Performance Results	Year One	Year Two	Year Three
Number of Aboriginal full-time jobs at year end (Base 1454 10% Increase Each Year)	145	145	145
Number of Aboriginal part-time jobs at year end (Base 264 10% increase each year)	26	26	26
Number of community members trained during year	120	120	120
Number of spin-off businesses at year end (Base 110 10% increase each year)	11	11	11
Value of Aboriginal full-time employment during year	\$3,335,000	\$3,335,000	\$3,335,000
Value of Aboriginal part-time or seasonal employment during year	\$299,000	\$299,000	\$299,000
Value of training for community members	\$1,200,000	\$1,200,000	\$1,200,000
Value of new businesses or business expansions during year	\$506,000	\$506,000	\$506,000
Increase Overall PST Generated by Tourists in trips involving Aboriginal experiences	\$5,771,013	\$6,097,674	\$6,424,335
Increase Overall GST Generated by Tourists in trips involving Aboriginal experiences	\$5,646,459	\$5,966,070	\$6,285,681
Increase Overall Municipal taxes Generated by Tourists in trips involving Aboriginal experiences	\$664,289	\$701,891	\$739,492

Value of new investment in the community			
Value of community infrastructure benefits during year			
Value of quantitative community economic benefits during year			
Total	\$17,421,761	\$18,105,635	\$18,789,508

Additional Internal Tier 3 Marketing Planning (as of July 2009)

Item	Detail	Responsibility	Due Date
Global TV	Linda Aylesworth will do at least one story, with possibility of a series of 3 stories. Kathi (Pace) to work with AtBC on the specifics	Pace (Kathi)	July 15, 2009
Billboard advertising campaign	Myron to reconcile the proof-of-performance and final invoicing	Myron (Kyle/Lisa)	End of each month
Canada Day Parade	Float / dancers well received. Norman suggested participating at Canada Place with activities/booth next year	AtBC	Complete
E-newsletter	Pace to develop content. Greg to follow up with Paula on his return. Myron to develop look & feel – draft to Keith next week. AtBC to provide brand standards / website preview link. Recipient lists / format to be developed 2 targets: Travel Trade & Media	Myron (Kyle/Lisa) / Pace	July 31, 2009

Indian Summer Festival	Robson Square confirmed. Norman to meet with George AtBC to provide program schedule. Norman will pitch the program to Robson Square / Olympic Secretariat	Pace	Sept 25-27, 2009
Travel trade planning guide/tariff	Myron to update & provide final digital file. AtBC to upload current files to Myron FTP	Myron (Kyle/Lisa)	August 1, 2009
Rogers Santa Claus Parade	Entry confirmed. Beth and Jessica at Pace will deal directly with Paula. Parade date: Dec. 6, 2009. Float from Canada Day Parade to be used.	AtBC	September 8, 2009
Consumer rack card (Lure brochure)	AtBC to determine format (Passport-style?). To be ready for Indian Summer Festival Myron to get samples to Paula	Myron (Kyle/Lisa)	September 15, 2009
Rack Card / Brochure distribution	Pace to talk with Tourism BC and negotiate AtBC specialized racks and brochures in Info Centres as well as on Ferries and in Airports Norman waiting for confirmation re: size requirements Suggest including all members in all locations. Paula to send contact info for Certified Folder.	Pace	September 1, 2009
Annual Report	Pace to write Myron to design	Pace / Myron (Kyle/Lisa)	October 1, 2009
Global TV Summer Contest	Myron to provide lower budget options. Keith will recommend at Board meeting on Monday	Myron (Kyle/Lisa) / AtBC	July 15, 2009
Build Media Plan	Myron to develop specifics of media buy Kyle/Lisa to meet with Paula to determine media objectives and confirm commitments already made.	Myron (Kyle/Lisa)	October 1, 2009

Ad creative	Develop new creative and present on October 1, 2009	Myron (Kyle/Lisa)	October 1, 2009
Ad placement	Begin placing ads as per media buy	Myron (Kyle/Lisa)	Fall 2009
YVR Hospitality Program	Norman to set up meeting with YVR re: AtBC dancers welcoming visitors to YVR 4 week program managed by Pace Group Dancers / Entertainers sourced by AtBC	Pace / AtBC	July 15, 2009
BC Ferries Hospitality Program	BC Ferries is amenable to a pilot program at Swartz Bay Terminal, Victoria. Suggest canoes meet 2010-Wrapped ferry at port for International Media reception on-board. Possible on-site presence for AtBC members. AtBC to provide program for proposal. 4-week pilot suggested	Pace / AtBC	July 15, 2009 (proposal due)
Cruise Ship Hospitality Program	Racing canoes to receive / send off cruise ships and / or a live performance at Canada Place. Norman to meet with John Hanson	Pace / AtBC	August 2009
Victoria Harbour Cruise Ship meet/greet	Wed evenings – dancers greet ships in port of Victoria. Kathi to follow up with Victoria Harbour Authority Possible educational component	Pace / AtBC	August 2009
Coop Ad Program	Myron to manage / coordinate requests Branded artwork to be developed for all 9 regions Kyle/Lisa to meet with Paula to discuss	Myron (Kyle/Lisa)	October 1, 2009
Press Kits	Press release template, image CD, and backgrounder on hold. Presentation folder to proceed asap AtBC to provide new brand creative to Myron.	Myron (Kyle/Lisa)	July 2009

Trade Show Booth	Multi-purpose system to be developed. Suggested systems sent to Paula for review.	Myron (Kyle/Lisa)	Sept. 4, 2009
Video/Audio Vignettes	Discussed using in the BC Ferries terminals and at YVR. Vignettes are approx 2 mins long Possibility of :60 radio vignettes to run on CBC – Kathi to follow up with CBC.	Pace / AtBC	Sept 1, 2009
Canada Day 2010 Village at Canada Place	Discussion re: activities/booth at Canada Place for next year. Norman will start the conversation with Canada Place	Pace / AtBC	July 1, 2010
Brand Program	Need to discuss Cultural Authentication, Quality Assurance Brand program needed to reintroduce to local market – launch asap (September)	Pace / Myron / AtBC	Sept 1, 2009
Festivals	Ongoing. All to sent suggestions to Keith regarding upcoming Festival opportunities.	Pace / AtBC	Ongoing
Four Host First Nations	Discussion about Games Time. Athletes Village offer for spaces available. Keith awaiting further info. Keith and Paula to discuss	AtBC	July 31, 2009
CTC Website	Myron to follow up with CTC re: AtBC website presence	Myron / AtBC	July 15, 2009

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