

Vanderhoof Tourism Templates

Introduction and Usage Guide for this Workbook

The worksheets in this workbook were created by the Tourism BC Facilitator Simone Carlisle-Smith through the Tourism BC *Community Tourism Foundations* program to assist the management team. Duplicate this master file for reference and re-name and update as required.

The **Community Development Matrix** is intended as a quick reference the Status of the current planning and key initiatives that relate to or have overlap with Tourism.

The **Vision, Goals, Objectives** Summary is intended as a quick reference for a Tourism Plan

The **Tourism Plan Outline** is a series of baseline strategies that should be considered for content in a Tourism Plan and should be refined based on the community stage of development in the destination lifecycle. (Vision and Planning, Growth and Development, Maturity and Decline or Rejuvenation).

* The **Summary Budget Template** is intended for inclusion in the tourism plan once a management model is determined and annual budgeting can be determined.

* The **Budget Detail Template** is intended to break out the major categories of the tourism budget by sub-categories. Project budget templates are used to determine these budgets.

* The **Visitor Centre Budget Template** is intended to be used by the agency contracted to deliver services and or for reporting of Visitor Centre activity.

* The **Project Brief Part 1** is intended for project management and succession planning to ensure there is a record. Refer to Part II the Budget Template.

The **Project Brief Part 2** is intended to support the Project Brief Part 1 - Description with a Budget.

The **Marketing Paln Budget Template** is intended to support the tactical marketing activities for tracking and budgeting on an annual basis.

Vanderhoof and Area Community Development Matrix

Last Update:

The Tourism Plan Status Report template is by separate cover.

Contact:

- Item
- TAC Tourism Advisory Committee
- ED Economic Development
- TBD To Be Determined
- CFF Community Tourism Foundations Facilitator
- CTO Tourism BC Community Tourism Opportunities
- Cells calculate in yellow

- Timing
- 2009-Q1 Jan-Mar 2009
- 2009-Q2 Apr-June 2009
- 2009-Q3 July-Sept 2009
- 2009-Q4 Oct-Dec 2009
- 2010-Q1 Jan-Mar 2010
- 2010-Q2 Apr-June 2010
- 2010-Q3 July-Sept 2010
- 2010-Q4 Oct-Dec 2010
- 2011+

Plans, Reports, Initiatives												
Item #	Key Initiatives	Lead	Status	Overlap with other plans.	Next Steps	Partners	Timing	Budget considerations	Grant Status	Key Contact	Comments	Online link to further information
1	Official Community Plan (s)	Gov.										
	District of Vanderhoof Bylaw No. 993, 2006		Last update 2006. Bylaw No. 986, 2005 established an Economic Development Advisory Committee.	Economic and Tourism Plan	For next update incorporate Tourism Plan Vision, Goals and Objectives as per council meeting adoption of Tourism Plan (date)							If current OCP online provide link.
	RD Area:		Brief history and last update.									
	Sustainability Planning	Gov.										
2	Community Statistics											
	Statistical Economic Community Profile, 20	ED	Available as a resource document.		Update with 2006 Census data. Next update?							
3	Economic Development Planning	ED										http://stuartnechako.ca/vanderhoof/
	Economic Development Strategy		Grant application to WD. Pending.	Tourism process.	Secure funding, issue RFP for consultant.							
4	Tourism Planning	ED										
	Tourism BC - Community Tourism Foundations program		Stakeholder workshop Nov, 2008; Council passed resolution Dec. 17, 2008 acknowledging tourism as an economic diversification strategy. Assessment Report Complete posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism plans, economic dev.	Establish Tourism Advisory Committee (TAC), Conduct inventory (templates supplied by Tourism BC), Re-apply to Tourism BC CTF program for production of a tourism plan or find alternate resources. RD conducting tourism plan for the region.	Northern BC Tourism/Age nt of Tourism BC, stakeholder groups and business community.	Fall 2008-Fall-2009	District allocation of \$15,000 for tourism projects requested	\$15,000 per year matching funds based on completing the Tourism Plan process.	Tourism BC / Northern BC Tourism		http://www.tourismbc.com/IndustryPrograms/BuildingAndGrowingYourBusiness/Community_Tourism_Programs.aspx
	Bulkley Nechako's Economic Development Action Plan dated March 20, 2009	RD	Key recommendation is the development of a Regional Tourism Profile and Marketing Plan.	TBC Tourism Assessment Report	Review Tourism BC Tourism Assessment report as a background document for the regional planning context. RD can consider applying to the Tourism BC Community Tourism Foundations Program for a tourism plan. http://pics.vanderhoof.ca/bctourism.html							http://www.tourismbc.com/IndustryPrograms/BuildingAndGrowingYourBusiness/Community_Tourism_Programs.aspx
	Upper Nechako Wilderness Council Tourism Strategy		Upper Nechako Wilderness Council (UNWC) has received \$136,000 from Western Economic Diversification to develop a marketing strategy for their twelve member lodges in the area south of Highway 16 near Vanderhoof.	Tourism Plan for RD	For the first stage, UNWC has hired Concept Design Ltd of Prince George to develop a group marketing program. This is intended to include branding, signage and a website, and is expected to be complete by May 2009. Further stages of the strategy are intended to see the marketing program implemented over the following months.							

Plans, Reports, Initiatives												
Item #	Key Initiatives	Lead	Status	Overlap with other plans.	Next Steps	Partners	Timing	Budget considerations	Grant Status	Key Contact	Comments	Online link to further information
	Omineca Beetle Action Coalition, Regional Tourism Strategy	OBAC	The objective of this project is to develop a tourism sector strategy that will enable the OBAC region to attract investment, enhance existing business opportunities, and prepare for growth in this sector. RFP process complete.	ED and Tourism Plans	Tourism Strategy due for completion early 2009. Participate in process, monitor outcomes for program uptake.							http://www.ominacaliton.ca/index.html
5 Infrastructure Development (if no master plan list plans or projects)												
	Airport		The District of Vanderhoof is installing an airfield lighting system, which would include approach lights and a GPS-based instrument approach system. The project is intended to allow the airport to be certified for night operations which will allow for 24 hour medivac flights and aims to attract more visitors and business to the community.	Tourism Plan	List 2009 focus of effort or future timeline	List as identified.						
	Amenities: Washrooms, Parking, etc.		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Arena		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Broadband		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Community Centre Feasibility Study		In progress, initial report to go to public Feb, final report estimated for March 2009.	Tourism Plan	List 2009 focus of effort or future timeline							
	Downtown Revitalization		The District of Vanderhoof is in its fourth phase of a downtown revitalization strategy that began in 2003.	Tourism Plan	List 2009 focus of effort or future timeline							
	Master Beautification Plan		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Master Signage and Way Finding Plan		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Multi-purpose Centre: Sturgeon Interpretive Centre, Convention, Community use facility.		Nachako White Sturgeon Interpretive Centre Feasibility study underway.	Tourism Plan	List 2009 focus of effort or future timeline							
	Parks and Recreation Master Plan (Master Trails and Cycling Plan)		The District of Vanderhoof is developing a park on Highway 16 at the Vanderhoof Community Museum site. Construction of the park is anticipated for completion in 2009 and this new attraction is expected to draw visitors off of Highway 16 into the community.	Tourism Plan	A new trail system connecting Riverside Park with the Vanderhoof Museum will be constructed by the District of Vanderhoof. The project will start in the spring and be completed by the end of 2009.							
	Public Gathering Spaces Master Plan		Status	Tourism Plan	List 2009 focus of effort or future timeline							
	Road/highway improvements		The Province is providing grants to help the District of Vanderhoof upgrade local roads impacted by the harvest of mountain pine beetle-infested wood, and to help light the Vanderhoof Airport.	Tourism Plan	List 2009 focus of effort or future timeline							
	Sports Facilities		The District of Vanderhoof in partnership with School District #91 commenced Phase One of the Sportfield and Stadium Project, which will allow the area to host competitive sport activities.	Tourism Plan	Towns for Tomorrow Ice-plant upgrade \$320,000							

Plans, Reports, Initiatives												
Item #	Key Initiatives	Lead	Status	Overlap with other plans.	Next Steps	Partners	Timing	Budget considerations	Grant Status	Key Contact	Comments	Online link to further information
6	Tourism Product / Attractions (If no master plan list plans or projects)											
	Amateur Sports		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Convention and small meetings development		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Event development		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Multi-purpose attraction site: Museum, Visitor Centre, Camping/RV parking, Trail head. (Highway 16 location)		Current situation, accomplishments to date	Tourism Plan	List 2009 focus of effort or future timeline							
	Nechako Valley Arts and Cultural Scan		Key recommendations require follow up from March 2006 report.	Tourism Plan	Need champion and align with Tourism Planning process and facilities development.							
	Other:		Current situation, accomplishments to date		List 2009 focus of effort or future timeline							
	Other:		Current situation, accomplishments to date		List 2009 focus of effort or future timeline							
	Tourism Market and Visitor Research											
	Northern BC Regional Profile		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							http://pics.vanderhoof.ca/bctourism.html
	NRAHTA Alaska Highway Visitor Research Study, 2005		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							http://pics.vanderhoof.ca/bctourism.html
	UNBC RV Travellers Study, 2007		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							http://pics.vanderhoof.ca/bctourism.html
	Tourism BC Northern BC Perception/Incidence Study, 2007		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							http://pics.vanderhoof.ca/bctourism.html
	Tourism BC Prince Rupert Visitor Centre Study Findings, 2007		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							http://pics.vanderhoof.ca/bctourism.html
	Generic Situation Analysis - Tourism BC Community Tourism Foundations program.		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							http://pics.vanderhoof.ca/bctourism.html
	Camping RV Canadian TAMS report		Posted at Tourism Resource Centre: http://pics.vanderhoof.ca/bctourism.html	Tourism Plan	Analyze for relevance to Vanderhoof.							
	Research Requirements		To be determined	Tourism Plan	Determine as part of Situation Analysis for Tourism Plan preparation.							
	Economic Impact Studies											
	Tourism Opportunities Studies											
	There is no TOS for the Vanderhoof Area.		The provincial studies completed reside online and are accessible as a resource document. Both the Prince George and Fort. St. James Forest Districts had TOS studies completed.	Tourism Plan								http://lmbwww.gov.bc.ca/cis/initiatives/tourism/tos/index.html
	Tourism Industry Performance Statistics											
	Tourism BC Commercial Accommodation Occupancy		Tourism BC Optional Program		Determine willingness of accommodation sector to participate.							
	Tourism BC Value of Tourism		Tourism BC - Community Tourism Foundations program		Determine if suitable during Situation Analysis in preparation of the Tourism Plan.							

Baseline Goals and Objectives the Development of Community Tourism

Community Vision

Refer to the Official Community Plan (s) for the study area for the community vision statement or a specific Vision process.

Tourism Vision for The Study Area

Our vision is to be a viable sector of the local economy that will generate employment and revenue for the community. Our area offers a diverse range of activities, sites and interactive experiences for short- and long-term visitors. We will achieve sustainability through policy and planning within local and regional government. Our industry is united through this common vision and committed to being ambassadors for tourism by bettering our own businesses to meet market needs, educating ourselves through community programs and services and partnering with all stakeholders.

Tourism Plan Goals

To grow a sustainable tourism industry strategically as a way of diversifying the local economy and expanding the tax base, increasing the jobs and income available to residents while recognizing community
To enhance destination development and appeal for visitors through the strategic use of regional, provincial, national and private infrastructure investments;

As an integral element of industry growth, to foster business development that complements and strengthens products and attractions of most appeal to visitor markets;

To encourage tourism operators to consistently and strategically market the area to target markets by cooperating with the lead tourism organization and to leverage resources wherever possible; and

To sustain a tourism management function to ensure leadership, organizational capacity, funding and communications that support tourism stakeholders and the community in achieving the vision for tourism.

Tourism Plan Objectives - Edit as appropriate for the stage of tourism development in the destination

Tourism Management

Identify a tourism management model that delivers the tourism function through defined roles and responsibilities of the lead organization for tourism development and supporting functions for industry development, marketing and visitor services.

Allocate resources to implement the Tourism Plan in phases, built around community, industry, local government participation, partnerships and communications.

Tourism Infrastructure and Development

Expand tourism infrastructure that supports the Community Vision and the Tourism Vision.

Product Development

Identify and prioritize product development opportunities and compile resource material that aids with pre-feasibility for business opportunities and policy support.

Information Management and Research

Establish an online tourism industry database and resource centre that will support the development of community tourism and provide the information and research needed to monitor the tourism plan.

Baseline Goals and Objectives the Development of Community Tourism

Business and Industry Development

Establish a business and industry development program that supports the needs of local tourism business operators and organizations.

Market Position and Targets

Improve overall tourism performance by increased awareness, length of stays, overnight stays, visitor spending and overall market share of leisure travellers, free independent travellers (FIT) and groups from domestic and foreign markets.

Marketing Partnerships and Programs

Develop a cooperative marketing program and regional partnerships to leverage resources and extend market reach after the marketing materials have been established to promote market-ready product and create awareness of services.

Baseline Goals and Objectives the Development of Community Tourism

Branding

Establish a branding process that produces logo designs and sample applications with a Usage Guidelines document that clearly communicates the place marketing brand identity for tourism. Utilize the new brand identity by incorporating the logo and supporting color scheme into all communication materials for place marketing of The Study Area (Community Name) – British Columbia, Canada.

Promotional Tools & Materials

Establish a set of promotional tools and materials incorporating the new branding for destination marketing and to support visitor services.

Integrated Promotional Mix

Develop an integrated promotional mix of marketing activities to raise awareness of the Study Area as a travel destination or service centre in its current stage of development and communicate the attributes of market-ready product in key markets.

Visitor Services

Refine the visitor services programming to integrate with increased tourism marketing activity providing a seamless experience for the visitor.

Plan Tracking / Monitoring and Evaluation

Establish a tracking and evaluation program that is directly associated with the goals and objectives of the tourism plan.

Communications

Establish a communications strategy that engages and informs the tourism industry, residents, government and regional partners to contribute to an enhanced tourism development climate.

Generic Tourism Plan Strategies for Evaluation for Tourism Plan Content

Based on the Tourism Assessment produced by the Tourism BC Community Tourism Foundations program.

Last Update:

When Tourism Plan complete - edit and update quarterly.

PS Tourism Plan Section Number

S# Tourism Plan Strategy Reference Number

2009-Q1 Jan-Mar 2009

When the item is "complete" note in comments field.

TAC Tourism Advisory Committee

2009-Q2 Apr-June 2009

ED ED Dept.

2009-Q3 July-Sept 2009

CH Chamber of Commerce

2009-Q4 Oct-Dec 2009

TBD To be determined

2010-Q1 Jan-Mar 2010

Tourism Planning Steps:

Community Engagement

CFF Community Foundations Facilitator

2010-Q2 Apr-June 2010

Asset Inventory

CTO Tourism BC Community Tourism Opportunities program

2010-Q3 July-Sept 2010

Assessment / Situation Analysis

Cells calculate in yellow

2010-Q4 Oct-Dec 2010

5-Year Tourism Plan

Annual Work Plan

PS4 Planning for Implementation							
S#	Strategy	Lead	Status	Next Steps	Timing	Working Budget - Draft only	Comments
1	Engage the tourism industry, on an ongoing basis, by establishing a Tourism Advisory Committee (TAC) to support the lead tourism organization and or tourism management model/function.					\$ -	
2	Encourage the participation of existing organizations to assist in the implementation of the tourism plan.					\$ -	
3	Establish the tourism budget based on core funding and to coincide with the known grants available to implement the plan and adjust accordingly as new grants or resources are secured.					\$ -	
4	Maintain the Tourism Plan Status Report.		This document is the report. Complete to support the final tourism plan content.			\$ -	
5	Develop the annual Marketing Plan					\$ -	
6	Establish an annual planning process that coincides with the implementation of the tourism plan.					\$ -	
7	Maintain connectivity to the tourism industry in the region, and BC, through regional and provincial memberships and or participation in industry associations, conferences, professional development and events.					\$ -	
8	Maintain the tourism inventory.					\$ -	
9	Monitor government and tourism agency programs to identify partnerships or opportunities for funding, assistance with management, additional planning or implementation of the tourism plan.					\$ -	
10	Official Community Plan Update		Ensure the next update of the OCP includes the tourism vision, goals and objectives by council resolution.			\$ -	
						\$ -	

S#	Strategy	Lead	Status	Next Steps	Timing	Working Budget - Draft only	Comments
PSS Destination and Market Development							
Tourism Infrastructure and Development							
11	Expand asset inventory of tourism businesses and natural features to include a master list of municipal, regional and provincial infrastructure improvements that will contribute to tourism development capacity and potential, and prioritize to coincide with the tourism development opportunities that fit both the community vision and the tourism vision.	ED with local gov't.		Refer to Community Development Matrix template by separate cover. Consider master plans for: Beautification Master Plan; Parks and Recreation Master Plan; Signage and Wayfinding Master Plan, Facilities Master Plan, Area Plans e.g. waterfront, Downtown, etc.		\$ -	

PSS Destination and Market Development

Product Development							
12	Identify product sectors for development potential and prioritize. Determine if a Investment Attraction Strategy is required.			Samples: Amateur Sport; Heritage, Arts and Culture; Recreation, Events, Attractions, etc.		\$ -	
13	Identify services required to improve tourism such as accommodations, food and beverage, retail, etc.					\$ -	
14	Develop a support function for the organization, enhancement and delivery of events that draw visitors from outside the community.					\$ -	
15	Expand product packaging and itinerary development.					\$ -	
						\$ -	

S#	Strategy	Lead	Status	Next Steps	Timing	Working Budget - Draft only	Comments
Information Management and Research							
16	Establish an online tourism industry database.					\$ -	
17	Create an online resource library that can be utilized by tourism stakeholders and local organizations.					\$ -	
18	Participate in Tourism BC's Accommodation Tracking program and Value of Tourism research programs.					\$ -	
19	Use established research methods for tracking and evaluating the economic impact of events and festivals.					\$ -	
20	Conduct a local visitor research and Visitor Centre study.					\$ -	
						\$ -	
Business and Industry Development							
21	Host an annual pre-season tourism industry event.					\$ -	
22	Establish industry training, standards, certification and professional development programming and encourage adoption of industry and government standards by tourism operators.					\$ -	
						\$ -	
Target Markets, Marketing Partnerships and Programs							
23	Target regional market potential.					\$ -	
24	Work with the regional destination management organization, Agent for Tourism BC.					\$ -	
						\$ -	

S#	Strategy	Lead	Status	Next Steps	Timing	Working Budget - Draft only	Comments
Branding, Promotional Tools and Materials							
25	Establish a branding process that produces logo designs and sample applications with a Usage Guidelines document that clearly communicates the place marketing brand identity for tourism.					\$ -	
26	Establish and maintain the image bank.		Image bank development is on-going. Both hi-res and low res images required.			\$ -	
27	Purchase a combination digital still and video camera with high-resolution capability to supplement the image bank.					\$ -	
28	Develop the visitor guide to meet industry standards for destination marketing.		8x9 format soft folds to 4x9"			\$ -	
29	Produce a kit folder for professional presentation of materials.					\$ -	
30	Produce an online press kit to support media relations.					\$ -	
31	Compile base map data that can be used to produce a series of maps for print or web format.		Compile map resources (GIS) with local government and from provincial sources. Create base map data files. Partner with existing resources where possible.			\$ -	
32	Produce a large-format GIS recreation and activity map.					\$ -	
33	Create a web series of maps for tourism promotion.					\$ -	
34	Produce directional maps for use by businesses.					\$ -	
35	Display Equipment - Utilizing the branding artwork, create banners and display equipment for local events and travel and consumer shows.					\$ -	
36	Create the official tourism website by the place name not the host organization.		Online Content Management System (CMS) with integrated database.			\$ -	
37	Develop a branded merchandise line promoting the official tourism website.					\$ -	
						\$ -	
Integrated Promotional Mix - Marketing Promotion							
38	Internet Marketing - Establish and maintain a website optimization and web marketing program.					\$ -	
39	Establish a media relations program.					\$ -	
40	Define the advertising program by target markets and media.					\$ -	
41	Travel and Consumer Shows					\$ -	
42	Promotions - Establish a promotional trip giveaways program.					\$ -	
43	Direct Mail					\$ -	
44	Other: Billboards, Tradeshows, etc.					\$ -	

S#	Strategy	Lead	Status	Next Steps	Timing	Working Budget - Draft only	Comments
						\$ -	
Visitor Services							
45	Retain a Full-Status Visitor Centre through the Tourism BC Visitor Centre Network program.					\$ -	
46	Develop an assessment for enhancement and expansion the existing visitor centre versus a new location.					\$ -	
47	Create a succession plan for operation of the Visitor Centre.					\$ -	
48	Ensure training ability includes the Tourism/Visitor Information Trainer certification (TWT workshop).					\$ -	
49	Utilize and promote one official website for all visitor information about the study area.					\$ -	
50	Coordinate with organizations or businesses who produce marketing materials to integrate their materials with the community tourism marketing strategy incorporating the community brand, website address and call to action for the visitor guide in their materials.					\$ -	
51	Establish a Community Visitor Ambassador program.					\$ -	
52	Maintain a local product FAM tour program.					\$ -	
53	Refine the fulfillment services program (responding to visitor inquiries) to coincide with the increased marketing activity and establish tracking reports for future evaluation and planning.					\$ -	
						\$ -	

S#	Strategy	Lead	Status	Next Steps	Timing	Working Budget - Draft only	Comments
PS6 Plan Tracking and Communications							
Monitoring and Evaluation							
54	Maintain the strategic planning process.		Create the annual planning process based on the tourism cycle and maintain the five-year plan with annual updates and on-gong advise from the TAC. Update the Situation Analysis as required.	Monitor the external situation and adjust tactics as required.		\$ -	
55	Produce an annual tourism report.					\$ -	
56	Track the marketing program.					\$ -	
57	Determine if comparable benchmarking against other communities would be beneficial in giving a better understanding of the Study Area tourism performance.					\$ -	
						\$ -	

Communications							
58	Create a Tourism Plan update page on the tourism industry section of the website.					\$ -	
59	Maintain a broadcast email and fax system.					\$ -	
60	Produce a quarterly tourism electronic newsletter, <i>Community Name Tourism News</i> .					\$ -	
61	Host input sessions for tourism stakeholders.					\$ -	
62	Host an annual open house for residents, government and tourism industry stakeholders.					\$ -	
63	Utilize local newspaper (s) for a regular column for economic development including tourism.					\$ -	
						\$ -	
						\$ -	

Tourism Budget Summary

Last Update:

Enter \$ amounts in cells which apply to your tourism goals

Cells in yellow will calculate

Sources of Revenue	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
Carry forward from previous year (multiple sources)	\$ -	\$ -	\$ -	\$ -
Local Government	\$ -	\$ -	\$ -	\$ -
Regional Government	\$ -	\$ -	\$ -	\$ -
Provincial Program: Tourism BC Community Tourism Opportun	\$ -	\$ -	\$ -	\$ -
Provincial Program: UBCM phase 1	\$ -	\$ -	\$ -	\$ -
Provincial Program: UBCM phase 2	\$ -	\$ -	\$ -	\$ -
Provincial Program: Other	\$ -	\$ -	\$ -	\$ -
Additional Hotel Room Tax (AHRT)	\$ -	\$ -	\$ -	\$ -
Economic Development / Tourism Division	\$ -	\$ -	\$ -	\$ -
Cooperative marketing with stakeholders	\$ -	\$ -	\$ -	\$ -
Visitor Centre: Fee For Service (sources)	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Total Funds	\$ -	\$ -	\$ -	\$ -

Comments

Tourism Expenses	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
Infrastructure Development	\$ -	\$ -	\$ -	\$ -
Product Development	\$ -	\$ -	\$ -	\$ -
Information Management and Research	\$ -	\$ -	\$ -	\$ -
Industry and Professional Development	\$ -	\$ -	\$ -	\$ -
Branding, Promotional Tools and Materials	\$ -	\$ -	\$ -	\$ -
Integrated Promotional Mix (Marketing)	\$ -	\$ -	\$ -	\$ -
Visitor Services (Visitor Centre)	\$ -	\$ -	\$ -	\$ -
Administration / Travel / Office / Meetings	\$ -	\$ -	\$ -	\$ -
Project Management / Contractors	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Total Costs	\$ -	\$ -	\$ -	\$ -

Reconciliation of Budget	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Total Revenue All Sources	\$ -	\$ -	\$ -	\$ -
Total Costs All Sources	\$ -	\$ -	\$ -	\$ -
Balance	\$ -	\$ -	\$ -	\$ -

Note: Visitor Centre budget separate

Tourism Budget

Last update:

Sources of Revenue	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
Carry forward from previous year (multiple sources)	\$ -	\$ -	\$ -	\$ -
Additional Hotel Room Tax (AHRT)	\$ -	\$ -	\$ -	\$ -
Cooperative marketing with stakeholders	\$ -	\$ -	\$ -	\$ -
Economic Development / Tourism Division	\$ -	\$ -	\$ -	\$ -
Local Government	\$ -	\$ -	\$ -	\$ -
Provincial Program: Other	\$ -	\$ -	\$ -	\$ -
Provincial Program: Tourism BC Community Tourism Opportunitie	\$ -	\$ -	\$ -	\$ -
Provincial Program: UBCM phase 1	\$ -	\$ -	\$ -	\$ -
Provincial Program: UBCM phase 2	\$ -	\$ -	\$ -	\$ -
Regional Government	\$ -	\$ -	\$ -	\$ -
Visitor Centre: Fee For Service (sources)	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Total Funds	\$ -	\$ -	\$ -	\$ -

Tourism Expenses	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
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Infrastructure Development	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Beautification	\$ -	\$ -	\$ -	\$ -
Signage	\$ -	\$ -	\$ -	\$ -
Trails	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Infrastructure Development	\$ -	\$ -	\$ -	\$ -

Product Development	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Business Attraction	\$ -	\$ -	\$ -	\$ -
Tourism Plans: Sector Development	\$ -	\$ -	\$ -	\$ -
Workshops: Sector Development	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Product Development	\$ -	\$ -	\$ -	\$ -

Information Management and Research	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Primary Research	\$ -	\$ -	\$ -	\$ -
Resource Materials	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Information Management and Research	\$ -	\$ -	\$ -	\$ -

Industry and Professional Development	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Product FAM tours	\$ -	\$ -	\$ -	\$ -
Resource Library - Tourism BC work book series, etc.	\$ -	\$ -	\$ -	\$ -
Tourism Conference (s) RDMO/TBC	\$ -	\$ -	\$ -	\$ -
Tourism Plans / Labour Market Study, etc.	\$ -	\$ -	\$ -	\$ -
Tracking and evaluation of programs	\$ -	\$ -	\$ -	\$ -
Workshops - Tourism BC & custom internal	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Industry and Professional Development	\$ -	\$ -	\$ -	\$ -

Branding, Promotional Tools and Materials	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Branding	\$ -	\$ -	\$ -	\$ -
Brochure (s)	\$ -	\$ -	\$ -	\$ -
Computer hardware	\$ -	\$ -	\$ -	\$ -
Computer software	\$ -	\$ -	\$ -	\$ -
Digital camera/video recorder combo	\$ -	\$ -	\$ -	\$ -
Folders (presentation)	\$ -	\$ -	\$ -	\$ -
GIS Map data	\$ -	\$ -	\$ -	\$ -
Image bank	\$ -	\$ -	\$ -	\$ -
Map (s)	\$ -	\$ -	\$ -	\$ -
Merchandise (bags, posters, mugs, apparel, etc.)	\$ -	\$ -	\$ -	\$ -
Posters	\$ -	\$ -	\$ -	\$ -
Press kit	\$ -	\$ -	\$ -	\$ -
Quick Facts / Editorial bank (press kit)	\$ -	\$ -	\$ -	\$ -
Research (primary/secondary)	\$ -	\$ -	\$ -	\$ -
Stationery / flatsheets	\$ -	\$ -	\$ -	\$ -
Travel Show Booth and Equipment	\$ -	\$ -	\$ -	\$ -
Visitor Guide	\$ -	\$ -	\$ -	\$ -
Website for visitors	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Branding Promotional Tools / Materials	\$ -	\$ -	\$ -	\$ -

Integrated Promotional Mix - Destination and Cooperative Mar	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Advertising	\$ -	\$ -	\$ -	\$ -
Contests / Promotions	\$ -	\$ -	\$ -	\$ -
FAM Tours	\$ -	\$ -	\$ -	\$ -
Internet marketing	\$ -	\$ -	\$ -	\$ -
Media Relations	\$ -	\$ -	\$ -	\$ -
Travel and Consumer Shows	\$ -	\$ -	\$ -	\$ -
Travel Trade	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Marketing	\$ -	\$ -	\$ -	\$ -

Visitor Services	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Visitor Info Centre (separate budget by item supplied by agency)	\$ -	\$ -	\$ -	\$ -
Community Ambassador Program	\$ -	\$ -	\$ -	\$ -
Local / regional FAM tour program	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Visitor Services	\$ -	\$ -	\$ -	\$ -

Administration	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Bookkeeping	\$ -	\$ -	\$ -	\$ -
Communications (Phone, Internet, Email, Newsletter)	\$ -	\$ -	\$ -	\$ -
Contractors (project management)	\$ -	\$ -	\$ -	\$ -
Meeting costs (room/refreshments)	\$ -	\$ -	\$ -	\$ -
Memberships (associations)	\$ -	\$ -	\$ -	\$ -
Office Equipment	\$ -	\$ -	\$ -	\$ -
Office Supplies	\$ -	\$ -	\$ -	\$ -
Staff	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Sub-total Administration	\$ -	\$ -	\$ -	\$ -

TOTAL COSTS \$ - \$ - \$ - \$ -

Reconciliation of Budget	Jan-Dec	Jan-Dec	Jan-Dec	TOTAL
Total Revenue All Sources	\$ -	\$ -	\$ -	\$ -
Total Costs All Sources	\$ -	\$ -	\$ -	\$ -
Balance	\$ -	\$ -	\$ -	\$ -

Enter \$ amounts in cells which apply to your tourism goals

Cells in yellow will calculate

Comments

Visitor Centre Budget

Last Update:

Cells in yellow calculate

Sources of Revenue	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
Fee for Service Agreement	\$ -	\$ -	\$ -	\$ -
Visitor Centre Racking program	\$ -	\$ -	\$ -	\$ -
Tourism BC - Visitor Centre Network program - Fee For Service	\$ -	\$ -	\$ -	\$ -
Tourism BC - Special Projects Funding	\$ -	\$ -	\$ -	\$ -
Tourism BC - Retail program	\$ -	\$ -	\$ -	\$ -
Tourism BC - Reservation Booking program (SNBC)	\$ -	\$ -	\$ -	\$ -
Service Canada - Summer Student Program	\$ -	\$ -	\$ -	\$ -
Grants:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -

Comments:

Subject to program approval.
Subject to program approval.

Subject to program approval.

Visitor Centre Costs	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
Building costs (lease, maintenance, hydro, etc.)	\$ -	\$ -	\$ -	\$ -
Education & Training (VC Conference, staff training)	\$ -	\$ -	\$ -	\$ -
Photocopies and misc. costs to assist visitors	\$ -	\$ -	\$ -	\$ -
Postage & Office Supply	\$ -	\$ -	\$ -	\$ -
Signage: Visitor Centre Network program	\$ -	\$ -	\$ -	\$ -
Signage: Other	\$ -	\$ -	\$ -	\$ -
Staff: Seasonal (Summer students)	\$ -	\$ -	\$ -	\$ -
Staff: Visitor Centre	\$ -	\$ -	\$ -	\$ -
Toll free phone costs	\$ -	\$ -	\$ -	\$ -
Tourism BC - Special Projects Funding	\$ -	\$ -	\$ -	\$ -
Volunteer Appreciation	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Other:	\$ -	\$ -	\$ -	\$ -
Total Costs	\$ -	\$ -	\$ -	\$ -

Reconciliation of Budget	Jan-Dec YR	Jan-Dec YR	Jan-Dec YR	TOTAL
Total Revenue All Sources	\$ -	\$ -	\$ -	\$ -
Total Costs All Sources	\$ -	\$ -	\$ -	\$ -
Balance	\$ -	\$ -	\$ -	\$ -

Notes to the Budget:

Project: Name

Date: Date document created.

Budget: Total budget including taxes, before in-kind.

Funding Sources: Tourism Core Budget plus grants.

Committee: Note committee from Terms of Reference List.

Timing: Note project start and finish.

Supplier (s): Note primary supplier contact information (name, phone, email).

Project Manager Contact Info: Tourism Coordinator's contact information.

Rationale and Project Description:

Copy key points from Tourism Plan. Note any key deadlines on the Year-At-A-Glance document for current project completion and future planning if applicable.

Partners:

List funding and project partners.

Project Budget Components:

List key categories for budgeting.

Project Team:

List organizations and suppliers involved.

Deliverables:

List key outcomes/tangibles.

Status:

Note whether this project is conceptual, subject to funding or securing partners, etc.

Ongoing Support:

Indicate if this is an annual process or one time project and what is required of the tourism organization in the future.

Tracking and Evaluation:

Indicate what method of tracking and evaluation will be used to assist in the review of this project. This information will be essential for future planning and should form part of the quarterly reports for the Tourism Dept.

Recommendations:

Lesson Learned. List recommendations for future project management.

Budget:

Attach Project Brief Budget

USE FOR PROJECT BUDGET BREAK DOWNS

Tourism Project Brief Detailed Budget

Project:

Prepared by:

Last Update:

	CASH	IN-KIND MARKET VALUE	TOTAL PROJECT VALUE	COMMENTS
Sources of Revenue	Amount	Amount	Amount	
Tourism Budget	\$ -	\$ -	\$ -	
Partners:	\$ -	\$ -	\$ -	
Grants:	\$ -	\$ -	\$ -	
Other:	\$ -	\$ -	\$ -	
Other:	\$ -	\$ -	\$ -	
Other:	\$ -	\$ -	\$ -	
Other:	\$ -	\$ -	\$ -	
Other:	\$ -	\$ -	\$ -	
Total Costs	\$ -	\$ -	\$ -	
Expenses	Amount	Amount	Amount	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	
Total Expenses:	\$ -	\$ -	\$ -	
Net Revenue / Expenses \$	\$ -	\$ -	\$ -	
Credit transfer to:				
Deficit re-allocate budget from:				

