

# 2022 IMPLEMENTATION PLAN

Tactics to align with the Strategic Plan for 2022 have been created in a separate document: 2022 Implementation Plan.  
An Implementation Plan will be developed and shared annually.

# 2022 TOURISM MISSION IMPLEMENTATION PLAN

This work will be primarily undertaken by two full-time staff and supported from June-August by two summer students. The tactics outlined are in addition to the everyday function of Tourism Mission, which includes the management of the visitor centre, website and social media, marketing partnerships (BCRoute7 and Fraser Valley Group), I Love Mission partnerships, and the Film Liaison role.

## RESEARCH & INDUSTRY SUPPORT:

### Establish the Value of Tourism, Gauge Resident Sentiment & Understand Visitor Needs

#### 1. To collect and collate stakeholder data from 2019 – 2022 to establish baseline for tourism Key Performance Indicators

Notes:

This will be undertaken by staff and therefore will not establish the economic overview, but a statistic baseline to create some basic Key Performance Indicators (KPIs).

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Determine key data metrics to be collected	June	To create a fillable form for stakeholders to complete Establish basic KPI's requirements.	In-house
Connect with all tourism stakeholders including accommodations, event organizers and businesses	June – August	Establish relationship with stakeholders. Educate on the importance of collecting basic data. Collect as much information as is available.	In-house
Collate information obtained and determine gaps still to be filled	August-Sept	Establish a baseline for tourism metrics (KPI's) Share data with stakeholders.	In-house



Create a document to share with Stakeholders on the types and ways of collecting data.	September – December	To support the stakeholders and ensure the tourism baseline data is available.	In-house
Share findings with stakeholders	September – December	Share data from 2022 season with stakeholders.	In-house
Establish some KPI's to be updated and reviewed annually	September - December	Establish a baseline for year on year comparable.	In-house

## 2. Conduct Resident Sentiment Survey

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To write a resident survey in line with DBC and City of Mission's Communications Department	June – August	To have a survey developed and release at a time that aligns with the Communications Department.	In-house
Run the survey in-person at events and via EngageMission.ca	June – August	Establish a relationship with a focus on impacted resident communities i.e. Steelhead and Stave Falls.	In-house
Compile results	September – December	Garner better understanding of concerns and pinch points for residents.	In- house
Share the results with community	2023	To ensure response resolutions are also addressed and prepared for the 2023 season.	In-house

## 3. Conduct Visitor Intercept Survey

Notes: This will be undertaken when the staff are out at community locations throughout the summer

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To write a visitor intercept survey	June	To have a survey developed	In-house
Run the survey in-person at a variety of locations	June – August	Engage a minimum of 100 visitors across a minimum of five locations.	In-house



Compile Results	August – October	Understand who is travelling here, their motivators and levels of satisfaction	In-house
Share Results	October	With stakeholders and community	In-house

## DESTINATION MARKETING: Attract the Film Industry & Tourism, Support Sports Tourism, Marketing Funding Opportunities, Protect Tourism Intellectual Property

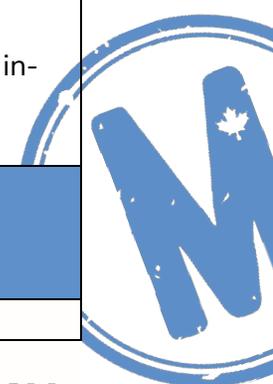
### 1. Create Mission Movie Moment Short Film

Notes: This tactic was completed in the first quarter of 2022

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To create the Mission Movie Moment Video	November 21 – May	To have a short movie that highlights 10 different locations and differentiates Mission from other communities.	\$10,000 (plus \$7,500 from DBC)
To develop a Mission Movie Moment Page on the tourism website	April	To have a call to action for the press release and all movie related items on one page.	\$300 page creation Remainder in-house
To engage with the local community, visitors, businesses and film industry via press release, advertising and social media	May	Introduction and engagement with stakeholders to develop relationships and build confidence in DOM as tourism provider.	\$400 advertising Remainder in-house

### 2. Create research-informed core messaging to travellers that distinguishes Mission as a destination, intrigues and motivates travel by target audiences via social, web and print presence

Notes: Marketing is a core piece of Tourism Mission's day to day work – these tactics align directly with the Strategic Plan



<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Develop a strong presence via video-based content for Instagram Reels, TikTok and YouTube.	Ongoing	To reach new target audiences and build engagement.	In-house
Begin content and design for the 2023 Visitor Guide	September 2022 – March 2023	Produce a 16-20 page two year Visitor Guide.	\$18,000 for design and printing
Increase brand awareness for our chosen target audiences through a mixture of giveaways and paid advertisements through Facebook, Instagram and with the Mission City Record. i.e. Mascot Bear Naming Dog Photo Contest	Ongoing	Increase brand awareness for our chosen target audiences.	\$1000 contest funds In-house/ in-kind
Identify 2 local influencers and 2 businesses to connect with to curate original content.	June-December	To build relationships and to inspire others to re-create the content.	In-house
Source User Generated Photos from Crowdriff	Ongoing	To establish a library of images for marketing use	In-house

### 3. Examine implications and opportunities of introducing the Municipal Regional District Tax (MRDT) for additional marketing funds and expand retail sales

Notes: There is a considerable amount of staff resources required to administer and manage this funding.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Meet with other communities that currently do not collect MRDT and DBC.	June	To build relationships and understand the implications for those communities still not collecting.	In-house
Estimate the additional funding this would provide.	July – August	Determine if this would be a benefit to the community	In-house
Expand Mission branded retail stock and add Moneris to sell at events.	June - Ongoing	To increase retail revenue	\$400 Moneris

### 4. Protect Tourism Intellectual Property

Notes: Wordmark and Stamp



<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Consult with legal team on the best way to proceed.	June – August	Determine if trademark or official mark is appropriate.	In-House
Apply for trademark/official mark.	October/November	Protect the tourism brand.	\$1,500
<b>5. Support Sports Tourism</b>			
Notes: Including mountain biking, trail running, motorsports.			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Partner with Mission Raceway Park to include advertising, marketing and support with funding applications	May – Ongoing	To support key tourism infrastructure.	\$1,100 signage
Provide tourism packages for sports tournaments i.e. hockey, trail running, motorsports.	Ongoing	To encourage longer stays and return visitation.	In-house

## **DESTINATION DEVELOPMENT:**

### **Tourism Lens to Community Infrastructure, Proactively Attract Tourism-Based Business & Support Indigenous Experience Development**

#### **1. Participate in planning discussions related to public and private infrastructure providing a tourism lens on needs and opportunities**

Notes: The Manager of Tourism sits on the Fraser Valley Development Management Council (FVDMC)

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To liaise between City staff (Planning, Economic Development, Parks & Recreation etc.) on potential funding and support opportunities that have been shared via the FCDMC, with a focus on Experience the Fraser.	Ongoing	To ensure that Mission is aware of funding and support opportunities that align with tourism.	In-house
To connect Planning with the Destination BC grant writer for trail design work via the Active Transportation Fund.	March – April	To utilize DBC's access to grant writers for the Experience the Fraser Trail Design.	In-house



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## 2. Proactively work with the Stave West Leadership Team to keep the momentum on Interpretive Signage, trail development and a website for the Stave West Recreation Area

Notes: The Manager of Tourism is one of the project leads for the Stave West Leadership Team, working closely with the forestry department

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Support Installation of Phase 1 signage and begin project work on Phase 2.	Ongoing	To introduce interpretive signage at Devils Lake.	In-house and Forestry Budget
Opening ceremony for new trails and signage – Press Release and photographs.	May	To ensure press coverage for this event to highlight the new products available in Stave West. Coverage on social media.	In-house
Work with the City of Mission Forestry and Communications Departments to ensure the Forestry website aligns and expands on the content available on the interpretive signage for Stave West.	May – December	To develop an engaging Stave West section within the City website.	In-house
Develop unique QR codes for Stave West Interpretive Panels.	April - June	Create a unique and recognizable QR code to utilize on interpretive signage and link to city website.	\$50.00

## 3. Participate in the Fraser Valley Hotel and Market Feasibility Study

Notes: Destination BC are primarily funding a hotel and market feasibility study across the Fraser Valley, with a \$3,000 community input required to participate. Funding to be split between Tourism and Economic Development.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To sign the contract to participate.	March	To participate in the funded study.	\$3,000
To work with the consultants.	May – August	To ensure relevant information for Mission is shared.	In-house
Share the study results	By end of year	Make this available for Council and investors	In-house

## 4. Improve Visitor facilities at Mill Pond

Notes: Tourism Mission will be advocates and work alongside City Departments and Stakeholders – they do not have a capital budget for development.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Support the need for improved infrastructure at Mill Pond by advocating to Council for washrooms, bike wash stations etc.	November - December	To build awareness for the importance of infrastructure in key community areas.	In-House

## COMMUNICATIONS & ADVOCACY: Improve Resident Engagement, Develop Strong Stakeholder Relationships, Share Code of Conduct & Timely Advocacy for Tourism Industry.

### 1. Communicate and engage regularly with residents on the value of tourism

Notes: Follows on from the Resident Sentiment Survey

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Share this information through local publications on the value of tourism and results of the resident survey (Mission Record, What's On, social media and the City's Newsletter).	September – Ongoing	To create resident support for tourism and an understanding of what we do.	\$600

### 2. Create a Stakeholder Newsletter

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To create a tourism newsletter for stakeholders.	Once this year.	To share information, funding opportunities etc. To encourage two-way dialogue and interest in joining the tourism committee.	In-house (communications newsletter)

### 3. Provide Timely Tourism Advocacy

Notes: Tourism Mission are often requested to provide support and advocacy letters

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
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To create policy of topics that are acceptable for the Tourism Committee to support without further approval from Council.	October – December	To provide letters of support/advocacy in a timely manner	In-house
Advise council when to lobby other organizations to support tourism activities i.e. Lobby for signage with MOTI.	Ongoing		In-house
<b>4. To Support Indigenous Groups and Community Organizations with Pro-Active Resolutions</b>			
Notes: Tourism Mission are often requested to provide support and advocacy letters but adding a Council Resolution in advance gives additional weight to an organization's application.			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To work with community groups and organizations to bring resolutions to Council in a timely manner.	Ongoing	To offer advanced support for funding applications and ensure Council are apprised of upcoming projects.	In-house

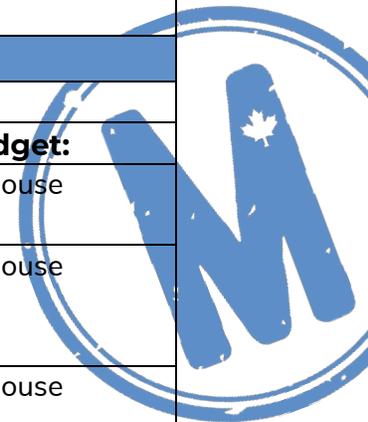
## VISITOR SERVICES, EDUCATION & STEWARDSHIP: A Welcoming Environment, Visitor Code of Conduct, & Educational/Stewardship Messaging

### 1. Introduce Tourism Mission Mascot to attend events and utilize for key messaging

Notes: Bear to align with Mission Movie Moment and bears available for sale at the Visitor Centre			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To purchase mascot.	March	Have bear suit in time for filming Mission Movie Moment.	\$500 \$200 Vest with branding
To include in the Mission Movie Moment video.	May	To establish the bear as part of the Tourism Mission team.	In-house



To attend events with the mascot.	Ongoing	To create synergy with branding, visitor services, education and stewardship.	In-house
<b>2. Development of a Visitor Code of Conduct</b>			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Use the information collated from the surveys to establish key issues and criteria for the code's development	September – December	To begin establishing a code of conduct that aligns with the community's values and needs.	In-house
Work with the First Nations, Tourism Committee, community and Stakeholders to develop and refine and align with BC Route 7 and The Fraser Valley Group.	December – 2023	To create an informed and respectful code to encourage mindful and guided behaviour.	In-house
<b>3. Begin work on a Fraser Valley and Mission Dispersion Strategy</b>			
Notes: This will require Mission to develop one for our community and this will leverage into a Valley wide plan			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Use the data collected from the visitor and resident surveys.	September – December	To establish pinch points, areas of overcrowding etc.	In-house
Offer alternative locations for busy summer destinations through marketing and visitor services.	June – August	To begin dispersion from locations including Hayward Lake and Stave West.	In-house
Work with the Stave West Security Team regarding support services at the gate.	May – August	Provide roaming visitor services to offer alternate locations and advice.	In-house
Align marketing plan to support off-season and shoulder-season travel.	Ongoing	Encourage travel in shoulder-seasons (Spring and Fall) and off-season (Winter).	In-house
Begin work with Fraser Valley DMO's on key messaging and strategy.	Ongoing	To establish a region wide strategy.	In-house for 2022
<b>4. Create Engaging Blog and Itinerary Development to Educate and Inform</b>			
Notes: This messaging will also be established through the social media content.			



<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To provide one new blog a month	Ongoing	To entice travellers to Mission while encouraging responsible and safe behaviour.	In-house
Work with Mission Search and Rescue (SAR) and Adventure Smart to align messaging.	Ongoing	To encourage safe and responsible behaviour.	In-house
Partner with local businesses and organizations.	Ongoing	To create collaboration and alignment of marketing message.	In-house

### 7. Develop an Emergency Preparedness Plan for Visitors

Notes: In line with DBC and the City of Mission Emergency Support Services.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Contact Emergency Support Services Director	June - July	To establish a baseline of information for proper emergency procedure protocols.	In-house
Create plan	June – December	To support visitors in individual and community/regional emergency situations.	In-house
Make front counter document available for visitors and locals alike at the Visitor Centre and by request.	July-August	To provide one-step sheet with access to numbers, websites, and information.	In-house
Work alongside Mission Search and Rescue team to provide emergency first aid kits for visitors looking to do outdoor recreational activities.	Ongoing	To encourage safe and responsible recreation.	In-house



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