

# 2023 TOURISM MISSION IMPLEMENTATION PLAN

This work will primarily be undertaken by two full-time staff and supported from June-August, four days a week by two summer students. The tactics outlined are in addition to the everyday function of Tourism Mission.

Note: The film file is now managed through the Economic Development Office, supported by part-time staff.

## RESEARCH & INDUSTRY SUPPORT:

Gain a clearer understanding of our visitors and key markets, to inform marketing and investment opportunities, and to understand the value of tourism for the business and residential community.

### 1. Establish a Baseline for Tourism Key Performance Indicators

Notes: To be undertaken by staff to create baseline key performance indicators (KPIs), this will not include an economic overview of the value of tourism.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Determine key data metrics to be collected	August - September	To create a minimum of three fillable forms for stakeholders to complete – events/attractions/restaurants. Establish basic KPI requirements.	In-house
Connect with all tourism stakeholders including accommodations, event organizers and businesses	September – October	Connect and begin to establish a relationship with a minimum of 30 stakeholders. Educate on the importance of collecting data and the advantages of sharing this.	In-house
Collate information obtained and determine any gaps	November – December	Build on existing baselines for tourism metrics (KPI's). Share data with stakeholders.	In-house
Create a document to share with Stakeholders on the types of data to collect.	September – December	To support the stakeholders and ensure the tourism baseline data is available.	In-house





Share findings with stakeholders	November – December	Share data available from 2023 season with stakeholders.	In-house
Develop KPI's that establish the value of tourism beyond visitor numbers and economic spend. i.e. impacts of education, relationship development, and resident sentiment.	Ongoing	Ensure that Tourism Mission values and vision are also incorporated in the KPI data.	In-house
<b>2. Support Accessible Tourism</b>			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To visit the businesses and parks and trails promoted by Tourism Mission to determine which offer ease of access for those with mobility issues.	June – August	To create an accessibly-based inventory. To connect with the local business community and begin discussions on accessibly.	In-house
To update the Tourism Mission website for accessible locations.	June – August	To ensure those with mobility issues are aware of locations that can be utilized and any additional facilities that may be available.	In-house
To provide those businesses who are interested with further information on becoming accessible for all. To include this information in the stakeholder newsletter.	June - August	To offer accessibility related resources to the business community.	In- house
To improve Visitor Services accessibility	March – September	Provide hearing loop, accessible bench, and free colour-blind glasses rental program at the visitor centre	\$10,000 remaining from Federal Grant.
To establish costs for the purchase of a mobility wheelchair to improve accessibility for those who would like to utilize the more challenging parks and trails.	September – December	Work with the Forestry Department for funding.	TBA
<b>3. Conduct Visitor Intercept Survey</b>			
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>
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 via Tourism Mission Newsletter	October - December	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 Colour Blind Reaction Video**

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To choose an event to launch the colour-blind glasses	March - June	Choose an appropriate location and date to launch the program. Potentially the Fraser Valley Children’s Festival at Fraser River Heritage Park.	\$150 balloons and marketing materials
To create a video that highlights the program and records participants reactions to wearing them for the first time.	June	To have a strong marketing presence and content for social media and the website.	\$3,000 for videography
To develop a Colour-blind blog for the tourism website to promote the program and a press release to be distributed across BC.	June	To maximize public relations opportunities, to include a strong call to action for the program.	In-house
To engage with the local community, visitors, and tourism partners via the press release, advertising and social media.	June	To provide the community, visitors and stakeholders with opportunities to participate and to share the value of tourism.	\$100 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

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Create new Visitor Guide that is visually appealing and provides information, with a call to action for the Tourism Mission website.	March - May	To produce a 16-20-page publication, with 20,000 guides to be distributed across BC over a two-year period.	\$18,000 for design, printing and distribution.
Develop new brand and website for BC Route 7	April – December	To re-brand BC Route 7 to highlight the City to Canyon experience.  To create a new micro-website to highlight itineraries and experiences along the route.	\$3,000 to participate annually in the program. (Tourism Mission forfeit this payment by managing the admin responsibilities)
Bear mascot naming contest on social media.	July	Run a bear naming contest on social media to increase engagement and create resident ownership of the mascot.	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, look for grant opportunities, and expand retail sales

Notes: There is a considerable amount of staff resources required to administer and manage this funding, and hoteliers must agree for this to proceed. Currently, the MRDT program is under review on how the funds are spent.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Remain informed of the MRDT discussions as they progress	Ongoing	To determine whether the MRDT is worth future consideration.	In-house
Expand discussions with local hoteliers to determine if there is interest in applying for the MRDT.	September – December	Determine if this would be a benefit to the community.	In-house <b>Budget</b>



Expand Mission branded retail stock – including the sale of Enchroma glasses.	June - Ongoing	To increase retail revenue.	\$400 Moneris
Apply for grant opportunities for expansion of Stave West signage and other areas of interest.	Ongoing	To increase funded opportunities for tourism infrastructure and development.	(\$72,000 received to date)
<b>4. Protect Tourism Intellectual Property</b>			
Notes: This process can take up to two-years. This was placed on hold until the City's rebranding process was finalized, to ensure no confusion over brand identities.			
<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>:</b>
Report to Council for approval to proceed with official mark.	September - October	To seek approval to move forward with the official mark solution.	In-house
Complete paperwork submission for official mark.	October - December	Protect the tourism brand.	\$1,500 - \$2,000

## DESTINATION DEVELOPMENT:

### Add a 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 city staff are aware of funding and support opportunities that align with tourism.	In-house
To create a valued voice at the table for planning and development opportunities.	Ongoing	To ensure that tourism infrastructure, cultural and natural assets are considered in future developments i.e. the Waterfront.	In-house

## 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 projects 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	January - June	To introduce interpretive signage at Devils Lake.	In-house and Forestry Budget
Opening ceremony for new trails and signage – Press Release and photographs.	September – October	To ensure press coverage for this event to highlight the new infrastructure 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.	September - December	To develop an engaging Stave West section within the City website.	In-house
Secure funding for the creation of two unique interpretive signs with Indigenous artwork for Kearsley Creek and the 79 Grind parking lot.	January – December	Apply for \$70,000 in funding with Kwantlen First Nations. Finalize the design work. Create the panels and oversee the installation.	In-house \$70,000 in grant funding, Forestry funding.

## 3. Proactively work with the Destination Management Council (DMC)

Notes: The Manager of Tourism is a member of the Fraser Valley Destination Management Council. Meeting monthly to implement the Destination Management Plan created with Destination BC for the region.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Further the development of Experience the Fraser through sharing the infrastructure inventory for Mission with staff and council. Work with the DMC to partner with the Fraser Valley Regional District and Metro Vancouver Regional District on funding and partnership opportunities	Ongoing	To highlight inventory already in place and missing infrastructure for consideration in future plans. To collaborate on the ETF project with other communities.	In-house
Indigenous Name Placing on Highway Signage	Ongoing	To work with the DMC to develop policies and funding for the inclusion of First Nations language on welcome and directional signage.	In-house, MOTI, and grant funding.



#### 4. Facilitate in the creation of new events

Notes: Tourism Mission had taken the lead in the organization of two new events for Mission in partnership with the I Love Mission team.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Execution of the Shine Bright Event in Downtown Mission, with the I Love Mission partners.	December – March	To utilize the Federal Grant Funding to host a free community light event in Downtown Mission with I Love Mission. To keep as much of the economic spending within 100km radius as possible (ideally 80% or higher). To have a minimum of 2,000 in attendance.	\$123,750 in grant funding.
Determine if there is interest in making Shine Bright an annual event, or alternatively installing the lights in January.	July - September	Ascertain if there is interest from the I Love Mission partners. Bring a report to Council with potential costs and options.	Up to \$50,000
Host the Mission Movie Moment event. Find sponsors, arrange the authorisation to play a Hallmark movie, arrange a Christmas market.	August – December	To offer a free event to the Mission community that thanks them for their support of the movie industry.	In-house/sponsorship

#### 5. Explore the opportunity to work alongside Arts & Culture on an Indigenous Carving Program

Notes: Tourism Mission applied for \$10,000 for Indigenous artwork at the Visitor Centre, after initial discussion with members of Leq'amel First Nations it was determined that welcome figures by the entrance to the VIC would be the preferred option. The Forestry Department will provide the cedar posts. The Manager of Arts & Culture is interested in creating an Indigenous carving program, which aligns with this funding.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Determine costs for carving, installation etc.	March – July	To see if this is achievable within the available budget.	\$10,000 grant provided by DBC.
Meet with staff and First Nations to see if there is interest in pursuing this as a long-term program, with the VIC being the first project.	June – August	Determine if there is interest from the First Nations.	TBA
Facilitate hiring of an Indigenous carver in alignment with Arts & Culture programming, for the carving of two welcome figures.	August – March	To enable the public access to the carving being undertaken, and/or to learn carving techniques and interact with the carver.	TBA

**COMMUNICATIONS & ADVOCACY:**

**Improve Resident Engagement, Develop Strong Stakeholder Relationships & Timely Advocacy for Tourism Industry.**

**1. Share information regarding the roles and responsibilities of Tourism Mission**

Note: Change the perception that Tourism Mission is just a Visitor Centre – with support from the Tourism Committee

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
Create a “did you know” poster to take to events highlighting the programming, roles and responsibilities undertaken.	July	To highlight the work undertaken by the department.	In-house
Share information in What’s On! Mission.	September-October	To reach an engaged local audience.	\$400
Create posts and reels on social media	July-September	To share Tourism Mission’s role to a wider audience, highlighting programs available to visitors and residents.	In-house
Share Press Releases and information with the City of Mission communications team and Council.	Ongoing	To ensure Council, staff and the public are aware of the work being undertaken.	In-house

**2. Create a Stakeholder Newsletter**

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To create a tourism newsletter for stakeholders.	November - December	To create one newsletter in 2023 and encourage tourism stakeholders to sign-up for bi-annual updates. 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, undertaken with recommendations from the Tourism Committee.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
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To create a policy of topics that are acceptable for the Tourism Committee to support without further approval from Council.	October – Ongoing	To provide letters of support/advocacy in a timely manner.	In-house
Provide recommendations to council in support of tourism activities and organizations.	Ongoing	To ensure we are supporting the development of infrastructure, and support of tourism stakeholders and assets.	In-house
<b>4. To Support Indigenous</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:  
To Create a Welcoming Environment, and Educational/Stewardship Messaging**

**1. Introduce the “meet the locals” characters to help share responsible tourism messaging to children and families.**

Notes: “Meet the local’s” will be a series of animated animals who will share responsible travel and recreational messaging. This will be aimed at children, but also be a lighthearted way of engaging with residents and visitors on required behaviours that support sustainable tourism.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To engage local residents on which animals to include in the campaign.	March - April	To have four- six animals identified.	In-house
To create a drawing of each animal.	May - June	To have a series of images that can be used for this campaign.	Included in the Visitor Guide costs.
To promote responsible tourism messaging through social media, the website and at events.	July – Ongoing	To create synergy with branding, visitor services, education and stewardship.	\$500

## 2. Begin work on a Fraser Valley and Mission Dispersion Strategy

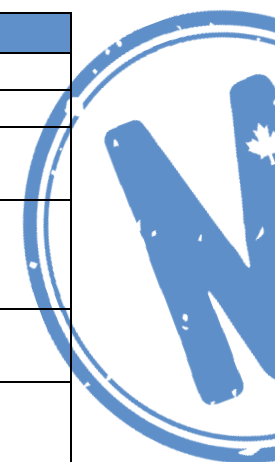
Notes: This will require Mission to develop one for our community and this will leverage into a Valley wide plan

<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 – September	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

## 3. 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 Program Manager	January-February	To establish a baseline of information for proper emergency procedure protocols.	In-house
Create Tourism Emergency Plan	April - June	To support visitor messaging at the EOC and develop processes to ensure event emergency plans are created and emergency services are aware when larger numbers are coming in to the community.	In-house
Make front counter document available for visitors and locals alike at the Visitor Centre and by request.	July-August	To provide one-stop sheet with access to numbers, websites, and information.	In-house
Work alongside the Emergency Program Manager to provide emergency first aid kits for visitors looking to do outdoor recreational activities.	Ongoing	To encourage safe and responsible recreation.	Obtain from AdventureSmart or purchase for retail sales.



**FILM SERVICES:****Create a smooth transition of film services to Economic Development**

Notes: A part time Film Clerk will be hired to the Economic Development Department to manage filming for the City of Mission, and support tourism services. Due to anticipated strike action there could be a break of film activity during the summer months.

<b>Tactic:</b>	<b>Timeline:</b>	<b>Outcome:</b>	<b>Budget:</b>
To create a one-window experience for production companies looking to film in Mission, with one point of contact.	June – Ongoing	To create a one-stop-shop for film activity that reduces the current pressures on the engineering and forestry department.	In-house
To update the website	June – Ongoing	Ensure correct points of contact and information are provided.	In-house
To update the Bylaw and film production guidelines.	July – October	To have up-to-date guidelines, fees and information available.	In-house



TOURISM  
**MISSION**