



AGENDA
DISTRICT OF PORT HARDY
COMMITTEE OF THE WHOLE MEETING
6:30PM, TUESDAY OCTOBER 14, 2014
COUNCIL CHAMBERS, MUNICIPAL HALL
7360 COLUMBIA STREET

Page

A. CALL TO ORDER

Time:

B. APPROVAL OF AGENDA

Motion required

1.

2.

C. DELEGATIONS

1. Angela Smith, Executive Director, Port Hardy & District Chamber of Commerce and Visitor Information Center re: Presentation of Visitor Information Centre Strategic Plan, 2016-2019.

1-2

Executive Summary: Visitor Information Center Strategic Plan 2016-2019

D. COUNCIL RISES

Time:



A canoe is seen tied to a mooring buoy at Beaver Harbour awaiting the start of Native Tribal Journey 2014.

EXECUTIVE SUMMARY

The 4-Year Strategic Plan for the Port Hardy Visitor Information Centre has been developed to work with organized industry partners, community groups, and stakeholders to enhance the level of visitor engagement in Port Hardy, maximize the length of visitor stays, capitalize on visitor expenditures and enhance the global perception of our town and its resources.

The plan is not based on new, radical, high-risk or high-cost ideas; rather it is built using the guidelines and community support tools available to us as a community for the development of our local industry. There are measured, accessible steps already defined by organizations such as the Canadian Tourism Commission, Destination BC, Aboriginal Tourism BC, Destination Marketing Accreditation International and more for communities such as Port Hardy to engage in tourism and hospitality market development. For ease of reference, a number of these documents are provided as appendices in this plan.

Port Hardy Visitor Centre has restructured our staffing, leveraging the power of the partnership with the Port Hardy Chamber of Commerce to support the creation of a second full time administrative position. With further support we will have the means to greatly streamline and improve the level of visitor services available in the District of Port Hardy and the PH VIC stands to positively impact tourism economic growth over both the short and long term.

Marketing

- Market existing Port Hardy experiences, businesses, and activities through increased media presence and creation of polished marketing packages
- Base the creation of all new marketing initiatives on the marketing requirements of the Canadian Tourism Commission to ensure long term continuity of messaging
- Assist businesses in understanding British Columbian and Canadian market-ready parameters, and assist them in engaging in the global travel trade market

- Obtain Certified Travel Counselor Training for VIC staff to develop packages and travel itineraries for Port Hardy
- Refine the distribution of existing print marketing material to focus on specific markets
- Eliminate redundancies in local marketing efforts to maximize the return on our community's investment.

Community & Organizational Development

- Develop partnerships with First Nations businesses to bolster economic development and reflect the values of the community
- Engage with the BC Jobs Plan program to understand and benefit from the commitment of the Government of BC's new BC Jobs Plan initiatives in relation to tourism
- Provide leadership in the tourism field, identifying opportunities for development and providing work plans for identified initiatives
- Community relations – bridging the gap in industries and providing education to all stakeholders about the benefits and contributions of each unique sector to our community
- Retain in-house staff that has the capacity to achieve high level goals through enhanced organizational development and training opportunities

Facility Upgrades – 2014/2015

- Enhance the existing centre to reflect the values of the community and our environment – create a comprehensive Port Hardy Interpretive Centre
- Work towards green sustainability and cost reductions in our operations
- Engage the community and maximize year-round use of the facilities
- Increase visitation by creation of educational documents that support tourist and community learning about our local environment, activities and services.