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**AGENDA**  
**DISTRICT OF PORT HARDY**  
**COMMITTEE OF THE WHOLE MEETING**  
**6:30PM TUESDAY NOVEMBER 14, 2017**  
**COUNCIL CHAMBERS, MUNICIPAL HALL**  
**7360 COLUMBIA STREET**

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Mayor: Hank Bood  
Councillors: Pat Corbett-Labatt, Dennis Dugas, Rick Marcotte, Fred Robertson, John Tidbury and Leightan Wishart

Staff: Allison McCarrick, CAO; Abbas Farahbakhsh, Director of Operational Services; Adrian Maas, Director of Financial Services; Heather Nelson-Smith, Director of Corporate Services; Leslie Driemel, Recording Secretary

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<u>Page</u>		Time:	
	<b>A. CALL TO ORDER</b>		
	<b>B. APPROVAL OF AGENDA</b>		
	Motion required	1.	2.
	<b>C. DELEGATION</b>		
	1. Elizabeth Aman-Hume, Executive Director, Rob Tucker, President and Ryan Currie, Treasurer, Port Hardy Chamber of Commerce & Visitor Centre. re: Fee for Service presentation.		
<b>1-10</b>	Port Hardy & District Chamber of Commerce Fee for Service Application. For information.		
	<b>D. NEW BUSINESS</b>		
	No new business		
	<b>E. ADJOURNMENT</b>		
	Motion required	1.	2.
			Time:



September 29, 2017

Adrian Maas, Director of Financial Services  
District of Port Hardy  
PO Box 68  
Port Hardy, BC V0N 2P0

RE: Fee for Service Application

Dear Adrian,

Please find enclosed the Port Hardy Chamber of Commerce's application for the 2018 Fee for Service to operate the Port Hardy Visitor Information Centre. I have included the application, the budget and notes to the budget. As we discussed, the notes are for your information and not intended for distribution with the application.

Of importance in our application is that we are requesting multi year funding from 2018. The Visitor Centre has grown significantly in the more than ten years we have been operating it. Because of this, our need for strategic planning has become critical. We are unable to do this at present with an annual application process. We also seek other sources of revenue to enhance the services we provide, and they must be in place well ahead of the Fee for Service application process. What makes it difficult is that securing other sources of revenue are contingent upon having the reliable source of baseline funds that the Fee for Service represents.

With a multi-year commitment, we can be strategic and confidently move ahead with initiatives that will enhance the return on investment made in the Visitor Centre.

Please let me know if you have any questions.

Thank you for your support.

Sincerely,

Elizabeth Aman-Hume  
Executive Director

Box 249-7250 Market Street, Port Hardy, BC V0N 2P0  
Tel: 250-949-7622 [manager@porthardychamber.com](mailto:manager@porthardychamber.com) [www.porthardychamber.com](http://www.porthardychamber.com)



2018

Fee for Service Application  
Port Hardy Visitor Information Centre



2017 Visitor Services Team

*Live the Adventure*

[www.visitporthardy.com](http://www.visitporthardy.com)



## DISTRICT OF PORT HARDY GRANT IN AID APPLICATION

***For the upcoming budget year requests for grants-in-aid / honorariums / fee for service must be made in writing by September 30<sup>th</sup>.***

<b>General information:</b> 1. The contents of this application are considered public information and may be released upon request. 2. Please print legibly		
Legal Name of Organization: Port Hardy & District Chamber of Commerce		
Mailing Address: P.O Box 249		Postal Code: V0N 2P0
Phone: (250) 949-7622	Fax:	Email: manager@porthardychamber.com
Contact Person: Elizabeth Aman-Hume		Position: Executive Director
Provincial Society Registration # (if applicable): Industry Canada Board of Trade Act Corporation # 001152-5		Federal Charitable Tax # (if applicable):
Provincial/National Sports Governing Body (if applicable): BC Chamber of Commerce & Canadian Chamber of Commerce		
Fiscal year for Grant: 2018, 2019 & 2020	Total Grant Requested for Fiscal Year: \$55,000 in 2018 plus 2% each year in 2019 & 2020	Total Budget for Fiscal Year: \$107,455 (2018)

### Declarations:

I hereby certify that the information included with this application is complete, and is true and correct to the best of my knowledge, and that I have been authorized by the above named organization to make this declaration and to submit this application on behalf of the organization.

Name: Elizabeth Aman-Hume      Position: Executive Director      Date: September 29, 2018

Signature 

I hereby declare that if our organization is successful at obtaining a District of Port Hardy grant that we give the District of Port Hardy (or a third party appointed by the District) the right to review the project/program for which the grant was obtained to ascertain whether grant monies received were used for the stated purpose(s) set out in this application.

Name: Elizabeth Aman-Hume      Position: Executive Director      Date: September 29, 2018  
(please print)

Signature 

**Return to:**      **Attn: Director of Financial Services,**  
                         **District of Port Hardy**  
                         **PO Box 68**  
                         **Port Hardy BC V0N2P0**



**DISTRICT OF PORT HARDY  
Grants-in-Aid, Fee for Service,  
Honorariums**



Council may, in its annual budget, allow for funding to non-profit organizations who directly benefit the town. Requests will be evaluated on individual merit.

To be considered for the *upcoming budget year* requests for grants-in-aid, fee-for-service or honorariums *must be made in writing by September 30<sup>th</sup>* The donation request may be for in-kind help or cash.

**For Fee for Service**

- Details of how the assistance is to be used
- Previous year audited financial statement

**For Grants-in-Aid and Honorariums**

- Details of the use of funds being raised
- Previous year audited financial statement

For more information contact:

Director of Financial Services  
District of Port Hardy,  
Box 68, Port Hardy, BC V0N 2P0  
Tel: 250-949-6665 Fax: 250-949-7433



## General Grant Information

### 1. Describe the operation and history of your organization:

The Port Hardy Chamber of Commerce has successfully operated the Port Hardy Visitor Information Centre for more than 10 years. There is a long-standing history of partnership and collaboration between the District of Port Hardy, the Port Hardy Chamber of Commerce and Destination BC to provide an effective and essential service in Port Hardy. The Visitor Information Centre (VIC) provides professional, comprehensive visitor services to 12,000 to 14,000 visitors annually. Additionally, the VIC is a resource for residents and community groups. Over the years, the VIC has become the front line for engagement with the community and its businesses.

The VIC welcomes opportunities to interact with the community by presenting events and supporting local initiatives. This includes Filomi Days, Wounded Warrior Run, Cops for Cancer, Tour De Rock, Walk for Indigenous Women, Pumpkin Patch Walk and the Annual Santa Claus Parade. We also make the facility available to other community groups as appropriate.

While we are primarily delivering services and information relevant to Port Hardy, we are also the highest functioning Visitor Centre serving the entire North Island. Staff often receive inquiries about neighboring communities and tourism experiences across the region. This requires our team members to have a strong knowledge base of the wider Northern Vancouver Island region and to have a comprehensive understanding of tourism products, services and experiences available.

The VIC operates year-round, is staffed seasonally by fully trained Certified Visitor Counsellors and is professionally managed by the Chamber of Commerce Executive Director and other support staff.

Here are what visitors are saying on Facebook and Trip Advisor about their experience at the VIC:

*A Great Place to Start. If you are a first-time visitor like I was, this place will prove to be indispensable! They knew where to find my tiny B&B that I was staying at, were more than knowledgeable on all the goings on for such a small and quiet fishing village. Located right on the waterfront of town, its a nice place to take it all in as you plan your days in town*

*So professional and helpful. Wow - great first impression of Port Hardy. The man we spoke to was super helpful, full of great suggestions and shared his knowledge of the local area! Worth the stop to chat and find out about this area! Very impressed.*

*Very professional service! I do recommend to visit this visitor centre. I was there to ask about the ferries to Prince Rupert but received much more information about other activities in Port Hardy! Received information about a very good fish restaurant. Visited later and indeed it was very good! I received information about where to go birding and yes the information was accurate and very useful. I got some nice pictures of birds. Maps and leaflets were provided about activities such as hiking but also for outfitters for wildlife viewing. I received useful information about beautiful areas around Port Hardy. I visited most of them and got very nice pictures! Port Hardy Visitor Centre is strongly recommended!*

*Informative and professional. We came in to ask what suggestions they might have in terms of best things to do and see in Port Hardy. The young man that helped us out did a fabulous job! He circled the spots on a map and recommended an amazing place to eat as well. There's also a nice gift shop inside. We thoroughly enjoyed our adventures today and finished up the day with a delicious halibut dinner at Captain Hardy's.*

## **2. Describe the specific activity or project to which the Grant funding would be applied:**

The funding will be designated for operational and staffing expenses related to the Visitor Information Centre. In 2017 the operating budget for the VIC was \$130,000, in 2018 the VIC operating budget is \$107,455 which is considerable lower due to efficiencies found in operations and our commitment to doing more for less. In addition, the MRDT funds are no longer included in the 2018 budget. \*

Costs in 2018 include \$56,300 in wages for staff and management, plus other associated costs including supplies, furniture, equipment, utilities, building maintenance, phone and internet systems, computers etc. Some expenses are shared with the Chamber of Commerce and these are detailed in the budget attached to this application.

\*Note: MRDT (Hotel Tax) funding is a separate project with the Chamber/Visitor Centre who, under the direction of The Port Hardy Tourism Advisory Council, act as the Service Provider and Project Manager responsible for specific marketing deliverables within the 5-year strategic plan. The amount was removed from the VIC budget for the purpose of clarity.

## **3. Identify the need for this activity or project and discuss how that need was identified/determined:**

As the tourism sector grows, the need for comprehensive and accessible visitor services grows with it. With recent significant investments into the tourism sector, Port Hardy as a destination is gaining momentum. From receiving increasing attention from Destination BC and Global News, as a small-town feature on their News Hour on the Road Series, to the Matador Network where Port Hardy was listed as one of the top places to visit in Canada during the winter. This is in addition to several radio episodes and broadcasts featuring Port Hardy and local fishing charter operators. The Port Hardy Visitor Information Centre has a significant part to play in the future success of tourism as an economic driver.

## **4. How does your organization plan to meet the identified need:**

The VIC will operate to its fullest capacity as the hub and focal point for visitor experiences and the cornerstone to community events and tourism.

Specifically, the Visitor Information Centre will:

- ensure year-round hours of operation are maintained for maximum accessibility
- adapt to and meet the growing and changing needs of the visitors, stakeholders and community
- ensure all staff are properly trained as Destination BC accredited Visitor Counsellors
- make best use of resources for maximum return on investment
- use fiscal prudence in all operational decisions
- grow existing and seek new revenue sources to mitigate costs of operations
- maintain the excellent 5-star rating on Trip Advisor
- collaborate with other Visitor Centres to stay on top of trends & best practices
- create volunteer opportunities for members of our community to engage with visitors
- find creative ways to serve visitors, for example using roving Visitor Counsellors
- engage with service clubs, volunteer organizations, businesses and community members to support initiatives and development of services, events and opportunities for the community and visitors

- support local tourism operators and businesses
- maintain its active role in the Destination BC Visitor Services Network
- maintain and track visitor statistics
- actively participate on the Port Hardy Tourism Advisory Council, the Vancouver Island North Tourism Advisory Committee and others as relevant and appropriate

**5. How will potential clients be informed of your activity or project and how will they access your services:**

Visitors and other stakeholders learn about us through a variety of channels,

- word of mouth
- signage (highway and in town)
- social media (Facebook, Twitter, Instagram)
- visitporthardy.com
- Trip Advisor
- online & print advertising
- participation in community events
- networking opportunities through partnerships with Destination BC, Tourism Vancouver Island and Vancouver Island North Tourism.

**6. What are the expected outcomes of your activity or project:**

The expected outcome of reliable, comprehensive and professional services for visitors is increased length of stays and visitor spending within the District of Port Hardy.

We also expect to see increased interaction and engagement with the community, businesses, tourism service providers and other stakeholders.

**7. List any relevant project/program statistics including a listing of the number of clients served in the past two years and the number expected to be served during the duration of this grant:**

For the each of the past two to three years on average 12-14,000 visitors have come through our doors. This does not include the hundreds of emails and phone calls we respond to throughout the year.

We expect with marketing activities undertaken (starting in 2017) as part of the MRDT (hotel tax) 5 Year Strategic Plan that these numbers will gradually increase as more potential visitors become aware of what our town and region can offer.



**8. Describe how results of the project are to be measured or evaluated, including any evaluation or measurement results from past years:**

We measure success through statistics collected and submitted to Destination BC. The stats provide information about volume of visitors, where they are from, length of stay and what interests they have. This information is collated and analyzed by Destination BC and is kept up to date and available to us for planning purposes.

The VIC continues to use this as a baseline measurement of marketing and engagement efforts.

In addition, the VIC monitors online engagement through our website, Facebook, Twitter and Instagram

**9. Identify any like or similar projects offered in the District and if so a description of the uniqueness of your specific project:**

No other organization operates year-round and provide the same level of comprehensive services as the Port Hardy Visitor Centre.

**10. List any organizations with whom you collaborate or partner in order to provide client services:**

We provide visitor services in collaboration with a vast and varied network which includes:

- Destination BC
- Tourism Vancouver Island North
- Tourism Vancouver Island
- District of Port Hardy
- Quatsino First Nation
- North Island Employment Foundation
- Neighboring North Island communities
- Local tourism operators
- Local media
- Local hotels and other accommodation providers
- BC Ferries and other transportation providers
- Chambers of Commerce from around BC
- Visitor Centres from around BC

**11. List other funding sources.**

Destination BC  
Canada Summer Jobs Program  
Advertising & retail sales  
Wage Subsidy Programs  
Events & Sponsorship  
Port Hardy Chamber of Commerce

**Financial Information:**

**The following documents must be attached to this application:**

- a) Budget for the entire organization including both revenues/expenditures and any in-kind support or expenditure;
- b) Itemized list of all revenues/expenditures relating to the amount of the grant being applied for;
- c) Financial statements from your most recent fiscal year end and
- d) Copy of your most recent month-end financial statements.

**1. Provide rationale for any surpluses identified in attached financial statements (e.g. is surplus restricted and if so for what purpose?):**

Any year-end surplus contained within the VIC operations budget is designated to contingency and/or special projects in the following fiscal year. We will not know about the the availability of special projects and/or contingency funds until the close of the 2017 fiscal year.

**2. Outline your contingency plan if this grant application is not approved:**

The sources of revenue detailed in the budget are contingent upon having the reliable source of baseline funds that the Fee for Service provides. The Chamber of Commerce has worked hard over the years to build up other revenue sources for the VIC, like retail sales, sponsorship, wage subsidies and grants, to ensure the that we can operate at peak capacity and maintain top notch quality services. Simply put, the Chamber of Commerce would be unable to operate the Visitor Centre without this investment by the District of Port Hardy.

**\*\*Please use the space provided. Information provided in addition to what is asked for will not be considered in the grant adjudication process.\*\***

## Visitor Information Centre Budget

Account Name	2017 Forecast June 30		2017 Budget		2018 Budget	
	Revenue	Expense	Revenue	Expense	Revenue	Expense
Canada Day Contract	4,200.00		2,500.00		0.00	
Pumpkin Patch	400.00		400.00		400.00	
Ocean Days	550.00		500.00		0.00	
Filomi Days	500.00		2,000.00		500.00	
Internship	4,029.00		5,000.00		0.00	
Canada Summer Jobs	6,880.00		3,000.00		6,880.00	
BC Ferries Reservations	350.00		350.00		350.00	
Special projects/contingency	5,000.00		5,000.00		0.00	
Special Projects MRDT	12,500.00		12,500.00		0.00	
Advertising Recovery	2,000.00		2,000.00		0.00	
Grant Revenue Tourism BC - VIC	25,000.00		25,000.00		25,000.00	
Grant Revenue Dist of PH - VIC	55,000.00		55,000.00		55,000.00	
Retail Sales Revenue VIC	19,000.00		19,000.00		19,000.00	
Miscellaneous Revenue	3,900.00		250.00		325.00	
<b>Total Revenue</b>	<b>139,309.00</b>		<b>132,500.00</b>		<b>107,455.00</b>	
Accounting Fees 50%		1,500.00	1,500.00			1,000.00
Advertising		3,500.00	3,000.00			3,000.00
Shared Advertising			2,000.00			0.00
Bank Charges and Interest 50%		250.00	250.00			250.00
Cash Over/Short		75.00	75.00			75.00
Computer expenses 75%		1,800.00	1,800.00			1,800.00
Cost of Goods Sold		12,000.00	12,000.00			10,000.00
FAM tour		5,732.00	2,000.00			0.00
Freight Expense (incl w/postage)		0.00	200.00			0.00
Hydro 70%		2,240.00	2,240.00			2,230.00
Insurance 75%		2,940.00	2,940.00			3,150.00
Merchant Fees VIC		1,100.00	1,050.00			1,200.00
Office Supplies 50%		1,200.00	1,100.00			1,000.00
Postage & Freight 25%		300.00	100.00			375.00
Repairs and Maintenance 75%		2,000.00	2,500.00			1,500.00
Special Events Expenses		1,500.00	1,500.00			0.00
Special Events: Canada Day		2,600.00	2,500.00			0.00
Seminars & Courses		0.00	1,500.00			0.00
Sponsor Organization Fee		19,000.00	19,000.00			0.00
Travel - local			250.00			125.00
Telephone 75%		3,290.00	3,290.00			3,000.00
Website			150.00			
Xerox 75%		2,500.00	2,500.00			2,250.00
Wages - Management						20,200.00
Wages - Visitor Services Manager (Disc in 2018)		40,000.00	40,000.00			0.00
Wages - Admin & Visitor Services		11,500.00	11,500.00			13,660.00
Wages - Seasonal Staffing		18,710.00	10,900.00			17,940.00
Mandatory employment costs		4,700.00	4,700.00			4,500.00
Contingency		0.00	2,700.00			0.00
		<b>138,437.00</b>	<b>133,245.00</b>			<b>107,455.00</b>
<b>NET</b>		<b>872.00</b>	<b>-745.00</b>			<b>0.00</b>

NOTE: MRDT not included in VIC Budget in 2018

### MRDT Service Provider Contract 12,500

\$5500 Project Management

\$7860 wages for marketing staff assigned to the project

\$2,000 equipment, office & supplies

NOTE: where percentages are indicated these expenses are shared with the Chamber of Commerce