

City Staff Report

Original signed by: City Manager Johnson

Report Date: Wednesday, November 15, 2023

Meeting Date: Tuesday, November 21, 2023

To: City Manager

From: Manager of Economic Development & Tourism

Subject: Maximizing the economic impact of the BC Winter Games

Purpose

The purpose of this report is to receive Council approval for up to \$10,000 of Council Initiatives funds to be used towards marketing tactics during the Lhtako Quesnel 2024 BC Winter Games.

Summary

Working together with partners who have worked together in the past as the Business Support Team, City of Quesnel staff along with the Cariboo Regional District, Community Futures North Cariboo, Quesnel & District Chamber of Commerce, Quesnel Downtown Association, West Quesnel Business Association, South Quesnel Business Association, and the Regional Manager, Regional Economic Operations Branch, Ministry of Jobs, Economic Development & Innovation have developed a project which aims to:

- 1) Make the best possible impression on visitors during the Games
- 2) Maximize visitor spending during the Games
- 3) Encourage Games visitors to return to Quesnel

Tactics include:

- Providing a "made in Quesnel" snack for hotel guests at check in (also available at the Visitor Centre for those staying with family/friends)
- Promotion of available winter activities during the Games (landing page, rack card, pre-written letter home)
- Promotion of unique Quesnel shopping experiences and promotions during the Games
- Promotion of summer and winter Return to Quesnel Giveaways, promoting both summer and winter activities, and driving traffic to tourismquesnel.com, acquiring new newsletter subscribers
- Social and digital campaigns that will promote contest entries, driving traffic to the tourism website
- Three sided "table talker" for hotel rooms, restaurant tables, point of sale locations, featuring winter activities, summer activities, and make the move (move to the Cariboo) links (one theme per side)

Total project budget is \$28,000 including welcome, design support, print, postage, and digital and social advertising campaigns.

Additional free tactics taking some legwork that have also been discussed:

- Ensuring business owners and frontline staff are aware of the Games and prepared to make visitors feel welcome, prepared for peak times;
- Providing free space for families who may be visiting for the Games and need a place to go with young children away from sport competitions;
- Providing a co-working workspace for parents/officials who may be working remotely while visiting;
- Welcoming Games visitors and athletes on all digital signs.



Recommendation

THAT Council approves the use of up to \$10,000 of 2023 Council Initiatives funds toward Business Support Team tactics supporting the economic impact of the Lhtako Quesnel 2024 BC Winter Games.

Council Policy

CF-11. (Council Initiatives) funds may be used for planning, marketing or capital initiatives that meet the following criteria:

1. Alignment with Strategic Plan and;
2. Timing is of the Essence (project cannot wait until next budget cycle).

In addition, initiatives that take advantage of other sources of external funding have higher priority.

Strategic Objective

7.1.3 Focus on Economic Development through hosting events and tournaments

Financial Implications

The total project budget is \$28,000.

Item	Budget
Welcome	\$9,000
Design	\$3,400
Print	\$2,600
Landing Page	\$5,000
Digital/social campaign	\$5,900
Giveaway	\$2,100
Total	\$28,000

Partners have indicated an interest in contributing to the project but have not confirmed the amount they are able to contribute.

Partner	Contribution
City of Quesnel	\$10,000
Cariboo Chilcotin Coast Tourism Association (TBC)	\$5,500
Four Rivers Co-Op (CF North Cariboo applied on behalf of the team – TBC)	\$5,000
Business Support Team partners (TBC)	\$7,500
Total	\$28,000

Background

The Lhtako Quesnel 2024 BC Winter Games will be held February 22 – 25, 2023. The Lhtako Quesnel 2024 BC Winter Games Society is responsible for organizing the event, recruiting and recognizing volunteers, planning activities for the athletes outside of sport competitions, and providing meals and accommodations (in schools) for athletes, coaches, and officials. The Protocol Directorate is responsible



for welcoming approximately 35 – 40 VIPs to the community for the Games. This project will complement the work of the Protocol Directorate to ensure that all adult visitors have the best possible experience, encouraging spending during their stay and return visits.