



# 2020 BUDGET

## Facts about MRDT Program

- 5 Year Term – July 1, 2017 to June 30, 2022
- 2% Approved & Supported by Accommodators
- City of Penticton currently designated Eligible Entity
- Partnership between Ministry of Tourism, Arts and Culture, Ministry of Finance and Destination BC
- Any changes would require a new application supported by local accommodators (51% of rooms by of 51% properties)
- Marketing Strategy & Annual Reporting provided by Travel Penticton to Destination BC
- OAP MRDT 2% goes to Travel Penticton, \$50K rebate back to City for Event and **Major Event Aesthetics** initiative

## Benefits of City to TP Funding - \$300,000 Visitor Services Agreement

- Operation, Rent, Overhead & Staffing of:
  - Visitor Services: 30,000 **direct** interactions with Visitors
    - Main Visitor Centre 888 Westminster
    - Satellite Visitor Centre: Tent at Peach (June – Sept)
    - Mobile Visitor Centre: Van & Tent Saturday Market & Events
    - **NEW**: Airport Visitor Info Kiosk – Electronic & Print Media
    - All administration for tracking, reporting to Destination BC
    - Acquisition of **Jubilee Pavilion** for Satellite Visitor Info Kiosk is crucial to maintain efficient Visitor Information Services and project a positive image to visitors and **remain competitive** with our neighbouring communities and increase Visitor assistance numbers

## General Collaborative Initiatives

- Direct Collaboration and Financial Support to marketing of the PTCC, SOEC & Member Convention Facilities
  - Conference Planner FAM Tours & Hosting
  - CSAE and other Planner Forums & Electronic Booking Platforms
  - NEW Penticton Conference Video
- Collaboration with City Sport & Event department
  - Direct cooperative communication re existing and attracting potential new events, meetings & conferences
  - Financial, marketing and administrative support of Ironman Canada bid and event (on going)
  - Creation of Ironman 'sizzle' video for social media distribution
  - On-going social media support and collaboration (Ironman & other)
  - Support through sponsorship of 320 room nights (\$96K) for IC staff

## General Collaborative Initiatives

- \$50k OAP rebate to City for **Major Event Aesthetics** initiative
  - Collaborative initiative for improved banners, way-finding, event-specific branding on streets, main event area.  
Goal to build strong image, community engagement and pride.
- Local Business support through training seminars/workshops
- Offer Product, Facility and Destination enhancement opportunities
- Regular bi-weekly meetings with TP, City Ec Dev, Chamber, PHA
- Marketing of Penticton's assets supporting and promoting city's Economic Development through enquiries at the Visitor Centre, Conferences, Consumer Trade Shows – *TP is the First Contact*
- Support of community events; Travel Penticton does not 'run' events

## 2020 Key Projects

- Tourism Economic Impact Assessment (TP, City)
- Culinary Trail & Accessible Tourism Initiative (WED - CEF)
- Fuel Free...or almost Promotion
- Ironman Canada (\$96K - 320 Room Nights Support)
- Train Early – Train Late (aimed at shoulder season athletes to come and train)
- Permanent Satellite Okanagan Beach Visitor Info Centre
- TRUE - Local Tourism Expo
- Collaboration with City, Chamber, DPA initiatives
- Continued promotion of Penticton as a destination for tourism and a place to live and start a business

## 2020 Budget - Revenue

| Revenue                            | Budget                |       |
|------------------------------------|-----------------------|-------|
| Municipal Contract for Service     | \$300,000.00          | 22.6% |
| MRDT Revenue (projected)           | \$640,000.00          | 48.4% |
| OAP Revenue (projected)            | \$110,000.00          | 8.3%  |
| Co-op & Special Project Revenue    | \$10,000.00           | .75%  |
| DBC Visitor Centre Network Funding | \$25,000.00           | 1.9%  |
| Stakeholder Marketing Services     | \$40,000.00           | 3%    |
| Experience Guide Advertising       | \$55,000.00           | 4.2%  |
| Grants (WED & other)               | \$91,000.00           | 6.9%  |
| Retail Gross Sales Revenue         | \$45,000.00           | 3.4%  |
| Other (interest/commissions)       | \$7,000.00            | .55%  |
| <b>Revenue TOTAL</b>               | <b>\$1,323,000.00</b> |       |

## 2020 Budget – Expenses

|   | Budget                |       |
|---|-----------------------|-------|
| Marketing Initiatives (External & Regional)                   | \$340,310.00          | 21.4% |
| Projects (Includes \$50k City Rebate Major Events Aesthetics) | \$463,000.00          | 29.1% |
| Member Services   | \$145,000.00          | 9.1%  |
| Marketing Staff Wages (5 Full Time)                           | \$286,380.00          | 18.0% |
| Visitor Centre Operations                                     | \$77,600.00           | 4.9%  |
| Visitor Centre Staff Wages (3 FT & 6 Seasonal)                | \$165,795.00          | 10.4% |
| Administration Expenses                                       | \$88,630.00           | 5.6%  |
| Other Expenses  | \$24,000.00           | 1.5%  |
| <b>Expenses TOTAL</b>   | <b>\$1,590,715.00</b> |       |



## Itemized 'Over-Budget' Statement

Through the amalgamation of Tourism Penticton & Penticton Hospitality Association, reserve funds were received. The over-budget spend is to draw- down on those reserves with Board approved, relevant initiatives.

Expenses over Income of Budget:

- Ironman Canada Sponsorship 320 room nights \$96K
- Tourism Impact Assessment \$70K Travel Penticton Direct Support
- CO-OP Funding for Members \$50K (3 yr commitment)
- MICE Extra Funding \$25K (3 yr commitment)
- Aglity PR Media Tracking \$24k (3 yr commitment)
- Other Items \$2,715 (Marketing)
- **Total (\$267,715) 2020 Operations**
- \*Additional **\$34,360** allocated for R&M and operations of Pavilion Visitor Centre (not listed in this budget until confirmation of facility is received)

## Team

### **Full Time Staff - Marketing**

Executive Director, Thom Tischik

Office & Special Projects Manager, Jo Charnock

Marketing Manager, Brad Morgan

Member Services & Marketing Manager, Karen Davy

### **Full Time Staff - Visitor Centre**

Visitor Centre Manager, Graham Filek

Travel Experiences Councillor, Dawne Young

Travel Experiences Councillor, Cheryl Gill

### **Volunteer Staff - Visitor Centre**

2 current volunteers

### **Summer Staff - Visitor Centre**

6 Seasonal

# Questions

THAT Council approve in principle the Travel Penticton business proposed budget, subject to final review.