



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

A G E N D A
SPECIAL MEETING OF COUNCIL

Thursday, November 20, 2008

5:30 p.m.

Esquimalt Council Chambers

1. **CALL TO ORDER**

2. **LATE ITEMS**

3. **APPROVAL OF THE AGENDA**

4. **PUBLIC INPUT (On items listed on the Agenda)**

Excluding items which are or have been the subject of a Public Hearing.

5. **STAFF REPORTS**

Development Services

- (1) Phase 2 – UBCM Community Tourism Program, Staff Report No. Pg. 1 – 8
DEV-08-112

6. **PUBLIC QUESTION AND COMMENT PERIOD**

Excluding items which are or have been the subject of a Public Hearing.

7. **ADJOURNMENT**

STAFF REPORT

DATE: 18 November 2008 **REPORT NO.** DEV-08-112
TO: Tom Day, Chief Administrative Officer
FROM: Barbara Snyder, Director of Development Services
SUBJECT: **PHASE 2 - UBCM COMMUNITY TOURISM PROGRAM**

RECOMMENDATION

That Council authorize the submission of a grant application pursuant to Phase 2 of UBCM's Community Tourism Program to cover the costs of 1) hiring a consultant to implement the actions recommended in the Esquimalt Tourism Action Plan and 2) developing promotional tourism materials.

BACKGROUND

UBCM is offering grants to municipalities under Phase 2 of its Community Tourism Program. Esquimalt applied for and received a grant under Phase 1 and used those funds to complete a Tourism Action Plan [adopted May 2008]. Also as part of Phase 1, two information kiosks are being installed in the community.

The Tourism Action Plan identified the following 5 strategies as keys to increasing tourism activity in our community:

1. continue beautification activities on main entry roads
2. make it easy for visitors to get to Esquimalt [e.g. directional signs, maps]
3. identify festival and event opportunities
4. implement a 2% hotel tax and join Tourism Victoria
5. develop tour products [e.g. walking tours, history tours]

For Phase 2, staff have discussed the idea of a pilot project with the Community Tourist Program Officer. This would involve hiring a Tourism Officer under contract to implement actions identified on our Tourism Action Plan. The UBCM Program Officer has indicated that this project would be feasible provided that the Tourism Officer's position is not a duplication of an existing staff position. The person under contract would be specifically tasked with implementing the strategies identified above and there must be measurable outcomes of their work [e.g. more tourists using services such as the harbour ferries; new walking tour brochures; new directional and interpretive signage].

If Esquimalt's grant application is approved, there would be enough funding to cover the costs of hiring a consultant as a Tourism Officer as well as the production costs for signage, walking tour brochures, maps and other printed material. We would also be able to add at least one additional information kiosk [e.g. in Esquimalt Gorge Park].


Esquimalt's total Phase 2 Grant amount would be \$69,127 and it is proposed to use the money as follows:

- **Tourism Officer's compensation for**
 - designing directional signage for entrances and key points in Esquimalt,
 - creating interpretative signage for use in parks and nature areas,
 - developing tourism products such as walking and heritage tours, and
 - designing a tourist map and brochures..... **\$ 45,000.**
- **Production of Signs, Maps and Brochures** **\$ 12,000.**
- **Additional Information Kiosk in Gorge Park** **\$ 6,000.**
- **Printing Costs** **\$ 6,000.**
- \$ 69,000. Total**

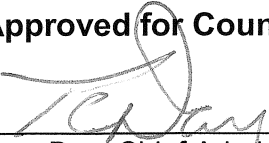
The Tourism Officer would be hired under contract and would work out of their home or office, not in the municipal hall, and would receive payment for completion of identified phases of their work. This would not be a Union position, no employee relationship would be established and no benefits would be paid.

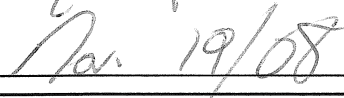
In order to claim our grant, a resolution of Council approving the application and accepting the terms and conditions of the program [attached] must be submitted to UBCM with a completed application by November 30th, 2008.

Once the application is approved, 75% of the funds [\$51,845] will be forwarded to the municipality with the balance paid on satisfactory completion of the project and the receipt of a satisfactory final report and financial summary.



Barbara Snyder
Director of Development Services

Approved for Council's consideration:


Tom Day, Chief Administrative Officer
Dated: 

UBCM Community Tourism Phase 2

Fax: (250) 356-5119

Mail: 545 Superior Street, Victoria, BC, V8V 1T7

E-mail: lgps@civicnet.bc.ca

PROGRAM & ACCESS GUIDE

Contents

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2. Eligible Applicants
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1. Introduction

The Program and Access Guide describes the purpose of the Community Tourism Program and how to make an application.

Purpose and Objective

The Community Tourism Program was initiated by the Premier when program funding was originally announced at the 2004 UBCM Convention:

I want you to be able to tell your stories. I want you to be able to show off your communities wherever you live in the province. The province will make a one-time grant of \$25 million to the UBCM to allow you to tell your stories of tourism across B.C. I want you to understand this is going to be your money. You can use it how you see fit, whether it's for marketing or building products or connecting with other people.

Since then, the application process for Phase 1 of the program has been completed and a variety of tourism projects are being completed across the province. Local governments were given the opportunity to provide feedback on Phase 1 and the design of Phase 2. Given the overwhelming support for the program to remain consistent with Phase 1, we are pleased to launch Phase 2 as a repeat of the Phase 1 program.

Program Goals:

The primary goal is to assist local governments in increasing tourism activity that will build stronger economies.

Indirect goals include:

- Help ensure that the Province achieves its goal of doubling tourism in the next ten years and support the Province's Spirit of 2010 Tourism Strategy;
- Enhance the program management capacity of UBCM; and
- Increase industry's awareness of the role of local government.

Guiding Principles:

The guiding principles remain consistent with the first phase of the program.

1. Fair and equitable access to program activities by local governments.
2. Recognize and accommodate the relative capacity of smaller communities.
3. Avoid duplication of existing tourism initiatives (particularly in marketing); should encourage innovative partnerships; and where appropriate, complement initiatives of other agencies.
4. Recognize the diversity of readiness and tourism development needs of different communities.
5. An open and transparent participation process.
6. Fill the gaps in sectors not being marketed or areas that have yet to identify their potential.
7. Communities should have wide latitude to determine which activities would be of greatest assistance to increasing tourism activities; the program should not be overly prescriptive in terms of eligible activities.
8. Recognize the variety of roles played by local government.
9. Funding is not to be used to replace existing local programs or activities and should result in new, increased activities.

2. Eligible Applicants

All local governments are eligible for funding under this program. Other agencies can be delegated responsibility to undertake projects, but receipt of funds and all application and reporting functions must be undertaken by the local government.

3. Eligible Projects

Eligible projects are those that support the program goals and enhance tourism development. Eligible activities include but are not restricted to:

- Development or upgrading of tourism plans;
- Implementation of initiatives identified by tourism planning activities;

- Development or enhancement of tourism marketing promotional tools such as signage, brochures, and websites;
- Visitor information centre improvements;
- Development or enhancement of festivals and events;
- Capital projects directly related to tourism promotion.

Joint initiatives with other funding partners are encouraged. By combining funding at regional or other scales for joint initiatives it is possible to facilitate larger scale projects which benefit a larger geographic area. However, regional district funding formulas are based on electoral area populations, and are intended to serve those areas.

Conditions of application

Applications must demonstrate a business case or other planning process has been undertaken, or will be undertaken, to support the intended use of the funds. Evidence may include:

- A current tourism plan;
- Minutes/summary of a community forum or stakeholders meeting;
- Proven review of other informational resources;
- Other market research.

Those without existing or updated tourism plans for their community or region are encouraged to undertake this planning with part of the funds and to indicate this in the application.

4. Eligible Project Costs

Eligible costs means direct costs properly and reasonably incurred and paid by the local government in the development or implementation of an eligible program. A local government is eligible to be funded at 100% of the total program costs, to a maximum contribution as determined by the per-capita funding formula (see Schedule 1, *Funding Breakdown with Maximum Entitlements*). Applicants may apply for a portion or all of the funding allocated. Any unused portion will remain available for application in support of another project at a later date.

Cost sharing is not a requirement, but local governments are strongly encouraged to identify other potential funding sources to better leverage the funds.

Ineligible Project Costs

- Any project that directly duplicates an existing tourism initiative.
- Subsidies to existing programs.
- Any activity that does not support the provincial objectives and is NOT directly related to:
 - tourism planning and/or promotion.

- implementation of tourism initiatives.
- development or enhancement of tourism promotional tools including visitor information centres.
- development or enhancement of festivals and events.
- tourism related capital projects.

5. Selection Process

Screening Criteria

All applications must meet the following criteria.

- Application must be submitted by an "eligible applicant" and for an "eligible program"
- The Application Form provided with this guide must be completed and form a part of the application package.
- Application must be complete and include the information outlined in section 7.
- Application should demonstrate clear and measurable outcomes.

6. Payments, Records and Accounts for Approved Projects

The Program Officer will inform successful applicants by letter.

Payments & Reporting Requirements

Seventy-five percent (75%) of the approved grant amount will be forwarded on approval. The balance will be paid on satisfactory completion of the project and the receipt of a satisfactory final report and financial summary.

A final report must be completed before final payment is issued and demonstrate that the funding was used to improve tourism activity in the community. This report may contain but not be limited to the following:

- Statistical data around number of visits
- Anticipated visitor traffic based on enhanced services or available activities
- Projected revenues
- Quantity of products produced
- Anecdotal information/media clippings

A progress report is due 12 months after funding is received if project is not complete.

Accounting Records

A statement from the Chief Financial Officer verifying the total cost of the project is also required as part of the final report. Where applicable, this statement should also identify other contributions such as "in-kind", matching funding, and other revenue sources required to complete the project.

Chief Financial Officers must maintain acceptable accounting records that clearly disclose the nature and amounts of the different items of cost pertaining to the program activities. It will also attest that funding was for new activities and was not used to fund an existing program. The Program Officer may require applicants to provide details of the types and amounts of expenses incurred

Changes or Variations to an Approved Project

Local governments need to advise, in writing, of any variation from the approved project (e.g. changes to milestones and deliverables). Program Officer's approval may be required for such changes.

Terms and Conditions.

In applying for the Community Tourism Program grant administered by the UBCM, the following terms and conditions must be agreed to by the local government and will form part of the funding agreement.

1. That, as the applicant, local government is responsible for receipt of funds, application and reporting functions, even when other agencies have been delegated responsibility for undertaking the project.
2. That all projects funded under this program must support the program goals of enhanced tourism development in British Columbia.
3. That funding will not be used to duplicate or subsidize existing programs.
4. That, where a funded project is not completed within a 12-month time frame, a progress report including funds expended to date will be provided to the Program Manager.
5. That a final report detailing what was achieved will be prepared and submitted to the Program Manager on project completion.
6. That any unused funds will be returned to the UBCM on expiry of the program.

7. Application Process

Where to Apply

Local Government Program Services
UBCM/Municipal House
545 Superior Street
Victoria, BC V8V 1X4
Phone: 250-356-5134

Fax: 250-356-5119

NOTE: New e-mail address for application submission is: lgps@civicnet.bc.ca

Further information:

Sue Clark, Program Officer Phone: 250-356-0876

E-mail: sclark@civicnet.bc.ca

Application Contents

The attached Application Form must be completed. Additional information must be attached to the form. Please ensure you attach a council or board resolution in support of the application and accepting the terms and conditions. Application must contain:

1. A description of the project to be undertaken
2. Evidence that a business plan or other planning process has been undertaken or will be undertaken to support the intended use of the funds and that the project will increase tourism in your community or region.
3. In the case of regional district programs, a description of how the project will increase tourism potential in the electoral areas or add value region wide.
4. Performance measures that will be used to determine the success of the undertaking.
5. General cost estimates of the activities to be undertaken.
6. The date when a final report with accompanying financial statements will be submitted.
7. A resolution from board or council approving the application and accepting the terms and conditions of the program as set out in section 6.4.
8. Contact information for the staff member responsible for the application.

When to Apply

The first intake for applications is open now and will close on November 30, 2008. Final reports must be received by December 1, 2009.

Attachments:

- Schedule 1. Community Tourism Program Funding Breakdown with Maximum Funding Entitlements

Information on the funding formula is available at www.civicnet.bc.ca. Go to "Programs and Services" then "Local Government Program Services", then "Community Tourism."

- Application form
- Informational document: "Determining a Community Tourism Project"