



Presentation to  
Council  
January 10, 2015





## AdvantageHOPE Background

- 2008 to present
  - Economic Development Strategy Steering Committee 2008
  - Economic Development Plan 2009
  - Hope Business & Development Society 2010
  - AdvantageHOPE 2011
- Vision: To be a leader in building a vibrant community with a diverse and sustainable economy
- Mission: To attract potential residents, investors and visitors to Hope through provision and promotion of local opportunities and experiences
- *“Building Community & Prosperity”*



# Purpose



- Foster alliances and broker relationships among business, the public sector and non-governmental organizations that contribute to community economic development
- Plan, research and facilitate the development of economic infrastructure and the realization of market potential for new and expanding businesses
- Champion the Hope area as a place to live and do business and promote the sustainable development of assets needed to accommodate new economic activity
- Ensure community and social values are incorporated into economic development



# Goals



The goals of the economic development process in the Hope area embody economic, social and quality of life values:

- Population growth that is able to sustain the services needs of the residents and labour market needs of the economy
- A base of sustainable jobs that will allow residents to earn a reasonable living within the community
- Protection of the quality of life attributes that have made Hope an attractive place to live
- A diversified economic base that is able to balance the local tax load and improve District finances
- A market-ready supply of infrastructure and employment land that is responsive to future community needs
- A viable economic development office with broad community support



# Introductions



- Board
  - Kent McKinnon, Chair
  - Ruby Rempel, Vice-Chair
  - Cathy Harry, Secretary/Treasurer
  - Don Wiens
  - Peter Scherle
  - Marg Millar
  - Anna Gladue
  - Steven Patterson
  - Glen Keil
  
- Executive Director
  - Tammy Shields
  
- Staff
  - Helen Kennedy, Operations Manager & Museum Curator
  - Visitor Centre staff (1 full time, 2 – 5 part-time)

+ service contractors



# Governing Documents



- Constitution & Bylaws
- Policies & Procedures
- Economic Development Plan
- Tourism Development Plans (Hope & Fraser Canyon)
- Official Community Plan
- Brand Book
- Draft Work Plan 2015
- Budget 2015



# 2014 Accomplishments



- Detailed reporting will be coming in 2014 Annual Report, in March 2015, including audited financials
- Highlights include:
  - Alignment of economic development and tourism
  - Organizational structure strengthened
  - Heightened regional impact/awareness
  - Economic development in action
  - Specific achievements in operations and projects/initiatives



# Operations



- Economic Development Office
  - Community outreach
  - Investor inquiries
- Visitor Centre & Museum
- [hopebc.ca](http://hopebc.ca)
- Social media accounts
- Events Poster
- Organizational Administration
- Board Administration
- Strategic Planning
- Finances
- Reports & Presentations
- Advertising Program







# Hope Visitor Centre and Museum Complex 2014

## Stats

### Visitors:

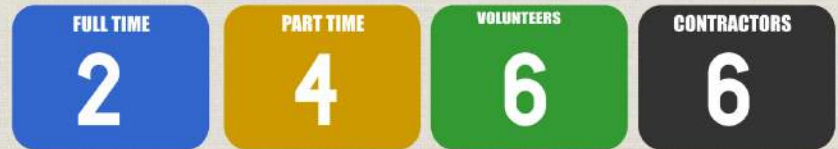


### Information Requests:



## PEOPLE

### Staff and Volunteers:



### Visitor Origin:



# Projects/Initiatives

## Asset Development



### ASSET DEVELOPMENT

- Coquihalla Picnic Area
- Skagit Gateway (BC Parks partnership...friends of the Skagit)
- Station House
- Gateway Signage
- Hunter Creek
- Signage – gateway, wayfinding, Hunter Creek, VC kiosk, highway
- Hope Nicola Trail Bypass (Coquihalla Canyon year round)
- Bike Park – Trans Canada Loop Trail – all partners on board except ubc
- Experience the Fraser (bridge/park), Landstrom Ridge & Bar, Thacker
- Mountain Regional Park Initiative,
- HBC Trail – 75km Hope to Princeton 1849



# Projects/Initiatives

## Marketing



- Community Branding
  - Image bank development
  - Brand story development
  - “How Do You Connect” Competition
  - Website integration
- Destination Marketing
  - Tradeshows
  - Trails of Hope Brochure
  - Visitor Guide
  - HBC Trail Brochure
  - Kettle Valley Express Print Ad









# Projects/Initiatives

## Business Attraction



- Resort Development
  - Barrick Gold
- Electric Vehicles
  - Tesla
  - Sun Country Highway
- Business Attraction
  - Invest in BC
- Summer Festival 2015



# Partnerships

- Hope Mountain Centre
- Communities in Bloom
- Pathway Partners
- Skagit Environmental Endowment Commission
- Chamber of Commerce







# Work Plan 2015



- Process underway with Board
- Current Snapshot of projects/ initiatives
- “On the radar”



# Draft Work Plan 2015



Project/Initiative	Description	Tasks
Economic Development Office	Acting as the front counter for all inquiries coming into the District of Hope regarding new business and investment opportunities	<ul style="list-style-type: none"> <li>Maintain a store front through Visitor Centre</li> <li>Provide information and respond to inquiries</li> </ul>
Visitor Centre & Museum Complex	The main purpose for AdvantageHOPE to manage this facility is to control and maximize its function as a marketing and promotion centre for the area	<ul style="list-style-type: none"> <li>Staff and operate VC &amp; Museum complex</li> <li>Meet requirements of VC Network program</li> <li>Capitalize on brand retail opportunities</li> </ul>
hopebc.ca	Single web portal to communicate with our target audience, potential investors, visitors and residents of Hope	<ul style="list-style-type: none"> <li>Ongoing maintenance</li> <li>Content development</li> </ul>
Social Media	Through hopebc.ca and tourismhopebc.ca, we are actively engaged in social media on a variety of different platforms	<ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>Instagram</li> </ul>
Station House	Kicks off the revitalization of Water Avenue, and Hope-Princeton Way, the main highway routes through town; salvages the Station House building and celebrates the legacy of the Station House Arts & Heritage Society; ideal location for Visitor Centre & Museum	<ul style="list-style-type: none"> <li>Work to move the project forward</li> </ul>
Economic Profile	Ensuring that potential investors, developers and residents have easy access to relevant information regarding the community and their decisions to do business here	<ul style="list-style-type: none"> <li>Develop better and locally unique data sources</li> <li>Develop Current Opportunities database</li> </ul>
Community Tourism Opportunities Program	CTO funding of \$21,000 committed for 2014/15 to Hope & Fraser Canyon regions; matching funds 1:1; to support tourism in the region	<ul style="list-style-type: none"> <li>Administering grant funded marketing program, including making proper remittances</li> </ul>
Community Branding	Continuing to build on the work completed in Phase I of the branding process to implement the brand and further develop the brand story	<ul style="list-style-type: none"> <li>FCSC brand integration</li> <li>Image bank development</li> </ul>

		<ul style="list-style-type: none"> <li>• Branding touchpoint inventory</li> </ul>
Resort Municipality Status	Achieve Resort Municipality Status within the province in order that Hope may participate in the province's resort municipality initiative funding program	<ul style="list-style-type: none"> <li>• Partner with Municipality to encourage going to the province to ask for official status as a "resort area"</li> </ul>
Scenic 7	Partnership with other Highway 7 municipalities to promote the route.	<ul style="list-style-type: none"> <li>• Yellow Banner Tour</li> <li>• Ad campaign development</li> </ul>
Destination Marketing Organization	Formally organize with regional partners to form an official Destination Marketing Organization. Formerly the Additional Hotel Room Tax, the MRDT is a 2% tax collected at the hotel counter – money is specifically earmarked for destination marketing spending; this is a prerequisite to participating in Resort Municipality Initiative Funding program	<ul style="list-style-type: none"> <li>• Strike regional partnerships</li> <li>• Work through the process with the province</li> <li>• Information campaign</li> <li>• Hotelier referendum</li> </ul>
Nickel Mine Resort Redevelopment (Barrick Gold)	Actively tracking project development and providing support where necessary. The project would be market-changing for Hope.	<ul style="list-style-type: none"> <li>• Act as key local contact &amp; support initiative</li> <li>• Provide data and support as required</li> </ul>
Tourism Trade Shows	Taking the 'show on the road' is an important marketing function to showcase local assets and attractions.	<ul style="list-style-type: none"> <li>• Vancouver Outdoor Adventure Show partnership</li> <li>• Chilliwack Home &amp; Garden Show</li> <li>• Washington shows?</li> </ul>
Skagit Wedge	Improvements to the property where the Skagit Kiosk was installed, including landscaping, signage, and beautification	<ul style="list-style-type: none"> <li>• Complete beautification project spearheaded by Pathway Partners and funded by SEEC</li> </ul>
Participation and Support in Community Planning	Actively participating in and encouraging support for community planning initiatives	<ul style="list-style-type: none"> <li>• Participate and support in OCP process</li> <li>• Initiate "Integrated Planning Committee"</li> </ul>
Strategic Planning	Important element of organizational management is strategic	<ul style="list-style-type: none"> <li>• Develop and implement 3-year strategic plan</li> </ul>



	planning to ensure that short-term operations are moving toward long-term goals	
Business Climate	Working with the municipality to ensure that investors and developers have a positive experience in trying to start or relocate businesses in Hope	<ul style="list-style-type: none"> <li>• Improve information accessibility through brochures and FAQs</li> <li>• Work with the District to ensure branding and marketing aligns with infrastructure projects</li> </ul>
Arts, Culture & Heritage Development	As opposed to looking for a “theme” for the town, focus should be on bringing out and showcasing the talent and culture available locally	<ul style="list-style-type: none"> <li>• Arts &amp; Culture centre – task force/planning committee</li> </ul>
Corridor Enhancements	Pursuing program opportunities to beautify, improve the pedestrian-friendliness of key town corridors; Wallace Street, Water Avenue, Hope-Princeton & 6 <sup>th</sup> Avenue	<ul style="list-style-type: none"> <li>• Explore brownfield policy development</li> </ul>
Trail Development Program	One of the key attractions of the Hope area is the abundant natural areas and trails; trail development and maintenance is imperative in our aspiration for resort area designation. Current projects include Othello Tunnels, Hope-Nicola Trail, and Experience the Fraser	<ul style="list-style-type: none"> <li>• Ongoing management and further development of the Trailhead Kiosk program</li> <li>• Support for continued Trails Inventory planning tool implementation</li> </ul>
Event Support	Events are an important part of creating a vibrant local community, and being able to draw in visitors.	<ul style="list-style-type: none"> <li>• Event support &amp; promotion</li> <li>• Event inventory (community calendar)</li> <li>• Event organization toolkit</li> <li>• Participant welcome kit</li> </ul>
Wayfinding Signage	Not only informational, wayfinding signage is an important visual branding element	<ul style="list-style-type: none"> <li>• Signage audit</li> <li>• Standard signage standards</li> </ul>
Gateway Signage	Gateway signage is one of those things that has the opportunity to make a big impact. Partnership with the Chamber	<ul style="list-style-type: none"> <li>• Redesign and produce new signs</li> </ul>
Hunter Creek Kiosk	Specific project with the Chamber that provides excellent	<ul style="list-style-type: none"> <li>• Partnership agreement with the Chamber</li> </ul>

	advertising opportunities to local businesses, and promotes the area to thousands of visitors annually	<ul style="list-style-type: none"> <li>• Content &amp; design</li> <li>• Production &amp; Installation</li> <li>• Ongoing maintenance/management</li> </ul>
Volunteer Encouragement	One of this community's great resources is the volunteer pool. The demographics are in our favour when it comes to people with availability for volunteering	<ul style="list-style-type: none"> <li>• Support volunteer coordination efforts</li> <li>• Work to elevate the volunteer experience in Hope</li> <li>• Volunteer appreciation</li> </ul>
Marketing Plan	Comprehensive marketing strategy that encompasses investment attraction & promotion, as well as destination marketing programs and initiatives	<ul style="list-style-type: none"> <li>• Inventory of ec dev publications</li> <li>• Inventory of destination marketing publications</li> </ul>
Investment Attraction & Promotion	Generating awareness about Hope within key market sectors within a 2-hr travel radius, as well as outside of the local area	<ul style="list-style-type: none"> <li>• Participating in high-profile trade shows</li> <li>• Maintain updated listing of opportunities through Opportunities BC</li> </ul>
Visitor Guide	One of AdvantageHOPE's mandates is to promote the area, and a visitor guide is essential. We have seen this as a partnership opportunity with Black Press	<ul style="list-style-type: none"> <li>• Work in partnership with Black Press</li> <li>• Reduce ad content in 2015</li> <li>• Increase brand messaging</li> <li>• Increase regional scope</li> <li>• Move up timeline</li> </ul>
Real Estate Marketing	Working with local real estate community to coordinate efforts so that local opportunities are reaching target market	<ul style="list-style-type: none"> <li>• Vancouver Real Estate show</li> <li>• Real estate print advertising campaign</li> </ul>
Marketing Program	An aggressive and multi-media integrated marketing program in 2015, featuring the "Embrace the Journey" tagline	<ul style="list-style-type: none"> <li>• Highway billboard advertising</li> </ul>
Mountain Bike Tourism Development	Leveraging off of the bike park, developing Hope's reputation as a mountain bike tourism hotspot	<ul style="list-style-type: none"> <li>• Work with Manning Park resort</li> <li>• Work with Mountain Bike Tourism Association</li> </ul>

Targeted Sector Development	Focus on business attraction in targeted sectors, i.e. high-tech, craft beer, coffee roasting, small entrepreneurs	<ul style="list-style-type: none"> <li>• “Brew Pub Wanted” advertising</li> </ul>
Food Truck Bylaw	Investigate this as a stimulator of downtown activity	<ul style="list-style-type: none"> <li>• review other municipal food truck bylaws and propose one that works for Hope</li> </ul>
“Proud to Live in Hope BC” campaign	Work with local hospitality sector to promote positive brand image	<ul style="list-style-type: none"> <li>• training sessions</li> <li>• Proud to Live in Hope BC merchandise</li> </ul>
Capturing Economic Value from Fishing	Work with our partners to identify how we can better capture value from this market	<ul style="list-style-type: none"> <li>• stakeholder input and program development</li> </ul>
Enhanced Reality Tourism App	Cutting edge technology to be competitive in the tourism marketing world	<ul style="list-style-type: none"> <li>• work with developer community to map out the process and identify funding streams</li> </ul>
Highway Signage Plan	The fact that “Hope” appears all over the province on road signs is a good thing, however highway signage immediately around the area could be improved	<ul style="list-style-type: none"> <li>• Identify sites, partners and guidelines</li> <li>• Communicate with MOTI to determine opportunities for and coordination with their highway signage</li> <li>• Consider themed ‘gateways’</li> </ul>

## Value for Investment?



- What does AdvantageHOPE “cost” the District of Hope?
  - \$250,000 in funding from the District of Hope in 2014
  - Partially offset by provincial contribution re: Visitor Centre
- What is the economic benefit of of AdvantageHOPE?
  - Direct economic benefit – in 2014, total revenues from all sources were \$354K, so >\$100K in leveraging
  - Cost savings in consulting fees, re: Economic Profile, brand development, marketing & design, ~\$20K
  - Indirect benefit - difficult to quantify, but even small examples demonstrate that there is a high return on the investment





Questions?

