

# City Staff Report

Original signed by: City Manager Johnson

**Report Date:** February 12, 2019

**Meeting Date:** February 19, 2019

**To:** City Manager

**From:** Economic Development Officer

**Subject:** Marketing Initiatives Update

## Purpose

The purpose of this report is to provide Council with an update regarding brand implementation and a number of marketing initiatives currently underway.

## Summary

Since launching the new City brand in January 2017, the corporate website in June 2017, and the tourism website in spring 2018, a number of other marketing initiatives have been underway.

### Video production:

With grant funding from Northern Development Initiative Trust and BC Rural Dividend, we have just completed a series of six resident recruitment videos that we will be launching this winter and fall.

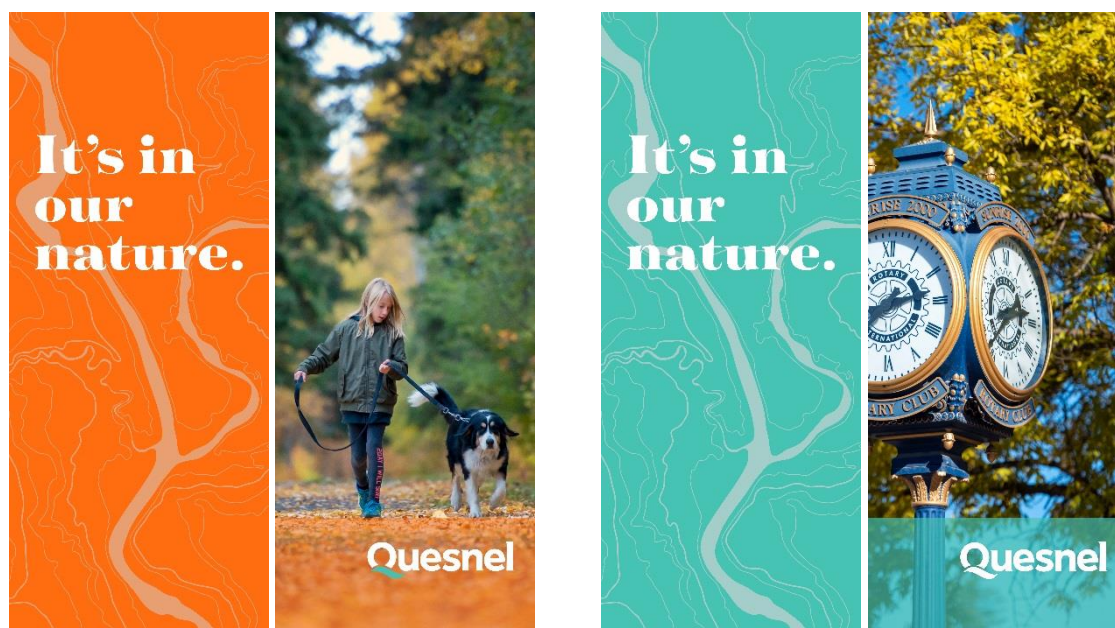
Through participation in the #SkiNorthBC campaign over the past three winters, we have acquired four videos promoting visits to Quesnel in the winter months. The most recent video can be viewed here:

[https://youtu.be/LwV\\_j3nwEZA](https://youtu.be/LwV_j3nwEZA)

### Street banners:

As part of our Place-making project, street banners have been designed and are ready to be put up in the spring.





#### Online advertising:

We have purchased advertising on websites that are a good fit with our brand (Angler's Atlas, [gocampingbc.com](http://gocampingbc.com)), and have participated in online marketing campaigns through SnowSeekers (#SkiNorthBC campaign) and the BC Ale Trail (Northern BC - <https://bcaletrail.ca/ale-trails/northern-bc/>)

Angler's Atlas email campaign banner ad:



#### Print advertising:

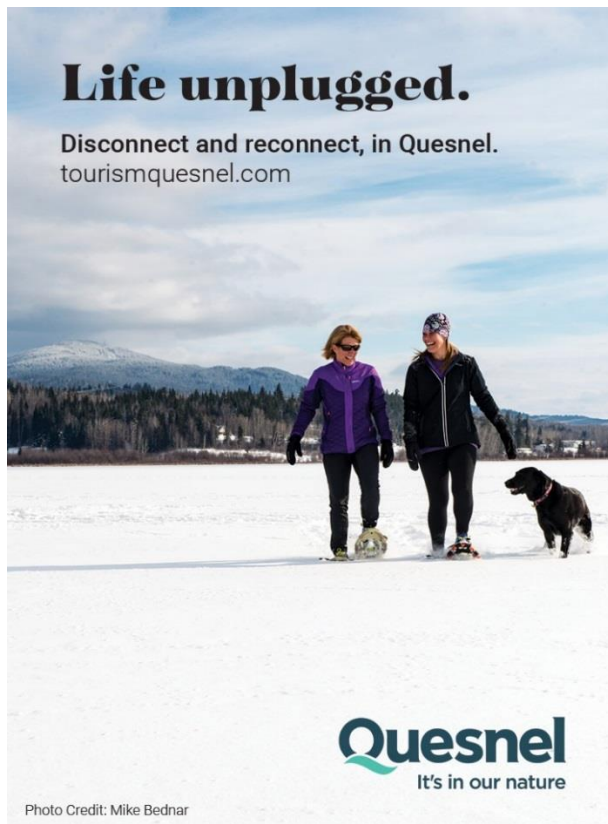
Generally, print advertising is placed in publications that target potential visitors and residents, with distribution beyond the North Cariboo, including: Cariboo Chilcotin Coast Tourism Guide, Central Mountain Air In Flight Magazine, BC Business Best Cities issue, Gold Rush Trail Guide.





# Life unplugged.

Disconnect and reconnect, in Quesnel.  
[tourismquesnel.com](http://tourismquesnel.com)



**Quesnel**  
It's in our nature

Photo Credit: Mike Bednar

# A natural balance.

City and nature, work and play; Quesnel has it all.  
[quesnel.ca](http://quesnel.ca)



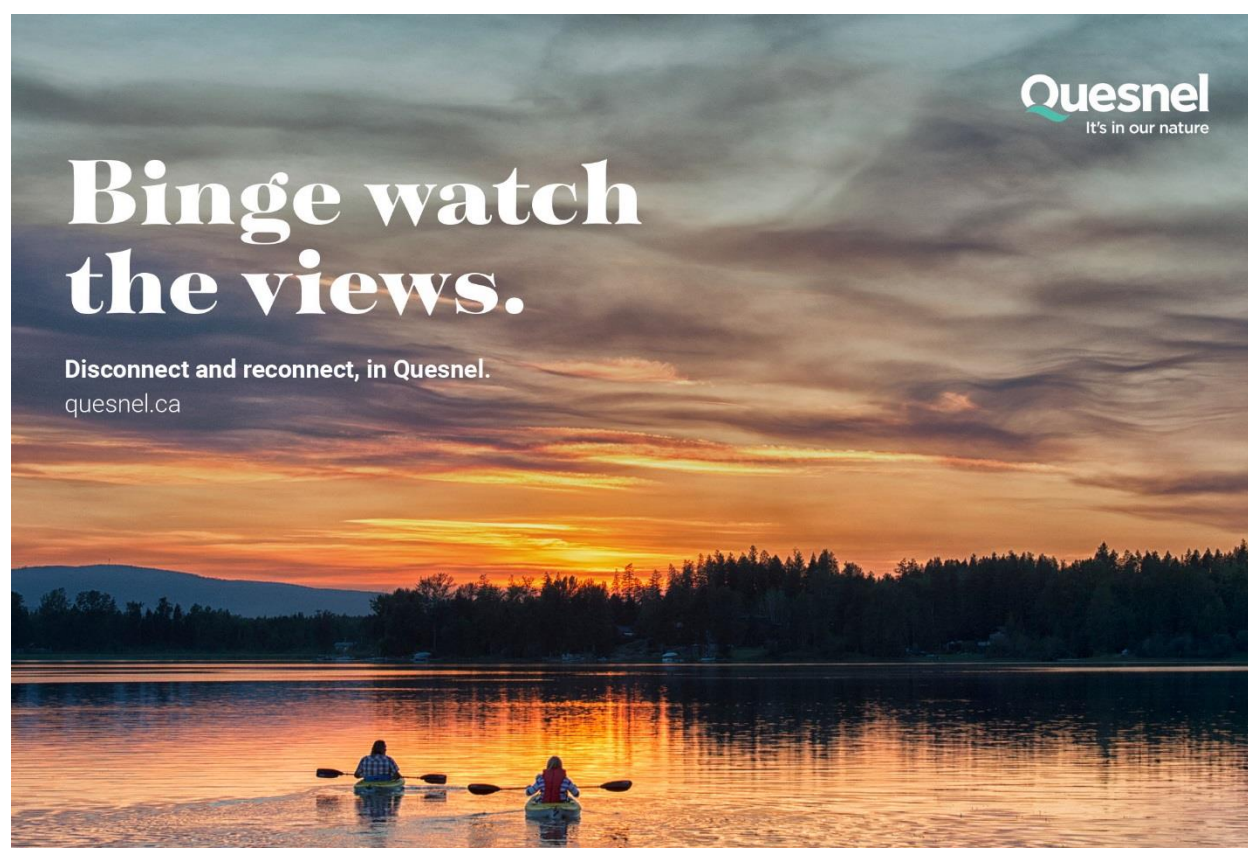
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## Social media

Both the corporate and tourism social media accounts continue to grow.

Account	February 2017	February 2018	February 2019
City of Quesnel Facebook	1857 likes	2646 likes	3607 likes
Explore Quesnel Facebook	754 likes	964 likes	1503 likes
Explore Quesnel Instagram	-	159 followers	1130 followers

The tourism channels have the highest reach when video content is included; engagement is high on posts containing user generated content.

## Additional initiatives:

City brochure – a new four-panel City brochure has been developed, highlighting the livability of our City, amenities, accessibility, affordability, and directing prospective visitors and residents to the appropriate websites to learn more.

Flatsheets – New flatsheets for distribution at the Visitor Centre and consumer shows. These replace three old sheets that promoted a single park/sheet. New sheets include: Doggy destinations, Parks our kids love, Trails for days, Escape the elements/Adventure in our backyard, and, Glimpse of the past





Adventure cards – In partnership with local businesses, these cards give visitors recommendations and encourage social sharing using the hashtag, #explorequesnel

Travel Guide – working with the Chamber of Commerce, the official Quesnel travel guide is fully on brand.

Community Profile – updated with recent statistics and on brand, available in print and online.

Welcome packages – these were distributed to curling athletes and can be adapted for delegates to future conferences and events in Quesnel.

### What's next:

- Attending the Vancouver Outdoor Adventure Show to promote travel to Quesnel and building an email subscription list for prospective visitors (March)
- Developing a series of tourism videos, filming in 2019, launch in 2020
- Global TV promotion (timing TBD)
- Trail map and mountain bike tourism campaign
- Additional photography
- Seasonal tourism emails to subscribers
- Relocation Guide
- Interactive itinerary builder on tourism website
- More social media contests
- A new spring event, in partnership with the BC Ale Trail
- Marketing materials to encourage housing development

### Recommendation

THAT Quesnel City Council receives this report as information.



## **Statutory Requirements**

Working within the Community Charter, businesses related to tourism have been asked to pay a small fee to participate in marketing initiatives. A notice was included with business license renewals and an advertisement was placed in the newspaper asking for expressions of interest from the business community to participate in cooperative marketing tactics with the City of Quesnel.

## **Strategic Objective**

Continue to implement the City brand through resident recruitment, marketing, and wayfinding initiatives.

## **Financial Implications**

The City of Quesnel received a \$250,000 BC Rural Dividend grant to cover costs related to additional marketing, April 2018 - April 2020. We are working to leverage this with additional grant funding through Northern Development Initiative Trust for specific tactics.

## **Background**

Brand Implementation, complete:

- City Hall signage
- Vehicle decals and magnets
- City pins
- City flag
- Council Chambers logo, nameplates, photos
- Corporate and tourism website
- City News, Property Tax Insert, Utility Insert, Business License Insert templates
- Letterhead, envelopes, business cards
- Most external forms and documents
- City map, travel guide, activity guide
- City brochure, museum brochure
- Podium
- Email system templates
- Sandwich board signs
- Pull-up banners, table cloths
- Name tags, ARC uniforms
- Presentation folders
- City hall email signatures
- Council and staff reports, power point presentation templates
- Civicweb
- Logo replacement on external websites
- Swag and clothing: toques, sunglasses, tshirts, mugs, pencils, stickers, water bottles
- Long service pins and awards
- Welcome banner for events

To complete in 2019

- Sign Strategy implementation
- Waterfront Plan
- Museum website
- Remainder of Development Services forms and documents
- Remainder of Finance forms and documents
- Remainder of email signatures



## **Attachments**

1. City brochure
2. Tourism flatsheets
3. Community profile

## **Concurrence**

Marketing Coordinator

Communications Clerk