

Welcome by Toby Barrett President of the Board



Agenda

Formal Proceedings:

- 1. Approval of the Agenda
- 2. Approval of the minutes from 2019 AGM
- 3. Board of Director Seat Announcements
- 4. Approval of the 2019 FY statements
- 5. Highlights of 2019 Annual Report
- 6. Motion to Adjourn

2020 Update

Virtual Town Hall



MOTIONS

- 1. To approve the Agenda
- 2. To approve the minutes of 2018 AGM



ELECTION OF DIRECTORS

By acclamation we welcome new board directors:

Dawn Mellings-Kynoch

Ryan Johannesen

Best Western Hotel

Glacier Raft Company

And welcome back returning directors:

Atma Sandher

John Lush

Brandy Beliveau

Graeme Kreiner

Ponderosa Motor Inn

Lush Mountain Accommodations

Bellstar Hotels & Resorts

Golden Golf Club



2020-2021 Board of Directors

Sector	Member Organisation	Representative
Town Accommodators	Best Western Mountain View	Dawn Mellings-Kynoch
	Ponderosa Motor Inn	Atma Sandher
	Prestige Inn	Treena Coney
Area A Accommodators	Lush Mountain Accommodations	John Lush
	Moberly Mountain Lodge	Lucille Hayward
	Mount 7 Lodges	Jo Best
General Accommodator	Kicking Horse Lodging	Brandy Beliveau
Tourism Operators	Golden Golf Club	Graeme Kreiner
	Glacier Raft Company	Ryan Johannsen
	Kicking Horse Mtn Resort	Toby Barrett
Community	K.H.C Chamber of Commerce	Tess Davies

Presentation of Financial Statements: 2019 FY Tourism Golden Marketing 2019 FY Visitor Services

By Kevin Cox, Cox and Company



TOURISM GOLDEN ASSOCIATION

Statement of Financial Position

December 31, 2019

	·	2019	10	2018
ASSETS				
CURRENT Cash and deposits Accounts receivable (Note 9) Goods and services tax recoverable Prepaid expenses Refundable security deposit	\$	193,881 127,824 21,705 4,417	\$	133,966 86,701 19,572 1,458 3,500
		347,827		245,197
CAPITAL ASSETS (Note 7)		1,817		1,272
	\$	349,644	\$	246,469
LIABILITIES AND NET ASSETS				
CURRENT Accounts payable Deposits received	\$	15,363 6,258	\$	20,085 6,048
		21,621		26,133
NET ASSETS Operating fund Capital asset fund		326,206 1,817		219,063 1,273
		328,023		220,336
TOTAL LIABILITIES AND NET ASSETS	\$	349,644	\$	246,469

TOURISM GOLDEN ASSOCIATION

Statement of Changes in Net Assets

Year Ended December 31, 2019

		Operating Fund	C	apital Asset Fund	2019	2018
NET ASSETS - BEGINNING OF YEAR	\$	219,063	\$	1,273	\$ 220,336 \$	212,288
EXCESS OF REVENUES OVER EXPENSES		109,557		-	109,557	10,799
Interfund transfers (Note 10)		(1,870)		-	(1,870)	(2,751)
Additions to capital assets		(1,355)		1,355	-	-
Amortization of capital assets	_	811		(811)	-	-
NET ASSETS - END OF YEAR	\$	326,206	\$	1,817	\$ 328,023 \$	220,336

TOURISM GOLDEN ASSOCIATION

Statement of Revenues and Expenditures

Year Ended December 31, 2019

Chadaned			
		2019	2018
REVENUES			
Cooperative marketing	\$	14,640	\$ 18,805
Website memberships		14,147	14,876
Partner funding		69,000	14,660
MRDT revenues (Note 9)		788,046	656,893
Travel planner		45,907	44,131
Grants		19,852	2,261
Event Grants & Sponsorship	_	2,500	4,000
		954,092	755,626
EXPENSES			
Marketing and promotion (Note 11)		598,551	527,228
Amortization		811	730
Business taxes, licenses and memberships		2,594	2,574
Employee Salaries		175,267	171,039
Insurance		2,494	2,176
Interest and bank charges		1,174	969
MRDT Administration fees		26,300	15,000
Office		4,656	3,171
Education & training		633	3,747
Board and governance		2,921	4,582
WCB Expense		918	-
Professional fees		2,381	2,040
Rental		4,944	4,923
Seasonal wages Telephone		13,534 2,789	3,591
Travel		3,208	2,177
Utilities		1.994	1,292
Ountes			
		845,169	745,239
EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS		108,923	10,387
OTHER INCOME Interest income		634	412
EXCESS OF REVENUES OVER EXPENSES	\$	109,557	\$ 10,799

MARKETING AND PROMOTION

	 2019	2018
Advertising, print	\$ 71,318	\$ 79,914
Stakeholder communication	6,287	2,099
Market Research - refer comment below	64,217	12,590
Consumer Shows	7,571	4,947
Travel Trade	_	340
Digital Marketing	123,179	113,854
Website	27,763	26,433
PR and Media	87,300	85,671
Photography & Videos	35,526	9,413
Fulfilment	2,466	3,586
Marketing Collateral	63,338	64,914
Content Production & Distribution	23,623	14,672
Visitor Services	50,000	50,000
Festivals & Events	4,211	15,820
Design & distribution	 31,752	42,975
	\$ 598,551	\$ 527,228

Market Research does not include temporary staff wages & costs to collect data.

TOURISM GOLDEN - VISITOR SERVICES

Statement of Financial Position

December 31, 2019

	· · · · · · · · · · · · · · · · · · ·	2019	2018
ASSETS			
CURRENT Cash Goods and services tax recoverable Prepaid expenses	\$	202,979 1,849 478	\$ 207,896 - 406
		205,306	208,302
CAPITAL ASSETS (Note 7)		12,937	 16,610
TOTAL ASSETS	\$	218,243	\$ 224,912
LIABILITIES AND NET ASSETS CURRENT			
Deferred Income/Revenue	\$	-	\$ 500
		_	500
NET ASSETS Operating fund Capital asset fund		205,306 12,937	207,802
	\$	218,243 218,243	\$ 224,412

TOURISM GOLDEN - VISITOR SERVICES

Statement of Changes in Net Assets

Year Ended December 31, 2019

		Operating Fund	Ca	apital Asset Fund	2019 (Unaudited)	2018 Unaudited
NET ASSETS - BEGINNING OF YEAR	\$	207,802	\$	16,610	\$ 224,412 \$	127,428
DEFICIENCY OF REVENUES OVER EXPENSES		(8,039)		-	(8,039)	94,233
Interfund transfers - net		1,870		-	1,870	2,751
Amortization of capital assets		4,349		(4,349)	-	-
Additions to capital assets	_	(676)		676	-	
NET ASSETS - END OF YEAR	\$	205,306	\$	12,937	\$ 218,243 \$	224,412

TOURISM GOLDEN - VISITOR SERVICES

Statement of Operations

Year Ended December 31, 2019

		2019	2018
REVENUES Advertising revenue Partner funding (Note 8) Grants	\$	11,153 104,520 8,256	\$ 11,370 220,000 10,177
Other revenue Retail	_	7,707 67,097	8,984 52,927
	_	198,733	303,458
EXPENSES Marketing and promotion (Note 9)		29,857	50,968
Amortization		4,349	5,356
Employee Salaries		86,932	81,053
Insurance		943	660
Interest and bank charges		2,677	2,483
Office		793	803
Education & training		3,381	1,515
Cost of Park Passes sold		55,705	47,437
Cost of KHMR Passes sold		2,007	-
Cost of Retail sales		5,727	692
Sani Dump Operations		701	4,300
Professional fees		1,485	1,444
Operational Maintenance & Supplies		8,739	7,937
Telephone Travel		1,623 275	1,575 858
Uniforms		486	783
Utilities		1,092	1,361
	_	206,772	209,225
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$	(8,039)	\$ 94,233

Motion to approve the Financial Statements presented

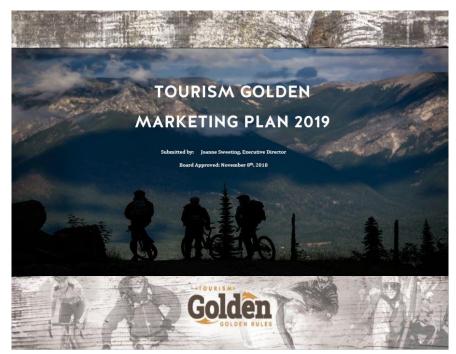


Highlights of the Tourism Golden Annual Report 2019 FY

by Joanne Sweeting



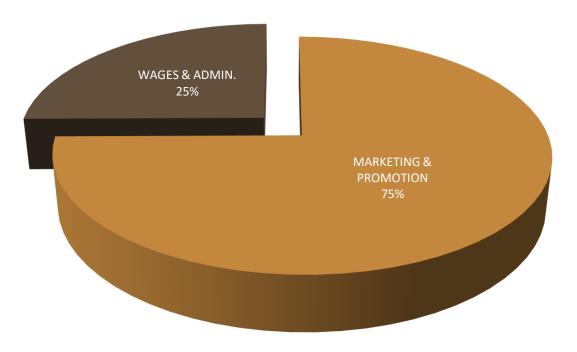




- ☐ Build on a strong brand
- ☐ Identify & own unique selling propositions
- ☐ Create, curate and communicate
- ☐ Educate & collaborate
- ☐ Inform & evaluate

FINANCIAL

2019 FY
ORGANISATIONAL EXPENSES



SITUATIONAL ANALYSIS

"2019: Another record-breaking year for Canada with 22.1 million overnight arrivals tourists"

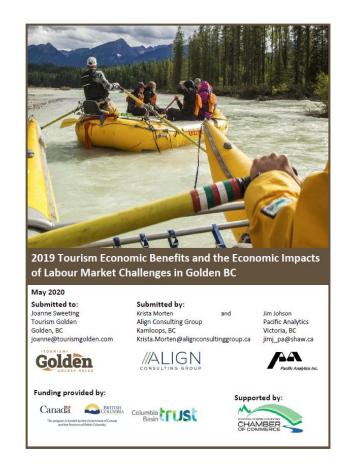
- ☐ Global +4%
- □ Canada + 6%
- ☐ British Columbia + 2.6%

DISRUPTERS

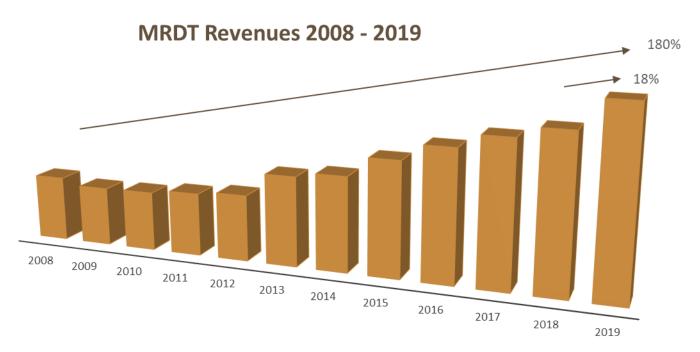
- □ 46% of businesses experienced labour challenges
- □ 31% unable to staff to full requirements
 - Increased overtime expenditure
 - Hired under-qualified staff
 - Management burnout
 - Reduced customer service
 - Reduced business hours
 - Increased business costs
 - Lost business

Cost:

- \$9.7 million in domestic output
- \$4.6 million in GDP
- \$3.5 million in labour
- 90 jobs
- \$1.5 million in taxes.



2019 HIGHLIGHTS - KPIs



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Series1	\$271,790	\$244,632	\$246,621	\$262,247	\$275,700	\$373,994	\$394,722	\$476,925	\$544,210	\$599,102	\$641,893	\$761,746

\$761,746.43

YTD change % 18.04%

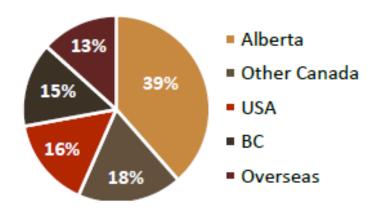
Overnight Visitors
Winter Summer
2018/19 2019
89% 84%

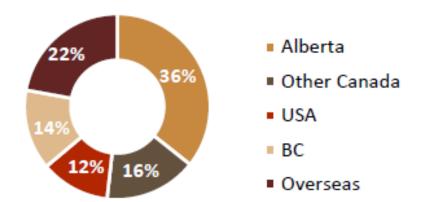
Average Length of Stay (Nights)				
Winter	Summer			
3.5	2.5			

2019 HIGHLIGHTS – TARGET MARKET PENETRATION

Winter 2018-19

Summer 2019





WEBSITE ANALYTICS

Jan 1, 2019 - Dec 31, 2019



Unique Users 333,927 t 64.8% Organic Searches 125,106

Digital Campaigns 246,630 \$\) 288.5%

Web Visits: 463,446



All Activities Page Views 391,868

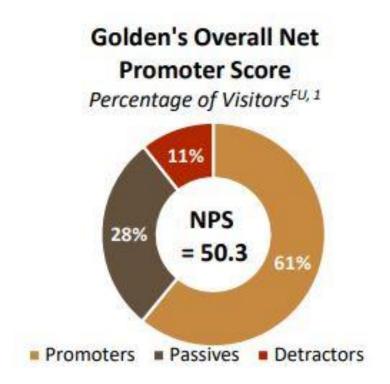
Top 5 Country of Origin by Visit

Country	Sessions -	% ∆
Canada	257,500	33.7%
United States	167,764	264.5% 🛊
United Kingdom	8,717	25.7%
Australia	4,824	10.3% 🛊
India	3,239	221.3% 🛊

Content Drill down/Page views

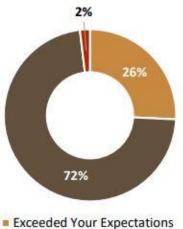
Activity •	Page Views	% ∆
Biking	24,102	23.9% 🛊
Fishing	14,483	21.0% 1
Heli & Cat Skiing	3,377	21.0% \$
Hiking	76,854	375.7% 🕯
Other	46,243	299.6% 🛊
Parks	7,981	-63.8%↓
Rafting	11,740	14.2%
Ski Touring	3,135	28.0% \$

2019 HIGHLIGHTS – MEETING EXPECTATIONS



How Did Golden Meet Your Expectations?



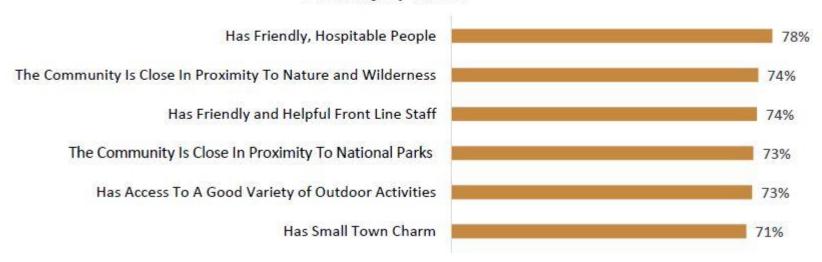


- Met your Expectations
- Fell Short of Your Expectations

2019 HIGHLIGHTS – PERCEPTIONS

How Important Was Each Factor In Deciding To Visit Golden?

Percentage of VisitorsFU

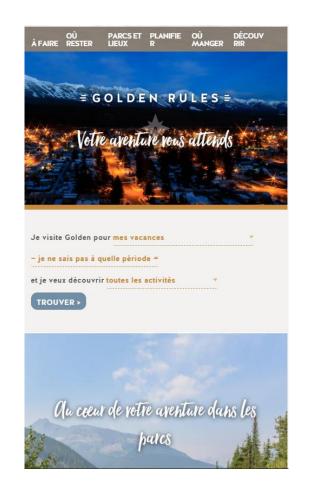


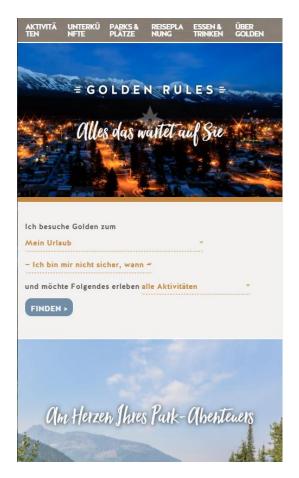
RESEARCH

- □ Value of Tourism in Golden 2019
- □ Economic Impact of Labour Market Challenges
- □ Seasonal Visitor Studies
- ☐ Tourism Sentiment Index
- ☐ STR Destination Report

Asset Development

Website: French, German, Chinese language







Asset Development

Videos:

- Destination
- ☐ Fishing (Hooke)
- Mountain Biking & social shorts (Kootenay Dirt)
- □ Locals Lowdown

2019 VALUE OF TOURISM IN GOLDEN BRITISH COLUMBIA

Golden's tourism industry contributes significant economic benefits to the Golden area and the rest of BC.

285

Tourism-Related Businesses²

\$124.5 million

direct tourism revenues collected by tourism-related businesses in 2019.^{1,} On average, 75% of gross

business revenues⁷ are generated from tourism

In 2019, the Golden tourism industry generated:3.4

\$87.8 million in GDP \$174 million in domestic output \$34.5 million in tax revenue

2019 Tourism Revenues

(\$124.5 million)



Employment



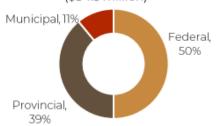
1,866 Jobs

1,392 Full-

Time Equivalents

2019 Tax Revenue Paid

(\$34.5 million)



Average summer visitor party expenditures in Golden: \$606

BC Visitor = \$415 Alberta Visitor = \$576 US Visitor = \$670 Overseas Visitor = \$720

2019 Labour Income⁶



\$350 in average client expenditure at tourism-related business.

\$496,130 average toursim revenues in 2019 for Golden tourism-related busineses.

\$44.5 million in

revenues generated from paid accommodation.

88% from hotel/motels.

8% from short-term rentals.

4% from campgrounds.

RESEARCH

39,000 conversations promoting Golden



EVENTS



FWT KICKING HORSE GOLDEN BC

TOTAL KICKING HORSE GOLDEN BC AUDIENCE: 15.2Mio

{TV + VIDEO VIEWS}

TOTAL ADJUSTED MEDIA VALUE: 1.04Mio€ (1.56Mio \$CAD) **

3.5 MIO VIDEO VIEWS

+45 % vs 2018



411 MEDIA CLIPPINGS

+45,3% vs 2018



610K LIVE + REPLAY

+38 % VS 2018



92.7 K PAGES VIEWS

+98 % vs 2018

1536 HOURS TV BROADCAST *

11.7MIO CUMMULATED AUDIENCE (NIELSEN) *

MEDIA RELATIONS

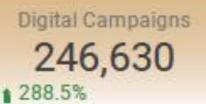
56 features directly resulting from TG activity

- American Angler Magazine
- Full page Globe & Mail
- Calgary Herald multiple
- Wedding Magzines
- Vancouver Sun
- Lonely Planet Germany
- Get Lost Magazine
- <u>Explore Magazine</u>, print and online multiple features
- Multiple features in association with FWT event
- Pinkbike.com
- Freeskier Magazine
- Multiple influencer posts and blogs



TACTICAL MARKETING

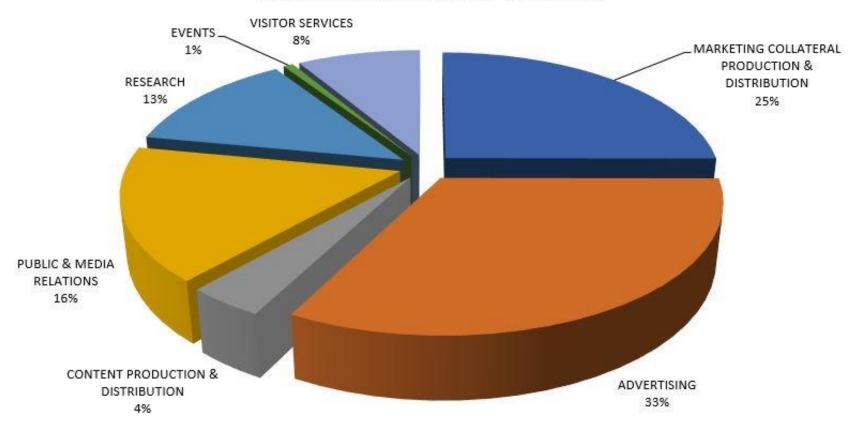








2019 FY MARKETING SPEND BY STRATEGY



LEAD ORGANISATION FOR TOURISM

- □ Representing tourism in Golden
 - □ KHCP4 Community Liaison Committee
- □ Advocacy
 - Labour shortages
 - □ STR legislation advocating for level playing since 2016
 - □ PST & MRDT legislation changed Oct 2018
 - ☐ Town of Golden draft bylaw proposed Aug 2020
 - □ Open House August 18th, 2020 4 7 pm, Golden Senior's Centre, or
 - □ Online feedback form https://www.surveymonkey.com/r/STRcheckin

Background info http://www.golden.ca/Current-Issues-Public-Processes/Current-Issues-and-Publications/Short-Term-Rentals-in-Golden.aspx

INDUSTRY COLLABORATION

- Destination Development
 - ☐ Highway 1 Field to Kamloops & Sun Peaks
 - Kootenay Rockies Regional

- □ Regional & Activity Sector Marketing Consortiums
 - Kootenay Dirt
 - □ Kootenay XC
 - □ Sled Kootenay
 - ☐ Fishing BC
 - ☐ Golden Triangle (launched 2020)

STAKEHOLDER RELATIONS

- Stakeholder programs
 - □ Co-op marketing opportunities
 - ☐ Co-op photo shoot
 - □ Pro-D workshops
 - Digital Marketing
 - LGBTQ+ Inclusivity
 - Grow with Google
- Communications
 - ☐ Monthly news 45% open rate

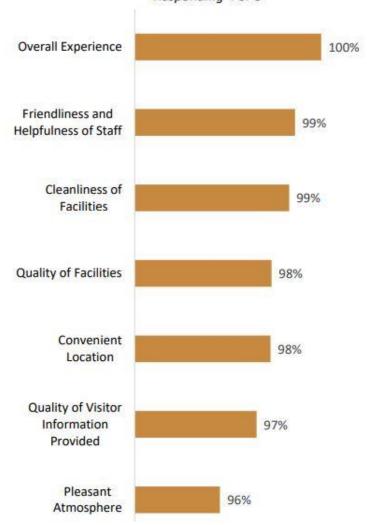
VISITOR SERVICES



VISITOR SERVICES

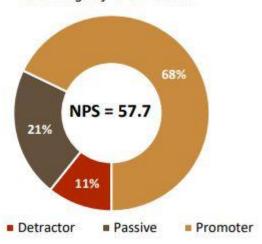
Golden Visitor Centre Quality Ratings

Top Box Results - Percentage of GVC Visitors Responding 4 or 5



Golden Visitor Centre Net Promoter Score

Percentage of GVC VisitorsFU



INCREASE ECONOMIC BENEFIT





Motion to adjourn



2020 COVID RESPONSE

PHASE 1:

- All marketing paused
- ☐ Stakeholder & industry communication

PHASE 2:

- ☐ Content creation & campaign preparation
 - Dream Golden social campaign
 - Get off the beaten track social & digital
 - Heart of the Parks social & digital
 - Golden welcome

PHASE 3

☐ Campaigns launched into BC & AB

2020 COVID RESPONSE

Region ?	Acquisition	
negion —	Sessions ? •	
	154.51% 56,771 vs 22,306	
. British Columbia		
Jun 24, 2020 - Aug 8, 2020	24,592 (43.32%)	
May 9, 2020 - Jun 23, 2020	10,299 (46.17%)	
% Change	138.78%	
2. Alberta		
Jun 24, 2020 - Aug 8, 2020	23,877 (42.06%)	
May 9, 2020 - Jun 23, 2020	8,351 (37.44%)	
% Change	185.92%	

2020 COVID RESPONSE

Region ?	Acquisition	
negion -	Sessions ⑦ ↓	Pages / Session
	20.46% • 56,771 vs 47,130	16.11% ★ 3.13 vs 2.69
1. British Columbia		
Jun 24, 2020 - Aug 8, 2020	24,592 (43.32%)	2.95
Jun 24, 2019 - Aug 8, 2019	23,072 (48.95%)	2.48
% Change	6.59%	18.93%
2. Alberta		3.33
Jun 24, 2020 - Aug 8, 2020	23,877 (42.06%)	3.05
Jun 24, 2019 - Aug 8, 2019	16,384 (34.76%)	9.19%
% Change	45.73%	

Event Category ③	Total Events ⊘
	140.99% 1 1,312 vs 4,694
. Outbound links	
Jun 24, 2020 - Aug 8, 2020	11,312 (100.00%)
May 9, 2020 - Jun 23, 2020	4,694 (100.00%)
% Change	140.99%

