

## Appendix 2.2 Annual Performance Report

Under the *Provincial Sales Tax Act*, all designated recipients, including designated recipients not subject to the renewal application requirement, must report back to the Province annually. As such, all designated recipients (or the designated recipient’s service provider), are required to complete the following Annual Performance Report as well as a Financial Report (refer to Appendix 2.1) **by May 31 of each year.**

All designated recipients are required to fill in the sections below.

**Only** those designated recipients that receive the three percent tax rate will be required to report out on additional metrics (as indicated below).

A description/instructions pertaining to each performance metric is provided in grey text as a guide only. Please delete the grey text and provide your response accordingly.

**Designated Recipient:** Regional District of East Kootenay (Village of Radium Hot Springs / Tourism Radium)  
**Report Completed:** September 24, 2020  
**Designated Accommodation Area:** Radium Hot Springs  
**Reporting period:** Jan 1- Dec 31, 2019

\*or for first year of term, indicate accordingly

1. Effective tourism marketing, programs and projects	
MRDT-funded tourism marketing, programs and projects maximize the potential for increased visitation and growth in tourism business activity, employment and incremental tourism revenue.	
Mandatory Metric	Designated Recipient Response
MRDT Revenue	\$191,040
MRDT activities, tactics, investment efforts and outcomes (as per your One-Year Tactical Plan)	
TravelColumbia Valley.com (Travel Columbia Valley)	<p>Travel Columbia Valley is a Destination BC Co-operative Marketing Partnership Program. The intentions of the program are to drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect industry to the provincial brand, building brand equity through all province-funded marketing initiatives.</p> <p>Travel Columbia Valley is a Community Consortium consisting of 2 communities, and 1 private sector businesses:</p> <ul style="list-style-type: none"> <li>• Tourism Radium (\$25,000)</li> <li>• Invermere Panorama DMO, (\$25,000)</li> <li>• Fairmont Hot Springs Resort (\$7500)</li> </ul> <p><i>2019 Lead Organization: Columbia Valley Tourism Marketing Society</i>  <i>2019 Total Budget: \$88,100</i></p>

<b>Travel Columbia Valley Continued:</b>	<p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>• Visitor Engagement</li> <li>• Digital &amp; Social Promotions</li> <li>• Image Bank &amp; Content Development</li> <li>• SEO Optimization &amp; Audit of Microsite Functionality</li> <li>• Development of Consumer Database</li> <li>• Organic Social Reach</li> </ul>	<p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>• Increased referral traffic to RadiumHotSprings.com – 58,249 visits to the microsite</li> <li>• Increased visitor volume</li> <li>• Increased visitor stays in community</li> <li>• Increased spending in community</li> <li>• Increased activities revenue</li> <li>• Growing awareness of partnering communities and their offerings</li> <li>• Increased social following</li> <li>• Increased awareness of the Columbia Valley and their geographical location within the Kootenay Rockies Region</li> </ul>
<b>Key Learnings</b>	<p><i>2019 saw changes in the lead organization and a more efficient and effective marketing strategy. Continuing to build on previous year's successes, such as promotions and offers, Tourism Radium benefited from an increase in destination awareness as well as referrals to the radiumhotspring.com website and supporting social media</i></p> <p><i>While Travel Columbia Valley actively markets the shoulder season (October – May) maintaining social &amp; Google campaigns while not in the active marketing periods has also increased web traffic to TravelColumbiaValley.com and partner sites. RadiumHotSprings.com has seen an increase 248% in referral traffic.</i></p> <p><i>Tourism Radium offered Travel Columbia Valley a complimentary sponsorship of Music on Main in 2018 valued at \$500 reflecting the strong partnership of the collaboration, also enhancing awareness of the program within the community and visiting guests.</i></p> <p><i>Currently Tourism Radium hosts a complimentary banner ad on RadiumHotSprings.com directing referral traffic back to TravelColumbiaValley.com. Additionally, we have ensured most if not all SEO's on Events, Listings, Pages on RadiumHotSprings.com have a back link to TravelColumbiaValley.com. Tourism Radium proudly incorporates the Travel Columbia Valley logo on most print and digital advertising.</i></p> <p><b>2019 Travel Columbia Valley Highlights</b></p> <ul style="list-style-type: none"> <li>• Website Page views are up over 2018 with over 56,000 sessions</li> <li>• 80.9% New User / 19.1% Return Users to website</li> <li>• In total, social campaigns reached over 418,000 viewers resulting in increased clicks to travelcolumbiavalley.com</li> </ul>	

<p><b>MyKootenays.ca (My Kootenay's)</b></p>	<p><i>MyKootenays.ca is a Destination BC Co-operative Marketing Partnership Program. The intentions of the program are to drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect industry to the provincial brand, building brand equity through all province-funded marketing initiatives.</i></p> <p><i>MyKootenays.ca is a Community Consortium consisting of 6 communities and 1 private sector business:</i></p> <ul style="list-style-type: none"> <li>• <i>Tourism Fernie,</i></li> <li>• <i>Destination Cranbrook,</i></li> <li>• <i>Tourism Kimberley,</i></li> <li>• <i>Tourism Radium,</i></li> <li>• <i>Invermere Panorama DMO,</i></li> <li>• <i>Fairmont Hot Springs Resort, and</i></li> <li>• <i>St. Eugene Mission</i></li> </ul> <p><i>Primarily digital, MyKootenays.ca focus is to highlight the co-operative marketing efforts on promoting the local geographic area or product experience with a focus on the unique selling proposition that links all of the partners together in the Kootenay Rockies Region.</i></p> <p><i>2019 Lead Organization: Tourism Fernie</i>  <i>2019 Tourism Radium Contribution: \$2,500.00</i>  <i>2019 Total Budget: \$22,000</i></p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="423 1087 906 1654" style="border: 1px solid black; padding: 5px;"> <p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>• Email Marketing &amp; Continued Development of Consumer Database</li> <li>• Digital &amp; Social Promotions – SEM, Display, Paid Social</li> <li>• Image Bank &amp; Content Development</li> <li>• SEO Optimization &amp; Audit of Microsite Functionality</li> <li>• Content Development – Photo, Written, Video</li> <li>• Organic Social Media</li> <li>• Travel Media Relations</li> </ul> </div> <div data-bbox="932 1087 1440 1654" style="border: 1px solid black; padding: 5px;"> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>• Increased website traffic</li> <li>• Increased social following, particularly following the Kootenay Road Trip story from Toque &amp; Canoe</li> <li>• Growing awareness of partnering communities and their offerings</li> <li>• Increased awareness of the partnering communities and their geographical location within the Kootenay Rockies Region</li> </ul> </div> </div>
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<p><b>My Kootenay's continued: Key Learnings</b></p>	<p><i>MyKootenays.ca invites visitors on a unique Rocky Mountain road trip to experience small towns, beautiful landscapes, lakes, hot springs, and unique community events. In 2019 as a collaborative we worked closely on a road trip content piece that highlighted each community participating in MyKootenays.ca.</i></p> <p><i>MyKootenays.ca actively markets the shoulder seasons and leverages brand wealth of the key destinations in the Kootenay Rockies region. As a result of the outreach and digital campaigns, Tourism Radium saw an increase in referral traffic from the program.</i></p> <p><i>2019 focused on content development, including the production of a feature video and new b-roll supporting asset development for the co-operative and Tourism Radium.</i></p> <p><b>2019 MyKootenays.ca Highlights</b></p> <ul style="list-style-type: none"><li>• Digital Marketing Campaign<ul style="list-style-type: none"><li>○ Google Ad Campaign</li><li>○ Social Ad Campaign</li></ul></li><li>• Video production (1 local &amp; 3 regional)</li><li>• Acquisition of b-roll</li></ul>
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<b>Kootenayxc.com (Kootenay Nordic)</b>	<p><i>Kootenay Nordic is a sector based Destination BC Co-operative Marketing Partnership Program. The intentions of the program are to drive industry collaboration, align industry marketing efforts to provincial and regional strategies, and to connect industry to the provincial brand, building brand equity through all province-funded marketing initiatives.</i></p> <p><i>Kootenay Nordic consists of 8 communities and 1 sector organization:</i></p> <ul style="list-style-type: none"> <li>• <i>Tourism Fernie,</i></li> <li>• <i>Destination Cranbrook,</i></li> <li>• <i>Tourism Kimberley,</i></li> <li>• <i>Tourism Radium,</i></li> <li>• <i>Invermere Panorama DMO,</i></li> <li>• <i>Tourism Golden,</i></li> <li>• <i>Revelstoke,</i></li> <li>• <i>Nelson Kootenay Lake Tourism,</i></li> <li>• <i>Destination Castlegar,</i></li> <li>• <i>Tourism Rossland, and</i></li> <li>• <i>BC Nordic.</i></li> </ul> <p><i>Primarily digital, Kootenay Nordic focus is to highlight the co-operative marketing efforts on promoting the local geographic area and 300+ KM of Nordic Skiing we share. Kootenay Nordic also places focus on the unique selling proposition that links all of the partners together in the Kootenay Rockies Region.</i></p> <p><i>2019 Lead Organization: Tourism Fernie</i>  <i>2019 Tourism Radium Contribution: \$1,000.00</i>  <i>2019 Total Budget: \$36,000</i></p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div data-bbox="462 1312 896 1747" style="border: 1px solid black; padding: 10px; width: 45%;"> <p><b><u>Output Measures</u></b></p> <ul style="list-style-type: none"> <li>• Microsite design</li> <li>• Hashtag implementation</li> <li>• Digital tour guide</li> <li>• Video production</li> <li>• Online advertising and promotion</li> </ul> </div> <div data-bbox="961 1312 1411 1747" style="border: 1px solid black; padding: 10px; width: 45%;"> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>• Increased website traffic</li> <li>• Increased social following</li> <li>• Growing awareness of partnering communities and their offerings</li> <li>• Increased awareness of the partnering communities and their geographical location within the Kootenay Rockies Region</li> </ul> </div> </div>
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<b>Kootenay Nordic continued: Key Learnings</b>	<p><i>2019 was the second year for Tourism Radium to participate in this program.</i></p> <p><i>Tourism Radium has partnered with Nipika Mountain Resort on this initiative, and built a Nordic Adventures landing page on RadiumHotSprings.com. Since September 1, 2018 Nordic Adventures has seen 400% increase in views over the previous year.</i></p> <p><b>2019 Kootenay Nordic Highlights</b></p> <ul style="list-style-type: none"> <li>• <i>Digital marketing strategy</i></li> <li>• <i>Video and contend production</i></li> <li>• <i>Increase in referral traffic for Tourism Radium &amp; Nipika Mountain Resort</i></li> <li>• <i>Increase awareness of Radium as a winter experience destination</i></li> </ul>				
<b>2019 Golf Radium Program</b>	<p><i>Golf Radium is a community collaborative program. Accommodation partners must package with the Radium Golf Group to be a part of the program.</i></p> <p><i>Golf Radium is a marketing program that supports marketing partnerships between, accommodators and the Radium Golf Group which focuses on stay and play packages. The program is designed to increase promotions and reach of these packages.</i></p> <p><i>2019 Partners:</i></p> <ul style="list-style-type: none"> <li>• <i>Cobblestone Creek Cottage &amp; Lodging Co and</i></li> <li>• <i>Bighorn Meadows Resort</i></li> </ul> <p><i>2019 Lead Organization: Tourism Radium</i>  <i>2019 Total Budget: \$3,500</i></p> <p><i>The 2019 program covered advertising mediums such as Social Media Advertising, Google Ads Campaign and Email Marketing. All advertising directed to the Golf Radium page on RadiumHotSprings.com.</i></p> <table border="1" data-bbox="430 1323 901 1890"> <thead> <tr> <th><b>Output Measures</b></th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Email Marketing</li> <li>• Digital &amp; Social Promotions</li> <li>• SEO Optimization of Landing Page</li> <li>• Organic Social Media</li> <li>• Print Advertising</li> </ul> </td> </tr> </tbody> </table> <table border="1" data-bbox="933 1323 1469 1890"> <thead> <tr> <th><b>Outcome Measures</b></th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Increased website traffic</li> <li>• Increased social following</li> <li>• Growing awareness of accommodators who offer golf packages in the community</li> <li>• Increased nights in the community</li> <li>• Increased visitor stays in community</li> <li>• Increased spending in community</li> <li>• Increased activities revenue in community and</li> <li>• Increased e-newsletter sign ups</li> <li>• Increased social following</li> <li>• Increased spending on golf</li> </ul> </td> </tr> </tbody> </table>	<b>Output Measures</b>	<ul style="list-style-type: none"> <li>• Email Marketing</li> <li>• Digital &amp; Social Promotions</li> <li>• SEO Optimization of Landing Page</li> <li>• Organic Social Media</li> <li>• Print Advertising</li> </ul>	<b>Outcome Measures</b>	<ul style="list-style-type: none"> <li>• Increased website traffic</li> <li>• Increased social following</li> <li>• Growing awareness of accommodators who offer golf packages in the community</li> <li>• Increased nights in the community</li> <li>• Increased visitor stays in community</li> <li>• Increased spending in community</li> <li>• Increased activities revenue in community and</li> <li>• Increased e-newsletter sign ups</li> <li>• Increased social following</li> <li>• Increased spending on golf</li> </ul>
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<b>Golf Radium continued: Key Learnings</b>	<p><i>This year's program was smaller than in years past due to the withdrawal of one of our major course partners. We hope to have them return in 2020.</i></p> <p><i>The biggest obstacle with the program is stakeholder participation and engagement. The program has an approximate value of \$5,500 with a \$300 partner participation fee. Without stakeholder participation we may need to reconsider the value of the Golf Radium Program.</i></p> <p><i>In 2019 we participated in various advertising mediums such as Print (Alberta Golfer) Social, digital, and e-newsletters.</i></p> <p><b>2019 Highlights</b></p> <ul style="list-style-type: none"> <li>• 6453 landing page views – 48% growth over 2018</li> <li>• Golf Radium newsletter growth and increase in open rates</li> </ul>
<b>Digital / Print / SEM / Social Media Advertising</b>	<p><i>In 2019, Tourism Radium continued to develop and define print, digital and search engine marketing through the following activities:</i></p> <p><b>Digital Advertising</b> –Note: Bullets indicate Output measurements</p> <p><b>SnoRiders &amp; RidersWest</b></p> <ul style="list-style-type: none"> <li>• Banners ran July 2018 to July 2019</li> <li>• New banners submitted for 2019-2020 advertising season</li> </ul> <p><b>GoCampingBC.com</b></p> <ul style="list-style-type: none"> <li>• Video and Digital Display Ad</li> <li>• Banner video ad for 2019</li> </ul> <p><b>E-Know – East Kootenay Online</b></p> <ul style="list-style-type: none"> <li>• Event Advertising, General Information, In house Partnerships such as Golf Radium, Ski Stay &amp; Soak, all promoted on E-Know</li> </ul> <p><b>Print Advertising</b> –Note: Bullets indicate Output measurements</p> <ul style="list-style-type: none"> <li>• Alberta Golfer <ul style="list-style-type: none"> <li>○ As Mentioned in Golf Radium</li> </ul> </li> <li>• BC Hunting Regulations <ul style="list-style-type: none"> <li>○ Full Colour in Magazine / Black &amp; White – in Regulations section</li> <li>○ 2 year publication – Renewal 2019 for 2020 – 2022 magazine</li> </ul> </li> <li>• BC Outdoor Magazine <ul style="list-style-type: none"> <li>○ This is a subscribed publication</li> <li>○ Spring Fishing Special (April)</li> <li>○ Fall Hunting Special (September)</li> <li>○ Listing included in Regional Section</li> </ul> </li> <li>• Columbia Valley Map Book <ul style="list-style-type: none"> <li>○ Community Publication</li> </ul> </li> <li>• Columbia Valley Pioneer – Event Advertising – See Event Advertising <ul style="list-style-type: none"> <li>○ Radium Days</li> <li>○ Music &amp; Market on Main</li> <li>○ Ram into Fall Golf Tournament</li> <li>○ Headbanger Festival</li> </ul> </li> <li>• East Kootenay Backroads Adventure Map</li> </ul>

**Digital / Print / SEM /  
Social Media  
Advertising continued:**
**Print Advertising continued:**

- *Experience Mountain Parks*
  - *Partnered 2 page spread Radium Businesses & Columbia Valley Businesses*
  - *13 Partners (7 Enhanced Listings / 6 Basic Listings)*
- *Kootenay Rockies Travel Planner*
  - *Partnered with Canadian Rockies Hot Springs (Radium Hot Springs)*
- *SnoRiders Magazine*
  - *Partnered single page spread*
  - *Fall Tradeshow Edition*
  - *8 Partners (5 Enhanced Listings / 3 Basic Listings)*
- *WHERE Canadian Rockies – Winter Magazine*
  - *See Ski, Stay, Soak*
- *WHERE Canadian Rockies – BC Folding Map*
- *Wings Over the Rockies Annual Event Schedule*

**Social Media Advertising / E-Newsletters –Note: Bullets indicate Output measurements**

- *Event Advertising*
  - *Radium Hot Springs Visitor Centre Give Back Sunday*
  - *Radium Days*
  - *Music & Market on Main*
  - *Ram into Fall Golf Tournament*
  - *Headbanger Festival*
  - *Christmas Eve Sleigh Rids*
- *Stay & Soak Program*
- *Golf Radium Program*
- *Well performing posts - Boosted*
  - *Accommodation*
  - *Dining*
  - *Hiking*
  - *Snowmobiling, supporting Windermere Valley Snowmobile Society and their annual events.*
  - *Things To Do*
    - *Spring/Summer/Winter and Fall features*
- *E-Newsletters*
  - *Monthly publication*
  - *Focus on Events – Radium & Columbia Valley, Golf Radium, Stay & Soak, Things to do and places to stay*
- *Search Engine Marketing*
  - *Google Adwords*
  - *Digital display ads through Google network*



<b>Digital / Print / SEM / Social Media Advertising continued:</b>	<div style="border: 1px solid black; padding: 10px;"> <p><b><u>Outcome Measures</u></b></p> <ul style="list-style-type: none"> <li>• Increased awareness of programs / packages / events hosted in community</li> <li>• Increased awareness of community and nearby tourism assets (backcountry lakes for fishing, ski hills, white water rafting, community parks, etc.)</li> <li>• Increased visitors to the community resulting in longer stays, repeat visits, and a rise in the MRDT</li> <li>• Increased website traffic</li> <li>• Increased social following</li> <li>• Increased spending in community</li> <li>• Increased activities revenue in community and</li> <li>• Increased e-newsletter sign ups</li> <li>• Increased social following</li> <li>• Increased event attendance</li> <li>• Increased story or event pick up by Media, KRT, DBC</li> </ul> </div>
<b>Printed Material &amp; Distribution</b>	<p><b><i>Radium Magazine</i></b>  <i>The Radium Magazine production began in 2018 and completed in 2019. The 35-page full size magazine featured things to see, do as well as places to stay, eat and play. In addition, 18 customized local business ads and a number of stories featuring not only Radium Hot Springs, but the entire Columbia Valley.</i></p> <p><i>The Radium Magazine has a home on RadiumHotSprings.com, ExperienceMountainParks.com, and KootenayBrochures.ca. The magazine is distributed through the Radium Visitor Centre, Columbia Valley Visitor Centre to BC community Visitor Centres by request and often delivered by staff traveling throughout the province.</i></p> <p><b><i>Radium Rack Cards</i></b>  <i>In 2018, 30,000 rack cards were printed and are primarily distributed through Impact Brochures throughout the Bow Valley a key market due to proximity to Radium and the Columbia Valley. In 2019, we distributed approximately 7,000 through gobrochures.com, the ordering system for BC &amp; Alberta Visitor Centres. The rack card is also displayed on KootenayBrochures.ca.</i></p>

**Website & SEO  
Management**

*RadiumHotSprings.com remains our primary marketing tool and source of information for visitors, stakeholders and Chamber Members. We are constantly working on enhancing navigation, content and functionality for the consumer. In 2019 RadiumHotSprings.com had 524,129 page views, 8% growth over the previous year, 85.5% being new users to the site.*

*In 2019, we continued to make modifications to categories and each individual listing to build stronger SEOs within the categories for stakeholders and Chamber Members. We have spent considerable hours educating stakeholders on the importance of a strong SEO, Claiming Google My Business, Trip Advisor Listings as well as encouraging them to form a relationship with Destination BC*

*RadiumHotSprings.com organic search remains high. Having “Hot Springs” in your name is very beneficial. We have also seen significant growth in direct search - 31% over the previous year.*

*Over the coming years we look forward to seeing continued growth by using user generated content by implementing programs like Crowd Riff. Google Tags manager will help us best track what visitors are doing on our website, how they got to us and where they are going in their vacation planning process. This data will help us help stakeholders with an increased conversion rate.*

**Destination Defining  
Events**

*Drawing visitors to Radium Hot Springs with key events and providing them with an enjoyable, family friendly environment while they are visiting the community is very important in creating experiences and memories, therefore drawing visitors back to Radium. We are fortunate enough to have both “Visitor Participation” events and community “Feel Good Events”.*

- **Market & Music on Main**
  - Friday Evenings June 28– August 30
  - Canada Day – July 1
  - Columbia Valley Classic Car Show – September 20 & 21
  - Funding Grant application writing – Columbia Basin Trust
  - Event Marketing
    - Columbia Valley Pioneer
    - Valley Peak
    - Social Media – paid and organic posts
    - Digitally via E-know, RadiumHotSprings.com
    - E-Newsletters
  - Scheduled Entertainment
  - Organized weekly sponsorship
  - Vendor Coordination pre, mid and late season
  - Event presence
- **Columbia Valley Classics Autumn Show & Shine**
  - Supported Columbia Valley Classics Car Club – Paid for Graphic Design and Printing of Poster used as a mail out for the club to market their event
  - Club has supported Tourism Radium / Radium Hot Springs Chamber of Commerce listing Market & Music on Main on the printed piece
  - Listing on Event’s page of RadiumHotSprings.com
  - Social Media – paid and organic posts
  - E-Newsletters
- **Headbanger Festival – RadiumHotSprings.com/Headbanger**
  - In Partnership with the Village of Radium Hot Springs
  - Worked with Event Coordinator to schedule events
  - Placed Media Buys – Print & Digital
  - Built & Hosted Event Registration via constant contact
  - Organized Creative
  - Updated annual listing and event listing on RadiumHotSprings.com
  - Social Media – paid & organic
  - Organized Media and media

**Outcome Measures**

- Increased awareness of programs / packages / events hosted in community
- Increased awareness of community and nearby tourism assets
- Increased visitors to the community resulting in longer stays, repeat visits, and a rise in the MRDT
- Increased website traffic
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- Increased spending in community
- Increased activities revenue in community
- Increased e-newsletter sign ups
- Increased social following
- Increased event attendance
- Increased story or event pick up by Media, KRT, DBC
- Music on Main – 80% growth in page views in 2019
- Classic Car Show Event Listing had 14,395 page views, a 20% increase over 2018
  - This is continued growth for web traffic but a challenge when the community is already fully occupied.
- Headbanger Festival – 3355 page views, and increase of 6.5% over 2018

## 2. Effective local-level stakeholder support and inter-community collaboration

Designated recipients are responsible for engaging with key stakeholders, establishing local-level support, and seeking out efficiencies through collaborative activities to inform appropriate decision-making regarding investments.

Mandatory Metric	Designated Recipient Response																
<b>Extent of Local-level Stakeholder Engagement</b>	<p><i>Tourism Radium is present and speaks at all Radium Hot Springs Chamber of Commerce meetings. Monthly E-newsletters are sent to all Radium Stakeholders, Chamber of Commerce Members and Marketing Partners. The E-Newsletters highlight upcoming partnership programs, advertising opportunities, program updates, analytics, and insights.</i></p> <p><i>Chamber of Commerce meetings have an average attendance of 25 stakeholders, and our e-newsletters a 45% open rate. The annual plan and performance report are posted on RadiumHotSprings.com and available to all stakeholders upon request.</i></p> <table border="1" data-bbox="467 787 1455 1312"> <thead> <tr> <th>Meeting Type</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td>Marketing Committee</td> <td>Tourism Radium’s Marketing committee meets at 9:30 on the last Wednesday of every month.</td> </tr> <tr> <td>Chamber Meeting</td> <td>January 2019 – Highlighting 2018 Tactical Plan</td> </tr> <tr> <td>Chamber AGM</td> <td>April 2019 – Overview of 2018 performance, Update of 2019 tactics</td> </tr> <tr> <td>Chamber Meeting</td> <td>October 2019 – Review of summer marketing and welcomed new Executive Director</td> </tr> <tr> <td>Chamber Meeting</td> <td>December 2019 – Overview of 2019 performance, Reviewed 2019 Tourism Radium Marketing Opportunities</td> </tr> </tbody> </table>	Meeting Type	Date	Marketing Committee	Tourism Radium’s Marketing committee meets at 9:30 on the last Wednesday of every month.	Chamber Meeting	January 2019 – Highlighting 2018 Tactical Plan	Chamber AGM	April 2019 – Overview of 2018 performance, Update of 2019 tactics	Chamber Meeting	October 2019 – Review of summer marketing and welcomed new Executive Director	Chamber Meeting	December 2019 – Overview of 2019 performance, Reviewed 2019 Tourism Radium Marketing Opportunities				
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<b>Community Collaboration</b>	<table border="1" data-bbox="467 1323 1455 1963"> <tbody> <tr> <td>Participation in 3 Destination BC Co-operative Marketing Programs</td> <td>MyKootenays.ca Travel Columbia Valley Kootenay Nordic</td> </tr> <tr> <td>Annual DMO Meeting at KRT AGM</td> <td>October 2019</td> </tr> <tr> <td>Tourism Golden / Tourism Radium / Kootenay Rockies / Kootenay National Park Video Project</td> <td>Filming executed Summer 2019</td> </tr> <tr> <td>Project Collaboration with Invermere Panorama DMO</td> <td>MyKootenay.ca Road Trip Travel Columbia Valley Stay &amp; Soak Monthly updates between CDMO’s</td> </tr> <tr> <td>Tourism Radium’s Stay &amp; Soak Program</td> <td>November 2018-April 2019</td> </tr> <tr> <td>Tourism Radium’s Golf Radium Program</td> <td>March 2019-October 2019</td> </tr> <tr> <td>Music on Main Sponsorship Program</td> <td>June -September 2019</td> </tr> <tr> <td colspan="2">Tourism Radium shares all photos with stakeholders, Travel Columbia Valley, Destination BC and Kootenay Rockies Tourism, and the local newspaper – Columbia Valley Pioneer</td> </tr> </tbody> </table>	Participation in 3 Destination BC Co-operative Marketing Programs	MyKootenays.ca Travel Columbia Valley Kootenay Nordic	Annual DMO Meeting at KRT AGM	October 2019	Tourism Golden / Tourism Radium / Kootenay Rockies / Kootenay National Park Video Project	Filming executed Summer 2019	Project Collaboration with Invermere Panorama DMO	MyKootenay.ca Road Trip Travel Columbia Valley Stay & Soak Monthly updates between CDMO’s	Tourism Radium’s Stay & Soak Program	November 2018-April 2019	Tourism Radium’s Golf Radium Program	March 2019-October 2019	Music on Main Sponsorship Program	June -September 2019	Tourism Radium shares all photos with stakeholders, Travel Columbia Valley, Destination BC and Kootenay Rockies Tourism, and the local newspaper – Columbia Valley Pioneer	
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### 3. Marketing Efforts Are Coordinated and complementary to provincial marketing strategies and tactics:

Designated recipients are responsible for ensuring their marketing efforts complement and do not duplicate those of Destination British Columbia to avoid overlap at the community level and dilution of BC's marketing message in key domestic and international markets.

Mandatory Metric	Designated Recipient Response	
Provincial Alignment	Participation in 3 Destination BC Co-operative Marketing Programs	MyKootenays.ca Travel Columbia Valley Kootenay Nordic
	Destination BC	Remarkable Experiences January & February 2018
	Kootenay Rockies Tourism AGM	October 2019 Consulted/Collaborated on a number of projects


### 4. Fiscal prudence and accountability

All designated recipients must be accountable, transparent, and make fiscally prudent investments in community tourism marketing.

Mandatory Metric	Designated Recipient Response
Effective Financial Management	<p><i>2019 was the third year of our current 5-year MRDT agreement. One of our main goals in the agreement has been to continue to work with our community and Columbia Valley stakeholders to effectively market Radium as a destination and create awareness of the Columbia Valley within the Kootenay Rockies region. MRDT stayed stable year on year, which showed continued strong visitation, but also that year on year growth was impacted by pool closures. Columbia Valley stakeholders effectively market Radium as a destination and create awareness of the Columbia Valley within the Kootenay Rockies Region.</i></p> <p><i>2019 was a relatively stable year with no major fires or travel disruptions. In fall 2019, the Radium Hot Springs pool closed for regular maintenance which continued into a longer-term closure until late December. The pools are a key off-season product and Radium saw an approximate 20-30% decrease in fall visitation and accommodation bookings as a result.</i></p> <p><i>October 2019 as saw a shift in staffing with a new Executive Director being hired to lead the organization. With a strong financial, marketing and stakeholder relations background, we look forward to continuing to grow Tourism Radium as well as its products, offerings, and support to Tourism businesses in Radium and the Columbia Valley.</i></p> <p><i>Our social presence continues to grow with the new team and transition in Fall 2019. We seek educational opportunities regularly to keep our staff up to date with the current trends and tools to help increase our following and drive traffic to RadiumHotSprings.com.</i></p>

<b>Effective Financial Management continued:</b>	<p><i>We have developed a Tourism Radium Marketing Opportunities sheet and continue to look for expansion on opportunities for the seasonal programs to support our activity providers, food and beverage establishments and accommodators. Unfortunately, we continue to struggle with stakeholder participation in free opportunities and media buy-in opportunities.</i></p>
<b>Streamlined Administrative Costs</b>	<p><i>Radium has a unique arrangement where the same facility space is shared by Tourism Radium and Parks Canada. Parks Canada owns and maintains the building. Tourism Radium administers MRDT and the execution of the marketing program, the Radium Chamber of Commerce and the Visitor Information Centre. Tourism Radium provides visitor services an average of 9 hours a day, 362 days a year.</i></p> <p><i>From May through October, Parks Canada operates the Kootenay National Park Visitor Centre. During the peak busy season, these two entities work together as a team to best assist the visitors coming through the door.</i></p> <p><i>The same space and resources are used to operate the Radium Chamber of Commerce and the Radium MRDT through Tourism Radium. This provides for efficiencies as duplication of many hard costs such as computers, phones, and office supplies are eliminated. Staffing requirements are also optimized. The KNP Visitor Information Centre may experience a lull between busy periods. During these lulls, members of the staff are able to maximize their working time by assisting on the counter. At the same time, Tourism Radium’s staff assist by answering phones for the Visitor Information Centre if they are busy with visitors.</i></p>
<b>Leveraging of Other Marketing Funds</b>	<p>In 2019, we were able to leverage several of our initiatives:</p> <ul style="list-style-type: none"> <li>• Travel Columbia Valley <ul style="list-style-type: none"> <li>○ DBC Co-operative Marketing Partnership</li> </ul> </li> <li>• MyKootenay.ca <ul style="list-style-type: none"> <li>○ DBC Co-operative Marketing Partnership</li> </ul> </li> <li>• Kootenayxc.com - Kootenay Nordic <ul style="list-style-type: none"> <li>○ DBC Co-operative Marketing Partnership</li> <li>○ Nipika Mountain Resort</li> </ul> </li> <li>• Tourism Radium -- Soak &amp; Stay Program</li> <li>• Tourism Radium – Golf Radium Program</li> <li>• 2019 Print Advertising <ul style="list-style-type: none"> <li>○ Vacation Country Travel Guide</li> <li>○ Experience Mountain Parks</li> <li>○ WHERE Canadian Rockies Winter Magazine</li> <li>○ Kootenay Rockies Travel Guide</li> <li>○ SnoRiders Magazine</li> <li>○ BC Hunting Regulation Guide</li> </ul> </li> <li>• Music on Main <ul style="list-style-type: none"> <li>○ Entertainment sponsors</li> </ul> </li> </ul>

By signing this form, you certify the accuracy and completeness of the information provided above.

Shannon Moskal	Corporate Officer
Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
September 30, 2020	
Date	Designated Recipient's Authorized Signing Authority Signature