

NOTICE: That a Tourism and Economic Development Committee Meeting will be held at the District Hall, 4936 Barriere Town Road, Barriere, B.C. on May 31, 2010 at 6:30 p.m. for the transaction of the business listed below.

Wayne Vollrath, Chief Administrative Officer

AGENDA

1. ADOPTION OF AGENDA

That the Committee approve the May 31, 2010 Meeting Agenda.

2. BARRIERE AND DISTRICT CHAMBER OF COMMERCE

- a. District of Barriere – Marketing Initiatives
January – April 2010
- b. Inquiry on status of Tolko Property.
- c. Inquiry on status of marketing initiative for Tolko Property.

3. STATUS OF LOWER NORTH THOMPSON TOURISM SOCIETY

4. UPDATE ON COMMERCIAL AND INDUSTRIAL PROPERTY INVENTORY

5. THOMPSON NICOLA FILM COMMISSION DIRECTORY

Circular on advertising rates

6. OTHER BUSINESS

7. NEXT MEETING

June 28, 2010 at 6:30 p.m.

8. ADJOURNMENT

BARRIERE & DISTRICT CHAMBER OF COMMERCE

DISTRICT OF BARRIERE - MARKETING INITIATIVES

January – April 2010

NORTH THOMPSON VALLEY (NTV) TRAVEL GUIDE:

Completed and gone to print 50,000 copies, ready for distribution through Go Brochures web site (copy attached).

SPORTSMEN'S TRADE SHOWS:

Attended the Abbotsford and Edmonton Boat and Sportsmen's Shows in March 2010 (BCOC Trade Show report previously sent to Mayor and Council).

COMMUNITY TOURISM OPORTUNITIES FUNDING PROGRAM:

On behalf of the District and Area O, the Chamber made application for an initiative to have high definition photographs (Ace Productions, Vancouver BC) of the Town of Barriere and some of the Resorts in Area O not previously photographed. The funding application is for a project cost of **\$8,000.00**, which would receive 50% funding from the Program, and the balance made up 50/50 from the District and Area O with financial support from the Chamber through its NTEDS funds.

In addition to the above, two other initiatives have been made for funding of which the District will receive value at NO expense; they are **\$30,000.00** toward direct newspaper and media (radio/TV) advertising into Kamloops/Shuswap/Okanagan markets for this 2010 season. Wells Gay, Sun Peaks and the Chamber will be partners on this initiative. **\$11,500.00** funding application to attend Seattle Travel and Adventure Show this November. Again, Wells Gray, Sun Peaks and the Chamber will collaborate on this initiative, with Blue River possibly joining in on the initiative.

The key to the success in funding approval of all the above projects is that these initiatives are being done under the REGIONAL brand of the NORTH THOMPSON VALLEY (NTV). If they were individual applications by community, they would not be considered for funding. The Chamber is the vehicle of the NTV brand and its' development and promotion.

Two% AHST: Jennifer Houiellebecq of TOTA is preparing meetings with Accommodation providers within Area O, P and the District of Barriere to discuss the advantages of moving ahead with the Provincial application for the Lower North Thompson Tourism Committee to have the accommodators charge the additional room tax and the Committee receives the tax revenues. At this point all accommodators in Barriere have agreed with the additional HST, and the Area O and P accommodators that have been approached are in support of the additional tax.

We have been slowed down with some HST issues as it relates to the 2%, but expect Ministry resolution shortly. We are hoping to have this Program in for application to the Ministry within 2 months.

LOWER NORTH THOMPSON TOURISM SOCIETY: The Terms of Reference have been prepared and sent to the Tourism Society members to review and comment. Because of the review, changes are being made to the Terms of Reference and will be forwarded to our Lawyer to incorporate into the Society's formation application.

WEB SITE DEVELOPMENT www.norththompson.ca:

The web site is up and operating with significant input from Clearwater/ Wells Gray/Valemount and Blue River. There will be further development of this site during the next few months by all participating groups as the site is growing to become the Tourism web portal for all the NTV.
COMPLETED

NORTH THOMPSON (NTV) FISHING GUIDE:

The North Thompson Valley Fishing Guide is completed and being distributed. The Map on the Guide has been re-designed to better show the fishing lakes and accommodations within the region from north of Highway 24 south to the South Thomson River. 15,000 copies have been printed and we are looking at adding the Guide to Go Brochures web site for wider distribution.
COMPLETED

VISITOR CENTRE/SUMMER STUDENT PROGRAM:

The Chamber has made application for Federal Summer Student funding to recruit a summer student this 2010 summer season for two months [July/August] for the extended operating hours of the Chamber-operated Info Centre. Due to uncertainty of funding for this position, the Chamber will, as in past years, contact the Simpcw First Nation for one or two students through a summer student-funding grant available to First Nation. The Chamber carries \$5,000.00 in budget to hire a student regardless of funding.

CHAMBER MEMBERSHIP:

2009/2010 Membership stands at 64 paid memberships. We are seeing more membership growth and stronger support and involvement out of the newer business members.

THOMPSON OKANAGAN TOURISM ASSOCIATION (TOTA):

The Chamber has participated and completed a number of new marketing/advertising programs with TOTA in 2010, they include:

TOTA Tour Planner: Promotional material of our Areas for Rental Car and RV Tours within Area O and the District of Barriere. TOTA is marketing our Area into the western USA to US Tour operators

who are promoting rent a car or RV, and stay at any one of many places along the way (parks/RV sites/recreation Sites/private resorts/campsites) and experience the area. The Chamber has seen an increased number of such tour visitors at the Visitor Centre last season. **COMPLETED**

Thompson Okanagan Backroad Mapbook: The North Thompson Valley (NTV) through the NTV web and the Chamber as the contact, has taken the entire back page of the Backroad Mapbook 2010 for advertising our Areas. **COMPLETED**

The Angler's Atlas: As a sponsor with TOTA, Area O and the District of Barriere have set up a web link (www.norththompson.ca) and advertisement in the Angler's Atlas 2010, to assist active fishing enthusiasts in finding locations/resorts in the Region. **COMPLETED**

Go Camping BC (BC Parks): Area O and the District of Barriere co-op funded a 1/6 page advertisement in the Go Camping BC 2010 Parks booklet. **COMPLETED**

Thompson Okanagan Travel Guide 2010: Area O and the District of Barriere co-op funded a two-page advertisement in the TOTA Thompson Okanagan Travel Guide. **COMPLETED**

NOTE:

TOTA is already approaching all participants of the Sportsmen's Shows, Travel Guide and other marketing vehicles for commitments for the 2011 Season (this is the norm as they all have over bookings each season). The Chamber will not proceed to commit to these venues on behalf of the District until the District has advised the Chamber on its' involvement, if any, with the District as it relates to Economic and Tourism Development for next year 2011. **The Chamber expects this acknowledgement from the District on or before June 30, 2010.**

BUSINESS DEVELOPMENT:

North Thompson Valley Trade Show:

The Chamber and TNRD sponsored the NTV Trade Show April 17, 2010. Forty-eight booths were sold and the Show saw between 500-600 people through the doors for the one-day event. There were exhibitors from Valemont, south to the Shuswap and all were delighted with the results of the Show, asking the Chamber to make this an annual event. The Chamber is already in a position with a waiting list of exhibitors for a 2011 Show. The Show is an example of Community-to-Community, Economic Development. The financial subsidy for this years' Show has come from the NTEDS funds the Chamber was provided with for the development and promotion of economic and tourism development within the Areas. Onward, the Chamber will continue with this Trade Show as either a break-even or income-producing initiative with no subsidy. To make up the 2010 subsidy going forward and to make the Show more interesting for people to stay longer, the Chamber is looking at expanding the venue to outside the Curling Rink with other exhibitors (boats, ATV, snowmobiles, lawn furniture/garden equipment, trailer retailers/manufacturers) and add interactive activities (fly fishing/fly tying/pool fishing) in the Exhibition hall and possibly horseback riding and or product demonstrations in the outside area as well as increasing the booth rental cost by as much as \$100.00/booth.

Trails/Recreation Site Development:

In concert with Barriere Employment Services (BES), the Chamber has brought forward an initiative to provide replacement picnic tables, out-houses and fire rings for the Recreation Sites within Area O and P as well as developing new Recreation Sites (Fish Trap/Mayson Lake). The project is supported by the Ministry of Tourism, Culture and the Arts/Recreation Sites and Trails Branch, and the Simpcw First Nation. It has received initial funding from the Community Development Trust Job Opportunities Program for up to \$250,000.00. This Project is 80% complete.

The Chamber is working with BES and the Ministry on a number of other projects within the same Area with the same work description with potential funding of between \$250-\$500,000.00 of employment for Area people and enhancement or development of Area Recreation Sites and trails. In one case, the trail development connects Clearwater/Wells Gray to Barriere, with the trail managed by the Wells Gray Snowmobile Club.

Note: The Ministry had a booth at the recent NT Trade Show; a large number of Barriere residents wondering what hiking/biking trails were available close to or within Barriere approached them. These residents were provided with the NTV Trail Guide for reference. It appears that the development of a trail system within the District of Barriere would be an added benefit to the Community.

Transit Study:

Last year the Chamber brought forward an initiative to connect Rapid Transit from Little Fort through to Barriere (loop) on through to Sun Peaks and into Kamloops and the Airport. The TNRD took responsibility as the contact with Transit to move ahead with a Transit Study to determine user need and associated costs. Earlier this year, the Chamber had been advised by the TNRD that the Transit Study would commence some time in 2010. Just recently, TNRD has further advised the Chamber that the Transit Study has been moved up and will commence in August or September of this year.

Local Barriere Business:

The Chamber has assisted two established Barriere businesses in preparing business plans for new funding to expand or make up for last years' slower business climate here in Barriere. In each case local banks were "not open for business" with these businesses. The Chamber arranged for both parties to meet with the Business Development Corporation, as they are open for business in Barriere. Both parties await the results of their applications.

Note: For any commercial or industrial growth to happen in Barriere, the financial institutions need to become supportive partners of the community. Up until the past year, they were open for lending to businesses in Barriere. After Chamber discussions with a number of financial institutions, it would appear that the current economy in BC and Canada is the primary reason they are very cautious in lending to businesses in Barriere. Lending requirements of the banks has tightened and most applicants they have seen from Barriere do not meet the lending guidelines of the financial institutions. The banks are lending on 3 times equity [not including equipment] these days and not

on cash flow, as was previously a lending vehicle. Another reason commercial and industrial real estate lending is difficult in Barriere is that historic industrial and commercial sales do not support land and construction costs today, as a result the financial institutions cannot support a loan where the value exceeds the most recent sales of a similar property. There has not been a lot of sales activity over the past five years on commercial or industrial lands and buildings, and in some cases, the historic sales figures are based on depressed/foreclosed properties. Time will fix this dilemma as sales happen and historic sales will reflect real value. Little if anything can be done to eradicate the existing problem at the moment.

Prospective Business:

The Chamber is assisting a developer to identify commercial-zoned land (6-10 acres) along the Yellowhead Highway for retail development and identifying a Resort for investment/operation in the area.

The Chamber is assisting a Barriere building owner with demographic information on Barriere and the larger market area to affect a long- term lease with a national tenant (3,000 sq ft).

The Chamber is assisting a land developer in identifying 55 and older gated-community builders/owners who may wish to co-venture or buy their development land opportunity.

The Chamber is providing demographic and site-specific information to a law firm interested in establishing a pilot office in Barriere.

Nora Johnson

From: Collin Gordon [sales@ragan.ca]
Sent: Friday, May 21, 2010 12:49 PM
To: Nora Johnson
Subject: Thompson-Nicola Film Commission Directory
Attachments: Edition 3 TNFC Directory.pdf; sample formatted ad.pdf; TNFC Edition 4 Rate Card 2010 ver4.pdf; TNFC Sales Contract 2010.pdf; Letter of intro from TNFC.pdf

Hello District of Barriere!

Thank you for your time on the phone this week. Attached you will find the information on Edition 4 of the Film Commission Directory. For your review I have included.

- A cover shot of edition #3
- A sample Formatted Ad
- The Directory Edition 4 Rate Card
- Sales Agreement
- Letter of introduction from the TNFC

Please review the attached sales agreement and note that sales closing is May 31. In order to take advantage of the opportunity to further promote your business with a full page color ad, Please fill out the attached sales agreement and fax back to our office. I will follow-up with a call to confirm all details.

Please note that this directory will not only be a source of information for many film scouts and crew members but also intended to be a visual representation of our beautiful TNRD.

You have an option to have a formatted ad which is included in your investment or you can provide camera ready material to traffic@ragan.ca . The formatted ad will include your logo, tag line, up to 50 words on your City, product or services and a picture. If you prefer, the TNRD can provide an image from your region. (see attached sample and refer to the sale agreement)

Thank you for your support of Edition 4 of the TNRD film commission directory!

Kind Regards,

Collin Gordon
1250-851-0229
Ragan Advertising
Thompson-Nicola Film Commission

2010-05-26



Thompson-Nicola Regional District

Department: **Film Commission**

300 - 465 Victoria Street
Kamloops, British Columbia
Canada V2C 2A9
Tel. (250) 377-8673
Fax. (250) 372-5048
Toll Free in BC: 1-877-377-8673
Email: admin@tnrd.bc.ca
Website: www.tnrd.bc.ca

May 15, 2010

To Whom It May Concern:

Advertising in the Thompson-Nicola Film Commission "Services Directory" Edition IV

Ragan Creative, an advertising company located in Kamloops, is working closely with the Thompson-Nicola Regional District Film Commission in compiling and creating our "Services Directory" Edition IV. Many Hollywood, International and Canadian productions have chosen to film in our region due to our unique locations, and supportive and comprehensive infrastructure. Some of these projects are the "A Team", "2012", "Flicka 2", "Battlestar Galactica", "The Andromeda Strain" mini-series, "Shooter" and "An Unfinished Life", to name just a few.

Our mandate is to help facilitate the production process, and therefore, the directory will be distributed freely to producers, production managers, locations managers and their department, production coordinators and the office staff, and the heads and management staff of film departments such as transportation, art department, wardrobe, lighting, grip and camera. In other words, **the Services Directory will be utilized by the crewmembers that make the purchasing decisions.**

Ragan Creative may contact your company and offer the opportunity to advertise in our directory, which lists government agencies, non-government agencies, TNRD services and amenities, and recreation. TNRD services and amenities that we felt may be utilized by the film industry are included for free, in black and white print with basic contact information. Should you wish to stand out from others, Ragan Creative has many affordable advertising opportunities available for perusal.

Thank you for your consideration.

VICTORIA E. WELLER
Executive Director of Film
VEW/dko

MUNICIPALITIES: Ashcroft, Barriere,
Cache Creek, Chase, Clearwater,
Clinton, Kamloops, Logan Lake,
Lytton, Merritt
ELECTORAL AREAS: "A" "B" "E" "I" "J"
"L" "M" "N" "O" "P"



**Thompson-Nicola
Film Commission**
BRITISH COLUMBIA

Thompson-Nicola Film Commission Directory - Edition 4

Circulation:

100

Readership:

750-1000

Advertising Rates:

Outside Back Cover	\$1000
Extended Full Page and Flap	\$1000
Inside Front Cover	\$750
Small Flap	\$650
Formatted Standard Full Page	\$200

Ad Sizes (include bleeds):

Outside Back Cover	6.8125" x 8.75"
Extended Full Page and Flap	11.625" x 8.75"
Inside Front Cover	6.8125" x 8.75"
Small Flap	5.125" x 8.75"
Formatted Standard Full Page	5.75" x 8.75"

Full payment required with order confirmation. Applicable taxes are not included. Ad design available by quote, based on ad size, content and material provided. Formatted ads include design services to two proofs.

Ad Material Specifications:

Camera-ready material will be accepted in the following formats: PDF distilled with Press Quality settings including bleed, Illustrator, Photoshop or InDesign CS3 native files with all fonts and graphics packaged.

Also accepted are Illustrator or PhotoShop EPS, TIF or JPG in CMYK or grayscale at no less than 300 DPI at 100%. Downloaded web graphics will NOT be accepted.

Send ad materials to:

traffic@ragan.ca

Produced by:



**ragan
creative**
STRATEGY + DESIGN

261B Victoria St.
Kamloops, BC V2C 2A1
250-851-0229

**Ad Sales Closing Date:
Monday, May 31, 2010**

**Completed Material Due:
Friday, June 4, 2010**

services

THOMPSON-NICOLA FILM COMMISSION

EDITION 3



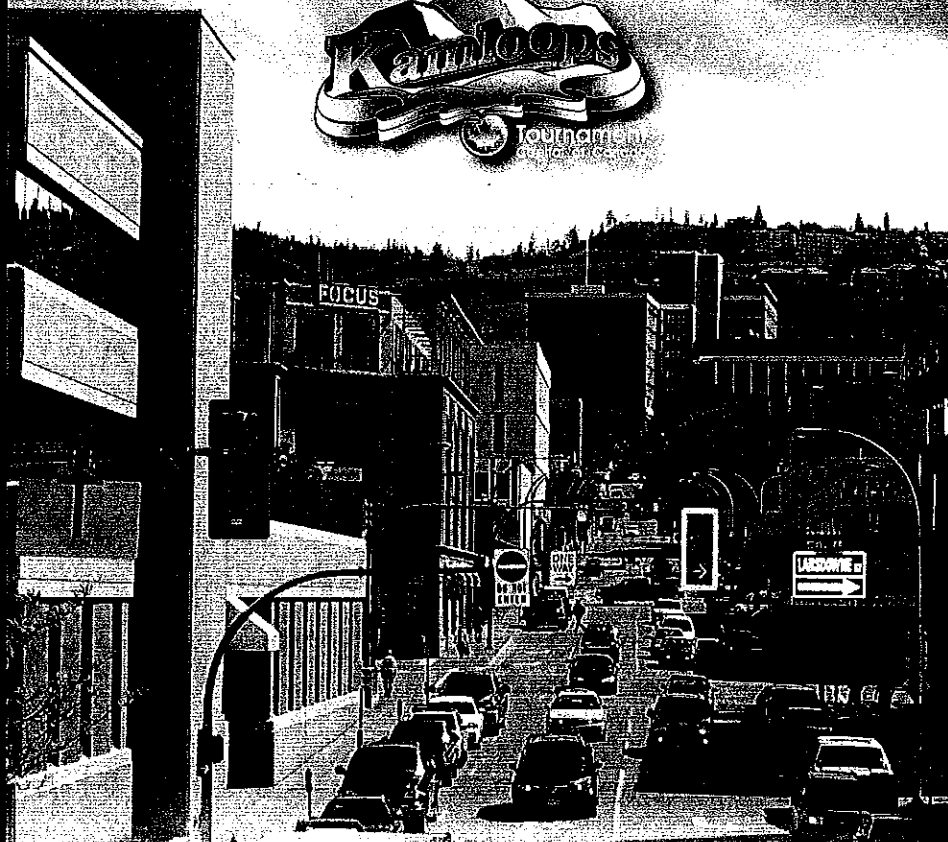
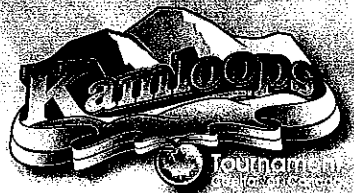
A World of Looks



BACKGROUND PHOTO ALAN FORTUNE



Lights, Camera . . . Kamloops!



The vast, rugged landscape of the Kamloops area has captured the attention of filmmakers from as early as the 1900's and still continues to today. The vast, rugged landscape of the Kamloops area has captured the attention of filmmakers from as early as the 1900's and still continues to today.

CONTACT: Vicci Weller
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