

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/instruction 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: **Kermodei Tourism Society**  
Designated Accommodation Area: **City of Terrace and Area E**  
Reporting period: **January 1, 2023, to Dec 31, 2023**

Report Completed: **June 20, 2024**

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.

MRDT Revenue

The total amount of MRDT revenue received for 2023:

MRDT: \$418,654.32  
OAP: \$ 14,915.03  
Total: \$ 433,569.35

This is a **18.77% increase** from 2022 (\$365,051.16). To date, Kermodei Tourism is exceeding its objective of 2% growth in MRDT per year.

MRDT Activities, Tactics, Investment Efforts and Outcomes

Key Strategic Areas included in this report:

- 1. Destination Marketing
- 2. Visitor Experience
- 3. Destination Management
- 4. Organizational Excellence

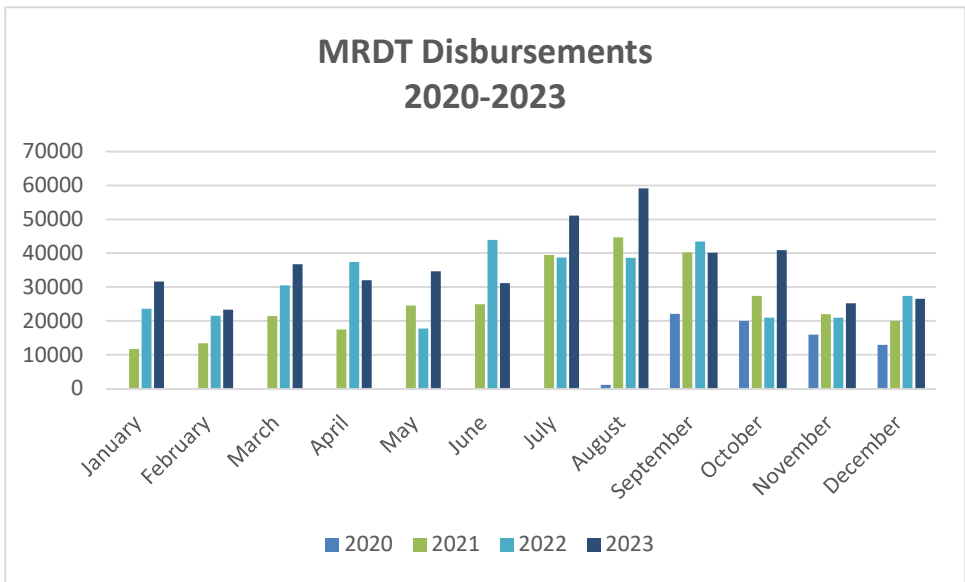
# Destination Marketing

Marketing plays a significant role in Kermodei Tourism's annual activities, in support of our mandate to increase visitation to the area through strategic marketing and partnerships at the local and regional levels. The core of Kermodei Tourism's strategy is to showcase the "WOW of Terrace," emphasizing the transformative experiences Terrace offers to both locals and visitors.

## Occupancy

While Kermodei Tourism does not have specific hotel and short-term rental occupancy rates for Terrace, we have included a chart of MRDT disbursements from the start of collection in August 2020 to December 2023. This chart highlights the busiest and quietest months, offering insights into occupancy trends in Terrace. Notably, MRDT disbursements increased each year, with the most significant gains recorded in July and August of 2023.

Generally, Terrace followed the typical seasonal occupancy patterns with highest total of stays in Q3; however, this fluctuates due to ongoing nearby industrial projects (i.e., LNG Canada, Coastal Gaslink, new hospital, etc.), which results in resource industry workers staying in local accommodations at different times during the year. Additionally , events like the Nation2Nation conference in October led to increases in 2023.



## Branding

In 2023, Kermodei Tourism completed a brand and logo redesign to refresh our identity. The new logo reflects the spirit of Terrace, drawing inspiration from the coastal mountains, lakes, rivers, and adventure trails. Further, we've made our city name 'Terrace BC' the focal point of our marketing efforts, recognizing that our previous brand, 'Kermodei Tourism' lacked recognition.



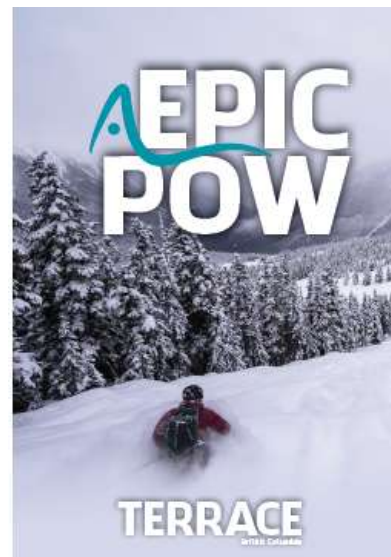
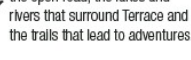
The peaked element is a nod to the coastal mountains, home to epic climbs, incredible backcountry adventures and deep powder.



The circle element positions the traveller at the centre of the action and also serves as a starting point for discovering the region.



The lower portion of the A form transitions into a swooping design element that represents the open road, the lakes and rivers that surround Terrace and the trails that lead to adventures.



## Visit Terrace Website

In 2023, Kermodei Tourism recognized that managing two separate websites, one for consumers and one for the industry, became unsustainable for our small organization. To simplify, we decided to discontinue the industry site and integrate the industry section into our consumer site. Additionally, we recognized the need for an events calendar on our consumer site, but the current platform couldn't accommodate it. To address these challenges, we worked over the course of 2023 and early 2024 with our web contractor to develop a new Visit Terrace [website](#), which launched in March 2024 and will be reported on in next years MRDT Annual Performance Report.

The following is a summary of [www.visitterrace.com](http://www.visitterrace.com) results from January 1<sup>st</sup> to December 31<sup>st</sup>, 2023

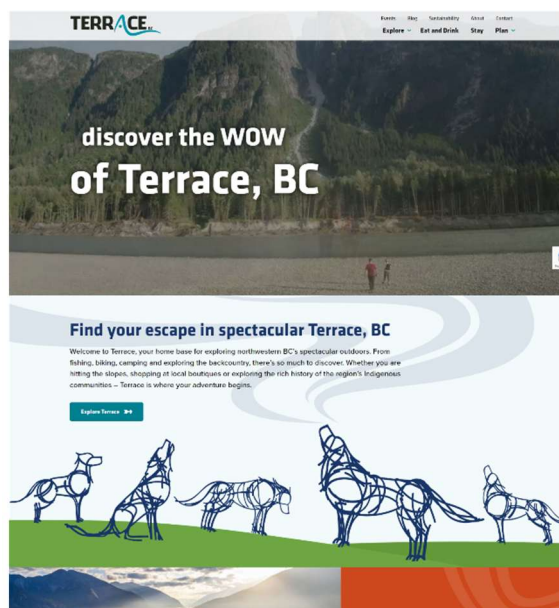
Users:	26,082
New Users:	25,659
Sessions:	33,008 (+36% vs. 2022)
Pageviews:	55,913

### Top five visitterrace.com webpages:

/outdoor recreation:	6,749
/sport-fishing:	6,369
/homepage:	5,334
/things-to-do:	3,422
/winter-stay-play:	2,695

### Primary markets of interest:

Canada:	21,769
United States	1,337
Germany:	1,171



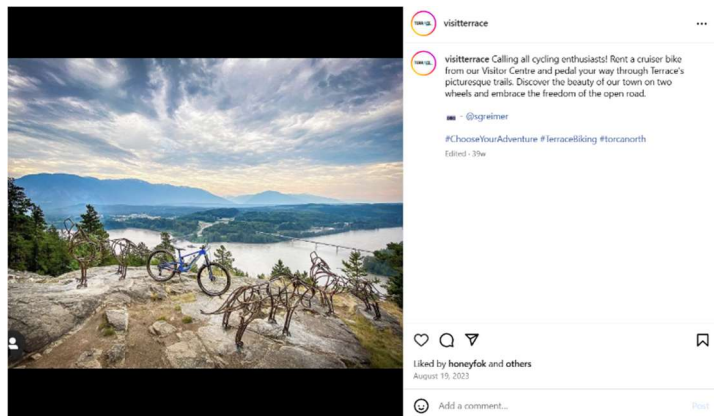
Sweden: 477  
United Kingdom: 158

#### Canada breakdown:

BC 16,363  
Alberta 3,004  
Ontario 1,648  
Quebec 503  
Saskatchewan 146

### Social Media

In 2023, Kermodei Tourism continued to actively engage on social media by implementing a new social media strategy developed in 2022. We hired a skilled contractor to execute this strategy effectively, leading to growth and improved engagement across our channels, especially on Facebook. Throughout the year, we consistently shared content about recreational activities, events, arts and culture, sustainability, summer and fall getaways, and encouraged our audience to use the hashtag #visitterrace.



Reporting period January 1<sup>st</sup> to December 31<sup>st</sup>, 2023

Facebook	Instagram	YouTube
4.5K Followers (+15% vs 2022) 12K Page visits (+187% vs 2022) 531.9K Total reach	3,676 Followers (+10% vs 2022) 4.1K Profile views (+2.5 vs 2022) 46.4K Total reach	Channel views: 58,969 Watch time: 269.4 hours New subscribers: +20

### Paid Digital Advertising Campaigns

#### Fishing in Terrace (March 3- September 9, 2023)

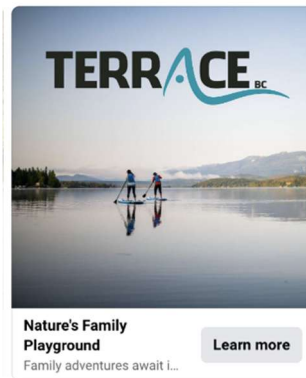
Kermodei Tourism ran a Fishing in Terrace campaign to highlight the abundance of fishing experiences available in the region. The campaign utilized Google Ads and achieved notable results, with **8.26K clicks** and **419K impressions** at a cost of just **\$0.16 per click**. It generated **13,321 interactions** and **793.37 raw leads**. YouTube video ads were especially effective, driving the highest engagement and response rates.

#### Summer Campaign (March 31 to August 20, 2023)

Kermodei Tourism launched a “Visit Terrace this Summer” campaign targeting families, singles, and couples in BC and Alberta, with a special focus on Riverboat Days and the Northwest region. On Facebook and Instagram, the campaign achieved a **total reach of 189,492** and garnered **625,987 impressions**, effectively spreading awareness across these platforms.

Simultaneously, Kermodei Tourism ran a Summer in Terrace campaign on Google Ads that achieved good results with **17.2K clicks** and **773K impressions**, at an **average cost per click of \$0.22**. It generated **24,377**

**interactions** and **2,120 raw leads**, indicating strong engagement and interest. The asset report identified YouTube video ads as the highest performing component, particularly an adventure video on rock climbing, which resonated well with the audience.



#### Fall Campaign (September 1- December 22, 2023)

Kermodei Tourism's fall 2023 campaign aimed to promote Terrace's diverse offerings to families, adventurous travelers, and residents, while showcasing the city's commitment to sustainability, inclusivity, and community engagement. Highlighting a variety of experiences, including winter activities, the campaign utilized Facebook and Instagram to position Terrace as a destination that offers unforgettable experiences, fosters community engagement, and embodies its core values.

Overall, the fall campaign successfully reached **194,717 unique users**, generating **422,939 impressions** and **6,445 clicks at a low cost per click of \$0.1**, demonstrating effective audience engagement and strong budget efficiency; notably, videos and content featuring winter activities were the highest performing.

#### Shop Local Campaign (November 23 to December 18, 2023)

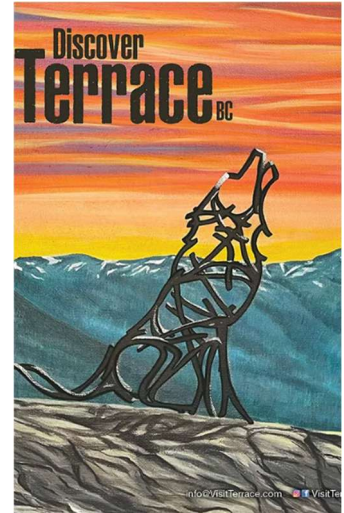
Kermodei Tourism partnered again this year with the Terrace Downtown Improvement Area (TDIA) and local businesses on the Shop Local campaign. The primary objective of the campaign was to encourage holiday shoppers to actively support local businesses in Terrace. The campaign included paid social media advertising on Facebook and a contest element. The contest urged locals to obtain a passport from a participating business or partner organizations. By making purchases at these businesses and getting their passport stamped, participants had the opportunity to win prizes while exploring and supporting the local community. Overall, the campaign was successful again this year with 50 local businesses participating. TDIA led the promotions; however, during the launch weekend, Kermodei Tourism sponsored event content on Facebook, which generated 56 event responses at a cost of \$1.79 per response.





### Collateral – 2023 Visitor Guide

Kermodei Tourism had a record year for ad sales with the 2023 Visitor Guide. It printed and successfully distributed **20,000 copies of the guide**, featuring a brand-new cover designed by local Terrace artist, Mikayla Seaton. Also, included in the guide was a new ski map to provide a resource for travelers visiting the local Shames Mountain. An online version of the Visitor Guide can be viewed at the following [link](#). Note: with the creation of the new website, Kermodei Tourism will be able to better track online guide downloads in future years.



### Consumer Shows

Kermodei Tourism participated in several in-person consumer shows in winter 2023. It was an exciting opportunity to connect face-to-face with industry stakeholders, partners, and consumers. Kermodei Tourism attended the **Edmonton RV Expo and Sale** (February 9-12, 2023), **Abbotsford RV Show** (Feb 16-19, 2023), and the **Vancouver Outdoor Adventure Show** (March 4-5, 2023). Kermodei Tourism representatives shared information about the area, including **6,000 pieces of collateral** and connected with travellers planning their trips in BC. Each of these trade shows were attended in collaboration with other destination marketing organizations along Highway 16 and the Alaska Highway (Great Northern Circle).

### Content Development

In 2023, Kermodei Tourism captured new winter and summer video and photography content to support campaigns and content for the new website. Examples of new videos content includes [Families](#), [Eulachon and wildlife viewing along the Skeena River](#), [Terrace Off-Road Cycling Association](#), and more. Seven new Terrace and regional themed itineraries were also developed and will be launched with the new website in 2024.

### Travel Trade Relations



Kermodei Tourism worked with Northern BC Tourism Association (NBCTA) to host a travel trade FAM in Terrace and the Nass Valley at the end of October 2023. The operators were amazed by the stunning scenery of the Terrace and the surrounding area, the raw beauty of the Great Bear Rainforest, the unique history and cultures of Indigenous Peoples at Kitselas Canyon National Historic Site, and more.

Kermodei Tourism also continued to provide NBCTA with updates regarding market and export-ready products around the Terrace area as NBCTA prepared for Rendez-Vous Canada, the Explore BC presentation, etc.

### Travel Media Relations

Kermodei Tourism partnered with Fishing BC and local operator Skeena Spey Lodge to capture footage for a short film focusing on a group of friends passionate about Steelhead fishing and skiing – the film follows them as they discover the WOW of Terrace, by packing both of these outdoor adventures into one epic trip. The group of friends included Feet Banks, from Mountain Life. The video, '[Winter Steelhead and Skiing in Terrace](#),' premiered on October 31, 2023, and has over 10,000 views to date. Further, Feet Bank's [article](#) about the epic trip and short film was published on November 13, 2023 on Mountain Life's website.



Kermodei Tourism also worked with NBCTA, Mountain Bike BC and TORCA to support an article by Ben Hagger on mountain biking and trail development in Terrace. The article was published on FreeHub, showcasing Terrace's biking trails and attracting enthusiasts to the area. Read the article [here](#). Additionally, Kermodei Tourism worked with the BC Ale Trail to host a Northwest BC Ale Trail "Road Trip Journey" media FAM that resulted in the following stories:

- [8 Can't-Miss Breweries in British Columbia: Taking the Northwest BC Ale Trail from Prince George to Prince Rupert - We Explore Canada](#)
- [Northwest BC · The BC Ale Trail](#)

### Key Learnings: Destination Marketing – owned channels

- A key learning from our rebrand was that our previous brand, 'Kermodei Tourism', was largely unrecognized. As such, we have now incorporated the city name 'Terrace' into all our marketing communications.
- Kermodei Tourism initially engaged agency expertise to execute our marketing campaigns. With the campaigns now established and valuable insights gained, in 2023 Kermodei Tourism enlisted a local contractor to manage ongoing execution. This approach has proven cost-effective and offers the advantage of local expertise in Terrace.
- We recognized the need for a dedicated social media specialist and as such have now hired an expert to implement our comprehensive social media strategy and are seeing excellent results.
- We acquired a license for Crowdriff in 2023 to manage our digital assets and are now fully utilizing this system. We are very pleased with its performance and capabilities.
- Awareness of Terrace is still limited, and we will continue to work with DBC, NBCTA and other partners to broaden our appeal.

### Co-operative Marketing

In addition to conducting our own unique marketing activities, Kermodei Tourism participates in several Co-operative Marketing Programs endorsed by Destination BC each year to leverage our funds and work collaboratively with neighbouring communities and specific sector groups.

## Route 16

In 2023, Kermodei Tourism invested \$5,250 in the Route 16 consortium project. In partnership with Tourism Prince George, Regional District Fraser Fort George, Tourism Smithers, and Prince Rupert, and Kitimat Bound, the Highway 16 corridor is promoted as a destination and motorcycle touring route.

In 2023, the Ride North campaigns targeted residents of BC and Alberta with video advertisements on Facebook and Instagram, promoting Route16.ca and its bookable tours.

### Summer Campaign:

- Featured the Ride16 Guided Tours and a story about a father and son's motorcycle journey, produced in collaboration with Vahna, a publication about motorcycle culture.

### Winter Campaign:

- The winter campaign highlighted '[Unpaved](#),' a film featuring Golnoosh Namazi, an Iranian-Canadian who moved to Canada with her parents during her childhood. 'Unpaved' explores how Golnoosh navigates her identity along the scenic Route 16. Notably, the film won the Best Canadian Film Award at the Toronto Motorcycle Film Festival in 2023.



Unpaved tells the story of Adventure Rider Golnoosh Namazi and her experience finding herself, and her passion, on the roads less traveled along Route 16.

### Key 2023 Results, include:

#### Meta ads:

- Banner Impressions: 998,951
- Banner Clicks: 20,634
- Video Impressions: 562,958
- Video Clicks: 18,700

#### Digital Programmatic Display

- Banner Impressions: 704,915
- Banner Clicks: 711
- Video Impressions: 293,730
- Video Clicks: 270



## Visit Northwest BC

In 2023, Kermodei Tourism collaborated with Tourism Smithers, Tourism Prince Rupert, Kitimat Bound, the Regional District of Kitimat-Stikine, Nisga'a Tourism, and the Northern BC Tourism Association (NBCTA) as part of the Visit Northwest BC Cooperative program. Kermodei Tourism's investment was combined with contributions from Destination BC, Northern BC, and the participating communities for a project total of \$89,700. This funding ensured that Kermodei Tourism was included in all marketing efforts for Northwest BC, including a summer campaign that successfully utilized targeted digital marketing strategies.

The summer campaign, executed in partnership with the marketing agency Partner & Hawes, was titled "In Abundance." It focused on promoting the region's diverse activities and experiences through innovative stop-motion imagery and video clips, showcasing what the 10 partner Northwest BC communities have to offer. The primary goal was to build upon the narrative established in the 2021/22 storytelling efforts, emphasizing the rich abundance and proximity of activities in Northwest BC. The campaign aimed to highlight both cultural and activity-based attractions, reinforcing the idea that



Northwest BC is the province's next great road trip destination.

Campaign Summary Results:

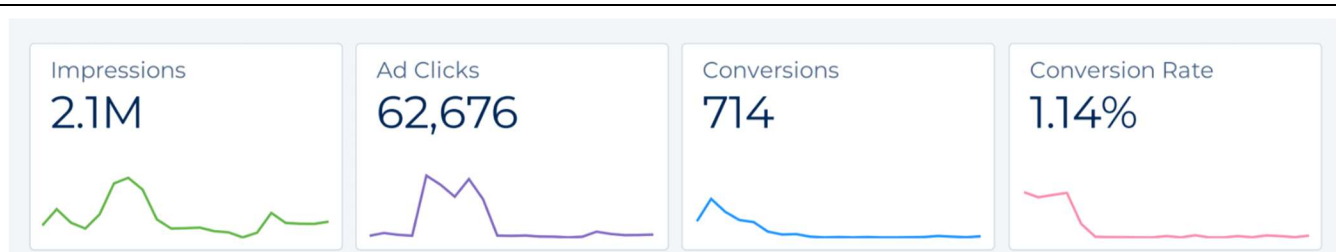
- 1.19 link click-through rate
- \$0.66 average cost per link click
- 10,540 engagements (likes, reactions, shares, comments, or video views)
- \$0.28 cost per engagement
- The “Hiking and Camping” motion ads were the best creative for maximizing clicks and engagement, particularly with the Free Spirits audience
- The “Hiking and Camping” static ad in the Southern BC and Alberta targeting Free Spirits outperformed others in terms of post-saves.



Mountain Bike BC

Kermodei Tourism continued participating in the Mountain Bike BC initiative in 2023. This partnership focuses on promoting BC as a top destination for mountain bike enthusiasts, showcasing mountain bike communities and their offerings. Kermodei Tourism contributed \$5,000 to the FY2023/24 BC Mountain Bike BC co-op marketing program. This combined with funds from other BC mountain bike communities and Destination BC, resulted in a total provincial and sub-regional project budget of \$505,553.

As part of Kermodei Tourism's investment, we participated in the *Ride North* digital campaign, which ran from May 12 to September 30, 2023, with a pause in mid-August due to wildfires. The campaign targeted BC, Alberta, Washington State, Ontario, and secondary markets of Oregon, California, and Quebec. It included paid social media advertising on platforms such as Facebook, Instagram, Tik Tok and social display. High-level results are as follow. For a detailed report, please refer to the following [link](#).



Ride North [landing page](#) - Traffic April 1, 2022-March 31, 2023:

- 32,694 users
- 1.84 views per users
- 60,073 page views
- **One of the top landing pages on mountainbikebc.ca in 2023/24**

Terrace [webpage](#) - Traffic April 1, 2022-March 31, 2023:

- 754 users
- 991 page views

One of the additional highlights of collaborating with Mountain Bike BC in 2023 was the installation of a sculpture by Terrace-based artist Steve Rogers. The sculpture, a 6-foot-tall steel raven, was commissioned by the Mountain Bike Association of BC and is located at the entrance of the Hub Biking Trails near the Terrace pump track. This project will be featured in a documentary video about the Northern BC Trail Art Project that will be completed in 2024. The film is produced by Northern BC Tourism and supported by the Ride North community partners.



### BC Ale Trail

In 2023, Kermodai Tourism continued participating in the BC Ale Trail cooperative marketing initiative. This partnership focuses on promoting BC as a top destination for craft beer enthusiasts and includes self-guided itineraries showcasing local breweries and tourism offerings. Kermodai Tourism contributed \$3,466 to the FY2023/24 BC Ale Trail program. This, combined with funds from other BC communities and Destination BC, resulted in a total project budget of \$465,000.

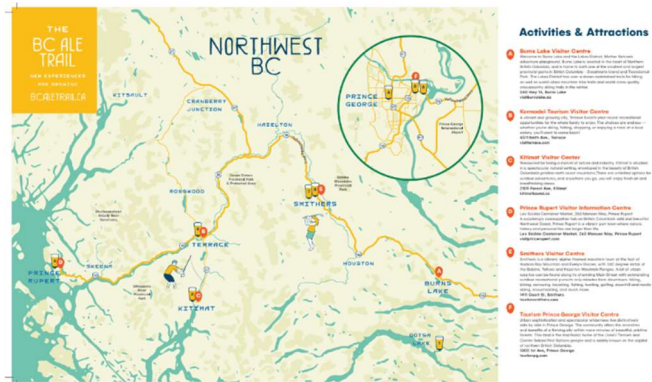


As part of Kermodai's investment, we are included as part of the Northwest BC Ale Trail. The Northwest BC Ale Trail showcases craft breweries and tourism products from Terrace, Prince Rupert, Smithers, Burns Lake, and Prince George. In Terrace, Sherwood Mountain Brewhouse is showcased through the BC Ale Trail [website](#) and through the digital marketing campaigns promoting the Northwest BC Ale Trail.

### Group Tactics:

As part of Kermodei Tourism's baseline investment, we were included in all of BC Ale Trails global tactics including, digital marketing campaigns, mobile app, blogs, social media, PR, YouTube and more.

- The Northwest Ale Trail [webpage](#) that includes Terrace received 993 unique pageview and avg engagement time of 50s
- A dedicated Sherwood Mountain Brewhouse landing [page](#) received 247 page views and 21s avg engagement time
- Inclusion on the Ale Trails [app](#) (26K+ users), with the Northwest BC Ale Trail receiving 6912 locations views (Sherwood Mtn 1676), 2644 points collected/tracked visits (Sherwood Mtn 1068), and 42 rewards claimed (Sherwood Mtn 16). *Note: if you equate each visit to even just \$15, you can assume that \$16,020 in sales can be attributed to visitors to Sherwood Mountain Brewhouse that used the app and knew about the BC Ale Trail.*



### Add-on Tactics:

- Terrace was included on regional print map brochure highlighting the Northwest BC Ale trail and featured Sherwood Mountain Brewhouse and the Kermodei Tourism Visitor Centre. 12,000 copies of the map brochure were printed and distributed throughout the Northwest
- Kermodei Tourism participated in the [Road Trip Journal](#) campaign with Prince George and Smithers. The [campaign](#) included two Meta ads that ran across the Pacific Northwest for a span of 30 days and resulted in:
  - 306,822 impressions
  - 4,946 ad clicks
  - 1.61% clickthrough rate
  - 241 conversions (button clicks)

## Visitor Experiences

In 2023, Kermodei Tourism submitted the annual renewal of the Visitor Services Agreement with Destination BC with a request for \$16,500 – was received. Further, Kermodei Tourism received the Canada Summer Jobs Grant for four summer Visitor Centre positions in 2023.

Kermodei Tourism participates in quarterly check-ins with the Visitor Centre Network and completed the annual Visitor Centre Survey and Reporting requirement for the Visitor Centre Network. Kermodei Tourism attended the Visitor Centre Network Conference in 2023.





### Visitor Stats

Annual 2023 visitor numbers at the Visitor Centre saw a **23.85% decrease** in total visitors (vs 2022).

2023: 5,905 visitors at the Visitor Centre

2022: 7,756 visitors at the Visitor Centre

2021: 4,517 visitors at the Visitor Centre

2020: 2,930 visitors at the Visitor Centre

2019: 6,143 visitors at the Visitor Centre

### **Gear Rental**

Kermodei Tourism offers affordable gear rentals at the Terrace Visitor Centre, including bicycles and fishing rods. Currently there are limited gear rental offerings in Terrace and Kermodei Tourism saw this an opportunity to offer travellers a way to get out and explore the city, local lakes, and trails. In 2023, Kermodei Tourism successfully secured grant funding from NBCTA's Accessibility Enhancement Program to purchase an all-terrain, off-road wheelchair for the Terrace Visitor Centre. The new "Freedom Chair" will be available for rental starting in Spring 2024, enabling visitors with mobility challenges to experience more of Terrace's natural landscapes.



### **Artisan Market**

Located within the Visitor Centre is a gift shop featuring nearly 60 local artisans, and signature Terrace wear. The collection of products attracts many guests to the Visitor Centre and creates a welcoming environment to share information about services and experiences available in the greater Terrace area. The Terrace Visitor Centre hosted a selection of events to including two vendor outdoor markets in summer 2023 and a Christmas Open House as part of the shop local campaign, which attracted over 100 people.



## Events

Kermodei Tourism provides promotional support and on-site visitor servicing for key events in Terrace, all with a goal to encourage longer stays and increased revenues for local businesses. The following are a few key events that Kermodei Tourism supported in 2023:

### Skeena Valley Farmer's Market

Skeena Valley Farmers Market hosts up to 80 local vendors every Saturday from May 1- Oct 31 in Terrace. It is one of BC's oldest and largest farmers markets and has become a destination for both shoppers and vendors alike. Kermodei Tourism is on-site at the market each week selling Terrace merchandise and providing visitor information on all the amazing spots in the area. Over the course of the season, we interacted with over **2,500 visitors** to our booth.



### Farm Fest

Farm Fest was a one-day, family friendly festival hosted at Hidden Acres Farm in Terrace in July 2023. The event featured live music, local artisans, food, and drink vendors. Kermodei Tourism was on-site at cooking hamburgers and hotdogs, selling Terrace merchandise and providing visitor information.



### Riverboat Days

Riverboat Days is the largest annual community festival in northwest British Columbia, highlighting the culture and heritage of Terrace and the surrounding area. Kermodei Tourism provided promotional support, including the redevelopment of the Riverboat Days [website](#). Further, in 2023 Kermodei Tourism sponsored the Concerts in the Park element of Riverboat Days and was onsite providing visitor information.



## Meetings and Sport Event Visitor Services Support

In 2023, Terrace hosted many meetings and sports events, and Kermodei Tourism played a supportive role to



ensure that delegates had the information they needed to make the most of their time in Terrace. Kermodei Tourism provided **over 2,500 delegate packages** and visitor services information, including the Terrace Visitor Guide, for a variety of events such as:

- BC School Sport Provincial Championship
- BC Minor Hockey Championship
- U18 Hockey Provincials
- Junior Curling Provincials
- Northern Health Recruitment Drive
- Nation2Nation Conference

Further, Kermodei Executive Director, Liz Smaha, attended the BC Sport Tourism Network meeting and the Sport Event Congress in June 2023 to gain insights on the latest trends and to help enhance Terrace's reputation as a sport event destination.



### Key Learnings: visitor servicing

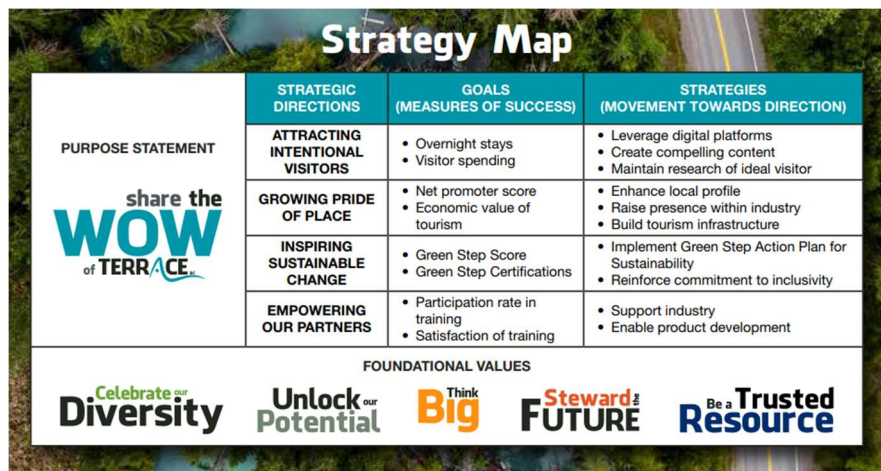
- Implement better tracking to accurately capture visitor service interactions at events and during the use of mobile visitor services (tricycle)

## Destination Management

Kermodei Tourism's role continues to evolve beyond promotion to destination management. By focusing on sustainability, capacity building and community engagement, Kermodei Tourism is creating conditions for positive experiences, ensuring that Terrace thrives for both residents and visitors.

### Destination Terrace Strategy

In 2023, Kermodei Tourism contracted the Destinate Group to refresh the community destination management strategy, known as the *Destination Terrace Strategy*. This initiative encompassed the creation of an updated vision and values, along with a more actionable strategic plan with four strategic directions to better guide implementation. Here's a picture of our new 'Strategy Map' which summarizes the updated Strategy:



Additionally, to support the implementation of the *Destination Terrace Strategy*, Kermodei Tourism secured a \$249,000 grant from PacifiCan Tourism Relief Fund. The funds were utilized to support various initiatives, including sustainability initiatives, digital readiness programming for operators, digital asset mapping and itinerary development, all of which are detailed in this report below. The grant was enhanced with an additional \$150,000 from Kermodei Tourism, providing benefits to local operators and creating a legacy of learning tools and opportunities for the future.

### Signage & Wayfinding

In the fall of 2023, Kermodei Tourism applied for the Rural Economic Diversification and Infrastructure Program (REDIP) for a wayfinding initiative. This project aligns specifically with tactics in the Destination Terrace strategy as well as with other community partners, who will support the initiative:

- as outlined in the Official Community Plan, the City of Terrace, is guided by fiscal responsibility, reconciliation, climate resilience, diversity/inclusion. The vision for the city includes a diverse economy where local businesses thrive and Terrace becomes a business and retail destination, while celebrating the diversity in heritage and culture.
- The City's Corporate Strategic Plan 2023-2026 supports reconciliation efforts and references City signage and wayfinding as a tool for relationship building.
- Terrace Downtown Improvement Area (TDIA) is leading on-going downtown revitalization work, including façade upgrades, holiday lighting, banners, murals, etc.

Decisions on the REDIP grant program are expected in early 2024 and will be reported on in next year's report.

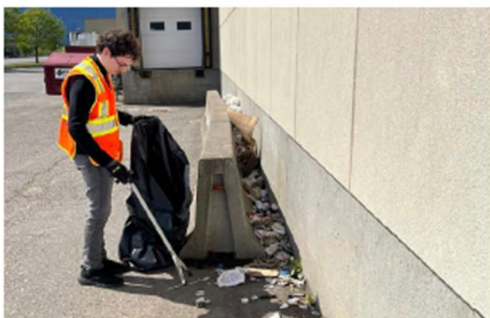
### GreenStep Certified

In alignment with the *Destination Terrace Strategy*, Kermodei Tourism is now GreenStep certified, just the second community in BC to earn this designation as a

sustainable tourism destination. Kermodei Tourism achieved bronze-level certification through a rigorous review process that assessed the organizations sustainability performance across four categories: environmental, socio-economic, natural, and cultural, and management. Sustainability is now a central consideration in all our organizational efforts. Kermodei Tourism will continue to focus on making easily attainable sustainability improvement as we strive to reach silver level of certification in the coming years.



### Tidy up Thursdays: Kermodei Tourism's Summer Cleanup Initiative



With a key focus on sustainability, every Thursday during the summer months, the Kermodei Tourism team hit the streets of Terrace to do their part in keeping the city clean and beautiful. The team also encouraged everyone in the community to do their part as well and recognized businesses investing in exterior improvements. Together, these efforts help to enhance Terrace's appeal, making it a welcoming and attractive destination for all and further support the City and TDIA's beautification initiatives.

## Digital Readiness: Training & Hands-on Support

In alignment with the *Destination Terrace Strategy*, Kermodei Tourism conducted an inventory and opportunity analysis of tourism-related businesses and organizations to guide business resiliency and digital readiness supports. Based on this analysis, we offered targeted programming to support local needs:

### Website Support

Our analysis identified local organizations that required website enhancements. To improve their online presence, Kermodei Tourism assisted in developing and upgrading the websites of nine local organizations, thereby boosting the visibility of visitor experiences in the Terrace area. Among the recipients of this support were Skeena Valley Farmer's Market, Kitselas Canyon National Historic Site, Northwest Power Rentals, Riverboat Days, Skeena Salmon Arts Festival Society, Shames Mountain, and more.

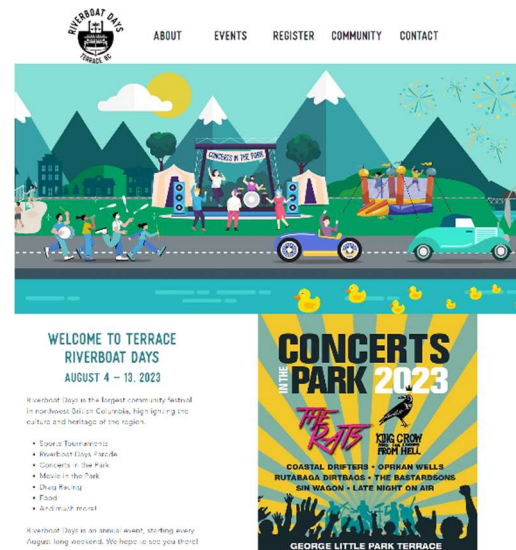
### Tourism Academy

Kermodei Tourism also identified the need for improved front-line worker customer service and community destination training. In response, we created the new online Tourism Training Academy 'Discover Terrace' platform for our staff, front-line workers, and tourism partners in 2023. The platform is now live, and in 2024, we plan to expand the course content with a new customer service course, and more.

Further, as part of the Tourism Academy, Kermodei Tourism created a "Digital Bootcamp" workshop to help tourism operators improve their digital presence. The inaugural workshop was held on June 13, 2023, and provided guidance on utilizing tools such as TripAdvisor, Google My Business, and Search Engine Optimization strategies to increase online visibility. Twelve local operators attended, and the session received excellent feedback, highlighting the importance of digital readiness in reaching potential consumers. Kermodei Tourism plans to host more session in the future to further support digital readiness.

### **Value of Tourism**

In 2023, Kermodei Tourism hired Larose Research and Strategy to conduct the first-ever analysis of the economic impacts of the tourism economy in Terrace. The [report](#) clearly demonstrated the tremendous economic value of the tourism sector for the region. In 2022, direct visitor spending was approximately \$85 million in Greater Terrace, which has a population of 18,000. This level of tourism impact per capita is greater than several BC communities that are typically considered to be heavily dependent on tourism, such as Kelowna, Kamloops, and Vancouver's North Shore.



### Economic Impacts & Value of Tourism in Terrace



### Local Tourism Partner Engagement

Kermodei Tourism was active in communicating and providing support to local industry partners through initiatives like the digital readiness programming in 2023. Kermodei Tourism staff consistently engaged with partners through various channels, including email, phone, in-person meetings, website, and the quarterly e-newsletter. We also hosted a successful fall community engagement session in which we shared our 2023 activities, including how we used the PacifiCan grant funding.

## Newsletter

**TERRACE**

### Summer vendor markets at the Visitor Centre

The Terrace Visitor Centre is proud to host two exciting vendor markets this summer July 30 and August 20. The Visitor Centre not only offers great trip planning assistance for visitors and locals alike, it's home to nearly 60 regional vendors. We're highlighting regional talent with two days of outdoor markets. Come meet the vendors, support your local artisans and have a refreshing beverage from our coffee shop (the iced fruit drinks are delicious!). Interested in being a vendor? Contact Morgan at [media@visitterrace.ca](mailto:media@visitterrace.ca)



### Outputs:

- 4 newsletters were sent via email in 2023 to 400+ people in our database. Note: average open rate / average click rate are not available – will be available once new website is launched.

Kermodei Tourism also maintains strong relations with Terrace's local government, meeting regularly with city staff and presenting yearly to mayor and council as part of the operating agreement. Further, Kermodei Tourism's Executive Director, Liz Smaha is the Vice Chair of the Terrace Downtown Improvement Association (TDIA) and is involved in a revitalization project to provide a vibrant, safe, accessible downtown core for residents and visitors. Liz is also a director on the Terrace and District Chamber of Commerce board.

Lastly, given the abundance of fishing, mountain biking, and art & cultural experiences in the Terrace area, Kermodei Tourism is engaged and working together with the local angling group, Terrace Off-Road Cycling Association, and the Skeena Valley Arts group. These efforts combined aim to continually strengthen the visitor economy in Terrace.

### Provincial Industry Engagement

Throughout 2023, Kermodei Tourism participated in a variety of industry meetings and presentations to stay up-to-date and be able to share important information with Kermodei Tourism partners.

### For example:

- Tourism Industry Association of BC – attended Tourism Industry Conference
- Destination BC – hosted Iconics session in Terrace on July 18, 2023
- Northern BC Tourism Association – attend regularly scheduled industry meetings
- Northwest DDS Advisory Committee – attend regularly scheduled meetings
- BCDMOA – joined Association and is Treasurer on BCDMOA board
- Visitor Centre Network– participated in quarterly check-ins and attended the annual Network Conference
- IMPACT – attended 2023 conference in Victoria, BC
- BC Economic Development Association – attended spring summit in partnership with City of Terrace
- Member of Destinations International – attended regularly scheduled calls and learning opportunities



### **Key Learnings: Destination Management**

- Through execution of the PacifiCan grant, Kermodei Tourism gained many key insights, including a deeper understanding of the lack of digital readiness in our community. This highlights the ongoing need for support and capacity-building programs for our tourism partners, even beyond the grant's completion.
- Sustainability and accessibility have become central considerations in our organizational efforts. We actively advocate for these principles on various boards we serve on, especially when applying for grant funding like trails, to ensure accessibility and environmental considerations are given priority.
- Effective collaboration with local partners, including the City and TDIA, has been key for advancing projects forward, such as the wayfinding initiative. Terrace cannot simply promote the destination without also working with partners to address safety, accessibility and vibrancy.

## **Organizational Excellence**

### **Finance**

In 2023, Kermodei Tourism was successful in securing substantial grant funding from PacifiCan, Canada Summer Jobs, Destination BC, and more. Additionally, Kermodei Tourism presented to Mayor and Council in early 2023 and secured a municipal contribution of \$132,600 for 2023.

### **Governance**

The Kermodei Tourism board is made up of nine directors, representing a broad cross section of the tourism industry, including the City of Terrace, Regional District of Kitimat-Stikine, Terrace and District Chamber of Commerce, Terrance Business Resource Centre, accommodation sector and strategically selected sectors of the local tourism industry. In 2023, Kermodei Tourism updated its bylaws, marking the first update since 2017. This update will enhance board governance and promote the long-term sustainability of the organization by ensuring legal compliance and improving the ability to adapt to change.

### **Staffing**

In 2023, Kermodei Tourism employed one full-time Executive Director, two part-time visitor centre councillors/DMO support, one full-time visitor centre manager, and a part-time bookkeeper. Further, we have contracted assistance for web, social media, communications, MRDT, photography/videography and a grant specialist.

### **Key Learnings: Governance & Finance**

- Kermodei Tourism hired a dedicated bookkeeper to oversee our finance and accounting functions in 2023, instead of relying solely on the external accounting firm. This change has improved our ability to manage our financials and make timely and informed decisions.
- We hosted a successful fall community engagement session in which we shared our 2023 activities, including how we used the PacifiCan grant funding. Based on its success, we've decided to make this a recurring event, with a similar format, every fall.
- We will continue to focus on applying for grant funding, including the Tourism Growth Fund and REDIP programs in 2024.



## 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.

### Extent of Local-level Stakeholder Engagement

Local-level stakeholder engagement continued to be a key priority for Kermoder Tourism in 2023. See Destination Management section above for information on Kermoder Tourism's industry and local government engagement.

### Stakeholder Satisfaction

*Only for designated recipients collecting 3% tax:*

n/a

### Community Collaboration

*Only for designated recipients collecting 3% tax:*

n/a

## 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.

- Participates in Destination BC's cooperative marketing programs with Mountain Biking BC, BC Ale Trail, Northwest BC, and Route 16.
- Works closely with Northern BC Tourism Association on cooperative marketing (i.e., Northwest BC), Travel Trade, Travel Media Relations, and Destination Development activities.
- Attends regular TIABC and BCDMOA meetings.
- Attends regularly scheduled Destination BC industry meetings, reads DBC and TIABC communications and shares resources (i.e. emergency preparedness messaging) with tourism partners in Terrace.

### Coordinated with Destination British Columbia on Travel Media and Travel Trade Activities

*Only for designated recipients collecting 3% tax:*

n/a

#### 4. Fiscal prudence and accountability

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

##### Effective Financial Management

See Appendix 2.1

##### Streamlined Administrative Costs

Marketing -\$370,658.40

Destination and Industry Development - \$97,725.92

Visitor Services - \$177,065.61

Meetings, Conventions, Events and Sport – \$31,007.82

**Administration - \$116,176.11**

Other: 79,485.47

**TOTAL: \$872,119.33**

With administrative costs making up only **13.32%** of the total budget in 2023, this demonstrates our commitment to streamlined and efficient administration.

##### Leveraging of Other Marketing Funds

Kermodei Tourism invested **\$25,716** to be part of **\$1,136,133** worth of cooperative marketing programs in 2023.

Project	Kermodei Tourism Investment	Total Project Cost
Mountain Bike BC	\$5,000	\$505,553 (provincial and sub-regional budget)
BC Ale Trail	\$3,466	\$465,000 (provincial and sub-regional budget)
Visit Northwest BC	\$12,000	\$89,700
Route 16	\$5,250	\$75,880

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

Designated Recipient's Authorized Signing Authority Name	Designated Recipient's Authorized Signing Authority Title
Date	Designated Recipient's Authorized Signing Authority Signature