

## Flatman, John CSCD:EX

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**From:** Hood, Kim DBC:EX  
**Sent:** Tuesday, May 9, 2017 2:28 PM  
**To:** Beck, Adrienne JTST:EX; Minaker, Willow JTST:EX; Chwist, Tamara JTST:EX  
**Subject:** FW: Revised Marketing Budget  
**Attachments:** Destinations BC Reporting updated.xlsx; ATT00001.htm

Hi, this came in right before I went to Alberta for work, so got buried in my email. I'm taking a look at it now, s.13  
Can we discuss tomorrow at the very beginning of our call?

Thx

### Kim Hood

Manager, Marketing Co-Op Programs  
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Sign up [here](#) for updates, invites and our new industry newsletter, **Destination BC News**. Receive updates on our marketing campaigns, hear about tourism partnership and media coverage successes, learn facts and figures from our research team, get news you can use about upcoming events—and much more, right to your inbox.

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**From:** Holly Bird [<mailto:holly@adessocreative.ca>]  
**Sent:** Monday, April 24, 2017 9:05 AM  
**To:** Hood, Kim DBC:EX  
**Cc:** Cathy Walker; Michael Brown  
**Subject:** Revised Marketing Budget

Good Morning Kim,

Please find attached a revised Marketing Budget for ITU Multisport World Championships Festival.

I reviewed the grant and I don't believe we had any further specifics to deliver to you at this point. Please let me know if there is further explanation required.

Note: there are flights included in the budget but they are not counted in the total sum at the bottom of the page.

Best,

Holly

| <b>PROMOTIONS &amp; MEDIA</b>                                    | <b>VIK</b> | <b>CASH</b> | <b>Total</b> |
|--|------------|-------------|--------------|
| <b>Promotion - Advertising</b>                                   |            |             |              |
| Media Ads  |            | s.13,s.21   |              |
| Radio Ads  |            |             |              |
| Television Ads   |            |             |              |
| Press Conference x 4   |            |             |              |
| <b>Marketing Promotional Program</b>                             |            |             |              |
| Design   |            |             |              |
| Production   |            |             |              |
| Distribution   |            |             |              |
| Promotional Product (e.g. Wine Stoppers)                         |            |             |              |
| Product - Logo'd Swag for all athletes, Staff Clothing, etc.     |            |             |              |
| <b>Literature/Posters</b>  |            |             |              |
| Design   |            |             |              |
| Production   |            |             |              |
| <b>Athlete Target Marketing</b>                                  |            |             |              |
| National Federation Marketing/Newsletters                        |            |             |              |
| Athlete Marketing/Newsletters                                    |            |             |              |
| Advertisements   |            |             |              |
| <b>Race Media Expenses</b>                                       |            |             |              |
| Equipment, lease   |            |             |              |
| Media Conferences  |            |             |              |
| Internet hook ups  |            |             |              |
| <b>Community Awareness</b>                                       |            |             |              |
| Promotional Flyers   |            |             |              |
| Brochure   |            |             |              |
| Newsletters  |            |             |              |
| Promotional Events x 3   |            |             |              |
| Promotional Material   |            |             |              |
| Banners (bridges and others)                                     |            |             |              |
| Street Pole dressing   |            |             |              |
| <b>Promotional Events</b>  |            |             |              |
| During Festival x 2  |            |             |              |
| <b>Television Production</b>                                     |            |             |              |
| ITU TV production fee  |            |             |              |
| Motorcycles and drivers x 3                                      |            |             |              |
| 5 radios on separate channel                                     |            |             |              |
| Local TV production (incase of LOC acquiring a host broadcaster) |            |             |              |
| <b>Website</b>   |            |             |              |
| Creation and Maintenance   |            |             |              |
| <b>Staff</b>   |            |             |              |
| Marketing Manager  |            |             |              |
| Marketing Associate  |            |             |              |
| <b>Expo Fees</b>   |            |             |              |
| Triathlon Business International 2016                            |            |             |              |
| WTC Kona   |            |             |              |
| ITU Long Course Worlds   |            |             |              |
| Triathlon Business International 2017                            |            |             |              |

## Flatman, John CSCD:EX

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**From:** Beck, Adrienne JTST:EX  
**Sent:** Monday, December 5, 2016 9:36 AM  
**To:** Hurrell, Lara GCPE:EX; Johnson, Sheldon GCPE:EX  
**Cc:** Currie, David GCPE:EX; Minaker, Willow JTST:EX  
**Subject:** FW: BC Tourism Grant

Hi all,

We've now been in touch with the ITU World Multisport organizers regarding their TEP funding. As per my email below, I've indicated you will be in touch directly to firm up any announcement plans.

Thx,  
Adrienne

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**From:** Beck, Adrienne JTST:EX  
**Sent:** Monday, December 5, 2016 9:33 AM  
**To:** 'Cathy Walker'; Minaker, Willow JTST:EX  
**Cc:** Hood, Kim DBC:EX; Epp, Aimee DBC:EX  
**Subject:** RE: BC Tourism Grant

Hi Cathy!

We are pleased to be able to follow up with you now and provide you with confirmation that you will receive **\$220,000** in funding through the TEP for the 2017 ITU World Multisport Championships in Penticton!

As a next step, I would like to introduce you, via copy of this email, to Kim Hood from Destination BC. Kim will work with you to flush out your marketing activities and develop a contract to transfer the TEP funds. Kim will be in touch with you in the coming week or so to work through your marketing plan and identify BC branding opportunities.

I will also provide your contact information to our Government communications office who will be in touch regarding announcements and any potential news releases regarding the TEP funding.

In the meantime, please do not make any announcements regarding the TEP funding until you have been contacted by Government communications.

Best of luck to you and thank you again for your patience!

Adrienne

**From:** Cathy Walker [<mailto:cathy@challengepenticton.com>]  
**Sent:** Thursday, December 1, 2016 9:31 AM  
**To:** Beck, Adrienne JTST:EX; Minaker, Willow JTST:EX  
**Subject:** BC Tourism Grant

Hi Adrienne & Willow,

I just wanted to reach out to say thank you for the work that you did on our file and application for the BC Tourism Grant. Michael Brown received a phone call from our MLA, Dan Ashton yesterday with the good news.

Mr. Ashton did indicate that there was some urgency on the part of the government to move forward with this, but I don't have any specifics in that regard. I am heading out to the ITU Congress meetings early tomorrow morning and I will be gone for 12 days, however Michael Brown will be available until December 7th and did let Mr. Ashton know.

I can be reached via email and am happy to complete any forms or documentation required while I am away, or whatever is most helpful.

If you are interested, I would be happy to continue to provide updates on the Festival and the impact that it is having. Michael has had an amazing promotional video produced that he will be presenting to Congress. Once it has been presented and made public, I will send you a link to view.

Again, both Michael and I appreciate your hard work and do let me know if there's anything you require from me.

Best regards,

Cathy Walker

CHALLENGE Penticton

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W: [www.challenge-penticton.com](http://www.challenge-penticton.com)

MINISTRY OF JOBS, TOURISM AND SKILLS TRAINING  
AND MINISTER RESPONSIBLE FOR LABOUR  
**DECISION NOTE**

Cliff #: 113799

Date: September 14, 2016

**PREPARED FOR:** Shannon Baskerville, Deputy Minister, Ministry of Jobs, Tourism and Skills Training and Minister Responsible for Labour (JTSTL).

**ISSUE:** Tourism Events Program Applications: June 30, 2016 intake.

**BACKGROUND:**

The Tourism Events Program (TEP) was launched in September 2015 to support the planning, marketing and organization of events and celebrations with a high provincial tourism value. The last intake closed on June 30<sup>th</sup> for events running from July 1, 2016 to December 31, 2017. Thirteen applications were evaluated, totalling \$1,769,397 in requested funding.

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The Ministry is seeking a decision on the following 11 applications:

1. Grand Slam of Curling
2. 2016 World Junior Taekwondo Championships
3. Just for Laughs Comedy Festival
4. 2017 Telus Cup
5. Vancouver Marathon
6. BC Bike Race
7. 2017 ITU World Multisport
8. Women's World Softball Championships
9. Kaslo Jazz Fest
10. Vancouver NYE
11. Port Alberni 2017 Tri-Conic Challenge

**DISCUSSION:**

The TEP was designed to promote tourism and grow awareness of British Columbia internationally as a destination of choice for high profile events. Ideally, events should:

- Take place in B.C. and have a defined connection with tourism;
- Be secured (an event bid is not eligible);
- Raise awareness nationally and internationally of B.C.'s tourism brands;
- Motivate Canadians and people from other countries to travel/experience B.C.;

- Have a high tourism value and economic benefit;
- Be supported by the local community/communities; and
- Align with provincial, regional and community tourism strategies.

As such, each application was assessed for the following benefits:

- International Profile ( the scope of international broadcasting and media profile for the event);
- Tourism Impact (an indication of international visitation (tourism) that will be garnered through the event);
- Regional Impact (how the event will contribute, economically and through tourism benefits, to the region); and
- Economic Impact (an assessment of the overall economic impact of the event).

This information was collectively used to provide an assessment of the overall Return on Investment (ROI) to the province.

**OPTION 1:** Approve funding allocation as follows:

1. Grand Slam of Curling: \$25,000
2. 2016 World Junior Taekwondo Championship: \$75,000
3. Just for Laughs Comedy Festival: \$50,000
4. 2017 Telus Cup: \$ 55,000
5. Vancouver Marathon: \$125,000
6. BC Bike Race: \$65,000
7. 2017 ITU World Multisport: \$220,000
8. Women's World Softball Championship: \$0
9. Kaslo Jazz Fest: \$0
10. Vancouver NYE: \$0
11. Port Alberni 2017 Tri-Conic Challenge: \$0

See Appendix 1 for an Executive Summary of the TEP application review, and funding recommendations. See Appendix 2 for detailed analysis of individual applications.

Implications and next steps:

- The Province will be supporting events that increase B.C.'s international profile, grow international visitation, bring economic and tourism benefits to B.C. regions, and provide a strong return on investment.
  - Destination BC will develop Shared Cost Agreements with applicants of funded events and JTSTL will work with both parties to ensure the funding is allocated according to their applications and eligible use of funds.
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- GCPE will be notified in order to develop a communications plan for funded events.
- JTSTL will notify unsuccessful applicants, and, where appropriate, invite them to consider revising their applications for future intakes.


**Option 2:** Do not approve applications.

Implications and next steps:

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**RECOMMENDATION:** Option 1

**ATTACHMENTS:**

|   |  |
|---|--|
| <div data-bbox="232 846 472 919" data-label="Text"> <p>Approved /</p> </div> <div data-bbox="492 871 691 909" data-label="Text"> <p>Not Approved</p> </div> | <div data-bbox="849 871 1157 909" data-label="Text"> <p>Date: Sept 19, 2016</p> </div> |
|   |  |
| <div data-bbox="188 1083 354 1115" data-label="Text"> <p>Comments:</p> </div>   |  |

## Appendix 1

### Executive Summary: 2016/17 TEP Application Review and Funding Recommendations

| Event                                    | Location(s)  | Date(s)           | Total Event Budget | Anticipated Sponsorship Contribution | TEP Funding Request | Analysis: Total Impact (ROI) | Recommended Funding Amount |
|--|--|-------------------|--------------------|--------------------------------------|---------------------|------------------------------|----------------------------|
| Grand Slam of Curling                    | Cranbrook  | Nov. 8-13, 2016   | s.13,s.21          | s.13,s.21                            | \$25,000            | Medium to High               | \$25,000                   |
| 2016 World Junior Taekwondo Championship | Burnaby  | Nov. 16-20, 2016  |                    |                                      | \$250,000           | Low to Medium                | \$75,000                   |
| Just for Laughs Comedy Festival          | Vancouver  | Feb. 16-25, 2017  |                    |                                      | \$200,000           | Low to Medium                | \$50,000                   |
| 2017 Telus Cup                           | Prince George  | April 24-30, 2017 |                    |                                      | \$100,000           | Medium                       | \$55,000                   |
| Vancouver Marathon                       | Vancouver  | May 7, 2017       |                    |                                      | \$175,000           | Medium to High               | \$125,000                  |
| BC Bike Race                             | Cumberland Powell River, Sechelt, NVan, Squamish, Whistler | July 6-13, 2017   |                    |                                      | \$85,000            | Medium to High               | \$65,000                   |
| 2017 ITU World Multisport                | Penticton  | Aug. 18-27, 2017  |                    |                                      | \$300,000           | Medium to High               | \$220,000                  |
|  |  |                   |                    |                                      |                     | SUB TOTAL                    | \$605,000                  |

| Recommendation: Decline Application   |              |                        |           |           |           |                                |     |
|---------------------------------------|--------------|------------------------|-----------|-----------|-----------|--------------------------------|-----|
| Women's World Softball Championship   | Surrey       | July 15-24, 2016       | s.13,s.21 | s.13,s.21 | \$50,000  | Event has already taken place  | \$0 |
| Kaslo Jazz Fest                       | Kaslo        | July 29-31, 2016       |           |           | \$2,500   | Does not meet program criteria | \$0 |
| Vancouver NYE                         | Vancouver    | Dec.31, 2016           |           |           | \$195,197 | Low                            | \$0 |
| Port Alberni 2017 Tri-Conic Challenge | Port Alberni | June 30 - July 3, 2017 |           |           | \$20,000  | Does not meet program criteria | \$0 |



## Appendix 2 TEP Application Review

### GRAND SLAM OF CURLING (“Tour Challenge”)

**DATE:** November 8-13, 2016

**LOCATION:** Cranbrook

**REQUESTED FUNDING:** \$25,000

#### **EVENT DESCRIPTION:**

The Grand Slam of Curling (GSOC) Tour Challenge is a six day international curling competition featuring top ranked teams in women and men’s curling. A total of sixty teams are expected to participate. The event organizers indicate this is the largest curling tournament in North America, delivering an average of \$1.3M in economic impact to the host market. The Cranbrook event will include opening and closing ceremonies with the Ktunaxa tribal council, as well as major artists from across Canada. (See attached application).

#### **Analysis:**

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**Total Impact (ROI): Medium to High.**

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#### **Recommended Funding: Full funding, \$25,000.**

Given the ROI is medium to high and the ask is modest <sup>s.13,s.21</sup> full funding is recommended. TEP funding will support billboard marketing, radio, and advertisements. GSOC has secured <sup>s.13,s.21</sup> in sponsorship funding. They are not receiving any other provincial government funding.

## **2016 WORLD JUNIOR TAEKWANDO CHAMPIONSHIPS**

**DATE: November 16-20, 2016**

**LOCATION: Burnaby**

**REQUESTED FUNDING: \$250,000**

### **EVENT DESCRIPTION:**

The 2016 World Junior Taekwondo Championships will be held in Burnaby this November 2016. Burnaby successfully won the bid to host the 11<sup>th</sup> edition of the international event. The World Junior Taekwondo Championships features five days of competition involving some of the best young taekwondo athletes from around the world. Traditionally South Korea, Russia, Taipei, China, Great Britain, France and Mexico are significant powerhouses in Taekwondo, producing top performances and Olympic championships. Approximately 800 athletes, 600 support and 7,500 spectators (1,500/day) are expected to be in attendance. (See attached application).

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**Total Impact (ROI): Low to Medium.**

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**Recommended Funding: Reduced funding, \$75,000.**

TEP funding will support marketing for the event. CSCD is providing \$20,000 to the event through their Hosting BC program. Organizers are pursuing s.13,s.21 in corporate sponsorship.

## **JUST FOR LAUGHS COMEDY FESTIVAL (“JFL North West”)**

**DATE: February 16-25, 2017**

**LOCATION: Vancouver**

**REQUESTED FUNDING: \$200,000**

### **EVENT DESCRIPTION:**

Vancouver has been hosting an annual comedy festival since 1983, and in 2015 it joined with Just for Laughs and was re-branded as “JFL North West”. JFL North West will take place in Vancouver from February 16-25, 2017. Organizers expect between 27,500 and 30,000 attendees, of which 12% will come from outside of the Lower Mainland. Organizers intend to increase the number of venues, shows and artists in 2017. The direct tourism revenues resulting from the event are estimated at \$450,000 to \$550,000.

### **Analysis:**

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**Total Impact (ROI): Low-Medium.**

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### **Recommended Funding: Reduced funding, \$50,000.**

TEP funds will be invested in marketing and promotion efforts in Western Canada and Northwestern United States, and business development including artist and sponsor acquisition. The Just for Laughs Comedy Festival is anticipating<sup>s.13,s.21</sup> in corporate sponsorship, plus in-kind media sponsorship.

## **2017 TELUS CUP**

**DATE: April 24-30, 2017**

**LOCATION: Prince George**

**REQUESTED FUNDING: \$100,000**

### **EVENT DESCRIPTION:**

In April 2017, Prince George will host Canada's National Midget Hockey Championships, the TELUS Cup. The TELUS Cup is a week-long competition featuring a host team and five regional winners (Pacific, West, Ontario, Quebec, Atlantic). The gold medal game in the competition will be broadcast nationally on TSN, with the other medal games streamed online. The organizers estimate the economic impact to be over \$2M.

### **Analysis:**

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**Total Impact (ROI): Medium.**

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**Recommended Funding: Reduced funding, \$55,000.**

TEP funding will support advertising and marketing for the event. Organizers are pursuing s.13,s.21 in corporate sponsorship and CSCD is providing \$30,000 through Hosting BC.

## **VANCOUVER MARATHON**

**DATE: May 7, 2017**

**LOCATION: Vancouver**

**REQUESTED FUNDING: \$175,000**

### **EVENT DESCRIPTION:**

The Vancouver Marathon will be hosted in Vancouver in May 2017. In 2016, the event saw registrants from 55 countries arriving in Vancouver to participate in race week. The event organizers expect the Marathon to generate approximately 67 million media editorial impressions nationally and internationally. The projected economic activity generated by the marathon is \$55.75M, and there are currently 17,500 registrants for the 2017 race.

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**Total Impact (ROI): Medium to High.**

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**Recommended Funding: Reduced funding, \$125,000.**

The Vancouver Marathon is pursuing<sup>s.13,s.2</sup> in corporate sponsorship; they are not receiving any other provincial government financial support. TEP funds will be invested in marketing to attract destination runners.

## **BC BIKE RACE**

**DATE: July 6-13, 2017**

**LOCATION: Cumberland, Powell River, Sechelt, North Vancouver, Squamish & Whistler**

**REQUESTED FUNDING: \$85,000**

### **EVENT DESCRIPTION:**

The BC Bike Race (BCBR) is a seven day mountain bike stage race, presented like a festival, with special events, kids' races and community hosted activities at each stage. BCBR expects to generate media coverage nationally and internationally, estimating broadcast media to reach 93 endemic and non-endemic media sites globally, and more than 14 million impressions. The BCBR hosts 600 participants, is selling out one year in advance, and receives riders from 36 countries. (See attached application).

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**Total Impact (ROI): Medium to High.**

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**Recommended Funding: Reduced funding, \$65,000.**

This funding would contribute to the \$85,000 budgeted by the event for community video profiles, advertising, print and web, and permanent route signage. BCBR has not applied for any other government grants but is pursuing s.13,s.21 in corporate sponsorship.

## **2017 ITU WORLD MULTISPORT CHAMPIONSHIPS**

**DATE: August 18-27, 2017**

**LOCATION: Penticton**

**REQUESTED FUNDING: \$300,000**

### **EVENT DESCRIPTION:**

The Penticton UTI Multisport World Championships Festival (Multisport Championships) is a 10 day festival that combines the Duathlon (run-bike-run), Aquathlon (swim-run), the Cross-Triathlon (swim-mountain bike-trail run), AquaBike (long distance swim-bike) and the Long Distance Triathlon (long course swim-bike-run). Penticton bid for the event in 2015, with strong competition from with Osaka (Japan) and Copenhagen (Denmark), and was awarded the 2017 event. Approximately 3,000 international and Canadian athletes and a total of 6,100 attendees are expected at the Multisport Championships. (See attached application).

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**Total Impact (ROI): Medium to High.**

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**Recommended Funding: Reduced funding, \$220,000.**

Funding will support the marketing and media campaign and event planning and organizing. Multisport is pursuing s.13,s.21 in corporate sponsorship.

## **WBSC XV WOMEN'S WORLD SOFTBALL CHAMPIONSHIP**

**DATE: July 15 – 24, 2016 (EVENT HAS ALREADY PASSED)**

**LOCATION: Surrey**

**REQUESTED FUNDING: \$50,000**

### **EVENT DESCRIPTION:**

The Championship was held in Surrey July 15-24, 2016, with 31 nations sending athletes. The event hosted 1,000 international participants and an estimated 150,000 park entries over the 10-day event (attendance numbers are still being finalized at time of writing this note).

The Softball Championship also generated national and international media coverage and the organizers have estimated an economic impact of approximately \$20M. The Softball Championship received \$135,000 from the CSCD and \$50,000 from BC Gaming.

**Analysis/Impact (ROI):** N/A. Event has already taken place.

### **Recommendation: Do not fund.**

Given that the Championship has already taken place, funding is declined for this event.



## **KASLO JAZZ FESTIVAL**

**DATE: July 29-31, 2016 (EVENT HAS ALREADY PASSED)**

**LOCATION: Kaslo**

**REQUESTED FUNDING: \$2,500**

### **EVENT DESCRIPTION:**

The 25th annual Kaslo Jazz Festival took place on July 29-31, 2016 in the Village of Kaslo. The festival organizers requested \$2,500 for social media advertising and festival merchandise. The Village of Kaslo has a population of just over 1,000. The event organizers estimate 6,000 people attend the festival, including 10% from the U.S. and 48% from outside the host region.

Although the 2016 festival has already taken place, the event organizers have requested that their application be considered for the 2017 Kaslo Jazz Festival.

**Analysis: EVENT DOES NOT MEET CRITERIA**

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**Total Impact (ROI): N/A.**

### **Recommendation: Do not fund.**

Given the substantial draw of the festival, the event organizers could be invited to submit a revised application (with details on international visitation, media and/or broadcasting) in a future funding round, to be reconsidered for eligibility for the 2017 Kaslo Jazz Festival. The 2016 Festival received \$10,000 from BC Gaming and \$7,000 from CSCD.

## **NEW YEAR'S EVE VANCOUVER**

**DATE: December 31, 2016**

**LOCATION: Vancouver (Harbour Green Park to Canada Place)**

**REQUESTED FUNDING: \$195,197**

### **EVENT DESCRIPTION:**

NYE Vancouver 2016 will be held at Canada Place. It is a family-friendly event with an outdoor main stage music program, street entertainment, kids' activities, live TV and radio broadcasts, a midnight countdown and a fireworks display. The inaugural 2015 event attracted 80,000 participants (Canada's largest NYE celebration), and organizers hope to increase attendance to 100,000 this year with a focus on Canada 150. The event will generate 100 million media impressions and an economic impact of \$18M. (See attached application).

### **Analysis:**

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### **Total Impact (ROI): Low.**

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### **Recommended Funding: Do not fund.**

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Organizers are pursuing s.13,s.21 in corporate sponsorship.

## **TRI-CONIC CHALLENGE**

**DATE: June 30 – July 3, 2017**

**LOCATION: Port Alberni**

**REQUESTED FUNDING: \$20,000**

### **EVENT DESCRIPTION:**

The Tri-Conic Challenge is a staged triathlon held in Port Alberni from June 30 to July 3, 2017. The projected number of athletes participating in the triathlon is between 170 and 410 and between 300-5000 spectators, depending on the event. The applicants have requested \$20,000 for marketing and the event website.

### **Analysis: EVENT DID NOT MEET CRITERIA**

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**Total Impact (ROI): LOW**

**Recommendation: Do not fund.**

Event did not meet program criteria.

## ITU MULTISPORT WORLD CHAMPIONSHIPS FESTIVAL PENTICTON 2017

### MARKETING STRATEGY

#### Overview:

Penticton 2017 recognizes a comprehensive marketing strategy is critical to the overall success of the event.

ITU Multisport World Championships Festival Penticton 2017 (referred to as Penticton 2017 for brevity) is an inaugural festival for the International Triathlon Union (ITU) happening in Penticton, BC in August. The ten day, six world championship festival will play off of both ITU's strong following and brand as well as past World Championship races which have been run as singular global events.

Penticton 2017 and it the annual festivals which follow are a new initiative for ITU, however the World Championship racing isn't new, dating back twenty years for each singular iteration of the Multisport races. This document seeks to provide a basic understanding of the business positioning inside the market/defining the market and Penticton-area, creating a relevant connection to the target market, and applying the ITU and Penticton 2017 competitive advantage authentically within the market. The final part of the document is in the comprehensive Marketing Strategy that is divided into six sections: Website, Content Marketing, Newsletter, Social Media Utilization, Editorial Calendar, Stakeholder & Champion Strategy. The editorial calendar captures the proposed advertisement structure and timeline over the next two years. \* *Editorial calendar attached is only for 2017.*

For now, the working definition of success used in this document is based on the following: for ITU and Penticton 2017 success is 3,000 athletes, operating a safe event, positive feedback and positive social media response. Penticton 2017 will also give back to the community, providing funding for a rescue fireboat which will live in the community for thirty years. Penticton 2017 sub brand as a brand is fun, fresh, competitive and local. The event is top-notch, extremely well organized, logistically sound, and personalized. Penticton 2017 is experience-focused, the brand should feel attainable, friendly, colorful and vibrant, and it's bucket-list attainable, and a fun-to-repeat event that has the feeling that it will operate annually for ITU with great success but also allow a lasting legacy in the area. The Penticton 2017 brand is geared towards endurance

athletes and triathletes or people that may classify themselves as “Hard Core”. When positioned right, Penticton 2017 as a brand can easily feed athletes into an annual cycle of ITU Multisport Festivals, and exposes the athlete to the splendor of Penticton and BC as a destination for training and racing for the future. Our target audience is endurance athletes and triathletes in North America and International Triathlon marketing (Australia, New Zealand, Germany, Great Britain, France, Spain, Japan).

### **Statement of Understanding:**

Penticton 2017 is an inaugural festival, and as such will rely on marketing efforts to display and promote the festival and to display and promote Penticton. The working definition of success above has been used as a launch point for research, comparison, planning and strategizing for this document. This is the first time a strategy has been created specifically to assist ITU in marketing their services online and offline for the Multisport Festival.

This document covers many aspects of a traditional marketing plan with a specific focus on the online aspects (Digital Marketing efforts) of Penticton 2017's events. The document is intended for use for Penticton 2017 for the calendar years of 2015-2017, beginning in November of 2015 and ending in August of 2017 but may need alterations and changes during the year, as both Michael Brown and the ITU need necessary. The intention is for the Marketing Strategy is to be reviewed annually by to address and amend according to business needs, goals, and objectives. Additionally, overarching marketing themes may remain the same, but the digital marketing landscape is rapidly changing and may require tweaking and altering according to the current tools and landscape of digital marketing.

### **Business Offerings:**

Sprint Duathlon World Championships Race

Standard Duathlon World Championships Race

Aquathlon World Championships Race

Cross Triathlon World Championships Race

Aquabike World Championships Race

Long Distance World Championships Race

### **Environmental Scan:**

Environmental scan focuses on these areas: geography of the event and groups that include target markets at the event, the competitive landscape of the events, competitive advantage(s) of the events, and the possible barriers to entry. Scanning the environment and understanding the factors that may influence it assists in determining target market reach, location and marketing effort focus.

#### *Geography*

##### *Penticton*

With this being a local Penticton event, some competitors will come from Penticton and area (Peachland, Summerland, Kelowna, Vernon). Online and printed ad promotion targets this area as a stakeholder engagement piece.

{Side note: a long-term goal for Penticton 2017 is to attract global visitors, and be considered a destination race/ destination event location. Based on past triathlon participant location, this is a possibility to work towards in this event to actualize the tourism of the area as a long-term reality. Co-promotion with some tourism and travel agencies may help with this in the future, as well as paid promotions in tourist areas where travel to Penticton is likely.}

##### *BC / Canada*

The audience in BC and Canada is key for further tourism opportunities for Penticton, as well as for development of the event, as we know barrier to entry is less for travel and cost.

##### *National Federations, Age Group athletes*

Past marketing efforts have included emailing national federations and utilizing triathlon.org as a primary resource for information as well as ITU's social media channels. We have developed our own brand to properly and adequately represent the ITU Multisport aspect of the brand as well as to encourage athletes to think of Penticton as a destination for multisport events.

### *Multisport Organizations*

In the 2015 and 2016 editorial calendar section there is a list of multisport qualifying events for national federations to qualify athletes for Penticton 2017. Each event is listed with relevant social media channels and link to national federation in order to pre-promote to our audience and connect back to stakeholders by tagging them. Further connectivity in multisport organizations is in that editorial calendar section.

### *Competitive Landscape*

There isn't currently another multi-day triathlon festival or multisport festival globally, there isn't another series of World Championships. ITU has an age group Olympic and Sprint distance triathlon in September, and World Triathlon Corporation (IRONMAN) has both Ironman 70.3 World Championships and Ironman World Championships in September and October respectively.

### **Marketing Goals and Tactics:**

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### Marketing Budget

|                                       |                           |      |
|---------------------------------------|---------------------------|------|
| Triathlon Business International 2016 | Los Angeles, January 2016 | s.21 |
| WTC World                             | Kona, Hawaii October      | s.21 |



|   |  |
|---|--|
| Championship  | 2016   |
| Triathlon Business International 2017   | Dallas, January 2017   |
| ITU Long Distance World Championships 2016  | Oklahoma City, September 2016                                    |
| Marketing Manager & four promotional press conferences  | November 2015-September 2017                                     |
| Marketing associate   | May –September 2016, January-September 2017                      |
| ITU Annual Congress   | Madrid, December 2016  |
| Website, graphic, print, collateral, advertisements   | <a href="http://www.penticton2017.com">www.penticton2017.com</a> |
| Area-related marketing: signage, city markings, athlete swag, stakeholder meetings/ open houses, clothing | November 2015-September 2017 Penticton 2017 branding             |

## **Media and Communications**

Penticton has an active and supportive media community, which will provide editorial coverage of the 2017 ITU Multisport Festival in advance of and during the event. Local media is well-versed in triathlon after what will be a 35-year history of the sport in the region. It is knowledgeable about the sport and its athletes. Local media files stories about existing triathlons with their national distribution pools ensuring coast-to-coast coverage of triathlons in the region. Combine with news releases through recognized distribution networks, coverage of the festival will be comprehensive across Canada.

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**Course/ competition area access**

A boat will be provided for the media to access the swim course, while motorcycles and drivers will be provided on the bike and run courses where terrain permits. The host broadcaster and pool media will have their own dedicated vehicles and a pool of motorcycles will be provided to the non-pool

media. A drone will be provided for the host broadcaster.

The ITU host broadcaster and official ITU photographer only will have access to transition areas. Other interested media will be provided an area adjacent to the transition areas, a short walk from the IMC.

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British Columbia News

## Multisport championship receives boost to bring global attention to B.C.

<https://news.gov.bc.ca/14003>

Thursday, March 2, 2017 5:30 PM

**Penticton** - The Province is investing \$220,000 in the 2017 ITU World Multisport Championships to help welcome an estimated 3,000 athletes and supporters to the Okanagan for a 10-day sports event, announced MLA for Penticton Dan Ashton, on behalf of Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour.

The series of races run from Aug. 18-27, 2017, and will have a long reaching impact on tourism by providing global exposure to Penticton and the surrounding areas. It is expected to generate \$7.9 million of economic activity in B.C. The unique multisport event will combine the duathlon, aquathlon, cross-triathlon, aquabike and the long-distance triathlon.

The Tourism Events Program supports events that raise awareness nationally and internationally of British Columbia's tourism experiences and motivate Canadians and people from other countries to travel and experience British Columbia. These events also generate tourism and economic activity in communities and regions across the province.

### Quote:

#### Dan Ashton, MLA for Penticton –

“The ITU World Multisport Championships will provide global exposure to Penticton's natural beauty and unique landscape for triathlons and multisport events. Our government is investing in this sports event as it will highlight the warm hospitality of the Okanagan, generate millions in revenue and create jobs both locally and provincially.”

### Quick Facts:

- The Province invests more than \$98 million annually in the tourism industry across every region to grow and market the sector.
- In 2016, 5.5 million international visitors came to B.C., a 12.3% increase over 2015.
- In 2015, the tourism industry generated \$15.7 billion in revenue with a direct contribution to B.C.'s gross domestic product of \$7.4 billion.

### Learn More:

BC Jobs Plan: <http://engage.gov.bc.ca/bcjobsplan/economy/tourism/>

For more information about the 2017 ITU World Multisport Championships: <https://penticton2017.com/>

To learn more about the Tourism Events Program: <http://www.destinationbc.ca/BC-Tourism-Industry/Municipal-and-Regional-District-Tax-Program/Tourism-Events-Program.aspx>

### Media Contacts

#### Media Relations

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour 250 387-2799