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City Staff Report

Report Date: May 9, 2018
Meeting Date: May 15, 2018

To: City Manager
From: Council Projects Initiatives Coordinator/Grant Writer
Subject: Northern Development Initiative Trust – May 2018 Grant Intake

Purpose

The purpose of this report is to confirm Council's approval of applications to Northern Development Initiative Trust's (NDIT) Strategic Initiatives grant programs for the following projects:

- Marketing Initiatives – Community Marketing Strategy
- Community Halls and Recreation Facilities – Spirit Square Events

Summary

Marketing Initiatives – Community Marketing Strategy

This project is part of the City of Quesnel's Community Marketing Strategy which received funding approval through Rural Dividend in March, 2018. NDIT is being asked to contribute \$15,000 towards consultant costs to develop a five year community marketing strategy.

Community Halls and Recreation Facilities – Spirit Square Events Pop-Up Kit

This grant application is being submitted on behalf of the Quesnel Downtown Association (QDA). The QDA is seeking funding to assemble a collection of assets to facilitate weekly entertainment in Spirit Square to enhance the vibrancy in the downtown core. NDIT is being asked to contribute \$30,000 in funding.

Recommendation

THAT Quesnel City Council supports the application to the Northern Development Initiative Trust for a Marketing Initiatives grant of up to \$15,000 for the Community Marketing Strategy.

THAT Quesnel City Council supports the Quesnel Downtown Association's application to the Northern Development Initiative Trust for a grant of up to \$30,000 for Spirit Square Events Pop-Up Kit.

Financial Implications

Matching funds for the Marketing Initiatives application will come from the Rural Dividend grant.

Matching funds for the Community Halls and Recreation Facilities grant will come from the Quesnel Downtown Association.



Background

Marketing Initiatives – Community Marketing Strategy

Community focused marketing is not destination tourism marketing, but it can enhance tourism attraction. Destination tourism marketing does not target potential conference or tournament organizers. It would not promote our community's assets (parks, playgrounds, arts and recreation amenities, sports facilities, health care and education facilities, etc.). It does not promote our community's livability (that we are affordable, accessible, a fun place to live, work, and play). And, it does not differentiate our community from others in BC so people can be enticed to make specific lifestyle choices to visit, relocate, or invest here.

Community marketing is directed more at attracting visitors (who then may be enticed to consider relocating to or investing in our community), attracting and retaining residents (including employees to fill vacant positions), and attracting investment. This kind of marketing emphasizes our community's best attributes, it tells our best stories, and it targets sectors and individuals who may be enticed to come to our community to visit, live, and invest here.

We have a new brand and consequently a more modern, fun story to tell about our community. We have created new websites, new relocation guides, and some new marketing materials. But, we do not have an integrated, comprehensive, four season marketing strategy that this all fits into and is derived from. We need that strategy. We also need the initial funding to implement it.

Community Halls and Recreation Facilities – Spirit Square Events Pop-Up Kit

The Quesnel Downtown Association (QDA) is actively seeking opportunities to bring foot traffic to the downtown area. To generate activity, events are being planned throughout this fall after the completion of the Reid Street revitalization and annually thereafter during spring, summer, and fall that will create vibrancy and community engagement. Events may include a variety of family friendly musical entertainment, children's performers, cultural storytelling, and dancers.

To accommodate the weekly events, the vision for the event pop up kit would include tying into the existing electrical in Spirit Square to allow for vendors throughout the parking lot, the use of deep fryers, specialty lighting, canopies, durable outdoor cafe tables and chairs, and a sound system big enough to host bands. All of this will be stored in a near by location for fast and easy set up for events.

Concurrence

Economic Development Officer

Quesnel Downtown Association