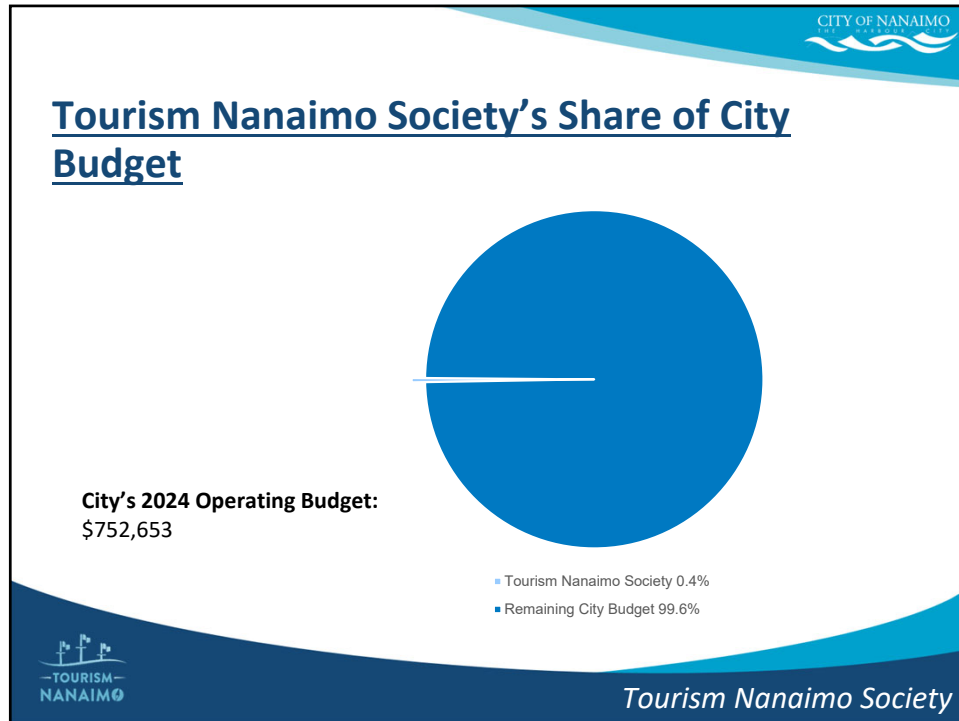




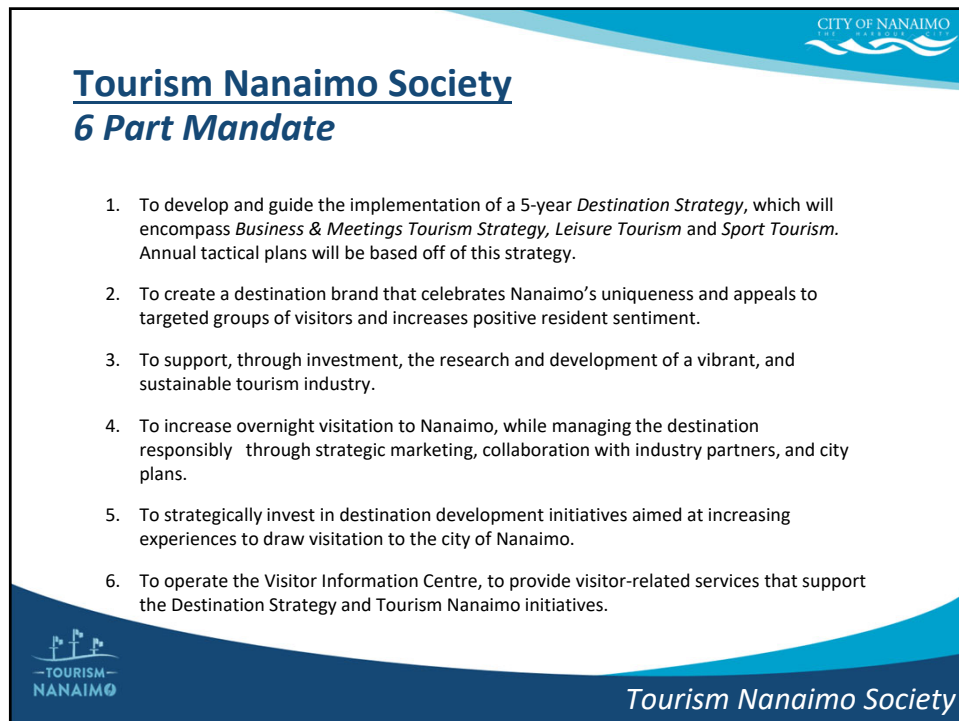
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CITY OF NANAIMO
THE GASTRO-CITY

Tourism Nanaimo Society *Board of Directors*

The Tourism Nanaimo Society is governed by a Board of Directors comprised of 15 Voting Directors. The 6 agencies that follow designate 1 representative each for appointment of the Board by Society's membership as a Voting Director:

1. *Snuneymuxw First Nation*
2. *Nanaimo Port Authority*
3. *Nanaimo Chamber of Commerce*
4. *Vancouver Island University*
5. *Vancouver Island Conference Centre*
6. *Nanaimo Airport Commission*

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CITY OF NANAIMO
THE GASTRO-CITY

Tourism Nanaimo Society *Board of Directors*

Two members of City Council are designated for appointment to the Board as Voting Directors. Three representatives of the Hospitality Association are designated to the Board as Voting Members. Together, these 11 Directors designate 4 operators, managers and/or decision makers as Voting Directors to represent the following sectors:


1. *Transportation*
2. *Tours & Attractions*
3. *Arts & Culture*
4. *Food & Beverage*



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Tourism Nanaimo Society *Funding Model*

The essential funding for the Society sustains the Society's operations, enabling it to function as the designated Destination Marketing Organization (DMO) representing the City of Nanaimo within the Tourism Sector Provincially and within competitive markets.


Core funding covers the following types of costs:

- *Labour costs for the Executive Director and any support staff hired by the Society*
- *The operation of the Board*
- *Office expenses including rent/lease*
- *Office Support contract expenses*
- *Social media and website development and management*
- *Legal, accounts and other professional costs*



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Tourism Nanaimo Society *Operations*

Tourism Nanaimo rents an office space located in the downtown core of Nanaimo within the VICC, in order to connect easily with operators, businesses and to be near by city hall. The team alternates between working in this office and utilizing remote work options.

As an independent legal entity, the Society manages its own day-to-day operations, covering aspects such as financial management, legal affairs, human resources, procurement, information technology, and more. The Society is encouraged to engage with the City of Nanaimo or other agencies for procuring necessary services whenever it proves feasible and cost-effective.

Tourism Nanaimo will make every effort to seek out grants and programs that can bolster operational projects and marketing initiatives. This endeavor aims to enhance the effectiveness of strategic outcomes.



Tourism Nanaimo Society

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CITY OF NANAIMO
THE GASTRO CITY

2023 Achievements

- Hired new Executive Director
- Facilitated Governance Training for Tourism Nanaimo Board
- Issued RFP and awarded contract for Brand Development
- Issued RFP for 5-year Destination Strategy
- Finalized MOU with VICC and NHA for 'Team Nanaimo'



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CITY OF NANAIMO
THE GASTRO CITY

2023 Achievements

- Destination Development: LGBTQ+ Inclusion / Accessibility review completed
- Rainbow Registry for Tourism Nanaimo underway
- Facilitated LGBTQ+ Industry Workshops on Inclusion (Spring / Fall) for Industry partners
- Industry Partnerships strengthened, Co-op and co-hosting initiatives ongoing
- Destination Development Funding for Stadium District \$1 million



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CITY OF NANAIMO
THE GASTRO-CITY

2023 Achievements

- Tourism Nanaimo placed sport bids; for the Legion Track & Field Event
- Worked with the City to create bid for PlayOn Canada 2022-2027
- Ministry Meetings & Events funding awarded \$150,000.00
- DBC Co-op Marketing fund awarded, with SFN & Gabriola \$250,000.00
- DBC Indigenous grant awarded \$10,000.00

*All of the above grants were awarded, by being able to leverage source funding



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CITY OF NANAIMO
THE GASTRO-CITY

2024 Considerations & Opportunities

- Collaboratively develop a 5-year Destination Strategy with key partners to guarantee a seamless MRDT renewal process with the Province.
- Continue advancing Business & Meetings Tourism, with the aim of positioning Nanaimo as a central hub for conferences, conventions, and related events
- Exploring options for the delivery of services at the Visitor Information Centre to ensure accurate and timely information for visitors and community partners.



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CITY OF NANAIMO
THE QUALITY CONNECTION

2024 Considerations & Opportunities

- Enhance Sport Tourism efforts in alignment with partners and the city in establishing Nanaimo as a desirable destination for organized sporting events that draw overnight visitors to the area
- Fully implement the 2024 Tactical plan
- Perform research promptly to guarantee decisions are based on accurate and well-informed insights during the strategy implementation process
- Launch initiatives to invigorate and enhance involvement in tourism through co-hosted events and collaborative efforts




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CITY OF NANAIMO
THE QUALITY CONNECTION

2024 Considerations & Opportunities

- Coordinating and enabling avenues for tourism education, in inclusion, accessibility, and sales of the destination
- Maintaining fruitful connections and communication with peer entities and contractors in tourism marketing
- Continued work on Board Governance & Best Practices
- Create aligned efforts with local BIA's to establish an Events Calendar that can be utilized by community entities, and the City
- Examining outward-facing resources such as the Visitor Guide, Website, and key consumer touchpoints to harmonize with the new brand and cultivate a more robust reputation and brand recognition


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2024 Key Initiatives

Strategic Priority: Implementing City Plan	
	Implement the actions in the Sport Tourism Strategy
	Work collaboratively with the Economic Development and Tourism teams to develop and execute a coordinated marketing strategy for community wellbeing services in the city. Consider potential alignment / integration with a cultural services marketing strategy
Strategic Priority: Maintaining and Growing Current Services	
	Work with Tourism Nanaimo and the Nanaimo Hospitality Association to attract shoulder-season and off-season events and gatherings such as the BC 55+ games



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2024 Key Initiatives

Strategic Priority: Communicating with the Community	
	Implement the Sport Tourism Strategy options which include focusing on Indigenous sport, all things cycling, paddling, individual/small sport disciplines, adaptive sport, and sport business.
	Create a coordinating visual brand and general narrative for Nanaimo in partnership with Tourism Nanaimo and the Nanaimo Prosperity Corporation.
Strategic Priority: Governance and Corporate Excellence	
	Continue work on Board Governance and adhering to Best Practices



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