

**Service Category Summary****Tourism Prince George**

	2019 Actual (AA)	2019 Bylaw (UB)	2020 Bylaw (UB)	2021 Proposed (UX)	Budget Change 2021 vs 2020
Expenditures					
Tourism PG Society-Grant paid	327,000	327,000	327,000	327,000	0
Total Expenditures	327,000	327,000	327,000	327,000	0
Net Operations	327,000	327,000	327,000	327,000	0



Service Category Summary

Tourism Prince George

Supporting Detail (Consolidation)	2019 Actual (AA)	2019 Bylaw (UB)	2020 Bylaw (UB)	2021 Proposed (UX)	Budget Change 2021 vs 2020
Expenditures					
Non-Salary Expenses	327,000	327,000	327,000	327,000	0
Total Expenditures	327,000	327,000	327,000	327,000	0
Net Operations	327,000	327,000	327,000	327,000	0



October 1, 2020

Mayor & Council
City of Prince George
1100 Patricia Blvd.
Prince George, BC V2L 3V9

Mayor & Council,

Tourism Prince George Society is pleased to submit the attached 2021 annual budget for Council's consideration. The annual budget has decreased by 27% from the approved 2020 budget as a result of COVID-19 and is forecasted at 55% of 2019 revenues from the Municipal and Regional District Tax (MRDT) revenues based on hotel revenue averages from May-August 2020.

In 2020, Tourism Prince George started to implement the objectives set out in the 2020-2024 Strategic Plan before COVID-19 hit. All indications for 2020 was another increased revenue year maintaining a ten-year tourism growth streak in British Columbia. When the pandemic hit, the 2020 budget had to be realigned to reflect the decrease in revenues and was adjusted to 35% of 2019's actuals. True actuals will not be realized until January 2021 once all MRDT remittals are submitted. Currently average revenues from hotels are tracking at 39% as of early August, 2020.

Priorities were shifted in 2020 to concentrate on long-term projects that will maintain Prince George's reputation as a premier city for hosting sports, conferences, and as a basecamp to northern adventures. The refreshed brand that was rolled out in the fall builds on the City's strengths of location, diversified amenities, services, accommodation options, unique retail, cultural and heritage offerings, emerging culinary scene, and incredible outdoor adventure options.

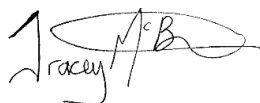
A focus on partnerships, content development (visual, written), the Lheidli T'enneh First Nation tourism strategy, and 'Staycation' campaigns to support the hotel and tourism sector partners was realized in 2020 and will continue to be a priority into 2021 in order to build resiliency, capacity and growth in future years.

In addition, 'Visitor Services' will be a focus in 2021 in terms of examining options for location, operational needs, and budgets based on research of Prince George's audiences (current and future). An option paper will be prepared for City Council with ideas prior to Tourism Prince George's lease renewal of 2022. Partnerships will be explored and this research will be done in consultation with applicable City staff.



Due to the continued funding available through our partners like the City of Prince George and the MRDT and partnerships with other local and provincial associations, Tourism Prince George will continue to work towards keeping the tourism sector resilient and ready for future visitation once the pandemic dissipates. Tourism Prince George will refresh our five-year plan in 2021 to meet the MRDT process for the 2022 renewal requirements and work with all partners to ensure the plan is relevant, meaningful and leads to positive economic growth for the city in future years.

Sincerely,



Tracey McBride
Chief Executive Officer
Tourism Prince George Society

	2020 Budget	DMO	VIC	2021 Budget	DMO	VIC	% Change from Budget	Notes
REVENUE								
City of Prince George	327,000	163,500	163,500	327,000	163,500	163,500	0.0	
MRDT (Hotel Tax)	1,218,000	1,218,000	0	635,250	635,250	0	-47.8	Based on 55% revenues from 2019
Province of BC	70,000	47,000	23,000	143,175	120,175	23,000	104.5	DBC Coop - 2020/2021 Program/Destination Canada/DBC Coop - 2021/2022
Private Partnership	50,000	50,000	0	5,000	5,000	0	-90.0	Need to confirm partnerships for 2021/2022 Coop
Advertising Guide Sales	60,000	60,000	0	0	0	0	-100.0	No Visitor Guide planned for 2021
Sales Commissions	4,000	0	4,000	0	0	0	-100.0	
Merchandising Income	20,000	0	20,000	12,500	2,500	10,000	-37.5	Gift shop sales
TOTAL REVENUES	1,749,000	1,538,500	210,500	1,122,925	926,425	196,500	-35.8	
EXPENSES								
Operating								
Operating Salaries	165,000	95,000	70,000	152,000	95,000	57,000	-7.9	
Operating Benefits	28,000	16,000	12,000	24,500	15,500	9,000	-12.5	
VIC Staff	65,000	0	65,000	5,000	0	5,000	-92.3	Year round part-time person for Visitor Centre
Visitor Information Services Research	10,000	0	10,000	25,000	0	25,000	150.0	Shopify software & \$20,000 to conduct visitor services/relocation study
Security	15,000	0	15,000	0	0	0	-100.0	
Rent	47,000	23,500	23,500	54,940	27,470	27,470	16.9	
Building Maintenance	42,000	21,000	21,000	47,660	23,830	23,830	13.5	
Telephone	6,000	3,000	3,000	9,000	4,500	4,500	50.0	
Professional Services	27,000	13,500	13,500	30,000	15,000	15,000	11.1	Increased to include any additional professional service costs as required
Admin/Bank Fees	1,700	850	850	5,000	2,500	2,500	194.1	Increased to reflect actuals from 2020

Cost of Goods	11,000	0	11,000	5,000	0	5,000	-54.5	
Office Supplies	6,500	3,250	3,250	3,500	1,750	1,750	-46.2	
Office Equipment/Software	7,000	3,500	3,500	22,000	15,000	7,000	214.3	Includes CRM annual subscription of \$12,000
Internet/IT	8,000	4,000	4,000	7,000	3,500	3,500	-12.5	
Board Expenses	10,000	5,000	5,000	500	500	0	-95.0	
Insurance	6,500	3,250	3,250	6,000	3,000	3,000	-7.7	
Vehicle Overhead	9,000	4,500	4,500	4,000	2,000	2,000	-55.6	
Mileage and Parking	2,500	1,250	1,250	1,000	500	500	-60.0	
Training and Development	12,000	10,000	2,000	3,000	2,500	500	-75.0	Increased to compensate for lack of salary increases in 2021
Subtotal, Operating	479,200	207,600	271,600	405,100	212,550	192,550	-15.5	
Capital								
Equipment	70,000	35,000	35,000	25,000	25,000	0	-64.3	Continued website development re: branding
Building Improvements	6,000	3,000	3,000	0	0	0	-100.0	
Subtotal, Capital	76,000	38,000	38,000	25,000	25,000	0	-67.1	
Marketing								
Marketing Salaries	415,000	415,000	0	338,000	338,000	0	-18.6	Removed salary for Communications position
Marketing Benefits	70,000	70,000	0	54,000	54,000	0	-22.9	Removed benefits for Communications position
Postage/Freight	10,000	10,000	0	2,500	2,500	0	-75.0	Less distribution of Visitor Guide
Consumer Shows	50,000	50,000	0	0	0	0	-100.0	Removed based on current provincial health regulations for COVID-19
Brand/Niche Paid Campaigns	221,000	221,000	0	150,000	150,000	0	-32.1	Includes all new branding campaigns and niche sector partnerships
TakeOnPG Campaign	10,000	10,000	0	0	0	0	-100.0	
Celebrate Prince George Partnership	30,000	30,000	0	0	0	0	-100.0	
Visitor Guide	70,000	70,000	0	2,500	2,500	0	-96.4	No Visitor Guide for 2021

Media Relations/Local Ambassadors	5,000	5,000	0	50,000	50,000	0	900.0	\$25,000 additional for content/story development and PR
Website	25,000	25,000	0	10,000	10,000	0	-60.0	Website maintenance
Marketing Memberships/Software	6,500	6,500	0	18,500	18,500	0	184.6	uploader
Sport/Event Development	75,000	75,000	0	15,000	15,000	0	-80.0	Reduced based on current provincial health regulations for COVID-19
Meetings & Conventions Development	75,000	75,000	0	25,000	25,000	0	-66.7	Reduced based on current provincial health regulations for COVID-19
Destination Development & Training	70,000	70,000	0	70,000	70,000	0	0.0	Includes stakeholder training, LTN & Spinal Cord BC partnerships & Northern BC Destination Development initiatives
Subtotal, Marketing	1,132,500	1,132,500	0	735,500	735,500	0	-35.1	
TOTAL EXPENSES	1,687,700	1,378,100	309,600	1,165,600	973,050	192,550	-30.9	
Balance	61,300	160,400	-99,100	-42,675	-46,625	3,950	-169.6	
Less Capital				25,000				
Net Profit/Loss				-17,675				