

**ANNUAL OPERATIONAL PLAN**  
**Part A – Annual Activity Plan: January 1, 2018 – December 31, 2018**  
**The Pas Community Development Corporation (CDC) and Destination Marketing Committee (DMC)**

Annual Operational Plan and Deliverables: For each section below please indicate to the priorities and objectives described in the Destination Marketing/Economic Development Coordinator job description.	Description: Deliverables, Administration and Key Performance indicators (changes you will see take place)	Time-frames	Activities	Annual Goals (This column is to assist your organization with planning and is optional to complete)	1 <sup>st</sup> Quarter January 1, 2018 – March 31, 2018	2 <sup>nd</sup> Quarter April 1, 2018 – June 30, 2018	3 <sup>rd</sup> Quarter July 1, 2018 – September 30, 2018	4 <sup>th</sup> Quarter October 1, 2018 – December 31, 2018	Cumulative	Variances	
					PLEASE NOTE: Destination Marketing Economic Development Coordinator started October 2, 2017. This is the second Annual Operational Plan for The Pas Community Development Corporation and Destination Marketing Committee.						
<b>A. Operational Management/Administration: This section relates to internal capacity. Your descriptions should relate to the plans presented in your Annual Operational Plan.</b>											
Operational Management/ Administration General	<p>In this section, briefly describe the activities associated with the costs identified under administration in the following sections of Table 2 in your AOP:</p> <ul style="list-style-type: none"> <li>• Destination Marketing Economic Development Coordinator – is responsible for over-all operations and management of the Visitor’s Centre. Works for The Pas Community Development Corporation and Destination Marketing Committee, reports to Rob Penner.</li> <li>• Destination Marketing Committee is a volunteer board – and reports directly to Mayor and Council and assists/manages all executive administrative duties as required.</li> <li>• The Pas Community Development Corporation is a volunteer board – and reports directly to the stakeholders of the CDC. The board is responsible for program and financial administration of the proposals and projects to provide Economic Development to town of The Pas that are funded by The Pas and area.</li> <li>• DMEDC will assist CDC/DMC in developing, implementing, monitoring and evaluating their strategic and operational plans.</li> <li>• Oversee and direct administrative operations of the CDC and DMC to ensure standards are met, resources are well maintained and issues and opportunities are addressed.</li> <li>• Attend board meetings and provide an operational activity report at each</li> </ul>	January 1, 2018 – December 31, 2018	<ul style="list-style-type: none"> <li>• Visitor Centre has been officially opened since December 1, 2017.</li> </ul>	<ul style="list-style-type: none"> <li>• To create statistics for the Visitor Information Centre for the DMC.</li> <li>• Start a Transit System – working group was created with Tri-Council.</li> <li>• Apply and get past Smart Cities Challenge Application stage– working group was created with Tri-Council.</li> <li>• Submit CRED Fund Application – working group was created with Tri-Council.</li> <li>• Create partnerships between TOTP, OCN and R.M. of Kelsey.</li> </ul>							

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	<p>meeting, prepare/maintain minutes and records of meetings, maintain budgetary documents, prepare and distribute and maintain incoming and outgoing correspondence, work with the treasurer and bookkeeper to pay expenses and receive revenues.</p> <ul style="list-style-type: none"> <li>• Represent CDC/DMC at meetings and functions as required.</li> </ul>									
Community Development	<ul style="list-style-type: none"> <li>• Encourage and support the establishment of new businesses/groups that will enhance community economic development.</li> <li>• Develop and maintain relationships with local and external groups with an interest in economic development.</li> </ul>	January 1, 2018 – December 31, 2018	<ul style="list-style-type: none"> <li>• Completed: Created a plan to show we are market ready, economic development checklist (due diligence), it is now called Townfolio. Will be available on TOTP website as soon as I have admin access.</li> <li>• Ongoing - Costs to tell how much it costs to visit The Pas.</li> <li>• How many people will be coming to The Pas and what hotel guests will stay.</li> <li>• Ongoing - Who will be the inbound operator? (Takes care of every detail, including tour of The Pas). (DARCIE?)</li> </ul>		<ul style="list-style-type: none"> <li>• Created a MTEC working group with local businesses to provide Customer Service training for their employee's.</li> <li>• applying for TPCRC's grant to offset some of the MTEC training costs.</li> </ul>	N/A	N/A	N/A		

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Organizational Capacity Continue to upgrade our internal communication/tracking to enhance promotion of The Pas and its local attractions and resources.	<ul style="list-style-type: none"> <li>• MTS - Fibre Optics (ON-GOING)</li> <li>• On-going - Develop Policies and Procedures (In Progress)</li> <li>• Update our Marketing and Promotional materials, resources. Through this update we will attract more visitors to The Pas and surrounding area.</li> </ul>	January 1, 2018 – December 31, 2018.	Policies and procedures have been sent to DMC and CDC for approval for DMEDC position, awaiting approval.	<ul style="list-style-type: none"> <li>• To have policies and procedures in support of reducing or eliminating redundancies, inconsistencies and duplication of information to enhance and provide efficient service from the Visitor's Centre. This is an on-going process.</li> </ul>		N/A	N/A	N/A		
Communication and Networking (categories of the business plan)	<ul style="list-style-type: none"> <li>• Ensure that the CDC and DMC are highly visible and known in the community, this include a strong, effective and appropriate digital presence on web-based and social media platforms.</li> <li>• Ensure that all brochures, reports, pamphlets, marketing and promotional material is up-to-date and readily available.</li> </ul>	January 1, 2018 – December 31, 2018.	<ul style="list-style-type: none"> <li>• Ongoing- Updating Social Networking Phonebook, will contain logos, address, phone numbers and brief write up of each business.</li> <li>• Create separate Facebook pages for Economic Development and Destination Marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Continually market and promote The Pas, R.M. of Kelsey and OCN with economic development and destination marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Networking with Town of The Pas and was given admin access to the community development tab on townofthepas.com website.</li> <li>• Awaiting admin access to add on Biz Pal, Townfolio, updated Destination Marketing Grant Application.</li> </ul>	N/A	N/A	N/A		
<b>B. Destination Marketing Services: This section relates to the service delivery. Your descriptions should relate to the strategies presented in Annual Operations Plan.</b>										
Destination Marketing Services	<ul style="list-style-type: none"> <li>• Develop and maintain a wide variety of marketing strategies (general and targeted) that promote The Pas as a desirable place to work, live and grow, including print, social media, verbal and web based models.</li> <li>• Produce and distribute various marketing materials that promote The</li> </ul>	January 1, 2018 – December 31, 2018.	<ul style="list-style-type: none"> <li>• Ongoing - Creating a brochure to promote The Pas, OCN and area to bring in tourist's/visitors.</li> </ul>		<ul style="list-style-type: none"> <li>• Advertised the DMC grant on social media, January 15, 2018.</li> <li>• Working with Travel Manitoba Look North Consultant: Alan McLauchlan on their Look North Strategy.</li> </ul>	N/A	N/A	N/A		

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	Pas and area as a desirable tourist location.		<ul style="list-style-type: none"> <li>DMEDC admin access to townofthepas.com website, everyday process for marketing, promoting The Pas.</li> <li>DMEDC has admin access to townofpas.com website. Created two social media pages called Visit the Pas, Manitoba and The Pas Economic Development.</li> </ul>		<ul style="list-style-type: none"> <li>Approved for \$2100.00 to bring Live Influencer from Travel Manitoba to advertise and promote The Pas and area on their Facebook page and by writing a blog.</li> <li>Assisted Trapper’s Festival Chair: Sonny with creating partnership with Travel Manitoba to bring their photographer and videographer down to market and advertise the festival on their Facebook page and blog.</li> </ul>					
<b>C. Economic Development Services: This section relates to the service delivery. Your descriptions should relate to the strategies presented in Annual Operations Plan.</b>										
Economic Development Services	<ul style="list-style-type: none"> <li>Develop and maintain a wide variety of marketing strategies (general and targeted) that promote The Pas and as a desirable place to work, live and grow, including print, social media, verbal and web based models.</li> <li>Produce and distribute various marketing materials that promote The Pas and area as a desirable economic development location.</li> </ul>	January 1, 2018 – December 31, 2018	<ul style="list-style-type: none"> <li>Coordinate all CDC meetings and record minutes.</li> <li>On-going - Creating an economic development brochure to market The Pas and area.</li> <li>On-going - Create a video to post on YouTube, marketing The Pas and area.</li> <li>Coordinate all future Tri-Council meetings and record meetings minutes.</li> </ul>		<ul style="list-style-type: none"> <li>Three working groups were created at the last Tri-Council meeting to start a transit system, and to apply to the Smart Cities Challenge and the CRED Fund Application, we will be meeting January 15, January 16 and January 17, 2018.</li> <li>Looking to create partnerships to duplicate CARHD model here in The Pas, OCN and R.M. of Kelsey.</li> </ul>	N/A	N/A	N/A		

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D. Partnership Strategies: This section relates to partnerships established. Your descriptions should relate to the strategies presented in Annual Operations Plan.										
Partnership Strategy.	<p>For Existing Partnership Activity:</p> <ul style="list-style-type: none"> <li>Maintain existing Destination Marketing and The Pas Community Development Corporation Committees.</li> <li>Expand the number of employers on existing Committees as required.</li> <li>Maintain close communication with partners, local business owners and entities to ensure that The Pas Community Development Corporation and Destination Marketing committees are maintaining relevance to changing industry needs within a global market.</li> <li>Facilitate opportunities for industry personnel to provide resource support, ex: sponsors events.</li> <li>Expand partnership arrangements with local business partners to incorporate the promotion of their products as a component of the marketing strategy.</li> </ul>	October 1, 2017 – December 31, 2017.	<ul style="list-style-type: none"> <li>Partnered with Local Business Owner: Jerome Conaty, he said he is happy to help with whatever the DMEDC needs.</li> <li>In Progress: Reaching out to all local businesses, will be dropping off a letter asking for write up to go in Social Directory Update, to go on townofthepas.com or thepas.com website.</li> </ul>		<ul style="list-style-type: none"> <li>Creating a partnership between Bill Bannock and Travel Manitoba to advertise on their website to bring more visitors/tourists up to the fishing derby.</li> <li>Creating partnership between TOTP, OCN and RM of Kelsey to duplicate CAHRD Model, includes: OCN Employment and Training, Oscar Lathlin Collegiate, PBDC, Manitoba Employment and Training, UCN and Kelsey School Division.</li> <li>Creating partnership on behalf of CDC for MTEC Customer Service Training Event Held February 27 and 28 at Kikiwak Inn.</li> </ul>	N/A	N/A	N/A		

**The Pas Community Development Corporation Mandate:**

- a catalyst for the attraction of new business and industry to the region,
- a supporter of existing industries and enterprises, and
- a benefit to the community we serve

**Destination Marketing Committee Mandate:**

- to promote and enhance The Pas as a desirable tourist destination
- to promote and support projects and activities that bring visitors to the community that utilize local hotels, businesses and facilities in The Pas
- to promote and support community events that bring visitors to the community that increase the economic activity of The Pas