

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 st Quarter January 1, 2018 – March 31, 2018	2 nd Quarter April 1, 2018 – June 30, 2018	3 rd Quarter July 1, 2018 – September 30, 2018	4 th 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.					
A. Operational Management/Administration: This section relates to internal capacity. Your descriptions should relate to the plans presented in your Annual Operational Plan.										
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"> • 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. • Destination Marketing Committee is a volunteer board – and reports directly to Mayor and Council and assists/manages all executive administrative duties as required. • 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. • DMEDC will assist CDC/DMC in developing, implementing, monitoring and evaluating their strategic and operational plans. • 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. • Attend board meetings and provide an operational activity report at each 	January 1, 2018 – December 31, 2018	<ul style="list-style-type: none"> • Visitor Centre has been officially opened since December 1, 2017. 	<ul style="list-style-type: none"> • To create statistics for the Visitor Information Centre for the DMC. • Start a Transit System – working group was created with Tri-Council. • Apply and get past Smart Cities Challenge Application stage– working group was created with Tri-Council. • Submit CRED Fund Application – working group was created with Tri-Council. • Create partnerships between TOTP, OCN and R.M. of Kelsey. 	<ul style="list-style-type: none"> • Smart Cities Application will be submitted April 24, 2018. Will find out late summer if we got the \$250,000 to write proposal. • An MOU was drafted between the CDC and PBDC, will pass motion to approved MOU and send back to PBDC April 19, 2018. • Transit System will meet after the Smart Cities application has been submitted. • CRED fund working group will meet after the Smart Cities application has been submitted. 	<ul style="list-style-type: none"> • UPDATE: Prime Minister: Justin Trudeau announced on June 1, 2018 that our Smart Cities Application made it to the second stage of the competition, we are top 20 in Canada, the only Tri-Community to submit together and the only finalist in Manitoba. We will be getting \$250,000.00 to write out business plan/proposal. Finalist’s will be announced early 2019. 	<p>UPDATE: Smart Cities Challenge, Tri-Council has hired Rose Neufeld and Derek Neufeld to complete Phase II of the competition.</p>	<ul style="list-style-type: none"> • Working on the Annual Operational Plan for 2019 with The Pas CDC, goal is to have it complete by the end of October. 		

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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"> • Represent CDC/DMC at meetings and functions as required. 									
Community Development	<ul style="list-style-type: none"> • Encourage and support the establishment of new businesses/groups that will enhance community economic development. • Develop and maintain relationships with local and external groups with an interest in economic development. 	January 1, 2018 – December 31, 2018	<ul style="list-style-type: none"> • Completed: Tri-Council is a part of Townfolio. It is available on the CDC website. • Ongoing - Costs to tell how much it costs to visit The Pas. • How many people will be coming to The Pas and what hotel guests will stay. • Ongoing - Who will be the inbound operator? (Takes care of every detail, including tour of The Pas). (DARCIE?) 		<ul style="list-style-type: none"> • Created a MTEC working group with local businesses to provide Customer Service training for their employee's. • Applying for TPCRC's grant to offset some of the MTEC training costs. • Update: MTEC Customer Service Training Initiative went very well. 30 individuals attended the two-day training workshop. 	<ul style="list-style-type: none"> • Update: Tri-Council Meetings – I now officially coordinate all the administrative duties associated with the Tri-Council meetings (choosing date, time, venue, agendas, meeting minutes). I will be working on a more official service agreement between the CDC and Tri-Council. 	<ul style="list-style-type: none"> • Working with Travel Manitoba and McKim advertising for our place brand. I also formed a place branding committee who is assisting me with finalizing the details on our logo and tagline. • We now have our new logo and tagline, it will need to be trademarked by the Tri-Council. 	<ul style="list-style-type: none"> • Will be coordinating a meeting after elections to get the Tri-Council together to reveal the new place brand and logo to the Tri-Community. 		

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<p>Organizational Capacity Continue to upgrade our internal communication/tracking to enhance promotion of The Pas and its local attractions and resources.</p>	<ul style="list-style-type: none"> • MTS - Fibre Optics (ON-GOING) • On-going - Develop Policies and Procedures (In Progress) • Update our Marketing and Promotional materials, resources. Through this update we will attract more visitors to The Pas and surrounding area. 	<p>January 1, 2018 – December 31, 2018.</p>	<p>Policies and procedures have been sent to DMC and CDC for approval for DMEDC position, awaiting approval.</p>	<ul style="list-style-type: none"> • 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. 		<ul style="list-style-type: none"> • Creating partnerships with CEDA, Community Futures, Chamber of Commerce, TPCRC, UCN, PBDC, CKPI, OCN, Opaskwayak Educational Authority, Flin Flon, Thompson. 	<ul style="list-style-type: none"> • Working on getting a Tri-Council website up and running. 	<ul style="list-style-type: none"> • Will be adding in a social directory to www.thepascdc.com website to assist with communication and enhance promotion of The Pas and area to our residents, visitors and tourists. 		
<p>Communication and Networking (categories of the business plan)</p>	<ul style="list-style-type: none"> • 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. • Ensure that all brochures, reports, pamphlets, marketing and promotional material is up-to-date and readily available. 	<p>January 1, 2018 – December 31, 2018.</p>	<ul style="list-style-type: none"> • Ongoing- Updating Social Networking Phonebook, will contain logos, address, phone numbers and brief write up of each business. • Create separate Facebook pages for Economic Development and Destination Marketing. 	<ul style="list-style-type: none"> • Continually market and promote The Pas, R.M. of Kelsey and OCN with economic development and destination marketing. 	<ul style="list-style-type: none"> • Networking with Town of The Pas and was given admin access to the community development tab on townofthepas.com website. • Awaiting admin access to add on Biz Pal, Townfolio, updated Destination Marketing Grant Application. • Ken Munro who does the TOTP website has offered to give the CDC their own website to link up to the TOTP website under the 	<ul style="list-style-type: none"> • I was approved by the CDC to launch our own website, I partnered with 623 Professionals. The website can now be viewed at www.thepascdc.com 	<ul style="list-style-type: none"> • The Pas CDC will be updating the www.thepascdc.com website to help attract investors and new business to the community. 	<ul style="list-style-type: none"> • Ongoing – working with Jerome Conaty to set a release date for the launch of our updated website, announcement coming early November. 		

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					community development tab. Will approach CDC for approval of our own website? <ul style="list-style-type: none"> Update: Website quote was received by Ken Munro for CDC to have their own website, will submit for approval from CDC. 					
<p>B. Destination Marketing Services: This section relates to the service delivery. Your descriptions should relate to the strategies presented in Annual Operations Plan.</p>										
Destination Marketing Services	<ul style="list-style-type: none"> 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. Produce and distribute various marketing materials that promote The Pas and area as a desirable tourist location. 	January 1, 2018 – December 31, 2018.	<ul style="list-style-type: none"> Ongoing - Creating a brochure to promote The Pas, OCN and area to bring in tourist's/visitors. DMEDC admin access to townofthepas.com website, everyday process for marketing, promoting The Pas. DMEDC has admin access to townofpas.com website. Created two social media 		<ul style="list-style-type: none"> Advertised the DMC grant on social media, January 15, 2018. Working with Travel Manitoba Look North Consultant: Alan McLauchlan on their Look North Strategy. 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. Assisted Trapper's Festival Chair: Sonny with creating partnership with Travel Manitoba 	<ul style="list-style-type: none"> Place Branding Session: was held on April 16, 2018 at the Kikiwak Inn, hosted by Travel Manitoba. Place Branding expert McKim and his team paid a visit to The Pas, R.M. of Kelsey and OCN to Advertised in the Northern Woods & Water Highway Guide, the DMC approved a half page article. The guide can be picked up at the Visitor Information Centre. The Destination Marketing Committee has been linked up to the CDC website and has their own 	<ul style="list-style-type: none"> Update Place Brand: I should be receiving a tool kit from Travel Manitoba, will be meeting with the Place Branding committee to discuss. 	<ul style="list-style-type: none"> Place Branding Committee will be meeting to discuss the launch of the Brand, which will be held at UCN. We will be announcing a date late November. 		

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			pages called Visit the Pas, Manitoba and The Pas Economic Development.		to bring their photographer and videographer down to market and advertise the festival on their Facebook page and blog.	page and can be found at: www.thepascdc.com/dmc				
					<ul style="list-style-type: none"> Approved for \$750.00 to advertise in Northern Highway & Wood Guide. Wrote a half page article to assist with Destination Marketing. 	<ul style="list-style-type: none"> The DM Grant application and informational PowerPoint can be also be found on the webpage. 				

C. Economic Development Services: This section relates to the service delivery. Your descriptions should relate to the strategies presented in Annual Operations Plan.

Economic Development Services	<ul style="list-style-type: none"> 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. Produce and distribute various marketing materials that promote The Pas and area as a desirable economic development location. 	January 1, 2018 – December 31, 2018	<ul style="list-style-type: none"> Coordinate all CDC meetings and record minutes. On-going - Creating an economic development brochure to market The Pas and area. On-going - Create a video to post on YouTube, marketing The Pas and area. Coordinate all future Tri-Council meetings and record 		<ul style="list-style-type: none"> 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. Looking to create partnerships to duplicate CARHD model here in The Pas, OCN 	<ul style="list-style-type: none"> Smart Cities Working Group – successful in becoming a finalist for Smart Cities Challenge. Transit System Working Group – successful in submitting an (EOI) Expression of Interest for a Tri-Community Transit System. CRED fund Working Group – will be meeting in September to discuss potential ideas to go on application 	<ul style="list-style-type: none"> Smart Cities Challenge update: Project Manager; Rose Nuefeld sends bi-weekly updates on their progress with the Smart Cities business plan, which is phase II of the competition. 	<ul style="list-style-type: none"> The Pas CDC had a closed meeting discussion with the 2018 Mayoral and Councillor Candidates to discuss any questions they had about what the CDC does, also for the CDC to hear the candidates long, short term goals for economic development. 		
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			meetings minutes.		and R.M. of Kelsey.					
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"> Maintain existing Destination Marketing and The Pas Community Development Corporation Committees. Expand the number of employers on existing Committees as required. 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. Facilitate opportunities for industry personnel to provide resource support, ex: sponsors events. Expand partnership arrangements with local business partners to incorporate the promotion of their products as a component of the marketing strategy. 	October 1, 2018 – December 31, 2018.	<ul style="list-style-type: none"> Partnered with Local Business Owner: Jerome Conaty, he said he is happy to help with whatever the DMEDC needs. 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. 		<ul style="list-style-type: none"> Creating a partnership between Bill Bannock and Travel Manitoba to advertise on their website to bring more visitors/tourists up to the fishing derby. 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. Creating partnership on behalf of CDC for MTEC Customer Service Training Event Held February 27 and 28 at Kikiwak Inn. Created partnership 	<ul style="list-style-type: none"> Currently coordinate all Tri-Council meetings for OCN, RM of Kelsey and TOTP. The Smart Cities application was successful, we are top 20 in Canada, only finalist in Manitoba and only Tri-Community to submit together. Currently working on an education and training plan to assist the OCN Aerospace Initiative, Manitoba Aerospace is looking at building a manufacturing plant to manufacture 2-3 airplane parts by the Bertram Building beside CKPI. 	<ul style="list-style-type: none"> I arranged for the Tri-council to submit an EOI for a tri community transit system, one of my main goals for the community. I also secured a partnership for a CRED application for the Tri-Council regarding snowmobile tourism. (A very lucrative industry.) 	<ul style="list-style-type: none"> As part of the CRED fund application, the Northern Manitoba Snowmobile Tourism committee will be hosting a Summit on November 15, 2018 in Snow Lake: We need your input to help build a blueprint for the future of snowmobiling in Northern Manitoba. This is an opportunity to share your vision and ideas on how we can build our region into a premier destination for the growing snowmobile industry. 		

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					<p>between PBDC and the CDC, will be meeting again in near future (May) to go over memo of understanding.</p> <ul style="list-style-type: none"> Update: Smart Cities Challenge working group is now complete, we know what ideas we are going to submit on the application which is due April 24, 2018. 					
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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