

# Memo



To: Committee of the Whole  
From: **Deputy Manager of Operations and Sustainability**  
Date: October 16, 2017  
Subject: Campground Results 2017

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## Background

The campground was open from May to September 2017 with a temporary closure for a few weeks during the flooding. It generated just over \$59,000 in revenues with total actual and anticipated expenses of around \$38,000. 2017's numbers are very similar to 2016 with both years achieving a net of around \$20,000.

The campground was promoted using a mix of print and digital advertising. Word of mouth remains the strongest form of advertising and digital ads have the biggest exposure for the cost. Print advertising publications included Riders West, RV West, Super Camping, and the Boundary Visitors Guide.

Events like Cannafest and the GFI drew many people to stay at the campground with it reaching capacity during peak summer weekends. Other events like the provincial BMX race weekend and the Ultimate Tournament allowed campers to stay at the same site as their event. Between the above-mentioned events there was steady usage but well below capacity.

Feedback from campers highlighted that a full build out of the campground master plan would improve the overall appeal of the sites. This includes expanding the grassed area, shade trees, irrigation, and potentially expanding the washroom facilities. Staff are investigating the feasibility of including this in the 2018 budget. The net revenues year over year make a strong business case for capital improvements that increase appeal and usage.

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## Attachments

Graph of Google advertising results

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Google Advertising Results Campground 2017

