

DELEGATION



To: Mayor and Council

From: Administration / Economic Development

Date: June 26th, 2017

Subject: Council's consideration to extend the Get in the Loop Initiative for an additional six months from July 1st, 2017 to December 31st, 2017

Recommendation: **RESOLVED THAT Council receives the delegation and presentation from "Get in the Loop"; and further that Council decides if they wish direct staff to proceed with the second six month period of collaboration with "Get in the Loop" marketing initiative for the City of Grand Forks from July 1st, 2017 to December 31st, 2017 in the amount of \$7,500.**

BACKGROUND: As part of an economic development initiative to promote tourism and growth for the City of Grand Forks, the organization took on a 6 month pilot collaboration with the "Get in the Loop" company out of Kelowna. Due to the timing of the expiration date of the current initiative and challenges in scheduling a delegation, staff is seeking a decision from Council whether or not they wish to continue the marketing strategy. There are funds available in the 2017 Financial Plan budget to address this initiative, and if so, an additional resolution directing Staff to proceed with an additional six months would be in order.

Benefits or Impacts of the Recommendation:

General: The intent of this initiative is to deliver content and engage with consumers across the Okanagan-Boundary to visit the municipality surrounding events and other tourism opportunities

Strategic Impact: This initiative covers all four pillars of council's strategic plan: 1) fiscal accountability; 2) economic development; 3) community engagement; and 4) community liveability

Financial: \$7,500 for six month period

Policy/Legislation: Council has the authority to approve initiatives within the capacity of the budget

Attachments: - Get in the Loop information attachment

	
Department Head or CAO	Chief Administrative Officer

GET^{In}theLOOP



A MOBILE MARKETING PLATFORM THAT
**ENABLES BUSINESS TO
ATTRACT AND RETAIN
THE RIGHT CUSTOMERS**

OVERVIEW

City of Grand Forks goal is to promote tourism and growth in the city by highlighting the initiatives they are currently running.

Municipalities are looking to create awareness of their business community and lifestyle drive more dollars.

SOLUTION

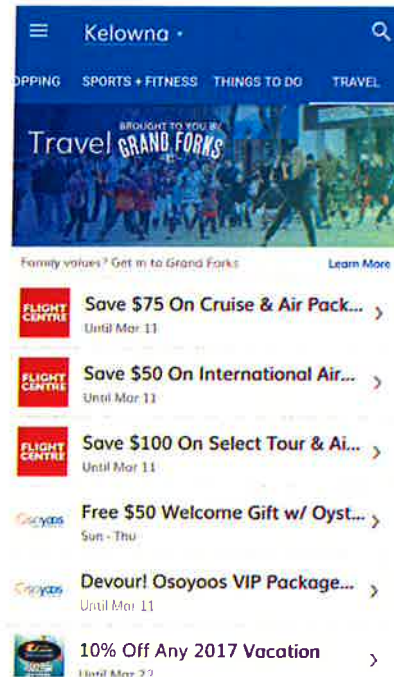
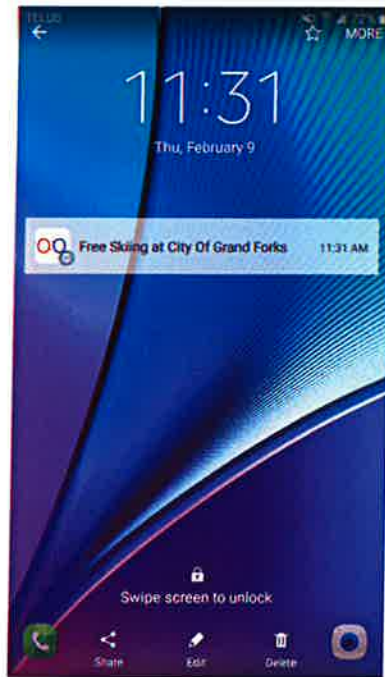
By using multiple digital channels GetintheLoop introduced Grand Fork's events, the activities to do in the area, local businesses and raised awareness about the details and opportunities in the region.

STRATEGY

GetintheLoop used mobile app, emails, static mobile website and social media to deliver content and engage with consumers across the Okanagan.

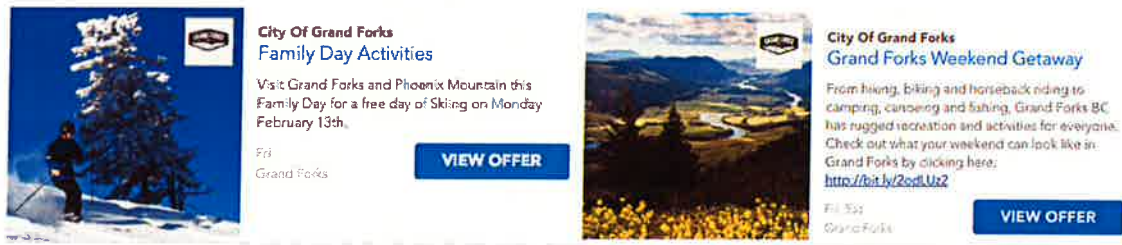
MEDIA SELECTION

1. **Mobile App Notification** sent to GetintheLoop App users, "Offer" listed in the app, and sponsorship of the Travel and Things to Do Loop.



2. **Emails** sent to GetintheLoop users who have opted to receive emails from GetintheLoop

Offers published in emails



Display banners published in emails




3. Social Media content creation to educate on the events and regional activities with images, copy and blog.

Facebook

IntheLoop in **Grand Forks BC**
Published by Paige Roguski · February 3 ·

It's rugged recreation, clean living or new opportunities that you're after, Grand Forks, British Columbia offers it all: <http://bit.ly/2kaB7H>
Featuring: Downtown Grand Forks | Destination British Columbia | Phoenix Mountain



Discover Grand Forks, BC - GetintheLoop
Located in the Monashee Mountains at the junction of the Kettle and Granby rivers, Grand Forks, is situated in the transition zone between the desert like

GETINTHELOOP.CA [Learn More](#)

4,560 people reached [View Results](#)

[Like](#) [Comment](#) [Share](#) [Hootlet](#)

46 [Top Comments](#)

4 shares

Write a comment...

Marilyn Gail Lethbridge Have a look at this Alida Brunner!!
Unlike · Reply · Message · 1 · February 26 at 4:46pm

Thelma flay Beautiful
Unlike · Reply · Message · 1 · February 4 at 9:23pm

Kathy Scott Deb Cozza Peter Cozza. Nice ad for GF
Unlike · Reply · Message · 1 · February 5 at 7:26pm

Rechelle Picard Jilian ❤️
Unlike · Reply · Message · 1 · February 5 at 8:40pm

Sharon Hammond Ciarán Hammond
Unlike · Reply · Message · 2 · February 4 at 7:31pm

IntheLoop at **City of Grand Forks, BC**
Published by Paige Roguski · March 30 at 11:56am · Grand Forks ·

From hiking, biking and horseback riding to camping, canoeing and fishing, Grand Forks, British Columbia has rugged recreation and activities for everyone.

Check out what your Getaway to Grand Forks should entail:
<http://bit.ly/2om5SF4>

Downtown Grand Forks | Grand Forks Herald | Destination British Columbia | Grand Forks Tourism | Route 97 | Boundary Country BC | City of Grand Forks, BC



Getaway to Grand Forks, BC - GetintheLoop
Located in the Monashee Mountains at the junction of the Kettle and Granby rivers, Grand Forks, is situated in the transition zone between...

GETINTHELOOP.CA [Learn More](#)

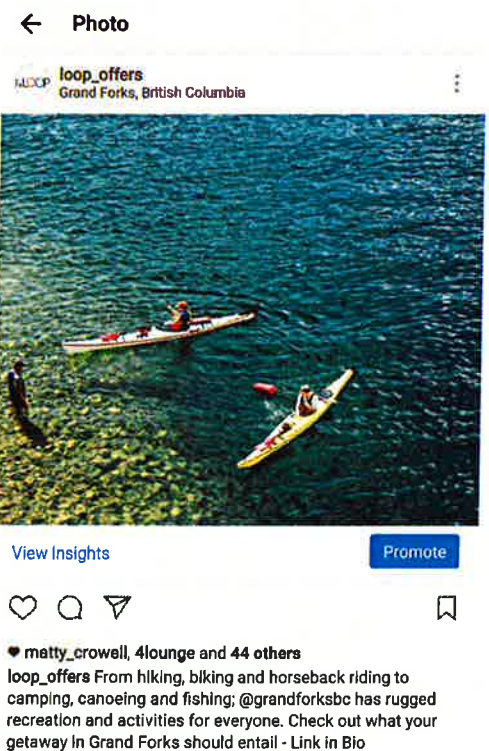
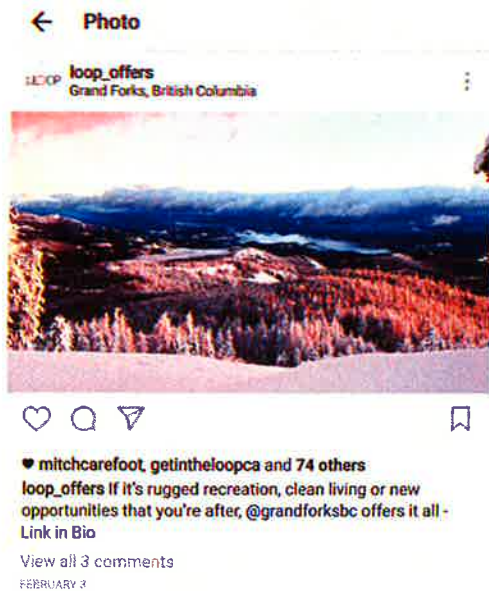
7,273 people reached [View Results](#)

[Like](#) [Comment](#) [Share](#) [Hootlet](#)

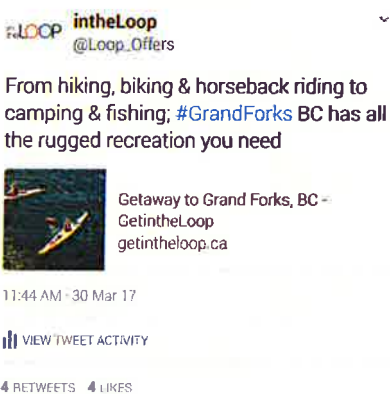
[Noni Porrier, Cassy Tipper and 93 others](#) [Top Comments](#)

21 shares

Instagram



Twitter



4. Content Marketing - curating blogs to be shared with, and by, consumers, media and communication agencies.

Our Top Things To Do In Grand Forks

#1 ON OUR TO DO LIST: Rugged Recreation

323
Shares



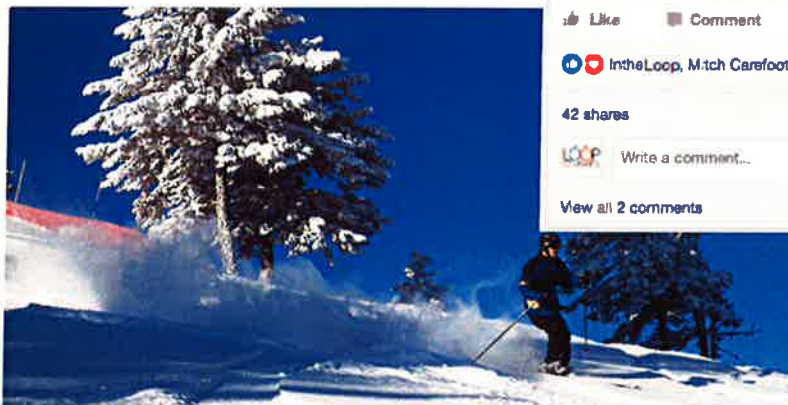
With Endless trails for hiking, biking, Horseback riding; multiple rivers and lakes for fishing, boating; and even a BMX course, Grand Forks defines rugged recreation. As the perfect spot for a little more adventure into their weekend away, expect to be overwhelmed by the beautiful views.

Discover Grand Forks, BC.

February 3rd, 2017 Posted by Paige Press No Comment yet

Located in the Monashee Mountains at the junction of the Kettle and Granby rivers, Grand Forks is in the transition zone between the dessert like Okanagan Valley and the interior rainforest of the West. The area boasts four season living with recreational activities from the mountains, trails, and beautiful tree lined streets and heritage homes with a downtown core that offers quality accommodations for an adventure filled weekend!

The area boasts four season living with recreational activities from the mountains, trails, and beautiful tree lined streets and heritage homes with a downtown core that offers quality accommodations for an adventure filled weekend!



Boundary Country BC

March 30 at 3:20pm · 📍

From hiking, biking, and horseback riding to camping, canoeing, and fishing, Grand Forks has rugged recreation for everyone.



Getaway to Grand Forks, BC - GetintheLoop

Located in the Monashee Mountains at the junction of the Kettle and Granby rivers, Grand Forks, is situated in the transition zone between the dessert like Okanagan Valley and the interior rainforest of the West. The area boasts four season living with recreational activities from the mountains, trails, and beautiful tree lined streets and heritage homes with a downtown core that offers quality accommodations for an adventure filled weekend!

Like Comment Share Hostlet

IntheLoop, Mitch Carefoot and 98 others

Top Comments

42 shares

Write a comment...

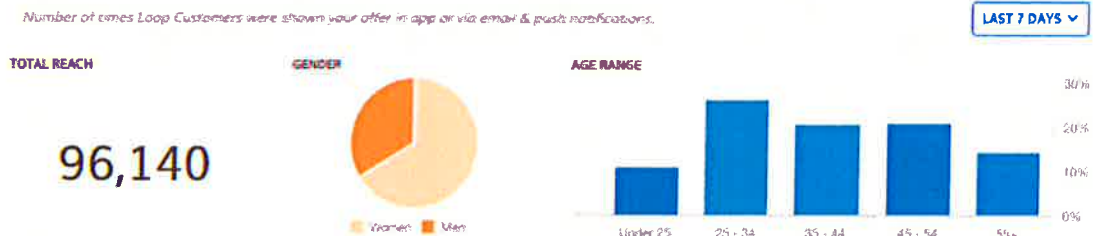
View all 2 comments

54
Shares



IMPACT

The below statistics highlight the reach in Kelowna, Vernon, Penticton and Kamloops over the time period of one week.



Channel	Reach
App Banner	5,250
Email Banner	126,057
Social Media	9,320
	Total
	236,767
GetintheLoop CPM	0.88

Channel	Cost Comparison: CPM
Facebook	\$10-15
Google	\$3-5
Twitter	\$10-15
Radio	\$15-20
Newspaper	\$20-30
Online Display Banner	\$5-15

Sources: Facebook, Google, Twitter, Radio invoices; Newspaper Media Guide; Various Online Digital Media Guides.

SUMMARY

Using multiple channels to promote the City of Grand Forks allowed GetintheLoop to take advantage of the different engagement habits each channel provides. With consumers using multiple platforms throughout the day for entertainment, news, information and to help make travel and life decisions having a presences on multiple platforms and channels allowed the City of Grand Forks to be introduced, start a conversation and educate people across British Columbia about the city, culture and the events going on.

Approximately 82% of consumers reached were between the ages of 18-55. This is the demographic of people who are taking the next steps in their education, careers, starting a family; or will travel to new places.

RECOMMENDED NEXT STEPS

FURTHER ENGAGEMENT

Continue to work with the GetintheLoop marketing team to curate content to share through the app, email and social media channels. Ideas include local events, tourism activities, things to do, history or opportunities in the region.