



MODIFICATION AGREEMENT #2

BETWEEN

DESTINATION BC CORP., doing business as DESTINATION BRITISH COLUMBIA (“Destination BC”) with the following specified address:

12th Floor – 510 Burrard Street
Vancouver, BC V6C 3A8

AND

TOURISM ASSOCIATION OF VANCOUVER ISLAND (the “Recipient”), with the following specified address:

201-1934 Boxwood Road
Nanaimo, BC V9S 5Y2

BACKGROUND

- A. The parties entered into an agreement identified as contract number C22G240010 dated July 19, 2021 (the “Agreement”).
- B. The Parties subsequently entered into Modification Agreement #1 on March 28, 2023.
- C. The Parties have agreed to modify the Agreement on the terms and conditions set out herein.

AGREEMENT

The parties agree as follows:

- (1) Per Schedule A Services, Section 1.02, to exercise the option to extend the Term of this Agreement for two years from March 31, 2024 to March 31, 2026 (“Renewal Term”).
- (2) To revise Schedule “A” Services, Article 2 Program Descriptions with Appendix A- Schedule “A” Services, Article 2 Program Descriptions.
- (3) To add Financial Contribution during the Renewal Term as outlined in Appendix B – Schedule “B” – Renewal Term.
- (4) To revise Section 9 Conflict of Interest, 9.01 to read as follows:
Prior to entering into this Agreement and throughout the Term, the Recipient will disclose to Destination BC any contract, arrangement, consultant, major shareholder, employee or any other circumstance, whether temporary or ongoing in nature, that could be perceived to be a conflict of interest with Destination BC or the Recipient’s provision of the Services. On an annual basis, the Recipient must provide a conflict of interest disclosure statement in a form established by Destination BC.
- (5) To revise Section 22 Miscellaneous, 22.12 to read as follows:
22.13 If there is a conflict between a provision in a Schedule to this Agreement and any other provision of this Agreement, the provision of the Schedule is inoperative to the extent of the conflict unless the Schedule states that it operates notwithstanding a conflicting provision of this Agreement.



- (6) To revise Section 22 Miscellaneous, 22.13 to read as follows:
 22.14 This Agreement may be entered into by a separate copy of this Agreement being executed by, or on behalf of, each party and that executed copy being delivered to the other party by a method provided for in sections 18.01 and 18.02 or any other method agreed to by the parties.
- (7) In all other respects, the Agreement is confirmed.
- (8) Regardless of the date of execution or delivery of this Modification Agreement #2, this Modification Agreement #2 is effective as of March 15, 2024.

SIGNED AND DELIVERED on the 15th day
 of February, 2024 on behalf of
 Destination BC by its authorized signatory

SIGNED AND DELIVERED on the 14 day
 of February, 2024 by or on
 behalf of the Contractor (or by its authorized signatory
 or signatories if the Contractor is a corporation)

DocuSigned by:
Richard Porges
 Signature: 7921E9B079E1498...

DocuSigned by:
Anthony Everett
 Signature: 6E2A49A2872843E...

Print name: Richard Porges

Print name: Anthony Everett

Print title: President and Chief Executive Officer

DocuSigned by:
Lesley Christian
 Signature: B8B73E2008B7495...

Print name: Lesley Christian

Print title: Chief Financial Officer



APPENDIX A

SCHEDULE "A" - SERVICES

ARTICLE 2 - PROGRAM DESCRIPTIONS

2.01 Background & Objectives - General

British Columbians continue to face significant challenges as a result of the ongoing economic recovery, climate related disasters and rising global inflation. Recovering and responding to these challenges and new realities, and building a prosperous, low-carbon, sustainable economy, will require focused direction, strong alignment and ongoing engagement between public sector organizations and the Government of British Columbia. Rebuilding British Columbia's tourism industry while the path of recovery from COVID-19 and the long-term impacts of the pandemic on the tourism industry and British Columbia society in general, are not fully understood or predictable, will require that Destination BC, its partners and service providers and the agreements that govern their relationships, be flexible, agile and responsive to changing circumstances over the next three years. The benefits of this Shared Cost Arrangement will only be fully realized if the partners collaborate strongly, plan together and create mechanisms to respond quickly to potentially rapidly changing circumstances.

Government has set three equally important strategic priorities for tourism with concrete actions that inform all of Destination BC's policies, programs, services, and services provided on behalf of Destination BC:

- People: Tourism Supports Healthy, Inclusive Societies,
- Planet: Harness Opportunities for Tourism to Contribute to Clean Growth; and
- Prosperity: Sustainable Growth of the Visitor Economy.

Destination BC's work is governed by British Columbia's "[Declaration on the Rights of Indigenous Peoples Act](#)" and Destination BC will continue working towards lasting and meaningful Reconciliation by supporting opportunities for Indigenous Peoples to and delivering on specific commitments as outlined in the "Declaration Act Action Plan". Programs and Services provided by, or on behalf of Destination BC will be consistent with the Act and the Action Plan.

As a Crown agency, Destination BC also operates under the Taxpayer Accountability Principles: efficiency, accountability, appropriate compensation, service, respect, and integrity, ensuring Destination BC's programs reflect the priorities and values of government and their shareholders—the citizens of B.C.



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[Destination BC's Scaling up for Success 2023-2025 Corporate Strategy](#), related Global Marketing and Destination Management strategies, and the *Super, Natural British Columbia*® brand all align with Destination BC's legislated purpose, as articulated in the *Destination BC Corp. Act*. Destination BC's [annual Mandate Letter](#) identifies the Government and Minister's specific priorities for the Corporation each year.

Destination BC has a long-standing contractual relationship with BC's Regional Destination Management Organizations ("RDMO"). Although each RDMO delivers services on behalf of Destination BC, each is an independent organization with its own Board of Directors and governance. Destination BC enters into agreements with each RDMO to support the achievement of Destination BC's key strategic priorities and increase the net benefits of tourism for all peoples living in British Columbia and create long-term competitiveness for BC's tourism industry. "Net benefits" simultaneously considers social, cultural, environmental, and economic benefits, and costs.

As set out in the Destination BC's [2023/24-2025/26 Service Plan](#)

- **Goal 2: B.C.'s tourism industry delivers remarkable guest experiences**

Objective 2.1: Work in partnership with industry to assist tourism businesses to meet and exceed guest needs and expectations.

- Deliver online and on-demand industry training and resources to tourism organizations across the province, as well as to rural communities that are diversifying, growing, and strengthening their economies

- **Goal 3 A powerful marketing network that is aligned and focused on collective marketing and destination development efforts.**

Objective 3.1: Collaborate with Indigenous Tourism BC, regional, city, community and sector organizations, and other key partners and communities to align and focus on collective marketing and destination development efforts.

- Continue to work with the Ministry of Tourism, Arts, Culture and Sport and the Regional Destination Management Organizations (RDMOs) on the strategic planning and reporting of the Destination Development Program, to ensure alignment with provincial tourism priorities outlined in the Strategic Framework for Tourism in British Columbia, and Destination BC's 'Invest in Iconics' strategy

This "Background and Objectives – General" section will be reassessed each year against annual updates to the Destination BC Service Plan and Mandate Letter, annual Division operating plans and any changes in Destination BC's Corporate Strategy or legislated purpose, or both, and updated accordingly by way of amendment to this Agreement.

2.02 Background and Objectives – Program Specific

The Financial Contribution is being made available to the Recipient for Services to support the Destination BC programs set out below in this section. Programs supported by the Financial Contribution will be reassessed annually through the annual integrated planning process, as described in 2.06 (a). The required



Projects and Services required to support each Destination BC program area will be developed annually through the RDMO-DBC Program planning process and documented in the annual Regional Operations Plan and any associated Project Charters, as described in 2.06 (b) and (c). All program areas will support the development of Indigenous tourism, as appropriate, in support of Indigenous Tourism BC's (ITBC) 5-year Strategic Plan and uphold the shared commitments of Destination BC and Indigenous Tourism BC [Guiding Principles](#).

During the annual integrated planning process and regularly throughout the year, Destination BC will provide data sharing and invite input and discussion to help the Recipient develop and implement the Regional Operations Plan and inform other activities covered under the Agreement. The annual integrated planning process will provide the Recipient with the opportunity to provide advice, input and feedback on all Destination BC programs, including those not covered under this Agreement such as Research & Analytics, and Destination BC's Co-operative Marketing Partnerships Program.

Destination Development

Background

Destination development is the strategic planning and advancement of defined geographic areas to support the evolution of desirable destinations for travellers, focusing on the supply side of tourism, to provide long term benefits for all people living in the destination or area. Informed by the principles and values of stewardship, Destination Development leads to more compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation and responsible travel. Across the province, nineteen 10-year destination development strategies have been created which inform tourism development at the sub-regional and regional level. These strategies guide the long-term growth of tourism and visitor experiences and net benefits for the province and people living in BC.

In partnership with Indigenous Tourism BC, the Ministry of Tourism, Arts, Culture and Sport and the tourism regions, Destination BC wants to grow tourism both geographically and seasonally throughout the province, by creating compelling reasons to explore BC (Invest in Iconics strategy). Collectively, we will achieve success by integrating branding, marketing and destination development, with a key focus on experiences, touchpoints and encounters in the destination for each Iconic place and route.

Objectives

Annual objectives will be set year by year through the annual Integrated Planning Process.

- Support and champion the on-going updates and implementation of Planning Area Destination Development Strategies for the region;
- Support the creation and implementation of Destination Development Strategies for Iconic places and routes relevant to the region, that integrate with and layer in the emerging destination brands;
- Working collaboratively with core partners, advance the implementation of the Iconics Destination Development Framework Action Plan;
- Champion Destination Development and the Invest in Iconics strategy with communities and partners within the region through strong and respectful relationships with community leaders, Community Destination Marketing Organizations (CDMOs), Economic Development organizations (EDO), businesses, etc.;
- Communicate on the value and successes of Destination Development within the region;



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- Lead Destination Development initiatives of regional significance, with priority given to initiatives that advance the objectives and goals of the Invest in Iconics Strategy;
- Support and provide strategic advice to communities and partners on their Destination Development priorities;
- Stay informed and share key infrastructure development and investment needs and opportunities, as well as issues and challenges that impede destination development;
- Increased alignment of marketing & development for regional and planning area partners.

Destination Stewardship

Background

To build a strong future for all peoples in British Columbia, and for generations to come, Destination BC wants to be excellent destination stewards for our province—ensuring we thoughtfully develop the economic, social, cultural, and environmental benefits of tourism across British Columbia. Destination BC is doing more to balance all aspects of sustainability and are working on specific areas that benefit from a provincial leadership role. Through this strategic imperative, we are focused on four key elements:

UNDRIP and Truth and Reconciliation Calls to Action

- Working in partnership with industry, governments, and Indigenous Tourism BC to better support Indigenous communities that want to benefit from tourism.
- Working with industry to understand, support, and implement the United Nations Declaration on the Rights of Indigenous Peoples and Reconciliation.

Sustainability & Climate Action

- Working with the provincial government and all our industry partners to support the implementation of the Province's Clean BC & Climate Preparedness and Adaptation strategies to reduce carbon pollution, increase use of clean energy, and reduce waste, address climate impacts and build resilience across the tourism sector.
- Educating industry, residents, and visitors on sustainable tourism practices.
- Managing visitor volume provincially through responsible seasonal and geographic growth.

Diversity, Equity, Inclusion & Accessibility

- Working with the provincial government and all our industry partners to support the Accessible BC Act commitments and DBC's Diversity, Equity, Inclusion & Accessibility Strategy.
- Supporting the development of more accessible and inclusive tourism experiences and employment.

Resident Quality of Life

- Ensuring sustainable tourism growth contributes to the economic well-being and social fabric of communities in BC.
- Engaging residents in tourism and building public awareness of the benefits that tourism brings to all peoples living in BC.

Objectives

Year by year objectives will evolve as the program matures and will be determined through the annual Integrated Planning Process.



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- Build a cleaner tourism industry that is prepared to adapt to climate change;
- Collaborate with partners to identify climate risks and develop tools to respond;
- Encourage partners to adopt common sustainability policies & practices;
- Support responsible travel and regeneration of B.C.'s natural spaces;
- Establish a common set of measures to track sustainable practices and climate adaptation initiatives across the industry;
- More accessible tourism experiences available for visitors;
- Visitors are more aware of available accessible tourism experiences;
- More people living in BC believe that the tourism industry plays an important role in the economic well-being of British Columbia; and
- More people living in BC agree that tourism supports a greater diversity of amenities in their community than would be feasible without visitors.

Industry Training & Business Advisory Services

Background

Industry Development is committed to driving sustainable growth in British Columbia's tourism sector. Through a focus on continuous improvement, leadership, and the integration of Diversity, Equity, Inclusion, and Accessibility (DEIA) and Reconciliation, the unit fosters a vibrant, inclusive, and globally competitive ecosystem. It specializes in offering learning programs and resources that are not always readily available from other organizations and are tailored to the unique needs of BC's small and medium-sized tourism businesses, CDMOs and Sector Associations and other tourism partners. Industry Development oversees the Learning Centre, a hub that provides responsive and agile learning experiences, tools, and resources that align with the dynamically changing landscape of BC's tourism industry.

Objectives

Annual objectives will be set year by year through the annual Integrated Planning Process.

- Ensuring that Destination BC's Learning and Development resources evolve with the highest priority industry needs (within Destination BC's mandate).
- Development of an updated Industry Learning and Experience Development Strategy.
- Driving provincial alignment and reducing duplication in the Industry Development & Learning space.
- Create remarkable on-the-ground experiences in BC which results in increased peer-to-peer recommendations and repeat visitations.
- Ensuring that more tourism businesses and partners in each region of BC benefit from tailored learning programs and resources.
- Ensuring workshop participants are supported post-workshop to adopt training outcomes.
- Facilitating the recovery and future success and business resiliency of small and medium-sized businesses through targeted training and assistance recovery and future success of small and medium-sized businesses through targeted training and assistance.

Invest in Iconics Strategy

Background

The Invest in Iconics strategy is a key element of Destination BC's 2023-2026 Corporate Strategy. The Invest in Iconics strategy supports rebuilding of tourism revenues target in the 2022-2024 Strategic Framework for Tourism in BC, as well as the shared vision of a more competitive tourism industry in BC and achieving sustainable growth and dispersion of benefits across all seasons and all regions of the province.



The Invest in Iconics Strategy was informed by an extensive review of global best practices, 300+ existing travel routes and destinations in BC, research on our core markets and the Destination Development strategies developed within the 19 planning areas and four regions.

To dramatically increase tourism revenue and net benefits responsibly and sustainably, travellers need truly compelling reasons to travel to more places in British Columbia in more seasons. To accomplish this, Destination BC is taking an integrated approach to reimagining the province, combining Place Branding integrated with targeted Destination Development to create iconic, inspirational routes and places that strengthen the appeal of all regions of BC and deliver remarkable in-destination experiences.

Iconics – Place Branding

Place branding uncovers and elevates the unique appeal and identity of a destination, then distills it into a strategic positioning with differentiating characteristics that are competitively distinctive and globally compelling.

Iconics – Destination Development (for specific objectives refer to Destination Development Service Area)

Destination Development is an approach to the design, management, and enhancement of destinations for both residents and travellers. It involves working collaboratively with governments, industry partners, residents, and brand experts to turn a destination’s vision into reality, by strategically deliberate in the creation of experiences, products and services that elevate and deliver on the place brand’s unique selling proposition. Integrated place branding and destination development has the power to dramatically increase interest in and travel to destinations and enhance the in-destination experience for residents and visitors, fueling sustainable growth and dispersion of benefits in all seasons and regions for British Columbia’s tourism industry.

Objectives (long term)

- World famous travel routes and destinations that drive increased revenue and benefits for all parts of British Columbia, in all seasons, creating a year-round robust tourism sector in BC.
- Traveler and resident expectations are exceeded – experiences deliver on the brand promise, creating positive word of mouth fueling future visitation.
- Strong industry support and alignment – tourism organizations, businesses, operators, and workers are proud to market themselves as part of an Iconic and see direct business benefits from doing so.
- ☐ Compelling public and private tourism development opportunities and funding/financing mechanisms for investment.
- Creating a better province for all peoples in BC– enhanced job opportunities, livability, and enjoyment of all parts of BC for its residents.

Year by year objectives will evolve as the program matures and will be determined through the annual Integrated Planning Process.

Travel Trade

Background

The travel trade industry plays a crucial role in reaching consumers in international markets. It encompasses various entities such as online travel agents, tour operators, wholesalers, and travel agents. These professionals, located in the countries they serve, possess valuable knowledge about travelers' interests and motivations, allowing them to effectively promote tourism experiences and vacations. By collaborating with the travel trade in different overseas



markets, British Columbia's tourism industry can achieve a well-rounded portfolio of markets. Destination BC works closely with international tour operators, providing support in itinerary development, product knowledge, training, education, familiarization tours, and joint marketing initiatives to drive business.

Objectives

- Collaborate with regional stakeholders to deliver high-quality Travel Trade familiarization tours ("FAMs") and experiences.
- Foster understanding and support for Travel Trade FAMs among tourism businesses and organizations across all regions of the province.
- Participate in relevant trade and media shows.
- Determine the number of FAMs and shows in which Destination BC and the RDMOs will participate, as well as establish performance measures and annual targets through Integrated Planning.

Travel Media

Background

The Travel Media Relations program focuses on working with travel media professionals, including journalists and outlets specializing in travel and lifestyle stories, to generate exposure for British Columbia as a preferred destination. This program serves as a vital marketing channel for sharing our brand story, building awareness, and enticing travelers to visit BC. The program team collaborates with journalists, freelance writers, social influencers, editors, and broadcasters to create travel-focused stories that raise destination awareness in our key markets. Destination BC Travel Media Specialists provide support to media professionals by assisting with research, travel planning, image sourcing, interview contacts, filming, and more.

Objectives

- Generate a high level of consumer awareness through earned media in collaboration with Destination BC.
- Deliver high-quality press trip experiences suitable for media outlets in collaboration with regional stakeholders.
- Generate story ideas and media pitches suitable for sharing with media outlets in collaboration with key stakeholders and communities.
- Foster understanding and support for Travel Media and travel media press trips among tourism businesses and organizations across all regions of the province.
- Establish an annual plan, performance measures, and targets through the integrated planning process.

Content Marketing

Background

Destination BC's Global Content team creates and curates content and collaborates with others across the province to produce compelling stories in multiple formats. Content marketing connects global travellers with stories that bring the *Super, Natural British Columbia*® family of brands to life, integrating links to trip planning and industry partners, applying insights from key distribution platforms, and amplifying real stories from BC visitors. Destination BC's content marketing strategy has a strong focus on immersive, compelling multimedia content, designed to build an affinity for the SNBC and Iconic family of brands and motivate responsible travellers to explore more places in BC across different seasons. Additionally, Destination seeks to accurately reflect the diverse population of BC and to elevate indigenous cultures, values and voices in our content. It focuses on delivering content tailored to motivate our target markets in the right channels at the right time. Destination BC takes a shared approach to content



marketing, built on common tools, processes, and expertise. The shared approach enables content collaboration across BC's tourism network by providing a virtual library for industry partners to access, contribute, and share content.

Objectives

- Partner content is aligned with and supports provincial content priorities and included in DBC's marketing activities;
- All areas of BC are represented in content commonwealth programs;
- Potential travellers receive timely, accurate information through Destination BC's content marketing activities;
- Tourism industry partners across the province are represented through our content marketing efforts;
- Inclusive marketing lens is applied to BC travel content; and
- Annual plans, performance measures and targets will be set through the annual integrated planning process.

Social Media Marketing

Background

The Destination BC Social Media team works to drive word-of-mouth marketing on a global scale by listening and responding to potential and on-the-ground visitors, curating and amplifying high-quality User-Generated Content, sharing highly relevant, inspirational content optimized for different platforms, and building a community of passionate BC brand advocates in key global markets.

The Destination BC Social Media team manages Destination BC's global social media channels, planning, optimizing, and distributing content across six geographic areas in four languages, including inspirational travel stories and encouraging the sharing of authentic user-generated content throughout those communities. An "always-on" approach allows the team to provide trip-planning information and referrals to partners when our followers need it. The approach generates valuable consumer and content insights that feed into our marketing and content planning. We also work with local content creators and tourism partners to drive awareness and advocacy via social media channels to reach new, and inspire current audiences, create brand affinity towards the SNBC family of brands and inspire audiences to visit British Columbia. In support of the overall social media strategy, the RDMOs manage regional social media channels and where relevant, support the social media accounts for the Iconic brand family.

Objectives

- Grow awareness and build affinity for the SNBC family of brands, including Iconic Brands as developed;
- Create and curate authentic stories about BC that people feel compelled to share;
- Grow engagement within the global social media communities for the SNBC and Iconic brands family to maximize our impact in all key markets and segments;
- Foster awareness and adoption of #exploreBC by residents, visitors, and industry partners;
- Empower industry partners with social media tools and training to create a provincial network of online visitor services and social media marketing experts;
- People living in BC and other potential travellers who are interested in visiting a region of BC see relevant and inspiring content; and
- Tourism industry partners across the province are represented through our collective social media efforts.

Indigenous Tourism



Background

Tourism plays an important societal role in bringing people together and sharing the true stories of British Columbia. Authentic Indigenous experiences invite the feeling of connection with all things and creates greater cultural understanding. Indigenous Tourism BC (ITBC) is a non-profit, stakeholder-based organization with a mandate from the First Nation Leadership Council as the voice for Indigenous tourism in BC. ITBC focuses on supporting Indigenous stakeholders, entrepreneurs, and communities. They inspire visitors to experience Indigenous tourism and they collaborate within the tourism ecosystem.

Destination BC is committed to developing meaningful and collaborative relationships with Indigenous Peoples and communities: First Nations, Métis, and Inuit and supporting connections between Indigenous and non-Indigenous Peoples through Destination BC's programs and services. Destination BC also has a shared commitment with Indigenous Tourism BC to create a unified tourism industry in BC—one that enriches the experiences and connections that tourism provides, and that respects and provides benefits for Indigenous Peoples, cultures, and lands, for generations to come. All RDMO activities under this program area must be in alignment with ITBC's Corporate Strategy and will support ITBC's efforts to provide training, awareness, product/experience development and marketing, supporting a sustainable Indigenous tourism industry in BC while contributing to creating greater cultural awareness and economic development opportunities.

Objectives

Year by year objectives will evolve as the program matures and will be determined through the annual Integrated Planning Process. The Indigenous & Regional Partnerships team will coordinate support, input and/or approval from ITBC, if required, to ensure annual objectives, plans and programming are in full alignment with ITBC's strategy and activities.

- RDMO Indigenous tourism activities have clear benefits that align with and strengthen ITBC's efforts to support Indigenous tourism growth through awareness, development, marketing and identity of place, arts, and heritage.
- Commit to work together to ensure Indigenous communities and businesses are equipped with the skills and business knowledge to capitalize on the growing consumer demand for Indigenous experiences and businesses in BC.
- Collaboratively support the growth of Indigenous tourism, the development of new Indigenous tourism experiences that bring benefit and are in alignment with Indigenous community goals.
- Support a sustainable Indigenous tourism industry with diverse products in communities in every region of BC.
- Respect the Title and Rights, and Treaty Rights of First Nations and the role tourism plays in creating a prosperous Indigenous tourism industry and economic prosperity for Indigenous peoples.

2.03 Standards of Performance

The Recipient must:

- (a) deliver the Project and perform the Services, both as developed through the Planning Process and as articulated in the Regional Operations Plan, in furtherance of the Program objectives;
- (b) ensure that all persons employed or retained to perform the Services are qualified and competent to perform them and are properly trained, instructed and supervised; and
- (c) perform the Services to a standard of care, skill and diligence maintained by persons providing, on a commercial basis, services similar to the Services.



2.04 Process for Requesting Modifications to the Agreement

Both Destination BC and the Recipient recognize that the tourism industry needs to be able to respond to any significant changes in market conditions locally and globally, and that from time to time the industry will require different levels of support and types of programs provided by Destination BC and the Recipient than are covered under this Agreement.

Either party may request a change to the Services covered by the Agreement. If either party proposes changes to the Agreement, such party shall deliver a request in writing describing the change to the representative of the other party as indicated in section 18. The party receiving the request shall respond in an appropriate timely manner following its receipt thereof. If the receiving party is amenable to the request, it shall notify the requesting party, and the requesting party shall submit a Modification Agreement in draft form for the consideration and approval of the other party.

Notwithstanding the foregoing, both parties recognize that in an Emergency, an immediate response is required, in line with established protocols in BC's Tourism Emergency Response Team (TERT). In the case of responding to an Emergency situation, agreed upon changes to the Agreement can be initially made verbally and confirmed by email based on the requirement that the parties will ratify the agreement through a written Modification Agreement signed by an authorized representative of each party as soon as possible.

The TERT is activated when an event occurs and facilitates the transfer of information, enhances mutual assistance operations, and coordinates overall response. The TERT is guided by the Tourism Emergency Response Activation Plan, which has been modeled to support Emergency Management British Columbia's (EMBC) All-Hazard Plan, and outlines specific roles and responsibilities. The level of activation would be determined by the severity of the impact of the event on tourism, the need for coordination and communications, and the existence of unique policy issues.

2.05 Regional Tourism Partnership Shared Commitments

As primary partners in promoting the development of the tourism industry in British Columbia, increasing the net benefits of tourism for all British Columbians, and creating long-term competitiveness for BC's tourism industry, Destination BC and the RDMOs commit to:

- Communicate, consult, and work with each other in a timely, open, and transparent manner;
- Coordinate efforts to minimize duplication and ensure that all related programs and services are delivered in the most efficient, effective way and build on each other's successes, experience and investments;
- Provide the best possible service delivery that promotes ease of access to programs and initiatives and achieves positive outcomes for the tourism industry;
- Subject to applicable legislation and policy, share data, information and research related to their activities and issues in support of outcomes;
- Assume mutual accountability for the achievement of outcomes and report these outcomes to the public in an open, transparent, effective, and timely manner;
- Develop a coordinated approach to joint public communications at the project level, and more broadly on the partnership level; and
- Ensure provincial government funding is well managed and support achievement of outcomes through regular financial reporting and evaluations.



2.06 Deliverables/Milestones

The Recipient will:

- (a) participate in Destination BC's annual Integrated Planning process, starting in Quarter 3 of each Fiscal Year, and contribute to (i) an updated situational analysis, (ii) a review of Destination BC's program priorities included in the Agreement, and (iii) the development of Destination BC's annual Regional Operations Plan and Budget;

participate in the annual integrated RDMO-DBC Program planning process with each Destination BC Program within the scope of this Agreement to prepare an annual Regional Operations Plan and Budget which will be submitted to Destination BC for review at least 30 days prior to the start of each Fiscal Year of the Term. The annual Regional Operations Plan and Budget will describe the key priorities related to each Destination BC Program, related Projects, deliverables, and associated goals, measures, and targets. The Regional Operations Plan and Budget will also include a financial budget that identifies the planned sources and uses of the Financial Contribution received by the Recipient.
- (b) participate in a Quarterly Planning and Performance review, held within 45 days of the end of each quarter, as an opportunity to (i) provide Project status updates, (ii) discuss Project performance against key measures, (iii) discuss financial results against approved budget, and (iv) discuss issues and required actions.
- (c) participate in an Annual Performance Review to be held in person to review and discuss the overall performance of contracted services.

2.07 Reporting

The Recipient will provide regular updates and reports to Destination BC advising of the status of the Projects and the provision of the Services and, without limiting the generality of the foregoing, will provide the following Reports in the manner satisfactory to Destination BC, and on or before the deadlines set out. Reporting templates will be provided each year as a part of the annual integrated RDMO-DBC Program planning process.

a. **Quarterly Regional Performance Report**

The Recipient must, no later than 45 days after the end of each quarter during the Term, submit a Quarterly Regional performance report to Destination BC that includes, but is not limited to:

- i. Project Reporting
A summary of the Recipient's performance against their agreed to deliverables and commitments as defined in the annual Regional Operations Plan and Budget during the previous quarter.
- ii. Financial Reporting
A quarterly financial report including a Project revenue and expenditure summary which (1) identifies all sources and use of the Financial Contribution received by the Recipient under this Agreement during the previous quarter, (2) describes any financial variances against the Recipient's annual budget, and (3) includes a detailed list of suppliers and expenses valued at \$10,000 or more. The Recipient's annual budget is approved each year as a part of the annual Regional Operations Plan and Budget. Random audits may be performed, in which the Recipient will be required to submit invoice samples.



b. Year-End Regional Performance Report

The Recipient must, no later than 45 days after the end of each Fiscal year during the Term, submit a Year-End Regional performance report to Destination BC that includes, but is not limited to:

i. Project Reporting

A summary of the Recipient's performance against their agreed to deliverables and commitments as defined in the annual Regional Operations Plan and Budget during the Fiscal Year. The Year-End Regional Performance report is to provide:

- (1) highlights of key Projects supported during the Fiscal Year, (2) quantitative and qualitative description of the accomplishments of the Projects, (3) challenges faced, and solutions found, (4) information on results (negative or positive) that were not anticipated, and lessons learned, and (5) description of outcomes with respect to program objectives set out in Schedule A.

ii. Financial Reporting

A year-end financial report including a Project revenue and expenditure summary which:

- (1) identifies all sources and use of the Financial Contribution received by the Recipient under this Agreement during the Fiscal Year, (2) describes the financial variances against the Recipient's annual budget, and (3) includes a detailed list of suppliers and expenses valued at \$10,000 or more.



APPENDIX B

SCHEDULE "B" – RENEWAL TERM

FINANCIAL CONTRIBUTION

ARTICLE 1 – FINANCIAL CONTRIBUTION

- 1.01 During the Renewal Term, Destination BC will provide a Financial Contribution to the Recipient for its provision of the Services of up to \$2,272,000 exclusive of all applicable taxes, being the maximum amount of the Eligible Expenses (as defined below), in accordance with the remainder of this Schedule "B" – Renewal Term.
- 1.02 Destination BC will provide the Financial Contribution to the Recipient within 30 days following Destination BC's receipt and, as applicable, approval of the documentation specified below, as follows:
- a) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the approved **FY 2024/2025 Regional Operations Plan and Budget**, and a numbered original invoice on or after **April 1, 2024** (20% of FY 2024/2025 funding);
 - b) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Year-End Regional Performance Report** for **FY 2023/2024**, and a numbered original invoice on or before **May 15, 2024** (20% of FY 2024/2025 funding);
 - c) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Quarterly Regional Performance Report** for **Quarter 1 - FY 2024/2025**, and a numbered original invoice on or before **August 15, 2024** (20% of FY 2024/2025 funding);
 - d) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Quarterly Regional Performance Report** for **Quarter 2 - FY 2024/2025** and a numbered original invoice on or before **November 15, 2024** (20% of FY 2024/2025 funding);
 - e) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Quarterly Regional Performance Report** for **Quarter 3 - FY 2024/2025**, and a numbered original invoice on or before **February 15, 2025** (20% of FY 2024/2025 funding);
 - f) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the approved **FY 2025/2026 Regional Operations Plan and Budget**, and a numbered original invoice on or before **April 1, 2025** (20% of FY 2025/2026 funding);
 - g) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Year-End Regional Performance Report** for **FY 2024/25**, and a numbered original invoice on or before **May 15, 2025** (20% of FY 2025/2026 funding);
 - h) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Quarterly Regional Performance Report** for **Quarter 1 - FY 2025/2026**, and a numbered original invoice on or before **August 15, 2025** (20% of FY 2025/2026 funding);



- i) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Quarterly Regional Performance Report for Quarter 2 - FY 2025/2026** and a numbered original invoice on or before **November 15, 2025** (20% of FY 2025/2026 funding);
- j) Destination BC will provide a Financial Contribution of \$227,200 to the Recipient upon Destination BC's receipt and approval of the **Quarterly Regional Performance Report for Quarter 3 - FY 2025/2026**, and a numbered original invoice on or before **February 15, 2026** (20% of FY 2025/2026 funding);

ARTICLE 2 – ELIGIBLE EXPENSES

- 2.01 Subject to the remainder of this Schedule "B" – Renewal Term, the Financial Contribution may only be applied to the costs and expenses set out in this Article 2 (the "Eligible Expenses").
- 2.02 The Eligible Expenses may be amended only with the prior written approval of Destination BC.
- 2.03 The Eligible Expenses must be, in the sole opinion of Destination BC:
 - (a) directly related to the Project (s) in support of the Destination BC Programs listed in section 2.02 in Schedule "A"; and
 - (b) reasonable.



2.04 Eligible Expenses are limited to the following categories:

- A. “Administrative Costs” – a Recipient’s reasonable costs to administer the Project. Administrative Costs are related to overall organizational administrative infrastructure, and centralized administrative activities.
- B. “Direct Service Delivery Costs” – the reasonable costs incurred by a Recipient in delivering the Services.

2.05 Eligible Expenses are subject to the following limitations:

- a. No part of the Financial Contribution shall be payable to the Recipient for any costs incurred by the Recipient prior to the Effective Date;
- b. The proportion of Direct Service Delivery Costs related to Destination Management Related and Global Marketing Related Destination BC Programs may vary each Fiscal Year based on annually agreed to priorities as part of the integrated planning process and approved by Destination BC as part of the annual Regional Operations Plan and Budget; However, over the Term the Recipient is expected to allocate approximately:
 - i. 50% of the eligible expenses to Destination Management Related Destination BC Programs; and
 - ii. 30% of the eligible expenses to Global Marketing Related Destination BC Programs;
- c. Administrative Costs, as defined in section 2.04, cannot exceed 20% of the total annual budget;
- d. The Recipient must submit an itemized schedule of all planned administrative costs and supply a rationale for the administrative cost percentage level proposed to Destination British Columbia as part of the annual Regional Operations Plan and Budget;
- e. No part of the Financial Contribution shall be payable to the Recipient for any costs incurred by the Recipient that are not in support of the Destination BC Programs listed in section 2.02 in Schedule “A”, and in accordance with section 2.05 of Schedule “B” – Renewal Term.