

DIGBY AREA TOURISM ASSOCIATION

ANNUAL GENERAL MEETING MAY 10, 2017

ANNUAL STANDING COMMITTEE REPORT May 2016 through May 2017

The 2016-17 fiscal year was a very busy one for DATA. One of DATA's main objectives is the promotion of the Digby Area as a tourism destination. We have been working toward this goal with the following initiatives.

1. **Executive Committee** No meetings were called; all issues covered in Board meetings. The Executive Committee rarely meets unless there is an issue that needs attention. Consists of Chair, Vice Chair, Past Chair, Treasurer and Secretary.

Members of the Board of Directors represent their geographic area to act as a liaison with businesses and bring ideas and concerns from their area to the table.

2. **Marketing Committee**

- Constant communication with Town & Municipality
- Halifax Kiosk and Halifax VIC
- Partnership with Saint John, NB: opened dialogue
- Partnership with Bay Ferries
(ferry kiosks, area guide and experiential offerings / 3 days Fundy Rose & 2 days on CAT)
- Members requested to post DATA logo on their social media
- Truro – “Gateway” to the Bay of Fundy
- Digby Pier Lighthouse – July 23, 2016
- Doers and Dreamers
- Ricardo Media: videos of area scallops and lobsters – country-wide
Canada 150 “We Are The Best” with Chef Ricardo
- Expedia
- Display of IC photos and members' ads in window of downtown business and at VIC
- Halifax Guide: a hyperlink to the digbyarea.ca website is on the online Halifax Guide.
- Asset Map: requested by Municipality: need to collect the data
- DATA 10 year anniversary; November 24, 2016
- Inspiring Content (grand unveiling at DATA anniversary)
- Tall Ships (August 15-16, 2017)
- TourismNS: VIC Digital Marketing; IC in provincial VICs
- TourismNS: Digital Marketing partnership (Canada and New England)
- BoFTP: Bay of Fundy Tourism Partnership
- Marketing opportunities emailed to all members
- Luggage Tags: Would any member like to purchase (\$5 each) to sell at their business
- TIANS Annual General Meeting (May 24-25, 2017, Digby Pines)
- Saltscapes (April 21-23, 2017)
- Experience Digby Area Visitors Guide (on website and can be downloaded to a pdf)

3. **Education Committee**
 - **Roger Brooks:** tourism economics
 - **Host Program:** ongoing (Upper Clement Park) (stickers available)
 - **GoogleAds** – April 24, 2017
 - **Social Media:** DATA is active with Facebook, YouTube, Trip Advisor, Instagram and Twitter.
 - **Website:** Our website, digbyarea.ca, continues to be our main vehicle to get the message out. This site is a valuable resource for members and visitors and we hope to improve and update as needed.
 - **Events:** Reminder: digbyarea.ca does have an events calendar; please email tourism@digbyarea.ca to get your events posted.

4. **Product Development Committee**
 - Digby Area is only in the province with no paid employee and no budget

5. **Membership Committee** Ongoing initiative.
Hopefully, the hard work of our Marketing Committee, and with your help, we will “inspire” others to become involved. Attendance at meetings is appreciated but not a requirement. It is our goal to make DATA compelling enough for businesses to want to join.

2014: 24 members 2015: 27 members 2016: 30 members 2017: 40 members

6. **Finance/Funding Committee** (see Treasurer’s report)
 - Request for funding: Canada 150 “Connecting Through Time & Tide” – denied
Meeting with Nick Fry
 - Request for funding: Summer Student - successful
 - Request for funding from Town of Digby
 - Request for funding from the Municipality of Digby
 - Development Grant for the Digby Area Visitors Guide
 - Grants: constantly being searched

The Board of Directors of the Digby Area Tourism Association extend a huge thank you to all members and partners for their generous support and, with your help, look forward to an equally successful 2017.