



REGIONAL DISTRICT of Fraser-Fort George

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REPORT FOR COMMITTEE CONSIDERATION

TO: Chair and Members, Cultural Services Advisory Committee
FROM: Will Peters, Cultural Coordinator
DATE: March 4, 2025
SUBJECT: Northern Routes 2025 Marketing Plan
SUMMARY: Purpose: For Information

RECOMMENDATION(S):

THAT the report dated March 4, 2025 regarding "Northern Routes 2025 Marketing Plan" be received for information

ENTITLEMENT	HOW VOTE COUNTED
All 1 Member/1 vote	Majority

ISSUE(S):

Northern Routes Cultural Experience is the Regional District of Fraser-Fort George's cultural marketing program that works to enhance and promote activities at the region's eight funded cultural sites, and two out of region sites that pay to be a part of the program.

At the March 14, 2025 Cultural Services Advisory Committee meeting, there will be a presentation on the Northern Routes program performance and marketing initiatives planned for the spring and summer.

RELEVANT POLICIES:

N/A

STRATEGIC PRIORITIES ALIGNMENT:

- Indigenous and Intergovernmental Partnerships
- Organizational Strength and Adaptability
- Quality Community Services
- Environmental Stewardship and Climate Action
- Awareness and Engagement
- Statutory or Routine Business

SERVICE RELEVANCE:

N/A

FINANCIAL CONSIDERATION(S):

There are no financial commitments involved in receiving the Northern Routes 2025 Marketing Plan Report.

OTHER CONSIDERATION(S):

N/A

DECISION OPTIONS:

1. Approve recommendations.
 - Receive for information the Northern Routes 2025 Marketing Plan Report.

COMMENTS:

The presentation will include an update on social media metrics since a full-time Cultural Coordinator was hired in September 2024. Plans for expanded marketing programs, including a partnership with CKPG Today, digital billboards, new brochures and a visitor passport program will also be discussed. Any feedback from cultural sites will be assessed to ensure their individual needs are being addressed in the marketing program.

Respectfully submitted,

“Will Peters”

Will Peters
Cultural Coordinator

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