



2025-2026 Proposal

To align with the City of Delta budgeting cycle and fiscal year, with the Delta Chamber of Commerce fiscal year and the funding and budgeting cycle common to destination marketing organizations. The following proposal is for **May 1, 2025, to December 31, 2026**:

- A request for annual funding levels of **\$103,000 for Destination Management + Marketing** and **\$74,000 for Visitor Services**.
- For the remainder of the 2025 calendar year, **Destination Management + Marketing** request will be **prorated to \$68,667**.
- **Schedules A-D** provides detailed deliverables for the use of funding for proposal period.
- The **Destination Management + Visitor Services 2026 Plan** will be submitted by **November 30, 2025**.
- The **Destination Management + Visitor Services 2025 Report** will be provided by **January 31, 2026**.

The increased funding request for Visitor Services over previous years reflects the increase in labour cost and the need to remain competitive with other destinations hiring for summer jobs. Although funding is received through the Canada Summer Jobs program, this needs to be topped up to maintain staffing levels.

2025 Destination Management + Marketing Proposal

Overview

In the year ahead, Tourism Delta will continue to advance the "Quick Win" priorities identified in Delta's Community Tourism Plan. These priorities serve as both a roadmap and a set of immediate, achievable actions that will support the sustainable growth of Delta's visitor economy. The plan will guide Tourism Delta's strategic and operational decisions throughout 2025, informing marketing, destination development, partnership engagement, and sector readiness.

Having completed several foundational projects in 2024-5, including a Value of Tourism Study, an updated 5-Year Strategic Plan, and the development of a refreshed brand identity, the rest of 2025 will focus on putting these tools into action. The year will centre on expanding Delta's marketing footprint, enhancing visitor experiences, and aligning destination development efforts with community values and economic benefits.

The following initiatives will continue to be advanced as part of the Community Tourism Plan's Quick Wins:

Value of Tourism Development & Advocacy

Tourism Delta has completed a comprehensive Value of Tourism Study, which will be shared publicly in May 2025. It will support evidence-based decision-making by local government, businesses, and the tourism sector.

Tourism Delta will distribute findings through presentations to Delta City Staff and Council, business associations, and industry partners. Tailored communication tools will be created to help local businesses leverage the findings and better understand how they can benefit from and contribute to Delta's tourism growth.



Working with the Delta Chamber of Commerce, a strong emphasis will be placed on engaging the business community—helping them understand how tourism benefits local economic activity and how they can play an active role in Delta's tourism ecosystem.

Inclusion of Community, Business & Government Leadership

Tourism Delta is committed to ensuring that tourism development reflects the needs and priorities of the broader community. To this end, a **Cycling Committee** will be established in 2025. This group will include municipal staff, cycling and tourism partners, and local businesses to ensure that cycling-related destination development and marketing is aligned across organizations and planned with a resident-first approach that also supports long-term economic benefit.

Stabilized, Sustainable Funding for Tourism Development & Management

Tourism Delta is working with an external consultant to finalize preparations for an application to implement the Municipal and Regional District Tax (MRDT). This process includes aligning with Destination BC's criteria, assessing local readiness, and engaging partners. If eligibility is confirmed, a formal application will be submitted in collaboration with the City of Delta and accommodation partners.

Community-First Approach & Positive Resident Sentiment

In 2025, Tourism Delta will participate in the **Don't Love It to Death** cooperative marketing campaign, which promotes responsible visitation and encourages visitors to enjoy Delta respectfully. This initiative supports environmental stewardship and "good neighbour" messaging to help protect sensitive natural areas while reinforcing positive relationships between residents and the tourism sector.

Made-for-Tourism Delta Brand Launch

Tourism Delta's new visitor-facing brand will launch in the summer of 2025. This will include the introduction of brand messaging and visual identity aligned with Delta's unique strengths—agriculture, outdoor experiences, community charm, and accessibility. A redesigned destination website will also be launched, featuring trip-planning tools, campaign content, and immersive imagery to support visitor conversion and partner exposure.

Collaboration with Neighbouring Municipalities

Tourism Delta will continue to leverage co-operative marketing opportunities with neighbouring DMOs such as Richmond, Surrey, and Vancouver. These efforts will help position Delta as part of a broader regional tourism experience and unlock shared investment opportunities through sector and regional co-op campaigns.

Support for Local Agriculture and Artisan Markets

Tourism Delta will again participate in the **BC Farmers' Market Trail**, supporting local food and agritourism experiences. In 2025, we will also explore opportunities to collaborate with the **Canadian Culinary Tourism Alliance** to amplify Delta's local food assets further and align with national culinary tourism trends.

Industry Advocacy and Partner Engagement

Tourism Delta will continue representing Delta in key regional and provincial tourism forums to ensure alignment with broader strategies and access to funding and partnership opportunities.

Locally, Tourism Delta will remain focused on collaboration. Accommodation partners will be engaged to inform campaign timing and identify opportunities to drive occupancy during off-peak periods. Campaign



planning will continue in partnership with local businesses to amplify their messaging and drive direct economic benefit.

Campaigns

Tourism Delta will execute six core campaigns in 2025:

1. **Cycling Campaign (Summer)** - In support of the launch of the **Barns to Beaches Bike Route**, this campaign will promote cycling tourism through digital content, maps, signage, and influencer partnerships. The campaign will position Delta as an accessible, family-friendly cycling destination with scenic routes and active transportation links.
2. **BC Ale Trail – South of the Fraser** - This campaign will continue to highlight Delta's craft brewery scene.
3. **BC Farmers' Market Trail** - Tourism Delta's participation in this provincial initiative supports the visibility of local food producers and farm markets. According to a recent economic impact study, BC's farmers' markets generate over **\$150 million annually in direct and indirect benefits**, reinforcing the value of investing in this sector.
4. **BC Bird Trail – South Fraser Route** - With over **300 bird species** spotted annually, Delta continues to be a top destination for avitourism. This campaign will promote birdwatching sites such as the Reifel Bird Sanctuary and Boundary Bay, using itinerary content, social media, and partner promotion.
5. **Don't Love It to Death** - This co-op campaign encourages **responsible visitation** and sustainable recreation, particularly in ecologically sensitive areas. It will educate visitors on how to enjoy Delta respectfully and ensure long-term stewardship of natural assets.
6. **Fall Dining Campaign** - As an evolution of the successful Dine Around Delta series, this campaign will celebrate fall flavours, local chefs, and regional ingredients. Tourism Delta will explore collaboration with the **Canadian Culinary Tourism Alliance** to align with national culinary narratives and enhance visitor interest.

Visitor Services Support

Tourism Delta will provide enhanced marketing support for visitor services in 2025, aligning campaign content and visitor materials across platforms. This includes digital promotion of maps, guides, and events, as well as content support for the Street Team and Visitor Centre. As tourism activity increases, coordinated messaging will help ensure that visitors receive consistent, timely information across channels and touchpoints.

Communication & Collaboration

Tourism Delta is committed to ongoing collaboration with the City of Delta. The Tourism Manager and Executive Director of the Delta Chamber of Commerce will continue to meet with city staff monthly. The Tourism Delta Advisory Committee will remain available to provide insight and support for tourism and adjacent projects. We welcome ongoing dialogue with the Council and staff as we continue to implement the Community Tourism Plan and strengthen Delta's visitor economy.

We look forward to continuing to partner with the City of Delta to support the integration of the Community Tourism Plan into the Official Community Plan and welcome ongoing engagement with staff and Council as this work progresses.



2025 Visitor Servicing Proposal

Overview

In 2025, the Delta Chamber of Commerce will continue to oversee all Visitor Servicing activities on behalf of the City of Delta, both at the accredited Delta Visitor Centre and through in-community outreach during peak seasons, festivals, and community events. Tourism materials—including the 2025 Delta Community Guide or map, printed maps, and cycling resources—will be distributed through the Visitor Centre and the Street Team.

Continued collaboration plans between Tourism Delta and the Delta Chamber of Commerce aims to integrate Visitor Service marketing with destination marketing to create a seamless and streamlined experience for visitors. This bridge, from digital pre-trip planning to on-the-ground support, provides coordinated messaging and resources throughout a visitor's journey.

The Chamber of Commerce will continue to fulfil its requirements as a member of the DBC Visitor Service Network, ensuring best practices are upheld and Delta remains connected to provincial servicing initiatives. Grant funding, including the Canada Summer Jobs program, will be pursued to support Visitor Servicing operations and personnel.

Operate the Delta Visitor Center

The Visitor Centre remains a critical resource for residents and visitors alike, providing in-person support, maps, local recommendations, and access to Wi-Fi, water bottle refills, and washroom facilities. In 2024, the Centre welcomed 1,476 visitors across 1,098 parties—an increase of 37% and 25%, respectively—reflecting growing demand for direct engagement and trusted, local information.

Visitor interest in cycling continues to rise, and the Centre plays a key role in supporting this segment. Located adjacent to the George Massey Tunnel Shuttle stop, the Visitor Centre is a convenient and essential service point for cyclists travelling through Delta. Cycling maps remain one of the most requested resources, and additional improvements to signage and infrastructure will ensure a high-quality experience for this growing visitor group.

The Visitor Centre will maintain weekday operations year-round and summer weekend hours.

Visitor Services Street Team

The Visitor Services Street team will be active at a minimum of six major events. Staffing levels are contingent upon Canada Summer Jobs program funding, which largely determines the capacity for mobile visitor services across Delta's town centres, parks, and event spaces. In addition to offering information and materials, the team acts as a front-line ambassador for Delta's attractions, events and business community.



Total 2025 Funding Request: \$142,667

Funding Period: May 1, 2025-December 31, 2025

Schedule A: \$68,667

Oversee Destination Management + Marketing:

- a. Execute six marketing campaigns: 1) a summer **Cycling Campaign** to align with the launch of the Barns to Beaches Bike Route, including marketing support for the launch, 2) **BC Ale Trail**, 3) **BC Farmers' Market Trail**, 4) **The BC Bird Trail** 5) **Don't Love it to Death**, a campaign to promote responsible visitation, and 6) a **Fall Dining** campaign
- b. Launch the tourism brand identity.
- c. Develop a new tourism consumer facing website.
- d. Manage ongoing marketing operations and administrative requirements.
- e. Finalize eligibility requirements for the Municipal and Regional District Tax (MRDT) program administered by Ministry of Finance, Ministry of Tourism, Arts and Culture, and Destination BC and submit a final application, should eligibility criteria be met.
- f. Engage industry advocacy and engagement

Schedule B: \$74,000

Oversee Visitor Centre Operations:

- a. Operate the Visitor Centre weekdays from 10am to 4:30pm and on weekend days, when possible, at 6201 60 Avenue.
- b. Provide Visitor Centre visitors with brochures, maps of Delta, use of the facilities, and advice for specific visitor opportunities.
- c. Hire and manage the Visitor Centre summer staff to ensure sufficient staffing levels of the Visitor Centre and community events and activations. Note that seasonal staffing levels are determined by the amount of Canada Summer Jobs program funding provided.
- d. Creation and maintain an inventory of swag for visitor requests, community events and pop-up visitor services.
- e. Maintain information map boards at the Visitor Centre entrance
- f. Apply for grant funding from the Canada Summer Jobs program to support funding the Visitor Center Street team.
- g. Collect and maintain visitor data as required under the Visitor Service Network Program guidelines.

*****The funding requested for Destination Management + Marketing proposal reflects a prorated amount of the annual funding level. Due to the seasonal nature of visitor services, this funding request is not prorated.*****



Total 2026 Funding Request: \$177,000

Funding Period: January 1, 2026-December 31, 2026

Schedule C: \$103,000

Oversee **Destination Management** in alignment with Delta's Community Tourism Plan and 5-Year Strategic Plan:

- a. Advance destination development, including sector and infrastructure opportunities.
- b. Implement community-first destination management practices that prioritize livability, environmental stewardship, and encourage positive resident-sentiment.
- c. Lead partner engagement initiatives through ongoing communication and engagement with business owners, community groups, tourism operators, and municipal departments.
- d. Management of destination marketing operations, such as the day-to-day marketing functions of website maintenance, content creation, social media engagement, and brand communications.
- e. Deliver seasonal & sectoral marketing campaigns.
- f. Provide administrative oversight & budget management, reporting, and contract management for all destination-related programming.
- g. Actively monitor and apply for relevant grant programs or partnership funding opportunities.
- h. Participate in regional industry advocacy & collaboration by representing Delta in regional tourism forums, policy discussions, and industry development opportunities.

Schedule D: \$74,000

Oversee **Visitor Centre Operations**:

- a. Operate the Visitor Centre at 6201 60 Avenue.
- b. Provide Visitor Centre visitors with brochures, maps of Delta, use of the facilities, and advice for specific visitor opportunities.
- c. Hire and manage the Visitor Centre summer staff to ensure sufficient staffing levels of the Visitor Centre and community events and activations. Note that seasonal staffing levels are determined by the amount of Canada Summer Jobs program funding provided.
- d. Creation and maintain an inventory of swag for visitor requests, community events and pop-up visitor services.
- e. Maintain information map boards at the Visitor Centre entrance
- f. Apply for grant funding from the Canada Summer Jobs program to support funding the Visitor Center Street team.
- g. Collect and maintain visitor data as required under the Visitor Service Network Program guidelines.

*****An updated Schedule C and D will be provided with the Destination Management + Visitor Services 2026 Plan that will be submitted by November 30, 2025.*****