

## **Maple Creek Trans-Canada Visitor Reception Centre Brochure Display & Promotion**

Terms of Reference 2021

### **BACKGROUND:**

In the 2017-2018 Provincial Budget, it was announced that Province of Saskatchewan would be closing the Trans-Canada Visitor Reception Centres operated by Tourism Saskatchewan at Maple Creek and Fleming.

Given that the Trans-Canada Visitor Reception Centre (VRC) at Maple Creek sees 20,000 to 25,000 visitors annually, and that these visitors are at the gateway to the Cypress Hills Destination Area and only five minutes away from the Town of Maple Creek's commercial core, it was felt that closing the Trans-Canada VRC would have a detrimental impact on the region's tourism industry.

As a result, the Town of Maple Creek and Cypress Hills-Grasslands Destination Area Inc. (CGDA Inc.) formed a partnership to take over the operations of the Trans-Canada VRC in 2017.

In 2017 approval for a one-year pilot project was granted to the Town of Maple Creek and CGDA Inc. by the Province of Saskatchewan to assume the operations of the Trans-Canada VRC for the 2017 summer season.

Given the success of the pilot project, the Town of Maple Creek & CGDA Inc. were awarded the opportunity to operate the VRC again in 2018. The Town of Maple Creek finalized a three-year agreement to operate the VRC from 2019 until the end of the 2021 season.

The objectives in continuing the operations of the Trans-Canada VRC are to put the visitor experiences offered by the Town of Maple Creek before the eyes of 20,000 to 25,000 visitors annually, and to use the Trans-Canada VRC as a "point of conversion" to encourage these visitors to turn south at the junction of the Trans-Canada and Highway #21.

### **BROCHURE DISPLAY & PROMOTION:**

As the Trans-Canada VRC is no longer being operated by Tourism Saskatchewan, and as the Town of Maple Creek needs to ensure that the operations of the VRC are financially sustainable on-going into the future, brochure display and promotion at the VRC will be managed on a "paid placement" basis.

Therefore, in order for a business or attraction to showcase their brochure in the brochure racks at the VRC, a "rack fee" will need to be paid in advance.

### **ELIGIBILITY:**

In order to be eligible to display a brochure at the VRC, the following eligibility criteria must be met:

- The business or attraction must operate within the corporate boundaries of the Town of Maple Creek.
- If the businesses or attraction does not operate within the corporate boundaries of the Town of Maple Creek, it must be located within the southwest corner of Saskatchewan.

- The business or attraction must have a commercial storefront location with regular business hours and be open minimally five days a week.
- Religious and political organizations are ineligible.

### **RACK FEES:**

- All businesses and attractions located within the corporate boundaries of the Town of Maple Creek, CGDA members, non-CGDA members, and/or any businesses or attractions that are located in the southwest corner of Saskatchewan will be charged \$25.00 for the display of their brochure at the Trans-Canada VRC.
- Rack fees will be waived for the Destination Marketing Organization partners that are ineligible to become members of CGDA Inc. and with whom the Town of Maple Creek and/or CGDA Inc. have reciprocal brochure display and distribution arrangements, including:
  - Tourism Medicine Hat
  - Tourism Swift Current/The Great Southwest
- Destination Marketing Organizations in Saskatchewan may apply to display their destination guides at the VRC for a rack fee as follows:
  - DMO with an annual budget of less than \$500,000.00 - \$250.00 for the operating season.
  - DMO with an annual budget of more than \$500,000.00 - \$500.00 for the operating season.
- Rack fees will not be pro-rated if brochures are dropped off mid-way through the season.
- All businesses and attractions featured in the brochure racks at the VRC will be able to also provide more in-depth information packages about their business, products and services to form part of the training materials provided to the VRC staff. This information will aid the VRC staff in promoting the business or attraction and answering any questions that might be posed by visitors to the VRC.

### **BROCHURE FORMAT REQUIREMENTS:**

- Rack cards must be between 8.5 and 9 inches high, and between 3.5 to 4 inches wide.
- Folded brochures must be between 8.5 and 9 inches high, and between 3.5 to 4 inches wide.
- Multi-page promotional booklets must be between 8.5 and 9 inches high, and no more than 5.5 inches wide.
- Business cards will not be displayed.
- Postcard sized rack cards and brochures will not be displayed.
- Horizontally oriented rack cards and brochures will not be displayed.
- Brochures must either be professionally printed or be of a full colour design with professional looking production quality. Homemade black and white photocopied brochures will not be displayed.
- All materials submitted to be exhibited must contain the name, physical location, hours of operation/season, and contact information for the business or attraction.

### **VRC HOURS OF OPERATION:**

The Trans-Canada VRC is open seven days a week 9:00am to 5:00pm from the Victoria Day long weekend to the Labour Day long weekend.

**END OF SEASON / DISSOLUTION OF AGREEMENT:**

The rack fee paid for the 2021 season is only valid for the 2021 season.

Should a business, attraction and/or Destination Marketing Organization want to display brochures at the VRC again in 2022, the rack fee set for the 2022 season will need to be paid before brochures will be displayed.