

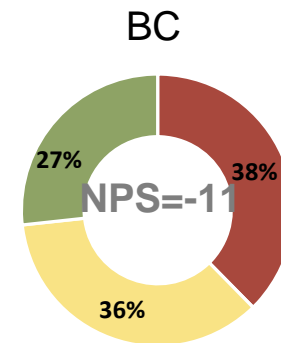
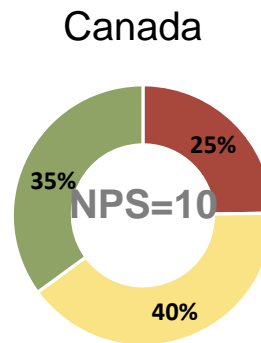
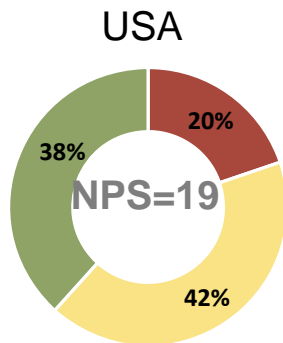
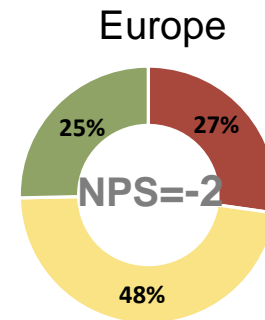
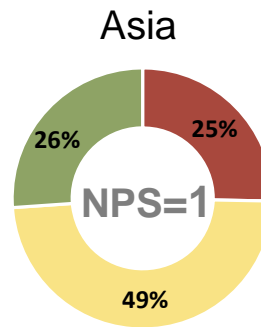
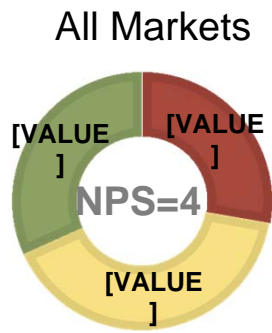
A photograph of a harbor at sunset. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. Several fishing boats with their masts and rigging are silhouetted against the bright sky. In the background, there are industrial buildings, including one with a crane. The overall scene is peaceful and captures the essence of a coastal fishing community.

**PACIFIC.
AUTHENTIC.
RICHMOND BC**

**GENERAL PURPOSES
COMMITTEE**

JANUARY 8, 2018

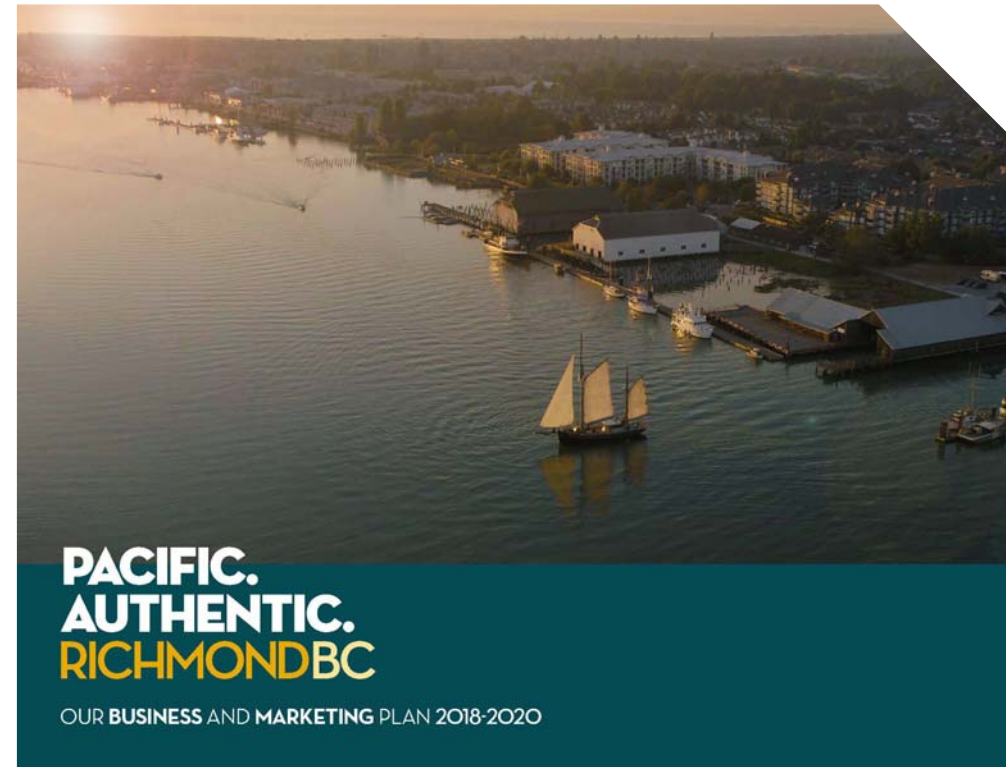
OUR OPPORTUNITY



*Source-Visitor Volume Study 2015

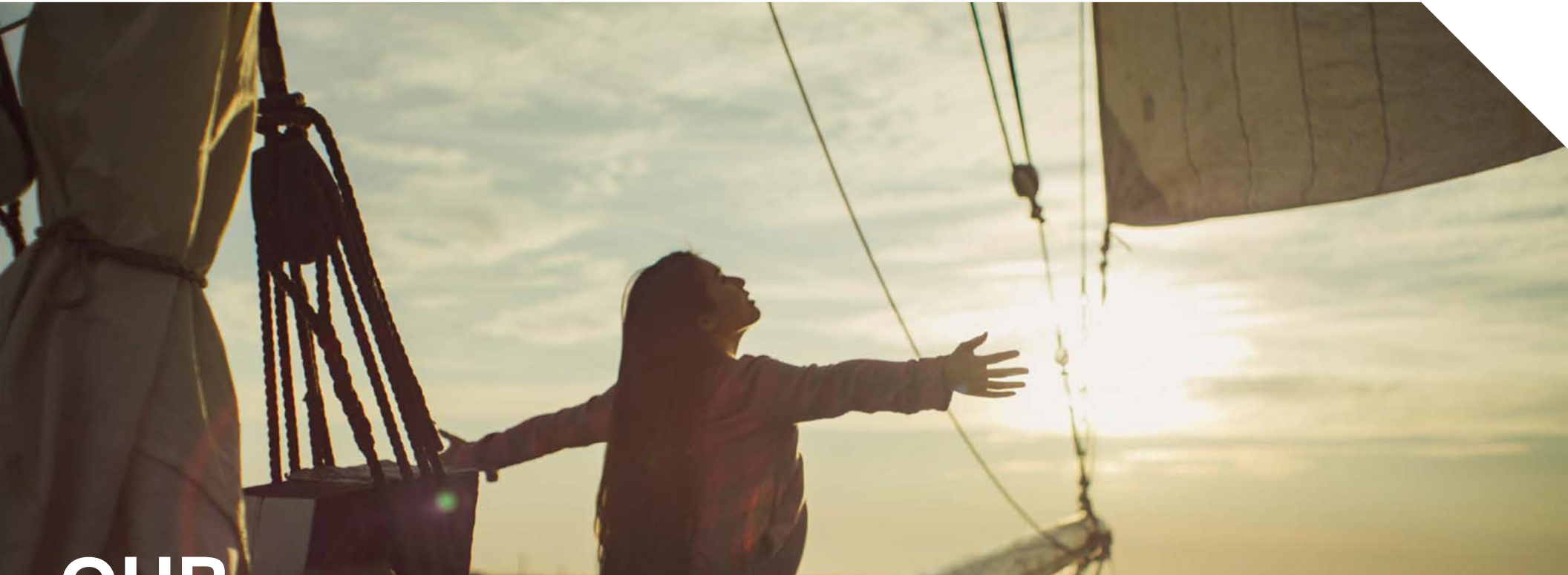
2018 – 2020 STRATEGY

- Launch a Compelling Brand
- Pivot to Digital
- Accelerate Experience Development
- Build TEAM RICHMOND
- Grow the Business Market
- Drive Organizational Efficiency



**PACIFIC.
AUTHENTIC.
RICHMONDBC**

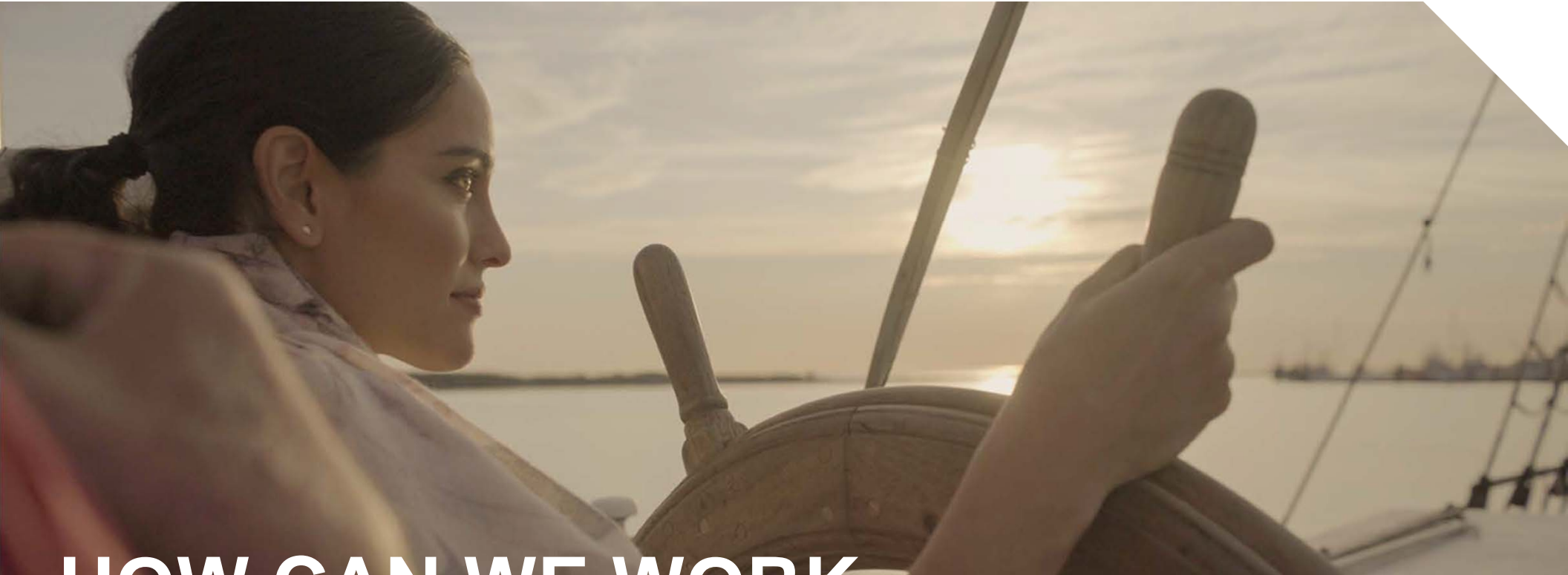
OUR BUSINESS AND MARKETING PLAN 2018-2020



OUR BRAND

An aerial photograph of a city at sunset. The sky is filled with orange and yellow clouds, and the sun is low on the horizon. In the foreground, a large body of water reflects the sky. A small boat is visible on the water. The city is visible in the middle ground, with buildings and roads. Mountains are visible in the background.

 **BRAND ANTHEM**



HOW CAN WE WORK TOGETHER

OPPORTUNITIES

EXPERIENCE DEVELOPMENT ↔ BUILD TEAM RICHMOND ↔ COMMUNITY ENGAGEMENT



Bike Tourism



Food Tourism



Events & Festivals



Olympic Experience at the Richmond Olympic Oval



Banners, installations and Brand amplification