



## **The Yukon Convention Bureau President's Report Annual General Meeting - April 22, 2004**

2003- 2004 started in very challenging financial circumstances. YCB was in debt, and yet made a commitment to the membership to continue marketing the Yukon as a favorable destination for meetings & events. The first steps to this fiscal year were re-establishing the bureau with its own membership and community. This was achieved by creating a monthly e-newsletter for all members, and re-introducing the local marketing campaign. These e-newsletters and radio campaigns continue to promote the marketing opportunities that have been brought to you by the bureau, as well as the economic benefit of this sector of the tourism industry for the economy.

The Board of Directors set out a three year budget, eliminating the deficit over the three year period, and continuing our marketing endeavors at the same time. The marketing plan, which was set out in early 2003, is being followed with no monies being diverted from these plans to pay off past deficits. I am pleased to report YCB will be debt free by December 2004 - 18 months ahead of schedule!

Some of the activities to reduce our debt load include;

- Office restructuring
- Better client needs analysis - e-mailing bids where appropriate instead of forwarding a more comprehensive (and expensive) bid kit
- Targeted tradeshow
- Reduction in the number of Local hero awards presented

I am very proud of the continued growth YCB experienced over the past year. YCB assisted with 41 meetings & events held in the territory generating an economic impact of over \$3.5 million!!! - many of these meetings or events were on a national level such as the Canadian Bar Association, Council for the Advancement of Native Development Officers (CANDO),

Our membership has held strong. As reported to you in 2002, there was a major fluctuation in membership dollars in 2002, the effects of which we are still feeling in 2003. While we have gained new members each and every month, we lost a major partner in the Yukon Inn. I am pleased to confirm the Yukon Inn has agreed to re-instate their membership for 2004 - 2005! Members such as NMI Mobility showcase a non-traditional partnership with a company that has realized the importance of meetings and events to the Yukon economy. YCB is now looking at partnerships with other non-traditional partners to increase the reach and scope of the YCB.

The Yukon Government also demonstrated their confidence in YCB's ability to positively impact the Yukon economy and invested \$200,000 in our 2003 - 2004 marketing plan, with an additional \$43,00 added at the end of this year for YCB to include sport & culture in it's marketing portfolio.

There is a strong desire to spend dollars effectively providing for a significant return on investment for YCB and it's members. However, due to limited resources for 2003-2004, marketing opportunities have been identified which will provide for the greatest return on investment in 2004 and beyond. The Bureau will focus on western Canada as a region, specifically the gateway cities of Calgary, Edmonton and Vancouver as well as Ottawa for the Association sector. Tradeshows and industry events have been carefully selected based on the greatest opportunity for return on investment. Member buy- in and feedback are encouraged. Looking ahead to 2005-2006; several marketing opportunities have been identified under each sector providing some insight to future marketing opportunities and future market development. YCB has identified significant opportunity for growth within both the sport and incentive sectors. The YCB marketing committee has been re-established and will guide YCB marketing initiatives.

This year's Board has finalized the policy work initiated last year, I am pleased to announce that your Bureau has a complete set of policies.

Per our recovery plan, we recruited for a Business & Marketing Manager in the latter part of the year and we were very fortunate to have Jenn Houtby join the Bureau. I am sure most of you have had the opportunity to meet Jenn, but I would like to say how pleased we are to have her with us, she brings expertise in the industry and an energy and determination that will help us achieve our goals of bringing more people to the Yukon.

I believe we all need to recognize the contribution of both Sandy Hachey and Meg Smith over the course of this past year. Both these ladies persevered and garnered great results for the better part of the year on their own, with the help of Kathy O'Donovan in the office. Their ability to be innovative as well as flexible and creative ensured that our marketing efforts for the year were effective. Many thanks Sandy and Meg.

I would also like to thank the 2003-2004 Board of Directors and all of our members for your continued commitment and support.

The Yukon Convention Bureau is moving forward aggressively pursuing opportunities for continued growth.

Paul Choquette  
Yukon Convention Bureau  
President of the Board