

## **Update May 2021**

### **Created by:**

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## **Administration**

### **2021 MRDT Tactical Plan**

Under the Provincial Sales Tax Act, all designated recipients of the Municipal and Regional District Tax (MRDT) must account annually, to the Province, for how money received from the tax will be spent over the upcoming fiscal year.

All designated recipients must submit an Annual Performance Report, a Financial Report, and a One-year Tactical Plan, annually, to the Province.

We are pleased to report that the DLC 2021 MRDT Tactical Plan has been approved by Destination BC.

### **Canada Summer Jobs**

DLC was successful in securing a Canada Summer Jobs grant in the amount of \$12,136. This has allowed the hiring of two students as Community Ambassadors/Marketing Assistants, with the goal of the program to raise the profile of Discover Langley City and to raise awareness of the City's tourism assets.

These students will each be with DLC for 10 weeks, and the start and end dates staggered for the most coverage from May 17 to August 27.

The students will be setting up our mobile visitor centre at the Langley Farmers Market and in McBurney Plaza with a covid friendly display. They will also be our main assets at the HUB Bike to Shop week in the celebration site. Should any other events be allowed to happen, they will be sent to those sites as well.

Both hires are marketing students from BCIT and DLC intends to use the skills they have learned in school to add to our marketing of Langley City.

### **Meetings attended in April:**

West Coast Food Consortium  
Destination BC Industry Update  
Vancouver, Coast and Mountain regional DMO update  
Fraser Valley Destination Management Council

## Marketing

### Langley-Opoly Contest

Giveaway Time!

To help support our local Langley City restaurants DLC launched a Family Game Night Giveaway. We were one of the lucky ones to get our hands on five limited edition Langley-Opoly games, so we paired each with \$50 dt\$ for five weekly draws valued at over \$80. The response to the contest has been outstanding, and we are so pleased that the game itself showcases many locations in our beautiful City.



### Consumer Newsletters

The spring edition of the DLC newsletter included information on activities to encourage being a tourist in our own town, which is in line with the current directive from Destination BC.

The Birding Backpacks from the Langley Library were featured to encourage people to check out Brydon Lagoon wildlife, and a feature on Cap's Cycling and Langley City cycle routes were also included.

DLC launched the latest video production which shows off the current trend of hunting for treasures at one of the many thrift shops in the City.

Opening rate of the newsletter continues to be quite good with an average of 49% of recipients taking the time to open and read the emails.

### Outdoor Dining Options

When the PHO shut down indoor dining, DLC created a document that lists outdoor patios and limited outdoor seating options in the City. These were sent out via email to our consumer list as well as social media.

These proved to be extremely popular with Destination BC and lead them to promote these links on the consumer website HelloBC.com as well as their wildly popular Instagram page.



## Spring Digital Marketing Campaigns

For April, the overall Search advertising campaigns saw over **12,143** impressions, drove **1,163** clicks to the website, achieved a **10.27 %** blended CTR and a **\$6.08** blended CPC, and spent over **\$6,400 USD**. In the table below, you can see a breakdown of performance by campaign focus, as well as a comparison to March & February 2021's results. Patio began managing the account in March.

In comparison to March 2021, April 2021 saw the strong performance increases continue to hold with the overall spend up slightly along with an increase in CTR. This means the campaigns are resonating well with its audience. Any campaign with a CTR over 5% is a strong performer. The City Cycle Guide has 3x that with 15.17% CTR. The Attractions campaign continues to receive the highest budget amount while delivering a very strong 13.08% CTR.

See the campaign performance breakdown below:

Campaign Name	Impressions	Clicks	CTR	CPC	Spend
Attractions	3,004	393	13.08%	\$6.45	\$2,536.58
City Cycle Guide	1,233	187	15.17%	\$7.46	\$1,394.52
Restaurants	2,364	167	7.06%	\$3.56	\$595.05
Parks and Trails	1,510	161	10.66%	\$4.96	\$798.51
Shopping	3,397	209	6.15%	\$3.49	\$729.51
Hotels	510	28	5.49%	\$7.78	\$217.72
Seasonal	125	18	14.29%	\$8.89	\$159.97
<b>April 2021 Total</b>	<b>12,143</b>	<b>1,163</b>	<b>10.27%</b>	<b>\$6.08</b>	<b>\$6,431.86</b>
March 2021 Total	12,531	1,216	9.70%	\$5.23	\$6,363.21
Feb 2021 Total	8,330	714	8.57%	\$4.30	\$3,068.48

\*The Google ad grant provides up to \$10,000 USD per month in free advertising.

