

MBTCC AGM 2021

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Welcome to MBTCC AGM 2021

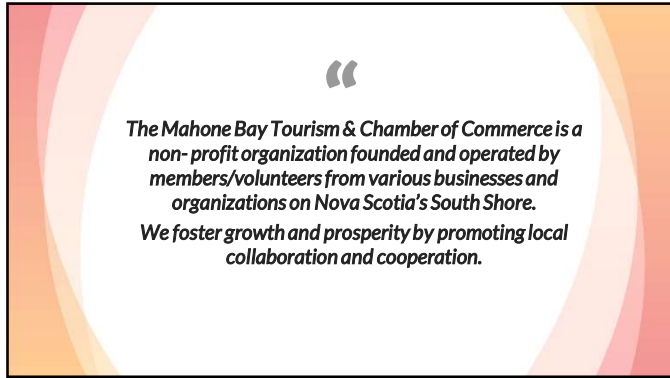
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Good Evening!

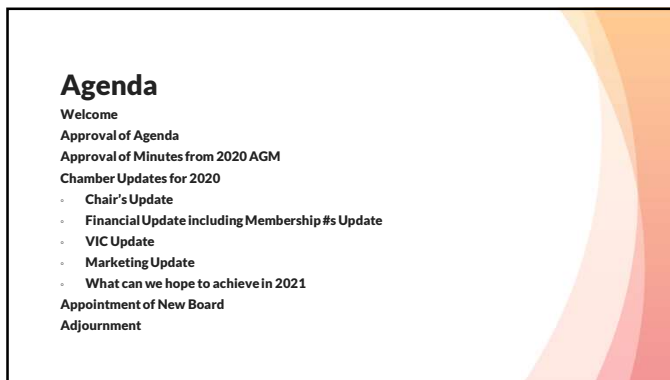
My name is Jeff Phillips

and it has been my dubious pleasure to be
Chairman for MBTCC through one of the most
difficult years in our recent history

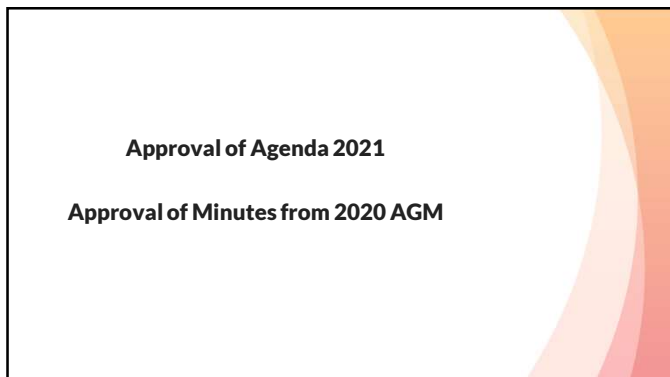
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Chair's Update

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How did we adapt to challenge

- Online (Zoom) Meetings – Board, TMB
- Cancellation or restructuring of events
- Support for local charities and endeavours
- Attending online Economic Forums
- Constant news updates through Social Media, email, Website on Economy, Grants, Financial Support, Initiatives etc.
- Creating a new Visitor experience (VIC update)

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Financial Update

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| | | | |
|---|------------------|-----------|---------------|
| Mahone Bay Tourism & Chamber of Commerce Balance Sheet As at December 31, 2020 | | | |
|  | | | |
| | 2020 | | 2019 |
| Assets | | | |
| Current assets: | | | |
| Operating account | \$ 54,276 | \$ | 44,728 |
| Other cash accounts | 694 | | 468 |
| Short term investments (GIC) | 5,485 | | 5,456 |
| Accounts receivable | 3,392 | | 7,418 |
| HST receivable | - | | 70 |
| Prepaid expenses | 2,436 | | 2,296 |
| | <u>66,283</u> | | <u>60,435</u> |
| Capital Assets | 1,356 | | - |
| | <u>\$ 67,639</u> | <u>\$</u> | <u>60,435</u> |

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| | | | |
|---|------------------|-----------|---------------|
| Liabilities and Net Assets | | | |
| Current Liabilities: | | | |
| Accounts payable | \$ 1,045 | \$ | 7,998 |
| Accrued liabilities (Note 1) | 1,893 | | - |
| Prepaid membership fees | 6,134 | | 7,527 |
| HST payable | 1,382 | | - |
| Deferred signage contribution | 5,000 | | 5,000 |
| | <u>15,454</u> | | <u>20,524</u> |
| Net assets | <u>\$ 52,185</u> | <u>\$</u> | <u>39,911</u> |
| Note 1 - Includes \$1,836.51 related to Tis surplus from December 2020. | | | |

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| | | | |
|--|---------------|----|---------------|
| Mahone Bay Tourism & Chamber of Commerce Income Statement For the 12 months ended December 31, 2020 | | | |
| | 2020 | | 2019 |
| Revenue | | | |
| Membership Dues | \$ 17,501 | \$ | 17,987 |
| Group Insurance Revenue | 14,303 | | 13,040 |
| VIC Staff Grants | 9,914 | | 10,690 |
| Other Revenue | 1,103 | | 135 |
| Web Advertising | 800 | | 1,600 |
| Father Christmas Festival | - | | 18,185 |
| Advertising for Doers and Dreamers | - | | 4,200 |
| Advertising SS Visitors Guide | - | | 1,700 |
| VIC Donations | - | | 391 |
| Donations - General | - | | - |
| | <u>43,621</u> | | <u>67,928</u> |

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| Expenses | | |
|-------------------------------|---------------|---------------|
| VIC - Wages & Payroll | 11,722 | 13,499 |
| Insurance | 3,872 | 3,058 |
| Local sponsorship | 3,050 | 250 |
| Bookkeeper | 1,788 | 2,438 |
| Advertising SS Visitors Guide | 1,665 | 1,665 |
| Website and IT Support | 1,549 | 3,230 |
| Map pad | 1,500 | - |
| VIC Expense | 1,354 | 767 |
| Amortization | 1,126 | 546 |
| Subscription/Membership | 906 | 1,160 |
| Father Christmas Festival | 889 | 17,947 |
| PayPal/Wave Fees | 525 | 806 |
| Administration Contract Wages | 390 | 990 |
| Interest & Bank Charges | 369 | 341 |
| Advertising & Marketing | 369 | 2,250 |
| Meeting & Chamber Networking | 203 | 330 |
| Administration - Office | 50 | 66 |
| Doers and Dreamers | - | 5,980 |
| Saltskapes Expo | - | 2,618 |
| Bad Debts | - | 223 |
| Miscellaneous | - | - |
| | 31,347 | 58,164 |

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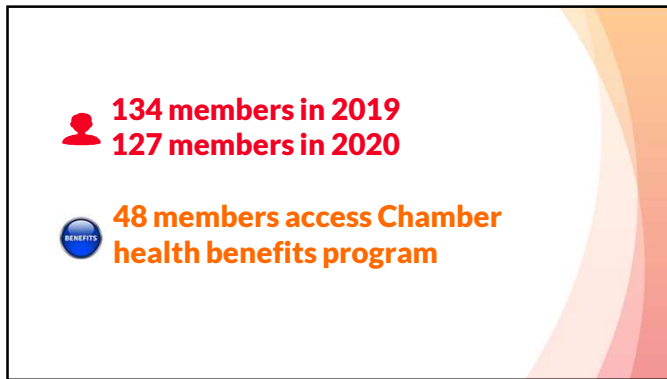
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|--|------------------|------------------|
| | | |
| Excess of revenue over expenses | \$ 12,274 | \$ 9,764 |
| Net assets, beginning of year | 39,911 | 30,147 |
| Net assets, end of year | \$ 52,185 | \$ 39,911 |

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Notes to accounts

- The amount committed for 'Tis was \$1,836.51.
- The 'Tis surplus has been considered a liability as this will be passed back to the organizing committee during 2021 – it was not income to MBTCC.
- The \$5K for signage contribution remains on the balance sheet as a deferred signage contributions. The funds are included in the Short Term Investment line item. (We earned 0.5% interest or \$29 on the GIC this year).

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134 members in 2019
127 members in 2020

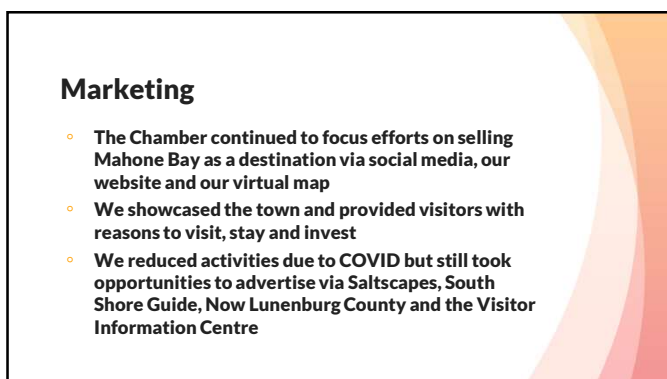
48 members access Chamber health benefits program

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Marketing and Events Update

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Marketing

- The Chamber continued to focus efforts on selling Mahone Bay as a destination via social media, our website and our virtual map
- We showcased the town and provided visitors with reasons to visit, stay and invest
- We reduced activities due to COVID but still took opportunities to advertise via Saltscapes, South Shore Guide, Now Lunenburg County and the Visitor Information Centre

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Events

- There were limited Chamber events in 2020
- We did manage a couple of Chamber Chats towards the end of the season but were unable to hold any social events
- The Chamber sponsored Father Christmas Festival was cancelled but we were able to support the Retail Group via the alternative celebration offering "Tis A Mahone Bay Christmas"

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Visitor Information Update

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Visitor Information Centre

Visitor #s

2175 visitors in 2020 compared to 7246 in 2019

NS = 1743

NB = 309

PEI = 78

NL = 29

As in 2019 most visitors to the VIC were seniors without access to computers, looking for maps, restaurants and washrooms

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Visitor Information Centre

Amenities

Many visitors stopped in to make use of washroom and free wi-fi - though this did enable us to engage with them to promote the area

Accommodations

3 accommodations actively promoted their business through the VIC in 2020 compared to 7 in the previous year. VIC staff facilitated 5 accommodation bookings compared to 45 in previous year - most visitors already had accommodation booked

Restaurants

4 restaurants provided menus for visitors to review. VIC staff have previously been able to share menus with visitors enabling them to make restaurant choice without having to visit each location

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Visitor Information Centre

Observations

COVID-19 was obviously the major factor in low visitor numbers with no international visitors

Closure of Oak Island Interpretive Centre also directly impacted numbers.

For the second year it was noted that most people coming into the area were staying or looking for cottages/cabins or other air B&Bs. rather than traditional B&Bs.

Fall in participation by local businesses in supporting the VIC in terms of provision of information, physical visitors etc.

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Visitor Information Centre

Going forward

We will carefully monitor the need for a physical VIC operating in the current format particularly as an unexpected covid benefit has been an increased reliance on digital information.

It is the hope of the co-ordinator and staff that going forward we can look at ways to capitalise on the VIC to provide a better experience for visitors. To this end the Executive have requested an amendment to the VIC lease which would enable us to have artisans or artists in residence type of events through the summer

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Virtual Map

#exploremahonebay

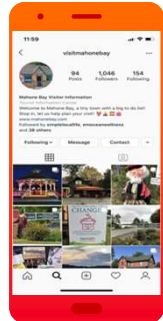
The virtual map replaced our old printed map. We will continue to develop this in 2021 with increased collaboration with South Shore Tourism Co-op - you can request one of our QR code decals to display in your business



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#visitmahonebay

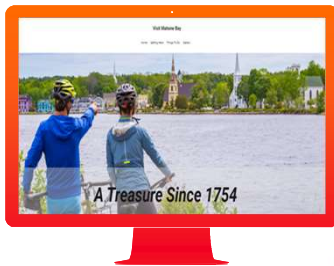
Social Media has seen growth over the past year is going to be an area we continue to grow this year so please tag us when you post images or stories about Mahone Bay



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MBTCC

We will continue to expand offerings on websites and welcome articles from members to include on our blog



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Plans for 2021

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Future Plans

- Improved visitor experience
- Improved facilities
- How best to market Mahone Bay
- Where and how to get there
- Effective engagement - connections and involvement
- Regularise meetings

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Appointment of New Board

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Proposed Slate

- Lisa Higgins
- Wayne Higgins
- Christine Knickle
- Ange Phillips
- Jeff Phillips
- Danielle King
- Paul Krouse
- Frauke Wenzel

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Thanks!

Any questions?

Adjournment

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