

COVID-19 Response - Recovery

WEBINAR + ROUNDTABLE

Current • Practical • Localized

THE ISLANDS

Bowen, Cormorant, Cortes, Denman, Gabriola, Galiano,
Gambier, Hornby, Lasqueti, Malcom, Mayne, Pender,
Quadra, Salt Spring, Saturna, Queen Charlotte Strait,
Texada, Thetis

• April 23, 2020 •

Virtual Meeting Format

- MUTE when not speaking
- Close video to save bandwidth
- Raise 'hand' button'- moderator will recognize
- In 'chat' introduce yourself and your island
- Submit question/comments in 'chat'
- Q & A will follow all presentations
- Meeting is being recorded

Today's Program

WELCOME:

- Cortes, Pender, Quadra Updates
- Virtual Tourism Roundtable
- Accessing the Digital Economy
- Advocacy Update
- INFO HUB
- COMEBACK Campaign

Island Updates

- Key challenges each Island is facing
- Recent actions taken to support island economic response and recovery
- Most effective communication tools being utilized
- Advocacy and/or coordination with local government
- Share a personal reflection or 'good news' story

Island Update - Cortes

**Adam McKenty, Cortes Island
Community Economic Development
Association**

Island Update – Pender

Ian Elliott,

**Pender Island Community Economic
Sustainability Community Commission**

Island Update – Quadra

Mark Lasby, Quadra

Discovery Islands Chamber of Commerce

Specific Challenges Quadra Is Facing

- DICC is run by volunteers
- DICC does not have the tech tools in place to communicate
- DICC has taken control of our web presence with a brand new website

Support Island Economic Response & Recovery

- Quadra Island District Operation Center (DOC)
- TechHatchery - website and Zoom information sessions
- Weekly Zoom session for Quadra businesses
- PPE - Call to action - 11,000 face shields manufactured on Quadra
- Spring Activator business training

Most Effective Communication Tools Being Utilized

- Email is the only communication tool we have
- Weekly Zoom session for a small group of Quadra Island businesses

Advocacy and/or Coordination w/ Local Government

- TechHatchery and DOC are communicating with the local government on behalf of Quadra residents
- Local regional district representative communicates with Quadra residents using a private Facebook page
- TechHatchery has advocated for meeting with Claire Trevena and with other individuals with Vancouver Island specific initiatives to support small businesses

'Good News' Stories

- Businesses are thinking about how to move beyond survival.
- People are thinking about how to move into the 'thrive' mode
- Face shield production on Quadra is looking like a reality. This will provide good, short term work for people and will likely not jeopardize people's ability to collect EI.
- Advocacy has been done with the federal and provincial governments to support change in legislation to support this aspect of this project.

Q & A
+
Comments

Virtual Tourism Roundtable

- Facilitator – Holly MacDonald, Salt Spring
- Presenter – Jacqueline East, Southern Gulf Islands Tourism Partnership Society (SGITP)



VIRTUAL VISITORS

**Opportunities &
Future Thinking**

Photo courtesy of Kim Korol Ceramics

What Is Virtual Tourism?

Virtual experiences ... bring the sights and sounds of your experience, attraction, or destination to your visitors so that they can enjoy what you have to offer from the comforts of their home.

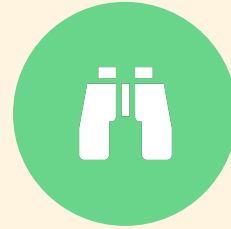
~ Destination BC



Photo courtesy of Driftwood Village



Virtual is only part
of the reality we
want.



Work on the long
view - 5 years out



Collaborative
Holistic Integrated



Work with who we
are and what we
have

Consider this approach in context ...

Virtual Experience Ideas

- Island farm to table cooking classes or webcasts
- Nettles in your kitchen classes, recipes, field gathering, etc
- Live broadcasts of Yoga
- Virtual Forest bathing
- Felting kits and classes via Zoom
- Foraging for mushrooms, virtual tour and coupon for a visit
- Disc golf skills via YouTube.
- Virtual Wine/Cider tasting
- Picnic box full of island products to enjoy at home
- endless



How Do I Engage In Virtual Tourism?

- How do we export experiences through existing channels?
- Can we formalize this through a shared channel?
- How do we use virtual tourism to bring virtual visitors back to the islands in person?

*Example from Southern Gulf Islands
Tourism Partnership Society*

Local Organic community-building

Early adopters will be Islanders with an appetite for social media & social media influencing.

Tactics:

- Empathic reflective images
#staysafe #stayhome
- Social media focus on local business, their Calls to Action with #visitBClater message
- Instagram hand-off to local influencers
- https://www.destinationbc.ca/content/uploads/2020/04/031_VirtualExperience_FINAL.pdf

***You can't come
to us now, so
let us come to YOU!***

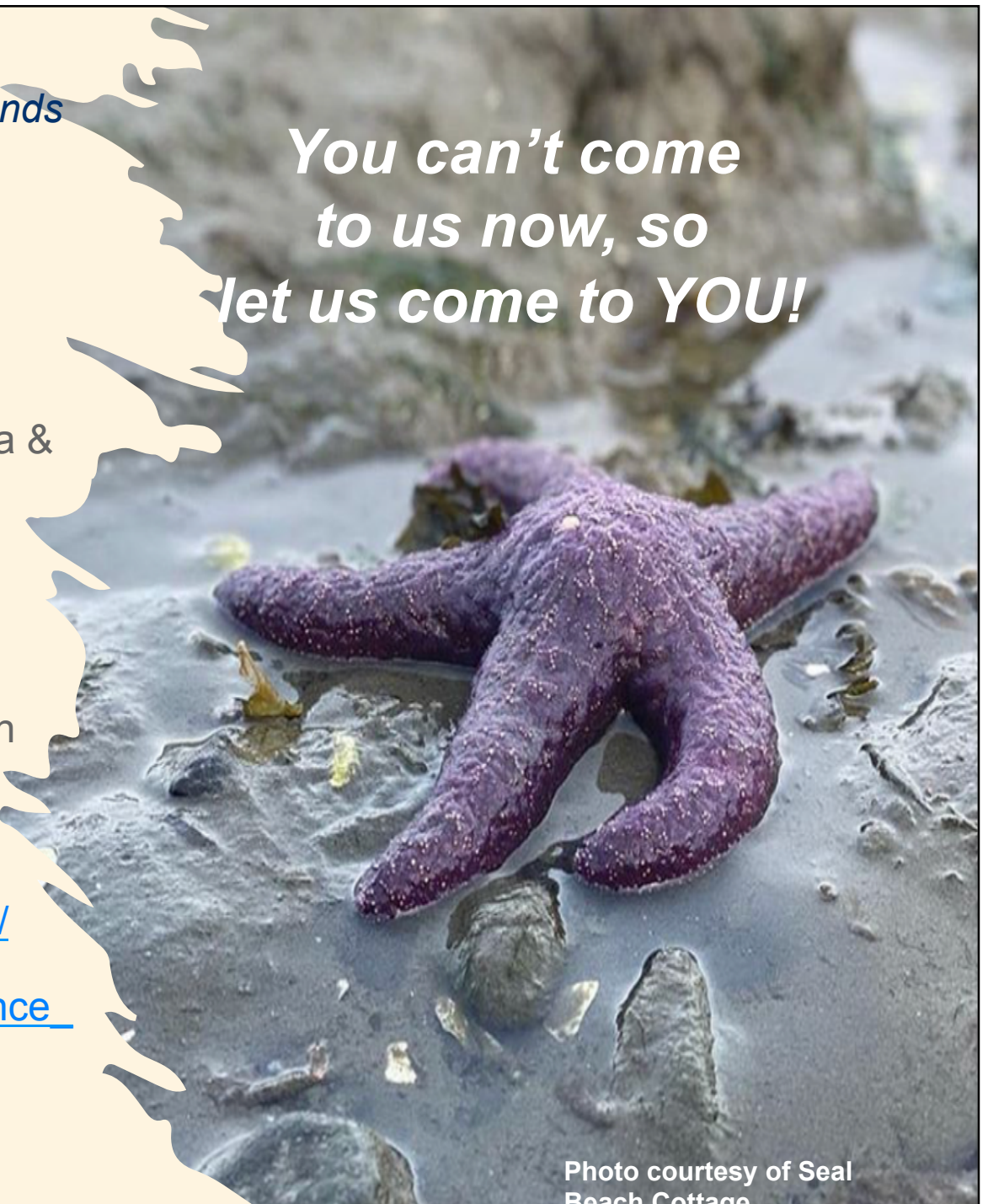


Photo courtesy of Seal
Beach Cottage

What Does It Mean For The Industry Overall?

Early Travelers Want

- Outdoors
- Self-care
- Connecting in Community

Tourism Recovery

- Safety | security | solace
- Increased digital expectations
- Marketing to new travel trends
- Using new technologies

Q & A
+
Comments

Accessing the Digital Economy

- Graham Truax, Innovation Island

Q & A
+
Comments

Advocacy Update

- Jessica Harkema, Salt Spring Chamber of Commerce
 - Calling upon government representatives to act swiftly on rent subsidy relief for businesses
 - Address the critical needs of businesses dependent on seasonal economies
 - Advocacy letter template

Covid -19 INFO HUB

One-Stop for Response and Recovery Current info;
includes link to local plans

- Now live <https://hub.ruralislandpartnership.ca>
- Being updated 3x per week
- Please send and new info you found useful to share

'Gift Certificate' Campaign

Phase I –

- Project Team – Bowen, Cortes, Gabriola, Pender, SSI - Volunteers welcome
 - Brainstorming Messaging Session
 - Gift Certificates + DONATION button
 - Soft launch May 1st for 'Mother's Day'

Brainstorming Session • Key Feeling Words

1. **Connected; Belonging**
2. **Alive and survive**
3. Insular, isolated, on our own
4. **Take care of each other**
5. Compelling story – heartfelt
6. **WE- thrive – thrive-al**
7. **Islands resilience**
8. **Make a difference**
9. Supportive –community focused
10. **Root Source – rooted in the community**
11. **Vibrant and connected to our island economy**
12. Kindness is always possible
13. **Take action – fight back- part of a meaningful solution**
14. Grit and determination
15. **Fabric, interwoven, inter twined**
16. Different cultural context than urban settings
17. Familiarity
18. Who are we without our island culture? Normalcy?
19. **Discovering the new normal;**
20. Moving with the flow of change
21. **Community identity is tied to islands economy**
22. **Community health = community identify = pride-connection**
23. **In this together, support, acknowledge**
24. **Invisible/Disappear /appear/prominent/visible/ arrive/strong/proud/resili-islands**
25. All islands image – click onto – all – sense of connection – islands joined by hands; keeping afloat = the sense of being an island
26. **Togetherness, individuality = all one country =all the rural islands**
27. No one's an island' no island's an island

Brainstorming Session - Outcomes

1. Connected; Belonging= SOURCE -root

- Community health = community identify = pride-connection
- In this together, support, acknowledge
- Fabric, interwoven, inter twined
- Root Source – rooted in the community
- Togetherness, individuality = all one country =all the rural islands
- Community identity is tied to islands economy
- *Our pride in Island Culture*
- Islands two-gather / islands to-gather

2. Alive and survive the first step = ACTION

- Vibrant and connected to our island economy
- WE- thrive – thrive-al
- Islands NATION strong resilience- launch brand out RIEP
- Discovering the new normal;
- Visitors important to us – in the future

3. Take action- KEEP THE ISLAND VIBE ALIVE! = RESULT

- Fight back- part of a meaningful solution
- Make a difference; keep afloat
- Take care of each other take action

DOMAIN NAME = Comeback.ca./your island

Q & A
+
Comments

Next Webinar- Thursday, May 7

- Webinar Outcomes Link -
<https://ruralislandspartnership.ca/response/-recovery-webinarseries>
- Featuring Rural Island UPDATES
- Roundtable Topics – ideas welcome
info@ruralislandspartnership.ca
- Resource Update

PLEASE SHARE WITH YOUR NETWORKS