

# BCDMOA

British Columbia Destination Management Organization Association

# Welcome Members!

## **2026 BCDMOA All-Members Meeting**

March 3, 2026 Kelowna, BC

Delta Hotels Grand Okanagan Resort

[www.bcdmoa.ca](http://www.bcdmoa.ca)

# Our Intention

BCDMOA exists to unify, strengthen, and advocate for BC's community destination organizations.

**The organization is moving from limited capacity entity → strategic industry body.**

Everything we're about to share and discuss today connects back to that intention.

[www.bcdmoa.ca](http://www.bcdmoa.ca)



## VISION

Harness the power of collaboration to effectively and successfully champion the collective voice of community destination organizations in BC.

**This is about power through unity.**



## MISSION

Advocate for BC's community destination organizations and elevate our members through sharing knowledge, best practices, tools and resources.

**External role → Advocacy**  
**Internal role → Capacity building**



## SUMMARY

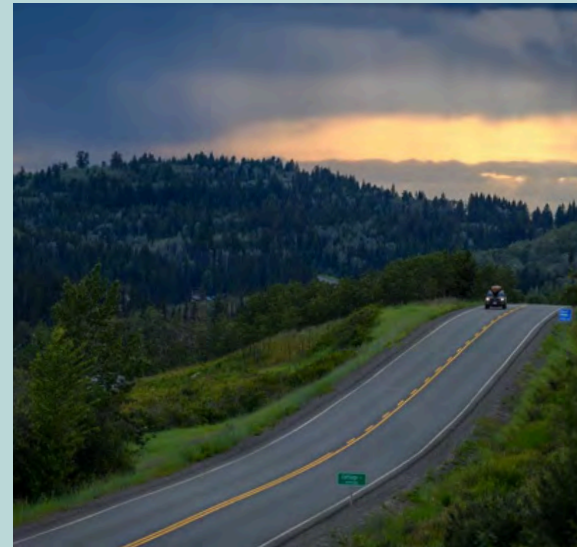
- Champion the collective voice of community DMOs
- Advocate on issues that matter to our members
- Elevate the sector through knowledge, tools, and collaboration.

# Where We've Come From

BCDMOA was established in 2008 as a non-profit society advocating for community DMOs in the province.

**The organization was reliant on its volunteer board of directors, all EDs/CEOs of DMOs, with limited administration support.**

It was the hard work of past board members that got the BCDMOA to where we are today.



## STRATEGIC PLAN

Initiated a new Strategic Plan with a three-year time frame from 2024-2026. Represents results from membership consultation and provides clarity, direction and focus for the organization.

**A framework for measuring success.**



## MEMBERS WANT

Connectivity & Networking  
Advocacy & Representation  
Knowledge Sharing & Learning

**The CDMO network is a powerful & critical piece of the overall tourism economy**



## LIMITED RESOURCES

- \$25,000 Annual Budget
- 20hrs/month administration support
- Plan execution on the shoulders of the volunteer board of directors

**Success was based on limited capacity.**

# What We All Made Possible in 2025



## **Stronger Provincial Voice**

- Representation on major provincial committees
- Engagement with government, TIABC, BCHA, DBC
- Growing credibility across the tourism ecosystem

## **Advocacy & Representation**

- MRDT engagement, meetings with government, discussion paper
- Representation at UBCM 2025
- Educating Economic Development sector (BCEDA)

## **Research & Influence in Provincial Programs**

- Input into DBC data program & Iconics program
- Vendor vetting on behalf of members (ROVE, Co-Star, Zartico)

## **Member Support & Engagement**

- Newsletters, Lunch & Learn Sessions
- MRDT program input
- 2025 AGM & All-Members Meeting
- SnapSea v Crowdriff - Group buying program

## **Develop the Association**

- Updated bylaws & improved governance & financial system
- Planning for 2026

# Where We Are Going



## **Greater Capacity & Resources**

- Hiring a champion to effectively execute the plan
- Greater skills and capacity. 5x the hours
- Appropriate annual budget 3x bigger, yet nimble
- More support for the organization and membership so the Board can focus on it's purpose and priorities

## **Greater & Consistent Connectivity & Networking**

- Monthly communications and engagement with membership
- Regular and consistent meetings with partners and key stakeholders
- Providing new opportunities to connect specific to key topics, size of CDMO, cluster areas & more

## **More Sophisticated & Consistent Advocacy & Representation**

- Timely and effective process
- Increased effort on understanding current CDMO needs and opportunities and the shifting landscape
- Positioning the BCDMOA more clearly and strongly alongside our key partners, or independently, when representing our members

## **Greater & Consistent Knowledge Sharing & Learning**

- Creating new ways to effectively support capacity building for CDMOs
- Supporting connectivity between members
- Hosting CDMO specific online learning opportunities

<b>BC DMO Association</b>		<b>BUDGET</b>
<b>Revenues</b>	<b>2026</b>	
<b>Membership Fees</b>		
MRDT Level 1 (Under \$400k) - Approx 14 CDMOs x \$500	\$	7,000.00
MRDT Level 2 (\$400k - \$1 million) - Approx 13 CDMOs x \$1,050	\$	13,650.00
MRDT Level 3 (\$1 - 2.4 million) - Approx 15 CDMOs x \$1,700	\$	25,500.00
MRDT Level 4 (\$2.4 - \$5million) - Approx 5 CDMOs x \$2,400	\$	12,000.00
MRDT Level 5 (\$5 + million) - Approx 4 CDMOs x \$3,200	\$	12,800.00
Grants	\$	7,500.00
All-Members Meeting F&B Costs Reimbursment	\$	4,500.00
<b>TOTAL REVENUES</b>	<b>\$</b>	<b>82,950.00</b>
<b>Expenses</b>	<b>2026</b>	
Management/Staffing Contract (Managing Director & Admin Support)	\$	50,000.00
Marketing & Communications	\$	5,000.00
Accounting, Insurance, Legal & Office Admin	\$	3,400.00
Travel, Meetings & Conferences	\$	6,500.00
Sponsorship BCTIC	\$	5,000.00
Annual All-Members Meeting	\$	7,000.00
Special Projects	\$	6,000.00
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>82,900.00</b>
<b>NET INCOME</b>	<b>\$</b>	<b>50.00</b>

## 2026 Budget & Membership Fees

Thank you to everyone in the room for showing your support through your membership renewals & attendance today!

# What's in Process Now



## MRDT Advocacy Update

- Member survey helped inform MRDT Discussion Paper
- Discussion Paper is supported by MTACS who initiated Ministry of Finance (MOF) to seek willingness to review and discuss
- MOF is open to reviewing this spring once budget processes are complete
- MOF is the official decision-maker
- BCDMOA will continue to lead this under MTACS in collaboration with TIABC

## BCDMOA Manager Contract Going to Tender

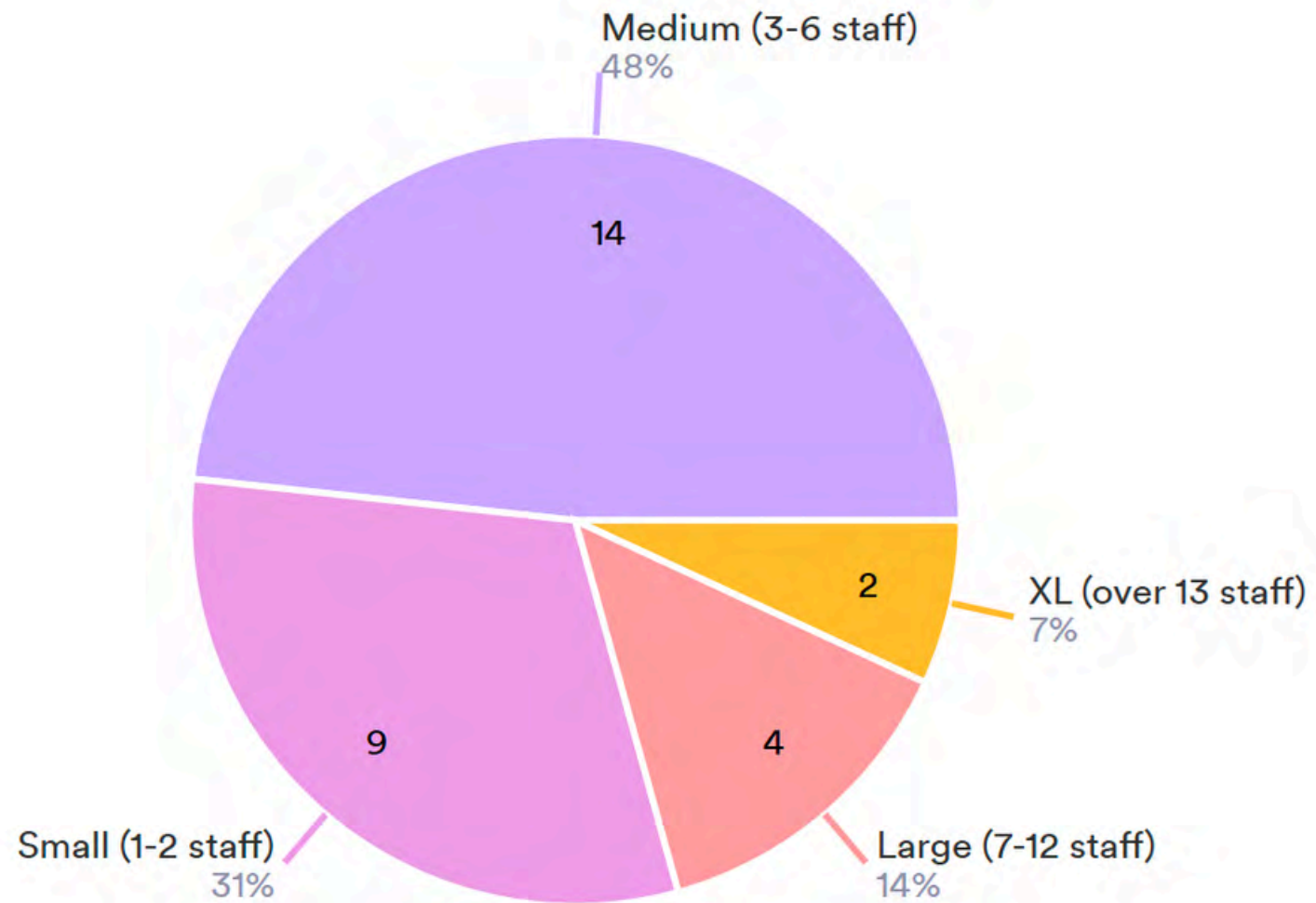
- Posting for contract position
- Interim work to continue with Thom
- Contract expected to be in place by April/May
- Increase advocacy capacity & delivery
- Improve member services & execution of strategy

## Today's Annual Gathering!

- Listen - Learn- Network - Share
- Today's outcomes help drive tomorrow's actions in alignment with the Strategic Plan

What size of Community DMO are you representing (based on number of full-time year-round staff)?

29 Answers



● Medium (3-6 staff) ● Small (1-2 staff) ● Large (7-12 staff) ● XL (over 13 staff)

# Member Survey Highlights

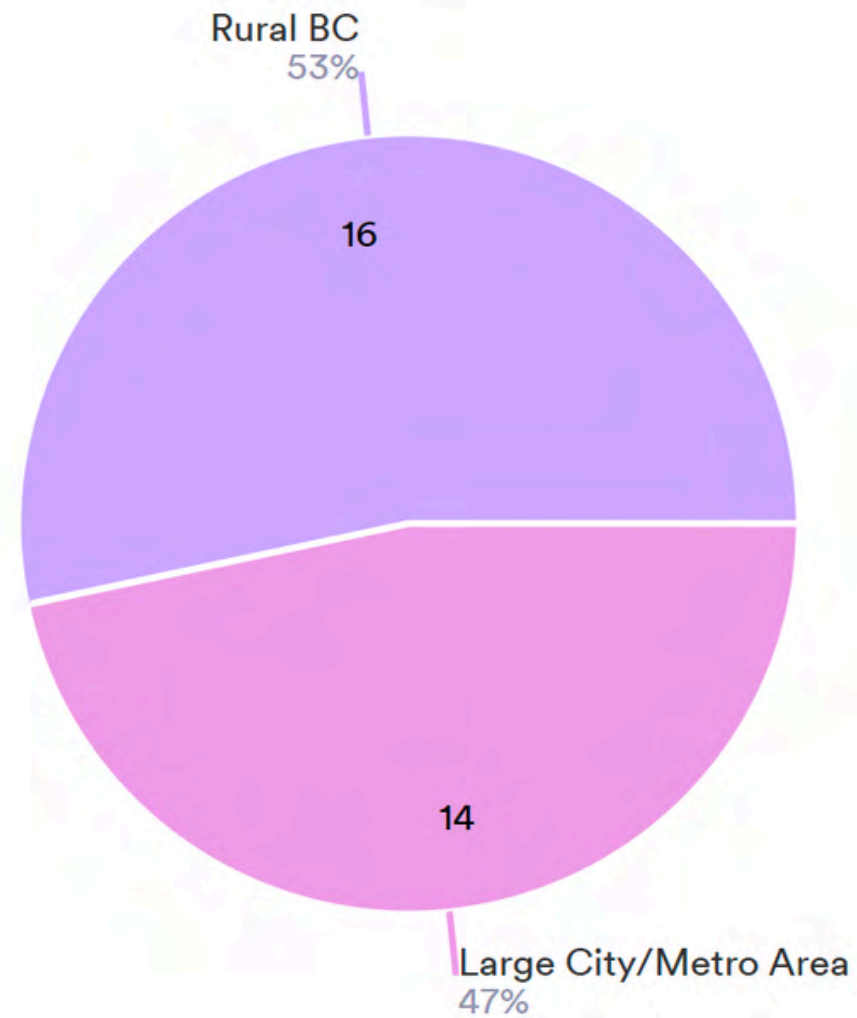
## Topics in Order of Importance

1. MRDT & CDMO Advocacy
2. Destination Management & Development
3. Marketing
4. Increasing Local Buy-In to Tourism
5. CDMO Governance, HR & Admin
6. Working Better with Local Government
7. Emergency / Crisis Management in Destinations
8. RMI Program

# Member Survey Highlights

Is your CDMO located in or next to a large city/metro area or in a rural area?

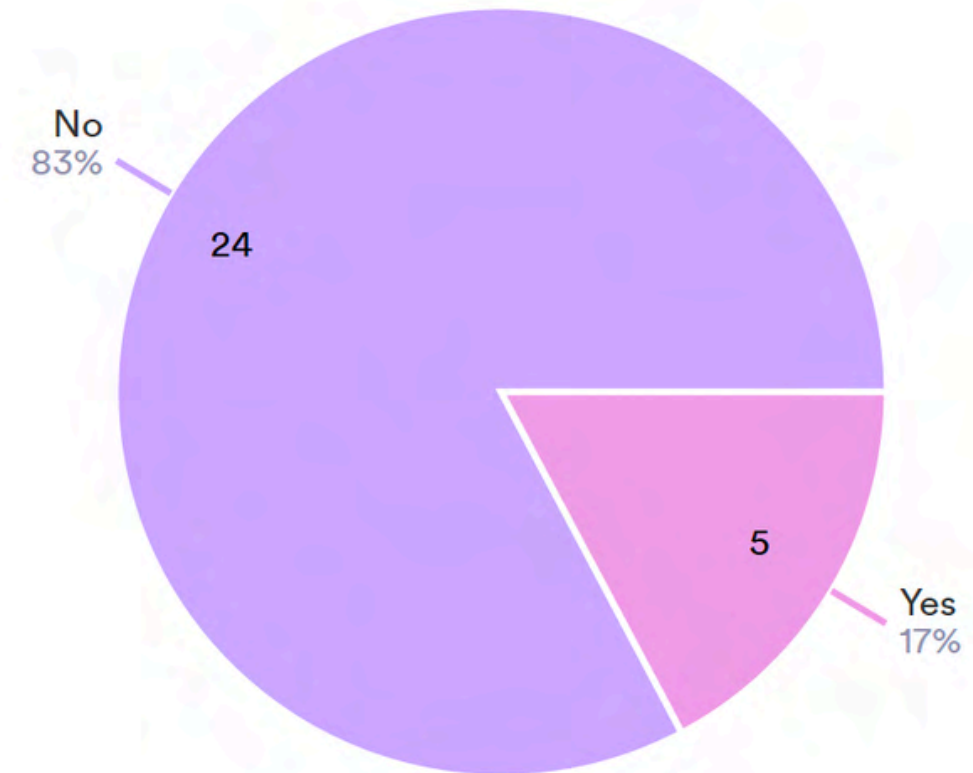
30 Answers



● Rural BC ● Large City/Metro Area

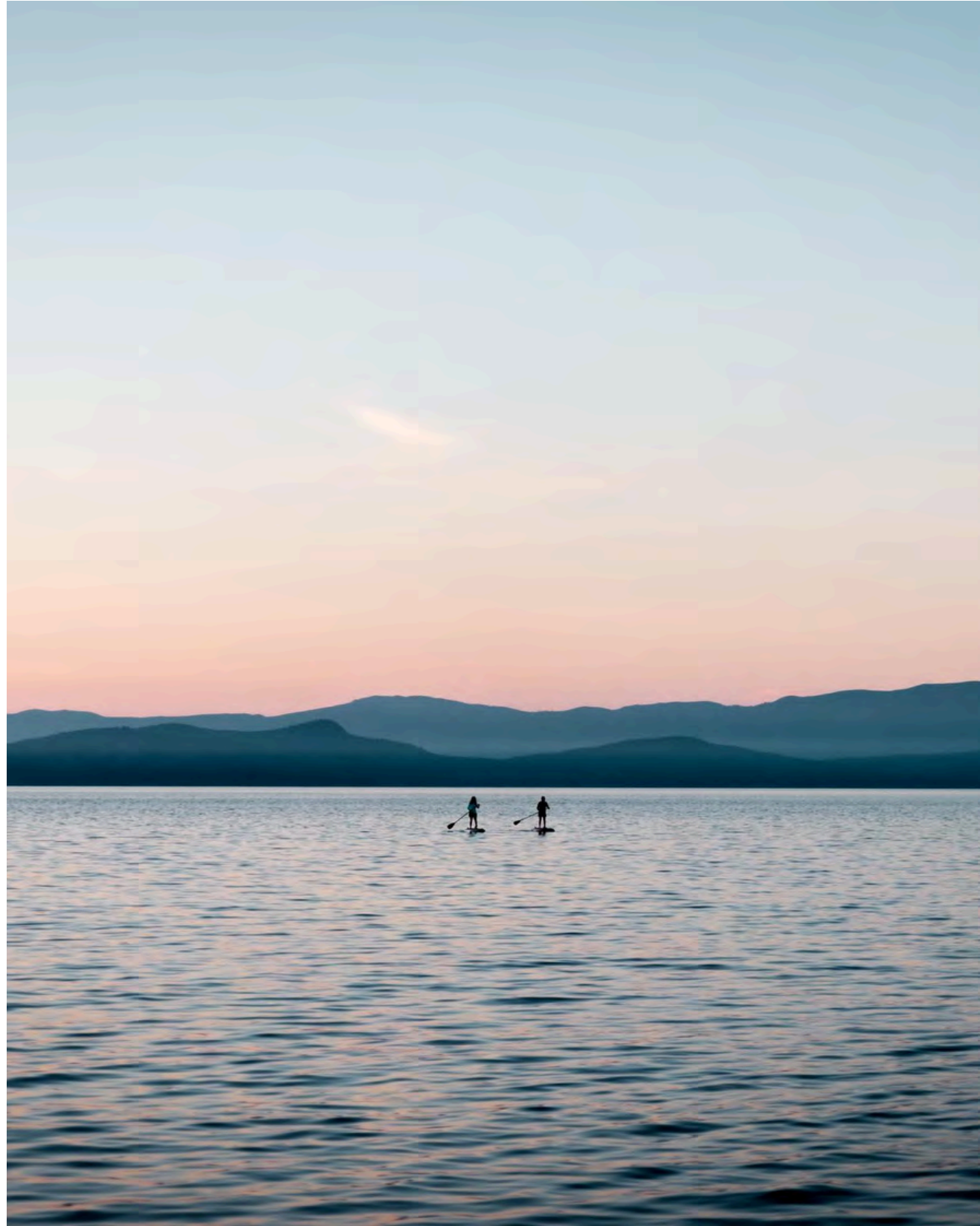
Are you one of the 14 designated Resort Municipality Community (RMI) communities?

29 Answers



● No ● Yes

# What's in Process Next



## Post Annual All-Members Meeting

- Compile and distribute report on outcomes of the day
- Align with Strategic Plan and confirm 2026 initiatives
- Follow-up on action items
- Communicate to & update the membership

## BCDMOA Manager Contract

- Interview candidates and hire
- Update membership
- On-boarding process

## Moving Forward with Strategic Plan 2.0

- Greater Capacity & Resources
- Greater & Consistent Connectivity & Networking
- More Sophisticated & Consistent Advocacy & Representation
  - MOUs with Partners
- Greater & Consistent Knowledge Sharing & Learning

**The CDMO network is a powerful & critical piece of the overall tourism economy in BC, let's ensure the BCDMOA builds on its necessary place within the sector.**

# **All - Members Engagement Session Break Outs & Discussions**



# Break Out Session #1

8 tables 4 themes  
1 theme for 2 tables

## Themes for Discussion

- MRDT & Risk at Community Level
- Destination Management & Development & What it Means to Your DMO
- Marketing, Data & AI
- Tourism Event & Funding Eco-System (Sport, M&E, Festivals)

## Discussion Questions

- What are the biggest challenges or opportunities with this theme and are any unique to your DMO size?
- What is the biggest gap at the provincial/system level?
- What support from BCDMOA would make the biggest difference?

## Each Table Reports:

- Top Challenges
- Top Gaps
- Top Ideas & Solutions
- One priority action for BCDMOA



# Break Out Session #2

8 tables 4 themes

1 theme for 2 tables

## Themes for Discussion

- Increasing Local Buy-In to Tourism (Resident Sentiment)
- Working Better with Local Government & Nations
- Emergency / Crisis Management in Destinations
- CDMO Governance, HR & Admin

## Discussion Questions

- What are the biggest challenges or opportunities with this theme and are any unique to your DMO size?
- What is the biggest gap at the provincial/system level?
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## Each Table Reports:

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# BCDMOA

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# Thank You!

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