

A Covid-19 Economic Recovery Marketing Program for the Southern Gulf islands

Islands Gift Certificate Directory

Requesting the use of Salt Spring Island Community Economic Commission reserves to support a marketing campaign that will call upon locals, and the world to support the survival of rural islands culture and economies by purchasing a gift certificate from local businesses, across all economic sectors. The marketing program will promote gift certificates as a means to facilitate immediate economic relief for the rural islands.

The marketing program will be delivered online and require marketing communications support, web-tech support, data collection and coordination

The funds for this marketing program are being pooled to leverage economies of scale.

Pooled Funds:

- \$5000. – Southern Gulf Islands Community Economic Sustainability Commission
- \$2500. – Rural Islands Economic Partnership Society
- \$10,000. **Request Pending** – Salt Spring Island Community Economic Development Commission

The Rural Islands Economic Partnership (RIEP) will manage this project. Pat English, Economic Development Manager for Mt. Waddington District, will administer all aspects of this project.

Working Budget: \$15,000.00 Pooled Funds – SGI-CESC SSI-CEDC

- Web-Tech Set-Up for online marketing
- PR and Marketing communications
- Marketing communications data collection and coordination
- Directory Design and Content creation

Rural Islands Economic Partnership – \$2500.00

- Program Administration – develop work-plan- initial management of the site and business engagement– web tech activation costs; collateral materials printing; photography costs