

Executive Assistant

To: info@tourismrossland.com; Cynthia Anonuevo
Subject: RE: Changes at Tourism Rossland

From: Tourism Rossland [mailto:info@tourismrossland.com]
Sent: November 29, 2016 12:58 PM
To: Cynthia Anonuevo
Subject: Changes at Tourism Rossland

Changes at Tourism Rossland



We began Tourism Rossland in 2007 and it has been exciting for all of us as we have seen the tourism industry in the community more than double over that period.

I have made the difficult decision to leave Tourism Rossland after almost 10 years, to take a position at Selkirk College instructing in the Business Department. While I am really looking forward to the new opportunity I am also sad to say good bye to Tourism Rossland as it really has been an all encompassing commitment.

We have had amazing success with the organisation and I am proud of what we have all accomplished by working together. I think it is important for all of us to take a step back

once in a while and look at how we have succeeded over the years including:

- daily shuttles in the Winter to Spokane Airport which has helped to solve some of our transportation issues
- Free ride bus- solving our in town shuttle issues
- community events calendar- helping to reduce conflicting events and marketing them to the world
- community signage program
- industry leading social media program
- collaborative biking and golf marketing projects
- media hosting for journalists from around the world
- consistent community branding
- award winning marketing projects
- increased number of destination events
- marketing with the Lower Columbia to promote the entire region

Together we have also raised the profile of the tourism industry in the community and assisted in bringing in investment in our tourism infrastructure.

I am also especially proud of the work that we have done with the non-profits in our community which make up so much of our overall tourism product. We are the first DMO in the province to work this way and it is truly reflective of our community values.

I would also like to take the opportunity to thank the volunteer Board of Directors who have provided amazing support and guidance especially the current board (some of which have been on the board the entire time- John Snelgrove, Nancy Trotman, Christine Andison, Spencer Clements, Daniel D'Amour, Raj Menon, Cary Fisher, Nicole Briggs, Libby Martin, Carol Cooper, Scott Forsyth, Laura Pettitt, and Trish Dyer) !

I would also like to thank all of our wonderful employees and contractors that I have worked with in the past including Kristi Calder, Ryan Flett, Bohdan Doval, Eric Gonzalez, Shelley Ackerman, Heather Fortin-Johnston, Hall's Printing, Alynn Smith, and Dave Heath.

The next few years will be very exciting for our community as our downtown core is wonderfully renovated, the Miner's Hall should be completed soon, the Museum will begin its renewal project, and the new Josie hotel will be complete. These are all amazing community assets that I look forward to enjoying and seeing completed!

I will be working with the Board thru the transition to the new Executive Director (see below) and will ensure that it is a seamless process.

We will be hosting a Christmas party/going away party on Friday December 16th at 6pm. It will be an appetizer potluck- so bring a drink and something to share and join us in our new office at the top floor of the Bank of Montreal building.

If the future I can be reached thru LinkedIn at:

www.linkedin.com/in/deanne-stein-75b66213

Best Wishes

Deanne



Executive Director Job Posting

The Board of Directors of Tourism Rossland is seeking to recruit a talented, forward thinking, collaborative, marketing savvy leader with strong organizational expertise to build on the success the organization has had for the position of Executive Director.

Tourism Rossland is an entrepreneurial, stakeholder driven, comprehensive destination management organization that develops programs and strategies to attract destination visitors to stay and experience everything that Rossland has to offer. Tourism Rossland develops, promotes and assists in tourism growth through innovative projects that capitalize on Rossland's unique attractions and assets.

The board and the team are ready to take the organization to the next level by creating strong partnerships and developing innovative programs.

The ideal candidate brings experience from a marketing-driven, destination marketing, hospitality or related organization in which he/she has enhanced multi-stakeholder relations, led strategic planning and generated tangible economic impact through a well-developed marketing program. The ideal candidate will also have experience in grant writing, events organizing, and industry advocacy.

Results-focused and financially minded he/she has managed the budget in a highly entrepreneurial non-profit environment. Identifying and understanding the economic drivers of the community and leveraging them appropriately comes naturally to this candidate. He/she has an aptitude for political sensitivity, board governance and conflict resolution.

For more information please contact: info@tourismrossland.com

Applications must be received by 4pm on Tuesday December 13th, 2016

About us

Tourism Rossland is Rossland's Destination Management Organisation and works collaboratively with input from all Rossland tourism stakeholders. The organisation is a registered non-profit society which was formed in 2007.

The mission of the organisation is to work in a fair and unbiased manner to grow Rossland's year round tourism economy within the context of the community's vision and values.

Managing by objectives, Tourism Rossland leads, directs and manages tourism development on behalf of Rossland by building on the existing strengths of local businesses and organizations, by being inclusive in nature, and developing strategic alliances.

The DMO supports local business and industry to improve product to meet changing market demands. By two-way communication, stakeholders will provide input into the process to achieve the objectives.



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