



## SUMMARY REPORT

Northern Community Economic Development Program 2013

<b>PROJECT TITLE</b> Coombs Fair Centennial		
<b>NAME OF ORGANIZATION:</b> Arrowsmith Agricultural Association		
<b>CONTACT PERSON:</b> Debbie Adkins	<b>TELEPHONE NUMBER:</b> 250-248-8724 <b>FAX NUMBER:</b>	<b>E-MAIL ADDRESS:</b> info@coombsfair.com
<b>TOTAL NCED PROGRAM FUNDING:</b> \$3000.00	<b>TOTAL PROJECT BUDGET:</b> \$3000.00	
<b>PROJECT START DATE (YYYY/MM/DD):</b> 2013/07	<b>PROJECT END DATE (YYYY/MM/DD):</b> 2013/08	
<b>PERCENT COMPLETE:</b> complete		
<b>IF NOT COMPLETE, WHAT ASPECTS OF THE PROJECT REMAIN? PROVIDE ESTIMATED COMPLETION DATE:</b>		

<b>PROJECT AREA (SELECT ALL THAT APPLY):</b> <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
<b>PLEASE PROVIDE A SUMMARY OF THE PROJECT RESULTS:</b> <p>Typically our organization has very little budget for promotion of the fair, the funding provided was used to increase awareness of the Coombs Fair and its centennial, with local newspaper print ads and a TV ad with CHEK TV, Victoria. The CHEK ad is available to view on the Coombs Fair Facebook page.</p> <p>(Attach any documents or other materials produced as a result of this project.)</p>
<b>DESCRIBE THE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT HAVE RESULTED FROM THIS PROJECT:</b> <p>attendance at the 2013 fair increased by approximately 15%, with more visitors from around the Island and even more international visitors; building awareness around Vancouver Island and particularly in the Victoria market, a key tourism market for our district, will help to build awareness and visitor numbers in subsequent summers</p> <p>(Please attach any supporting information that quantifies the economic benefits of the project.)</p>
<b>PLEASE DESCRIBE HOW THE PROJECT HAS MET THE PROGRAM PRINCIPLES AND PRIORITY AREAS:</b> <p>this project created regional benefit by boosting the profile of a key tourism draw to our area, with associated increase in traffic to district accommodations, restaurants, shops and other local attractions. Priority areas enhanced include promotion of a cultural event in a non-urban area; promoting regional agriculture and agri-tourism; enhanced communication to draw tourists to our region.</p> <p>(Please attach additional pages as necessary.)</p>

<b>OFFICE USE ONLY:</b>		
<b>DATE RECEIVED:</b> Mar. 30, 2014	<b>RECEIVED BY:</b> CM	<b>POSTED ONLINE:</b> <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Please Note: Completed Summary Reports will be posted publicly on the Regional District of Nanaimo website.