



VISITOR CENTRE NETWORK MEMBERSHIP (January 1 – December 31, 2008)

The Visitor Centre Network consists of community and Tourism British Columbia owned and operated Visitor Centres in British Columbia. The mandate of the Network is to promote tourism products and services and generate increased tourism revenue in the community while providing a professional level of service to users of the Visitor Centres. Visitor Centre Network members must meet all of the following Network Terms, Conditions and Criteria.

I TERMS AND CONDITIONS

The Applicant will:

1. Be the sole organization recognized in the community as the operator of the official Visitor Centre and provide a letter of such recognition;
2. Be duly incorporated under the BC Societies Act or other acceptable Provincial or Federal legislation;
3. Ensure all Visitor Centre staff* successfully complete Tourism/Visitor Information Counsellor (T/VIC) training prior to or within the first twenty (20) working days of employment or service. All staff* are certified Tourism/Visitor Information Counsellors. Supervisors/managers must successfully complete this course within one (1) year of employment or service.
4. Provide year-round contact information, including, but not limited to, contact name(s), postal and e-mail address, telephone and fax numbers, updating Tourism BC whenever changes occur;
5. *Provide the Visitor Centre with computer(s) capable of running software as follows:
 - Microsoft Office 2003 Standard (Word, Excel, Outlook, PowerPoint);
 - Internet Explorer version 6.0 or greater; and
 - Adobe Acrobat Reader version 8 or greater

**These guidelines are Tourism BC's recommended standards and have been upgraded to be in keeping with industry standards.*

6. Provide visitor information statistics to Tourism BC using the on-line stats program at <https://www.networkstats.tourismbc.com>. Each month stats must be completed no later than the **5th** of the following month.
7. Ensure that Tourism BC has the right to inspect or audit any of its records in connection with any money advanced to the Applicant by Tourism BC;
8. Apply annually to renew Visitor Centre Network membership;
9. Adopt the Visitor Centre Network Criteria (see next page) for the central and all satellite Visitor Centres;
10. Notify Tourism BC in writing immediately should it be unable to meet its obligations and responsibilities or decide not to operate the Visitor Centre.

*** seasonal and year round, paid and volunteer**

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II. NETWORK CRITERIA

The Applicant will:

Visitor Centre Operations:

1. Operate the Visitor Centre for the minimum season of July 1 to August 31, seven days a week for a minimum eight (8) consecutive hours between 9 AM and 5 PM. If a variance to the required hours of operation is required please send a request in writing for approval to Tourism BC;
2. Maintain a minimum inventory of current resources including:
 - a. Provincial publications: Approved Accommodation Guide, BC Road Map & Parks Guide, and other provincial material as available (e.g. Vacation Planner, Outdoor Adventure Guide, etc.)
 - b. Regional publications: guides and maps
 - c. Community information: guides, maps, events, tourism products/services brochures, local organizations
3. Maintain the Visitor Centre and surrounding grounds in a clean and orderly manner;
4. Have the BC Parks Guide and Road Map available for purchase.

Funding:

5. Be eligible for Fee for Service funding from Tourism BC should the Visitor Centre service a minimum of three (3) visitor parties per hour during the months of July and August.

Visitor Centre Branding:

Building Signage

6. Adopt the Visitor Centre branding specified by Tourism BC:
 - a. The minimum sign requirement for a Visitor Centre consists of one external sign no smaller than 1500mm wide x 500mm high and one internal sign no smaller than 750mm wide x 250mm high;
 - b. Where possible building decor (including, but not limited to, paint, window decals, and/or banners) is to be based on the Visitor Centre logo and its colours;
 - c. Visitor Centre flag must be flown or prominently displayed; exceptions to be approved by Tourism BC.
7. Provide, upon request, current photographs (digital preferred) of the Visitor Centre(s) and/or all interior and exterior signage;

Highway Signage

8. Ensure that minimum advance kilometer and meter highway signs are in place for all major approaches to the Visitor Centre. Size and placement of signs, distances and directional tabs are determined by the applicant **in consultation with the Ministry of Transportation** to ensure that they are in accordance with Ministry regulations and safety standards;

Logo Usage

9. Abide by the Trade-mark Licence Agreement attached;
10. Adhere to graphic standards guidelines as set out by Tourism BC for all Visitor Centre logo usage. Design proofs for **any use** of the Visitor Centre graphics (advertising, stationery, publications, signs or displays, etc) **must be forwarded via email to Tourism BC for approval**;
11. Attach the Visitor Centre logo provided by Tourism BC to the sponsor organization's website home page;

Uniforms

12. Purchase all uniform pieces incorporating the **Super, Natural British Columbia[®]** logo from Tourism BC licensed suppliers (see Extranet) and ensure all Visitor Centre staff* meet the current dress code specified in the 2007 Operations Manual (Module 1);
13. Provide official name tags purchased from a Tourism BC licensed supplier to all Visitor Centre staff;

Quality Service Evaluation Program:

14. Meet with Tourism BC staff for Visitor Centre Inspection and Evaluation process if requested;

If any of the above Network, Terms, Conditions and Criteria is not, to the satisfaction of Tourism BC, observed, performed and complied with, then the Applicant will forthwith:

- a) Be de-registered from the Visitor Centre Network for a minimum of one (1) year. Upon re-applying for membership, the Applicant must operate a Tourist/Visitor Information Booth for a minimum of one (1) year, meeting all membership criteria to the satisfaction of Tourism BC, before applying for Visitor Centre status;
- b) Return to Tourism BC materials provided by Tourism BC to the Applicant including, without limitation, any and all Visitor Centre logos, decals, signs, flags, banners, manuals and equipment;
- c) Remove all Visitor Centre signs, logos and web graphics;
- d) Arrange for the removal of all Visitor Centre highway signs;
- e) Repay to Tourism BC funds unused in the current year, if any, advanced by Tourism BC to the Applicant in connection with the Visitor Centre;
- f) Cease promoting itself as a Visitor Centre.