



Free Admission Policy

The following Free Admission Policy provide guidelines for Society staff to follow regarding who qualifies for Free Entry and how to use this to effectively market and promote the site.

Who qualifies for Free Admission?

- A. Gulf of Georgia Cannery Society Members** (with valid proof of membership)
 - Individual membership = 1 person
 - Family membership = up to 2 adults and 5 children
 - Corporate Membership = up to 2 adults at a time. This pass is transferable.
- B. Parks Canada Employees** by presenting their staff Parks pass (punch card for up to 12 sites per year).
- C. Volunteers** are given free site entry at their initial orientation and during any subsequent volunteer days.
- D. Teachers, group leaders or parent chaperones** accompanying classes, and youth groups, senior groups, or birthday parties. Maximum of 1 adult per 5 children.
- E. Employed attendants** who accompany the disabled. This does not include family/friends who accompany their disabled family members.
- F. Teachers** touring the facility prior to bringing groups of students for a tour or program. These visits must be scheduled in advance. Free entry is not be granted to a teacher or instructor who just “drops by”. Teachers should be greeted by the Programs Coordinator or other staff when possible.
- G. Tour guides and/or translators** accompanying a commercial tour.
- H. Tourism industry professionals** receiving a familiarization tour or entry (FAM). These should be accompanied by the Visitor Services and Marketing Manager when possible.
- I. Potential and existing rental clients** wishing to see the site for planning purposes. These should be accompanied by the Operations Manager when possible.
- J. VIPs** including local politicians and dignitaries, potential funders, and media personnel with approval from Administration Staff (Executive Director, a Manager, or Members of the Society Board).

Who can receive Free Admission Passes?

On occasion free daily admission passes may be given to individuals. They must be presented at the time of entry to gain entry. Passes may be distributed for the following occasions:

A. Society Employees

Gulf of Georgia Cannery Society employees receive 4 Free Admission Passes upon completion of their initial probation period (3 weeks for seasonal staff and 3 months for full time staff) and subsequently at the beginning of each year. Employees may distribute these passes to their friends, family etc.

B. Society Board Members

Gulf of Georgia Cannery Society Board members receive 4 Free Admission Passes at the beginning of each board year (generally May).

C. Volunteers

are given 4 free site entry passes after a 1 year commitment is completed. They may receive these passes once each year if they continue a significant volunteer commitment.

D. Promotional Passes

Free admission passes may be given for promotional purposes to local non-profit groups and like-minded organizations to be used for prizes in fundraising. These passes are given and tracked by the Marketing Manager.

E. Supporters

Free admission passes may be given to organizations and businesses who support the Society through cash or in-kind donations. The number of passes given is based on situation and decided by the Executive Director with input from staff.

F. Apologies

On occasion, free admission passes may be given to visitors who had a poor experience or who were unable to have a full experience of the site due to an event, rental, construction or other inconvenience. These passes are given at the discretion of the Visitor Services Manager or senior staff person at the front desk.

Which special events allow free admission?

Free site admission during special events is a valuable tool for encouraging visitation to the site from members of the public who might not otherwise visit. The following are annual free admission special events organized by the Society:

- Cannery Farmers' Market (up to 14 dates October - April)
- Society AGM (members event)
- Exhibit Opening (invitation only)
- Canada Day (required by Parks Canada)
- Member Potluck (members event)
- Best Catch Sustainable Seafood Festival

What coupons & promotional passes are offered?

1) Coupons

The Society regularly participates in discount promotional opportunities such as Entertainment Book coupons, Groupons, City Passport coupons, Tourism Richmond promotions, and the Cultural Access Pass. When advertising includes coupons/vouchers for the general public, “Reduced Admission” in the form of **2 for 1 Adult Admission with coupon (or similar offer)** is used to encourage bringing more visitors to the site.

From time to time, the Society may create free entry passes to be distributed at outreach booths to encourage higher site visitation for a specific purpose or time period.

2) Tourism Challenge

The Society participates in the Tourism Challenge promotion organized by Tourism Vancouver each year. Employees in the hospitality industry in Vancouver who participate are given a passport for free entry to participating attractions. As front line hospitality professionals, these individuals help promote our site to tourists throughout the year.

3) Parks Canada Promotions

The Society honors all Parks Canada passes and promotional offers. This includes the Ambassador Pass, My Parks Pass, and Discovery Pass as well as one time promotional coupons.

How do we track free admission?

All free admission to the site is tracked through the Point of Sale (POS) system. The Visitor Services Manager oversees the creation of any new codes, train front desk staff on the use of new codes and coupons and run reports on the use of free admission. This information is analyzed at the end of the year and used to inform the participation in future promotions, etc.

Approved by Board: June 25, 2015