



Tourism
VALEMOUNT

Let the mountains move you

Resort Municipality Initiative
2019/20 to 2021/22 Resort Development Strategy

Presented to:
Ministry of Tourism, Arts and Culture

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1. Background

Valemount is located on the Yellowhead Highway 5, 320 km north of Kamloops and 120 km west of Jasper. Valemount is nestled between the *Rocky Mountains*, the *Monashee Mountains* and the *Cariboo Mountains*. Valemount is the home of *Mount Robson*, the highest peak in the Canadian Rockies (3,954 metres). Valemount is in the traditional territory of the Simpcw First Nation.

Valemount is a rural community of approximately 1,100 residents on an area of five square kilometres. Valemount is also the commercial centre for another 600 people who live in the Regional District of Fraser-Fort George (Area H).

Valemount's economy is still in transition and based on forestry and tourism. Tourism has been growing significantly in the past decade thanks to the world-class snowmobiling terrain and a strong summer offering of outdoor experiences.

Valemount's accommodation sector offers approximately 500 rooms in hotels, motels, cabins, and B&Bs. Since 2007, the new Visitor Information Centre has been making a significant contribution to the Valemount experience by serving over 20,000 visitors on average during the summer seasons. The development and improvement of local attractions such as the Cranberry Marsh, a 600-acre *Wildlife Sanctuary*, and the new Valemount Mountain Bike Park make a significant contribution to Valemount's experience.

Valemount Glacier Destination Resort—construction is planned for the summer 2020—will also make an important contribution to Valemount's tourism sector. A master plan development agreement was signed on March 27, 2017. The resort will provide public access to high alpine glaciers for sightseeing and year-round skiing. By reaching elevations of approximately 3,000 meters, Valemount will also feature the largest vertical drop in North America.

2. Vision

In the past 20 years, the Village of Valemount has been very active in trying to diversify the local economy and to “transform Valemount and Area from a one industry community to a mixed economy town with a specialized forestry base and a growing tourism and services sector.” Since the adoption of the Municipal Regional District Tax (MRDT), Valemount has also developed a positioning statement that gives importance to Valemount's location on Hwy 5:

“Valemount is the place for me to stay and play. It delivers wide-open natural wonders and a range of activities that inspire, thrill, delight and charm.” (Valemount Strategic Marketing Plan 2008)

This positioning statement is the meeting point of the unique selling characteristics of the area (authenticity, quiet, spaciousness) and the quality of life aspects sought of potential visitors (to be challenged, to try something new, and to create memories).

3. Goals

The main strategic goal for the period 2019–2022 consists in increasing the MRDT revenues by 4%. The year 2017 will represent the base year for measuring this performance (\$193,144 collected through the MRDT). This strategic goal will be achieved on a general level by:

- Investing in local tourism infrastructure
- Organizing local tourism events
- Improving local tourism services

Note: other measurable goals, as suggested in the RMI RDS guide (increase in private investment, increase in employment in the community, and increase in municipal tax revenue), will be neglected because the RMI amount is very small and may not have a direct measurable impact on the local economy. However, the RMI contribution is paramount in helping the Village of Valemount to create the right conditions for improving the local tourism sector and business attraction.

The RMI contribution also plays an important role in positioning Valemount as

- a destination for memorable natural experiences
- a destination for snowmobiling experiences
- a gateway for backcountry and outdoor activities

4. Stakeholder Consultation

A. Valemount Mountain Bike Park

The Mountain Bike Park master plan was approved in 2013 by the Ministry of Forests, Lands and Natural Resource Operations (Recreation Sites and Trails Branch) after a long consultation process that included the Regional District of Fraser-Fort George, Simpcw First Nation, Yellowhead Outdoor Recreation Association, Valemount and Area Recreation Development Association, Valemount Community Forest, the Village of Valemount and local volunteer organizations.

All the mountain bike projects proposed for the RMI RDS 2019/2022 fall within the Master Plan approved by FLNRO and are based on the consultation process held for the Master Plan. These projects represent implementation phases of the Master Plan.

The Recreation Sites and Trails BC Partnership Agreement dated May 17, 2017 (Agreement No. PA18DHW-001, District Headwaters, Expiration date May 17, 2022) is between the Province and the Valemount and Area Recreation Development Association (VARDA). The agreement defines the geographic area (Valemount Mountain Bike Recreation Site, see map page 16) and lists the purpose and services to be provided by VARDA. VARDA acts as project manager for the Village of Valemount for the proposed RMI projects. The agreement between the Province and VARDA lists the following:

Trails and Facility Work

- *Install approved signage and trail markers.*
- *Use hand tools to maintain, construct and restore trails, facilities and/or campgrounds (e.g. rake, shovel, hammer, etc.).*
- *Use power tools to maintain, construct and restore trails facilities and / or campgrounds;*
- *Fall trees;*
- *Use machinery to construct, maintain or restore trails, facilities and/or campgrounds.*
- *Travel using motorized and non-motorized means to monitor, plan, construct, restore and maintain trails and to transport materials.*
- *Maintain, construct and restore approved mountain bike trails that conform to the Whistler Trail Standards, excluding Expert Unlimited trails, which are not permitted on Crown land.*
- *Plough access roads to trails, facilities and/or campgrounds.*

- *Observe and take photographs to report back to staff on trail, facility, general conditions.*

[Partnership Agreement, page 13]

Public Services/Outreach

- *Deliver educational workshops and seminars, which may include guided walks or interpretive tours.*
- *Monitor visitor use (counting visitors and recording their activities).*
- *Public outreach including providing general information to visitors.*
- *Host non-competitive public events in parks and recreation facilities.*
- *Record photographs and/or videos*
- *Chop and haul firewood.*
- *Park and recreation facility Condition Reporting*

[Partnership Agreement, page 13]

B. Valemount Snowmobiling Areas

The Valemount to Blue River Winter Recreation SRMP of 2005 underwent a long consultation process under the guidance of the Ministry of Forests and sets the guiding rules for Valemount's snowmobiling areas. The proposed projects regarding snowmobiling of this RMI RDS 2019/2022 fall within this Recreation Sustainable Resource Management Plan and are supervised by the Ministry of Forest, Lands, Natural Resource Operations and Rural Development and implemented by the Valemount and Area Recreation Development Association. The Valemount to Blue River Winter Recreation SRMP guarantees

- *The sustainable development of public and commercial winter recreation activities in the area;*
- *the compatibility of winter recreation activities in the area;*
- *the safety and quality of experience for public and commercial recreationists;*
- *to reduce risks to mountain caribou, other wildlife species, and the environment in general;*
- *to improve integration of winter recreation development and other industrial activities while maintaining existing tenure rights;*
- *to maintain public access.*

[Winter Recreation SRMP, page 2]

The SRMP was renewed by a Recreation Sites and Trails BC Partnership Agreement dated November 24, 2017 (Agreement No. PA17 DHW 009, District Headwaters, Expiration date November 24, 2022). The agreement is between the Province and the Valemount and Area Recreation Development Association (VARDA). The agreement lists all the recreation sites (Allan Creek, Clemina Creek, Chappell Creek, Keyhole, Westridge and Crystal Ridge) and VARDA's responsibilities. The agreement was issued to VARDA

For providing maintenance, management and grooming of Valemount area snowmobile trails, cabins and parking areas. [Partnership Agreement, page 22]

C. Valemount Trails (outside of Municipality)

The Village of Valemount covers an area of 4.9 sq km; therefore, all trails are outside of the municipal boundaries. Over the past years, Yellowhead Outdoor Recreation Activities Society (YORA) has built and managed a significant number of trails for non-motorized users.

The Recreation Sites and Trails BC Partnership Agreement dated December 8, 2018 (Agreement No. PA18DHW-003, District Headwaters, Expiration date December 7, 2023) is between the Province and YORA. The agreement defines the geographic area of all trails (Packsaddle Creek Loop, Selwyn Traverse, McKirdy Hut and Meadows, Swift Creek Viewpoint, Mount Terry Fox, Little Lost Lake, Mica Mine) and the recreation sites Jackman Flats and Camp Creek. The agreement lists the purpose and services to be provided by YORA. YORA acts as project manager for the Village of Valemount for the proposed RMI projects. The agreement was issued to YORA

For providing maintenance and management of all trails, cabins and associated facilities as listed in Schedule A. The Operating Season for this Agreement is year round.

[Partnership Agreement, page 22]

D. Cranberry Marsh Trail System

The improvements regarding the Cranberry Marsh Trail System are carried out in cooperation with the Ministry of Forests, Lands, Natural Resource Operations and Rural Development. Contact: Duncan McColl, Ecosystem Biologist, Landbase Stewardship, Omineca Region. The approval process for the existing boardwalk was completed in 2014 and based on the Environmental Management Plan "Cranberry Marsh Walking Trail (Starratt Wildlife Sanctuary)" dated May 11, 2012 prepared by DWB Consulting Services Ltd., prepared for the Village of

Valemount. All planned projects for the Cranberry Marsh trail system will follow the guidelines set by the Environmental Management Plan and by the Ministry of FLNO.

E. First Nations Consultations

The above-mentioned project areas have been discussed with the Simpcw at the Community-to-Community Forum held in Valemount, October 2013 and in Chu Chua (Barriere, BC), February 2015. A C2C Forum was planned for the beginning of 2019 but had to be postponed to October 2019. Both the Simpcw and the Village of Valemount had Council elections in 2018 and were not ready to meet for a C2C before March 31, 2019.

The Simpcw will not be affected directly by the proposed projects of this RMI RDS. However, the Council of the Village of Valemount will meet with the Simpcw in the second week of October 2019 and discuss among other topics the RMI RDS projects that will certainly support the viability of a new hotel proposed by the Simpcw for the Valemount area.

F. Community Consultations

In September 2018, the Village of Valemount sent an invitation to local organizations and stakeholders to submit event and project ideas regarding potential RMI projects for the period 2019/2022. The submitted events and projects ideas were discussed and evaluated by Tourism Valemount, a committee of Council, at their October, November and December meetings.

At the January 8, 2019 meeting—open to the public— Tourism Valemount discussed a number of proposed projects with the proponents and resolved to submit a strategy to the Ministry of Tourism, Arts and Culture for review and once approved the RMI RDS would be submitted to Council for ratification.

All Tourism Valemount meetings are open to the public and the committee's members represent various local organizations and sectors (hotels/motels, B&Bs, Valemount and Area Chamber of Commerce, Valemount Area Recreation Development Association, Yellowhead Outdoor Recreation Association, and Friends of Valemount).

On March 7, 2019, the Mountain Bike Park projects and the road improvements (5-Mile and Swift Creek) were also presented to the public at the Community Input Meeting held for the Columbia Basin Trust (Community Initiative Programs for Affected Areas) where both VARDA and YORA applied for matching funds. The proposed projects received high evaluation scores— up to 90%— by 67 residents present at the evaluation session.

This revised strategy will be presented to the public in Valemount on Thursday, May 30, during the Tourism Week (May 26–June 2, 2019), an activity championed by the Tourism Industry Association of BC. The RMI Resort Development Strategy will also be published on Valemount.ca (Documents and Economic Development Sections) from April 25, 2019 to March 31, 2021.

G. Environmental Organizations

Valemount is a community in transition from a one-industry town—forestry—to a more diversified community. In the 1990s, the annual allowable cut reached 300,000 cubic metres of wood, which translates to one telephone pole per metre for 300 km. The construction of the Mica Dam in the 1970s and the creation of Kinbasket Reservoir caused a significant number of biophysical and socio-economic impacts. Four hundred and twenty five (425) km² of Columbia and Canoe River valley-bottom ecosystems were inundated, destroying a variety of aquatic and terrestrial habitats. In comparison, tourism represents a soft use of Valemount’s environment and landscape and various activities are constraint within a well-defined area (e.g. Mountain Bike Park).

Valemount used to be ‘just’ a highway stop, but in the past two decades, a considerable number of visitors spends more than one night in the community thanks to various recreational activities offered in the Valemount area. The Yellowhead Outdoor Recreation Association (YORA) manages various trails (see above-mentioned Recreation Trail and Sites Agreement). YORA’s mission statement is to provide non-motorized activities in the Valemount area. There are no other organizations in the Valemount area with an explicit environmental mission statement.

H. Letters of Support

Letters of support from key stakeholders are included in the Appendix section.

- Valemount and Area Chamber of Commerce
- Valemount and Area Recreation Development Association
- Yellowhead Outdoor Recreation Association

Tourism Valemount strongly supports the proposed RMI projects, and at their meeting of January 8, 2019 Tourism Valemount adopted the following motion:

Motion	VT 04-01-19RMI 2019 to 2022 Resort Development Strategy
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THAT the draft Resort Development Strategy be submitted to the Ministry of Tourism, Arts and Culture for review. Once reviewed and finalized by the Ministry recommend to Council for adoption.

MOVED by: D. Fowler; SECONDED by: Nima K. CARRIED

5. Linkages to Other Plans

I. Welcoming Visitors – Benefiting Locals – Working Together: A Strategic Framework for Tourism in British Columbia 2019 – 2021 (Released March 2019)

Numerous strategic goals presented in the *Strategic Framework for Tourism in BC* will play an important role in the short and long term of tourism product development in Valemount and area.

It sets out a clear direction to foster year-round tourism growth and provide excellent tourism experiences while preserving and protecting our natural environment.

[A Strategic Framework, page 14]

Both the snowmobiling and mountain biking provided in the Valemount Area may be considered a world-class tourism experience. The snowmobiling provides access to open alpine spaces with world top snow conditions and great elevation gains (up to 1,400 metres or 4,593 ft.). The Valemount and Area Recreation Development Association guarantees with accurate stewardship that these areas are protected and preserved by educating and managing visitors with regard to the existing flora and fauna.

The improvements of the access road to the Valemount Mountain Bike Park will also position Valemount as a summer destination for Mountain Bike users. A good access road is a necessity for this experience because Valemount's Mountain Bike Park cannot be accessed by lifts or gondolas like in other winter resort destinations.

The Valemount Cranberry Marsh Trail System, the Big Foot Trail and the Mountain Bike Park represent amenities close to the Village (just outside the municipal boundaries) needed to provide activities close to the accommodation facilities used by Valemount's visitors.

It will ensure that we have the right amenities, infrastructure and services in place to meet the changing needs and expectations of visitors and local businesses.

[A Strategic Framework, page 14]

The improvements to the Cranberry Trail system will create a wheelchair accessible wildlife experience that can be enjoyed by various demographics, will be inclusive and close to the visitor services provided in Valemount.

It will support action to make tourism in the province accessible to, and welcoming and inclusive of, all visitors.

[A Strategic Framework, page 14]

Given Valemount's favourable location on Hwy 5 and proximity to Mount Robson Provincial Park, the Simpcw are considering building a hotel in the Valemount area. This would increase the needed rooms in Valemount's accommodation sector and strengthen the Village's relations with the Simpcw. The Simpcw are also partners with Valemount Glacier Destination Resort Ltd. planned to start in the summer of 2020. The master plan also includes an indigenous visitor information centre.

It will recognize and respect Indigenous peoples, communities and cultures, and support the growth and development of Indigenous tourism.

[A Strategic Framework, page 14]

The global demand for Indigenous tourism has given Indigenous peoples in B.C. an unprecedented opportunity to grow and showcase their living cultures and heritage. The opportunity to be able to learn about and authentically experience Indigenous cultures is a strong draw for both domestic and international travellers.

[A Strategic Framework, page 17]

With regard to the local workforce active in the tourism sector, Valemount is working on an affordable housing strategy in partnership with BC Housing, Columbia Basin Trust, Northern Development Initiative Trust, the Simpcw and local organizations including the accommodation sector. Staff housing for the Valemount Glacier Destination Resort employees will be provided by the developer in the base area of the proposed project.

Affordable housing and other community based supports and services are available to workers, particularly seasonal workers, in the sector. [A Strategic Framework, page 17]

Finally, all proposed projects of this RDS are in area covered by cell phone service, data service and Internet access. This guarantees safety on all trails and snowmobiling areas and allows visitors to immediately share their experiences on social media.

Connectivity is vitally important for sharing information and supporting traveller safety, and it is a key driver in improving local economies through tourism. Poor internet and cellular

connectivity can limit business development. Today, over 70 percent of visitors to the province use smartphones to search for directions and for real-time navigation, 51 percent use a smartphone to learn about recommended things to do, and 42 percent use it for messaging for travel-related needs. Many visitors also like to post their experiences as they go, promoting B.C. to their friends and family around the world through social media. We must ensure we have the technology and infrastructure in place to meet the needs and expectations of visitors and local businesses.

[A Strategic Framework, page 20]

J. North Thompson and Nicola Valleys Destination Development Strategy

The North Thompson and Nicola Valleys Destination Development Strategy (NTNVDDS) was prepared in June 2018 and its goal was to enhance the competitiveness of the planning area over the next 10 years and beyond.

Valemount's Resort Development Strategy—and its proposed projects for the period 2019/2022—has strong links to the objectives of NTNVDDS.

Theme 1: Planning and sustaining the natural environment

Actions

DEVELOPING AND MANAGING SUSTAINABLE TRAIL SYSTEMS

10. Develop a vision and planning forum for an integrated trail network in the TOTA region

11. Develop at least two epic trails in the region.

12. Encourage greater First Nations involvement in trail experiences.

13. Work to improve the consistency and clarity of trail signage.

[North Thompson and Nicola Valleys Destination Development Strategy, page 7]

Actions

12. Develop at least two epic trails in the region

- *Mountain Bike trails in the Valemount area.*
- *The Simpcw First Nation North Thompson Valley mountain biking trail initiative that will link the lower north Thompson with McBride. This is being worked on in partnership with the Western Canada Mountain Bike Tourism Association*
- *The North Thompson Valley snowmobile trail that would link Barriere and Sun Peaks to Valemount.*

[North Thompson and Nicola Valleys Destination Development Strategy, page 41-42]

Theme 2: Transportation, connectivity and supporting infrastructure

Actions

- *Create more wildlife viewing and birding sites.*
- *Identify birding sites.*
- *Create a review team to review and prioritize sites.*
- *Prepare a strategy for securing sites whether on Crown or private land.*

Investigate opportunities for connecting sites into a trail network.

[North Thompson and Nicola Valleys Destination Development Strategy, page 48]

*Theme 4: The Visitor Experience**Actions*

39. Promote trail experience development to complement increased interest in and exposure to regional trail networks.

40. Increase market-ready shoulder season and winter tourism experience offerings.

[North Thompson and Nicola Valleys Destination Development Strategy, page 8]

Actions

- *Identify winter staging area infrastructural needs, particularly where existing parking lots are no longer adequate due to higher snowlines resulting from warmer winters.*
- *Encourage communities to consider more fall, winter and spring festivals outside the peak visitor season.*
- *Identify opportunities to further develop eco-tourism activities in the shoulder season, such as bird watching and dark sky activities.*

[North Thompson and Nicola Valleys Destination Development Strategy, page 57]

K. Northwestern BC Destination Development Strategy

The *Northwestern BC Destination Development Strategy* identifies the Valemount Mountain Bike Park and the Valemount Snowmobile Trails as iconic features of the Sub-planning area 1.

[Northwestern BC Destination Development Strategy, page 11]

The Valemount Mountain Bike Park is also considered as market-ready.

[Northwestern BC Destination Development Strategy, page 54]

L. Official Community Plan

The Official Community Plan clearly states the need of developing new recreation opportunities and to support local organizations in implementing such opportunities:

Recreation is an important facet of life in Valemount. ...

The Village of Valemount strongly supports associations like the Yellowhead Outdoor Recreation Association (YORA), the Valemount and Area Recreation Development Association (VARDA) and the Valemount Marina Association. These groups and others are the backbone of recreational development in the region outside Village boundaries.

The upsurge in interest in mountain biking is bringing enthusiastic riders to the Mountain Bike Park. If the Valemount Glacier Destination Resort becomes a reality, there may be greater development of existing recreational opportunities and the creation of new ones.

[Bylaw 595 Consolidated August 2017, page 17]

Outside the Village there are boundless opportunities using the Village as a base. Trail riding, mountain biking, quadding, fishing, hiking are well provided for in addition to other summer recreation pursuits. Winter activities outside the Village include snowmobiling, heli skiing, cat skiing, cross-country skiing, and snowshoeing.

The potential development of the Valemount Glacier Destination Resort provides further recreational opportunities close to the Village.

[Bylaw 595 Consolidated August 2017, page 30]

M. Robson-Canoe Valleys Economic Opportunities Plan

The Robson-Canoe Valleys Economic Opportunities Plan (RCVEOP) shows that the tourism sector has the highest economic impact and the highest community influence on likely investment and job creation opportunities.

The key message for the tourism and culture sector is that product development needs to continue— continued development of snowmobiling industry, development of motorized trail use in the summer months, and maintain and enhance existing hiking trails to ensure maximum enjoyment and safety.

[Regional District of Fraser-Fort George: Robson-Canoe Valleys Economic Opportunities Plan 2010, page 7]

In the tourism summary, the RCVEOP states that

The valley is extremely well positioned near national parks and attractions. The greatest tourism potential is in outdoor adventure in the southern areas and eco tourism in the northern areas. Product development and marketing are a priority.

[Regional District of Fraser-Fort George: Robson-Canoe Valleys Economic Opportunities Plan 2010, page 16]

N. Integrated Community Sustainability Plan

The Integrated Community Sustainability Plan of March 2013 also focuses on tourism and shows the importance of local organizations in the maintenance and development of new products.

Local organizations, business owners, and government agencies partner to deliver a positive business environment, create economic activity and generate jobs, contributing to the success and sustainability of Valemount. Existing success in this area: Tourism Valemount, VARDA and YORA continue product development and promotion.

[VALEMOUNT'S FUTURE, Integrated Community Sustainability Plan, page 22]

6. RMI Projects

Tourism Valemount received sixteen project proposals from local organizations and stakeholders. Tourism Valemount evaluated the proposals against the criteria set by the *Resort Development Strategy Guide for Communities* and prioritized the projects according to their alignments with the goals and objectives formulated in the *North Thompson and Nicola Valleys Destination Development Strategy* and in the *Northwestern BC Destination Development Strategy*. After a first review by Ministry staff, also the *Strategic Framework for Tourism in British Columbia 2019-2021* was taken into consideration and ensured that the proposed projects align with the priorities set by the Province.

All infrastructure projects—except for the snowmobiling trails—are either within the municipal boundaries or within the area of the Valemount Community Forest. These proposed RMI projects meet various goals and objectives set in the master plan of the Valemount Community Forest completed in December 2006.

In the summary of the *Probationary Community Forest Agreement K2T Application* the recreational, cultural and tourism values are highlighted as follows:

The Valemount Forest Company Ltd.'s objectives are to provide new opportunities for employment and contracting; ... address forest health and wildland/urban interface fire risk affecting the community; maintain and/or enhance the Village of Valemount's and other water users' clean drinking water; foster tourism and recreation benefits; promote development of new partnerships with first nations, volunteer groups, business and educational institutions; generate new revenue sources for the Village; balance and diversify the forestry/tourism economy; and, meet the objectives of the Crown to encourage communities to enter into the forest management business.

[Probationary Community Forest Agreement K2T Application, page 7]

The Village of Valemount is a shareholder of the Valemount Community Forest, and the VCF has been and will continue to working with VARDA and YORA on the proposed road improvements on 5 Mile Road and Swift Creek Mountain Road (see maps in the overview section).

Eight projects fall into the *Tourism Infrastructure, Amenities, or Capital Purchases* category for a total of \$446,149 (80.7%) of anticipated spending over a three-year term ; four projects fall into the *Tourism Services, Programs or Events* category for a total of \$101,000 (18.3%) over a three-year term. Tourism Valemount also allocated \$5,400 (1%) to administration costs for travel expenses to the Spring RCC.

Tourism Infrastructure, Amenities, or Capital Purchases Projects

- Valemount Bike Park Trails and Maintenance
- Valemount Snowmobile Trails Construction
- 5-Mile Bike Shuttle Road
- Swift Mountain Road Improvements
- Trail and Recreation Site Maintenance
- Trail Signage
- Cranberry Marsh Trail System
- Downtown Beautification

Tourism Services, Programs or Events

- Camp Creek Area Grading and Plowing
- Mountain Bike Spring Fest
- Mountain Bike Fall Fest
- Cross Country Mountain Snowmobile Race

7. RMI Project Overviews

RMI Project Title	Valemount Bike Park Trails and Maintenance		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	<p>This project will develop at least two epic trails in the region and improve Mountain Bike trails in the Valemount area. The project aims to maintain the quality, sustainability and accessibility of the trails to continue to be a major destination in mountain bike tourism. This includes trail building and yearly maintenance and upgrades to mountain biking trails located in the Valemount Bike Park.</p> <p>Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 41-42</i>].</p>		
Project rationale	<p>The <i>Northwestern BC Destination Development Strategy</i> identifies the Valemount Mountain Bike Park as an iconic feature of the Sub-planning area 1. The Valemount Bike Park is a market-ready product and its popularity is due to the trail layout and the high quality of trail construction. Regular maintenance and upgrades are key components to provide a market-ready and export-ready product.</p>		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	<p>Project Goal(s): Creating marketable trails and maintaining them will encourage visitation and lengthen visitor stays, thereby increasing MRDT revenue.</p>		
	<p>Program Outcome(s): To develop and improve tourism-related infrastructure that attracts visitors and lengthens their stay.</p>		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Incrementally transform the Valemount Bike Park to an export-ready product • Maintaining trails to their original construction standards ensures that trails remain at their designated skill level and purpose and help ensure riders stay on marked trails, thereby increasing sustainability of the trail system environment. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		

Project Lead/Manager	Curtis Pawliuk, General Manager of VARDA.	
Funding sources	Total RMI Funding	112,500
	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Other (please identify) Vale. Community Forest	15,000
	Total Cost of Project	127,500

RMI Project Title	Valemount Snowmobile Trails Construction		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	<p>This project will create at least two new groomable snowmobile trails in the region and improve the snowmobiling offer in the Valemount area. The project aims to increase the quality, sustainability and accessibility of snowmobile access trails to continue to be a major destination in snowmobiling tourism.</p> <p>Strategic alignment: [<i>Northwestern BC Destination Development Strategy, page 11</i>]</p>		
Project rationale	<p>The <i>Northwestern BC Destination Development Strategy</i> identifies the Valemount Snowmobile Trails as an iconic feature of the Sub-planning area 1. The Valemount Snowmobile trail system is a market-ready product and its popularity is due to the easy access to the alpine through high quality and well maintained trails. New trails will strengthen Valemount's position as a principal snowmobile centre in British Columbia.</p>		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program's Outcomes	Project Goal(s): Creating marketable trails and maintaining them will encourage visitation and lengthen visitor stays, thereby increasing MRDT revenue.		
	Program Outcome(s): Develop world-class snowmobile trails to improve Valemount's tourism infrastructure and to position Valemount as a major snowmobiling destination in British Columbia and North America; sustainable trails will lengthen shoulder season travel.		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> Strengthen Valemount's snowmobile brand. Maintaining trails to their original construction standards ensures that trails remain at their design specifications and guarantee sustainability for longer terms. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		
Project Lead/Manager	Curtis Pawliuk, General Manager of VARDA.		
Funding sources	Total RMI Funding		74,700
	MRDT Funding (if applicable)		
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		

	Municipal Funding	
	Other (please identify)	
	Total Cost of Project	74,700

RMI Project Title	5-Mile Bike Shuttle Road		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	This project will improve the 5-Mile Road, which is used to access the Valemount Mountain Bike Park and the trailhead to the YORA McKirdy Cabin. The improvements consist in drainage work, ditching, widening and parking areas. 5-Mile Road is within Valemount’s Community Forest. Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 7-8</i>].		
Project rationale	5-Mile Road is the access road to all biking trails of the Valemount Bike Park. The <i>Northwestern BC Destination Development Strategy</i> identifies the Valemount Mountain Bike Park as an iconic feature of the Sub-planning area 1. The Valemount Bike Park is a market-ready product and its popularity is due to its easy access. Road improvements will contribute to creating an export-ready product.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	Project Goal(s): Creating a quality access road to the Valemount Mountain Bike Park, will encourage visitation to the Park and to Valemount, and therefore lengthen visitors’ stays and increase the MRDT revenue.		
	Program Outcome(s): To develop and improve tourism-related infrastructure that attracts visitors and lengthens their stay. Develop world-class mountain biking infrastructure to improve Valemount’s tourism products and position Valemount as a major destination for mountain bike tourism in the North Thompson and Robson Valley. Strengthen the position of Valemount as mountain bike centre.		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Incrementally transform the Valemount Bike Park to an export-ready product • Maintaining and improving the access road to the Valemount Bike Park will enhance the Valemount experience. • Improvements to the road will guarantee sustainability and reduce future maintenance costs. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		
Project Lead/Manager	Joseph Nusse, Vice President of YORA		
Funding sources	Total RMI Funding		80,000

	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Other (please identify)	
	Total Cost of Project	80,000

RMI Project Title	Swift Mountain Road Improvements		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	<p>This project will improve the Swift Mountain Forestry Road and make it accessible to highway travellers and provide exceptional nature experiences.</p> <p>The Swift Mountain Forestry Road is within Valemount’s Community Forest. Perfect viewing spot of Columbia Mountains with the glaciers of the Premier’s Range.</p> <p>Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 7-8</i>].</p>		
Project rationale	<p>The North Thompson and Nicola Valleys Destination Development Strategy [Theme 2: Transportation, connectivity and supporting infrastructure] identifies the need to create supporting infrastructure for quality nature and wilderness experiences.</p> <p>Create an accessible amenity for visitors and increase the number of supply-side available experiences for Valemount’s visitors. Access to alpine summit hike for average hikers.</p>		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	Project Goal(s):		
	<p>Creating quality access roads to spectacular viewing points will encourage visitation and lengthen visitor stays, and therefore increase MRDT revenue. To promote trail experience development and wilderness experience.</p> <p>Program Outcome(s): Develop and improve tourism related infrastructure. Increase the number of amenities and experiences close to the Village of Valemount. Develop and improve tourism infrastructure to increase number of activities for summer visitors. Position Valemount for spectacular alpine experiences, and therefore attract visitors and lengthen their stays.</p>		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Increase number of amenities in the Valemount area • Increase access to wilderness and high alpine experience. • Improved road will guarantee sustainability and reduce maintenance cost in the mid-term. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		
Project Lead/Manager	Joseph Nusse, Vice President of YORA; and Valemount Community Forest		
Funding sources	Total RMI Funding		45,263

	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Other (please identify)	
	Total Cost of Project	45,263

RMI Project Title	Trail and Recreation Site Maintenance		
RMI Program Goal (select)	<i>Tourism Infrastructure</i>		
Project description	<p>This project consists of maintenance activities of hiking trails in the Valemount Area: Packsaddle Creek Loop, Selwyn Traverse, McKirdy Hut and Meadows, Swift Creek Viewpoint, Mount Terry Fox, Little Lost Lake, Mica Mine, and Jackman Flats. The project aims to maintain the quality, sustainability and accessibility of the trails to continue to be a major destination in providing trail experience and wilderness experience. All trails are outside of the municipality, which is only 4.9 sq km, but these trails make a fundamental contribution to Valemount’s hiking experience. Strategic alignment: [North Thompson and Nicola Valleys Destination Development Strategy, page 7].</p>		
Project rationale	<p>The North Thompson and Nicola Valleys Destination Development Strategy identifies the wilderness experience for visitors as a priority. Keep trails accessible and well maintained to provide trail and wilderness experience for visitors. Some trails also provide access to the alpine for average hikers. Regular maintenance and upgrades are key components to provide a market-ready and export-ready product.</p>		
Project status	New Project		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	<p>Project Goal(s): Creating marketable trails and maintaining them will encourage visitation and lengthen visitor stays, thereby increasing MRDT revenue. Promote wilderness experience.</p>		
	<p>Program Outcome(s): To develop and improve tourism-related infrastructure that attracts visitors and lengthens their stay. Increase the number of amenities and experiences close to the Village of Valemount. Develop and maintain trails of the Valemount area to improve local tourism infrastructure for a diversified visitor experience.</p>		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Incrementally transform Valemount’s trail system to an export-ready product • Maintaining trails to high quality standards ensures that trails remain at their designated skill level and purpose and help ensure hikers stay on marked trails, thereby increasing sustainability of the trail system environment. • These trails make a fundamental contribution to Valemount’s hiking experience and add ‘things-to-do’ for visitors, and induce longer stays in the community. 		

Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).	
Project Lead/Manager	Joseph Nusse, Vice President of YORA	
Funding sources	Total RMI Funding	15,000
	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Total Cost of Project	15,000

RMI Project Title	Trail Signage		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	<p>This project will create consistent signage for hiking trail system in the Valemount Area: Packsaddle Creek Loop, Selwyn Traverse, McKirdy Hut and Meadows, Swift Creek Viewpoint, Mount Terry Fox, Little Lost Lake, Mica Mine, and Jackman Flats. All trails are outside of the municipality, which is only 4.9 sq km, but these trails make a fundamental contribution to Valemount’s hiking experience. Some trails provide access to the alpine for average hikers.</p> <p>Strategic alignment: [North Thompson and Nicola Valleys Destination Development Strategy, page 8].</p>		
Project rationale	<p>The North Thompson and Nicola Valleys Destination Development Strategy identifies trail experience development as an action item to improve the visitors’ experience. This project will improve the consistency and clarity of trail signage in the Valemount Area and provide a quality trail and wilderness experience for visitors. Brand all trail signage to position Valemount as destination in the North Thompson and Robson Valley.</p>		
Project status	New Project		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	<p>Project Goal(s): By investing in local tourism infrastructure through consistent and clarity of trail signage, the visitors’ experience will be improved and therefore encourage visitation, lengthen visitor’s stays and increase MRDT revenue.</p>		
	<p>Program Outcome(s): To Increase the number of amenities and experiences close to the Village of Valemount. Attract visitors, improve visitors’ experience and lengthen their stay.</p>		
Accessibility-related project (if yes, please describe)			
Additional Benefits (please describe)	<ul style="list-style-type: none"> • These trails make a fundamental contribution to Valemount’s hiking experience and add ‘things-to-do’ for visitors, and induce longer stays in the community. • Improved trail conditions will guarantee sustainability of trail conditions for the mid-term. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		
Project Lead/Manager	Joseph Nusse, Vice President of YORA		
Funding sources	Total RMI Funding		9,000
	MRDT Funding (if applicable)		

	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Total Cost of Project	9,000

RMI Project Title	Cranberry Marsh Trail System		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	<p>This project will continue with the development of the Cranberry Marsh Trail system. Included are the construction of two small bridges in the southwest compartment and the upgrades to trail from the first viewing tower to Ash Street. Of the 6-km long trail only 0.9 km have been completed.</p> <p>Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 48</i>].</p>		
Project rationale	<p>The <i>North Thompson and Nicola Valleys Destination Development Strategy</i> identifies the importance of improving existing birding sites and creating new ones. The Cranberry Marsh area is just 2 km south from Valemount. It presents the perfect stop for Hwy 5 travellers and Valemount visitors to experience a wildlife sanctuary with over 100 migratory bird species.</p>		
Project status	<i>Old Project</i>		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	<p>Project Goal(s): By investing in local tourism infrastructure and local amenities— wildlife viewing and birding sites— increase visitation, visitors’ stays, and MRDT revenue.</p>		
	<p>Program Outcome(s): Increase the number of amenities and experiences close to the Village of Valemount. Improve tourism product, bird-watching experience and nature experience. Easy activity for visitors.</p>		
Accessibility-related project (if yes, please describe)	<p>With continuation of this project, the trail from the first viewing tower to Ash Street and to the second viewing tower will be made wheelchair accessible.</p>		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Important stop for highway travellers. • Easy activity for visitors staying in Valemount. • Close to hotels/motels and businesses in town. • Bird-watching possibilities from April to July—over hundred migratory species. • Construction to wheelchair accessibility quality will guarantee long term sustainability. 		
Performance Measurement (please include measures used to evaluate project progress)	<p>Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).</p>		
Project Lead/Manager	Silvio Gislimberti, EDO Village of Valemount		
Funding sources	Total RMI Funding		27,919
	MRDT Funding (if applicable)		

Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (please identify)	
Total Cost of Project	27,919

RMI Project Title	Downtown Beautification		
RMI Program Goal (select)	Tourism Infrastructure		
Project description	Build public washrooms at Centennial Park—located in the centre of the downtown area. Add benches, garbage cans, signage and solar lights to the Big Foot Trail—a trail that connects the Visitor Information Centre to the Downtown area. Strategic alignment: [A Strategic Framework, page 14]		
Project rationale	The <i>Strategic Framework</i> emphasizes the need to create the right amenities, infrastructure and services to meet the changing needs and expectations of visitors and local businesses. Public washrooms at Centennial Park and improvements to the trail connecting the Visitor Information Centre with the downtown area will enhance the Valemount Experience for visitors.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	Project Goal(s): By investing in local tourism infrastructure— year-round washroom facilities for visitors, benches, etc. increase visitation, visitors’ stays, and MRDT revenue.		
	Program Outcome(s): Increase the number of amenities and experiences inside the Village of Valemount to attract visitation and lengthen their stay.		
Accessibility-related project (if yes, please describe)	Big Foot Trail and washrooms will be wheelchair accessible.		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Create infrastructure to improve the ‘Valemount Experience’ for visitors. • Washrooms will be very close to a new BC Hydro electrical vehicle charging station (level 3). • Additional benches and garbage bins along the Big Foot Trail will improve visitors’ experience. • Improved pedestrian access to the downtown and business area. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		
Project Lead/Manager	Silvio Gislimberti, EDO Village of Valemount		
Funding sources	Total RMI Funding		81,767
	MRDT Funding (if applicable)		
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		

	Municipal Funding	
	Other (please identify)	
	Total Cost of Project	81,767

RMI Project Title	Camp Creek Area Grading and Plowing		
RMI Program Goal (select)		Tourism Programs, Service or Events	
Project description	<p>This project will improve the access road to an iconic recreation area. The project aims to maintain the quality of the access road and the parking area of the Camp Creek recreation site. This includes grading in the first year and plowing the entrance road and the parking area over the three years. In winter, this is a cross-country-skiing area. The Camp Creek recreation site is within Valemount’s Community Forest.</p> <p>Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 57</i>].</p>		
Project rationale	<p>The <i>North Thompson and Nicola Valleys Destination Development Strategy</i> emphasizes the need to improve the visitor experience by promoting the trail experience development and by creating accessible amenities for visitors. Camp Creek area is the staging area for summer trails and winter cross-country skiing trails.</p>		
Project status	New Project		
Project milestones	Anticipated Start Date	Summer 2019	
	Anticipated Completion	Summer 2022	
Project goal and how it relates to the Program’s Outcomes	<p>Project Goal(s): Creating easy access to local recreation sites will promote wilderness experience and encourage visitation and lengthen visitor stays, and therefore increase MRDT revenue.</p>		
	<p>Program Outcome(s): Increase the number of amenities and experiences close to the Village of Valemount. Develop tourism infrastructure and ‘things-to-do’ in the winter season. To develop and improve tourism-related infrastructure that attracts visitors and lengthens their stay.</p>		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Increase the number of amenities in the Valemount area • With improved access there is potential to rent the cabin to tourists as a wilderness experience. • Trail maintenance and access road improvements will guarantee road sustainability for the mid-term. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).		
Project Lead/Manager	Rhondi Hurlbut, director of YORA		
Funding sources	Total RMI Funding		11,000
	MRDT Funding (if applicable)		

	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Other (please identify)	
	Total Cost of Project	11,000

RMI Project Title	Mountain Bike Spring Fest		
RMI Program Goal (select)		Tourism Programs, Service or Events	
Project description	<p>This event will celebrate Valemount’s Mountain Bike Trail System by inviting mountain bikers from the regional market (Kamloops and Prince George), the wider provincial market, and from Alberta. Participants will enjoy free shuttle services for the day, guided rides and a BBQ lunch.</p> <p>Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 8, 57</i>].</p>		
Project rationale	<p>The <i>North Thompson and Nicola Valleys Destination Development Strategy</i> emphasizes the need to increase market-ready shoulder season tourism events, and to encourage communities to consider more fall, winter and spring festivals outside the peak visitor season. This event will also strengthen Valemount’s position as a Mountain Bike Centre and gradually transform this market-ready product to an export-ready product.</p>		
Project status	New Event		
Project milestones	Anticipated Start Date	Spring 2019	
	Anticipated Completion	Spring 2021	
Project goal and how it relates to the Program’s Outcomes	Project Goal(s): To increase market-ready shoulder season and winter tourism experience offerings in order to increase visitation and MRDT revenue.		
	Program Outcome(s): To develop and deliver excellent local tourism events to attract visitors and lengthen their stay. Increase visitation in early June. Deliver remarkable visitors’ experience.		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Strengthen local service economy, especially the food and restaurant sector in low-season periods. • Position Valemount as a destination for mountain bike experiences. • Position Valemount as a destination for memorable outdoor activities. 		
Performance Measurement (please include measures used to evaluate project progress)	<p>Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate).</p> <p>Count participants to the event.</p>		
Project Lead/Manager	Curtis Pawliuk, General Manager of VARDA.		
Funding sources	Total RMI Funding		30,000
	MRDT Funding (if applicable)		
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding		

	Other (please identify)	
	Total Cost of Project	30,000

RMI Project Title	Mountain Bike Fall Fest		
RMI Program Goal (select)		Tourism Programs, Service or Events	
Project description	<p>This event will celebrate Valemount’s Mountain Bike Trail System by inviting mountain bikers from the regional market (Kamloops and Prince George), the wider provincial market, and from Alberta. Participants will enjoy free shuttle services for the day, guided rides and a BBQ lunch.</p> <p>Strategic alignment: [North Thompson and Nicola Valleys Destination Development Strategy, page 8, 57].</p>		
Project rationale	<p>The North Thompson and Nicola Valleys Destination Development Strategy emphasizes the need to increase market-ready shoulder season tourism events, and to encourage communities to consider more fall, winter and spring festivals outside the peak visitor season. This event will also strengthen Valemount’s position as a Mountain Bike Centre and gradually transform this market-ready product to an export-ready product.</p>		
Project status	New Event		
Project milestones	Anticipated Start Date	Fall 2019	
	Anticipated Completion	Fall 2021	
Project goal and how it relates to the Program’s Outcomes	<p>Project Goal(s): To increase market-ready shoulder season and winter tourism experience offerings in order to increase visitation and MRDT revenue.</p>		
	<p>Program Outcome(s): To develop and deliver excellent local tourism events to attract visitors and lengthen their stay. Increase visitation in September. Deliver remarkable visitors’ experience. Increase visitation in September and off-season accommodation.</p>		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> • Strengthen local service economy, especially the food and restaurant sector in low-season periods. • Position Valemount as a destination for mountain bike experiences. • Position Valemount as a destination for memorable outdoor activities. 		
Performance Measurement (please include measures used to evaluate project progress)	<p>Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate). Count participants to the event.</p>		
Project Lead/Manager	Curtis Pawliuk, General Manager of VARDA.		
Funding sources	Total RMI Funding		30,000
	MRDT Funding (if applicable)		

	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Total Cost of Project	30,000

RMI Project Title	Cross Country Mountain Snowmobile Race		
RMI Program Goal (select)		Tourism Programs, Service or Events	
Project description	This event will celebrate snowmobiling with a cross-country snowmobile race in the Clemina Creek snowmobile area. There is an amazing potential for a 14-km long alpine loop within the managed recreation area. Strategic alignment: [<i>North Thompson and Nicola Valleys Destination Development Strategy, page 8, 57</i>].		
Project rationale	The <i>North Thompson and Nicola Valleys Destination Development Strategy</i> emphasizes the need to increase market-ready shoulder season tourism events, and to encourage communities to consider more fall, winter and spring festivals outside the peak visitor season. This event will also strengthen Valemount’s position as a world-class snowmobile centre, and gradually transform this market-ready product to an export-ready product.		
Project status	New Event		
Project milestones	Anticipated Start Date	March 2020	
	Anticipated Completion	March 2022	
Project goal and how it relates to the Program’s Outcomes	Project Goal(s): To increase market-ready shoulder season and winter tourism experience offerings in order to increase visitation and MRDT revenue.		
	Program Outcome(s): To develop and deliver excellent local tourism events to attract visitors and lengthen their stay. Increase visitation in March and increase off-season occupancy rates.		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> Strengthen local service economy, especially the food and restaurant sector in low-season periods. Position Valemount as top destination for snowmobiling activities. 		
Performance Measurement (please include measures used to evaluate project progress)	Increased numbers of users will contribute to increased numbers of visitors (increased bookings and occupancy rate). Count participants to the event.		
Project Lead/Manager	Curtis Pawliuk, General Manager of VARDA.		
Funding sources	Total RMI Funding		30,000
	MRDT Funding (if applicable)		
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding		

	Other (please identify)	
	Total Cost of Project	30,000

				Potential 2021 Carryover		Total RMI Allocation
	2019	2020	2021	2022	2023	
Carryover from previous year	151,951	65,947	7,605	0		151,951
Interest earned on carryover (2,63%)	3,996	1,734	200	0		5,931
Anticipated RMI Funding	182,206	182,206	182,206			546,618
Total Funds Available	338,153	249,888	190,011	0	0	704,500
Anticipated Spending						
Carry Over Projects from 2015-18 RDS:						
Cranberry Marsh Trail System	107,500	44,451				151,951
Tourism Infrastructure, Amenities, or Capital Purchases:						
Valemount Bike Park Trails and Maintenance	37,500	33,000	42,000			112,500
Valemount Snowmobile Trails Construction	22,500	18,000	34,200			74,700
5-Mile Bike Shuttle Road	18,000	32,000	30,000			80,000
Swift Mountain Road Improvements	30,000	10,263	5,000			45,263
Trail and Rec Site Maintenance	5,000	5,000	5,000			15,000
Trail Signage	3,000	3,000	3,000			9,000
Cranberry Marsh Trail System		12,863	15,056			27,919
Downtown Beautification	11,906	48,906	20,955			81,767
Sub Total	127,906	163,032	155,211	0	0	446,149
(Minimum 70% over 3 year term)						
Tourism Services, Programs or Events:						
Camp Creek Area Grading and Plowing	5,000	3,000	3,000			11,000
Mountain Bike Spring Fest	10,000	10,000	10,000			30,000
Mountain Bike Fall Fest	10,000	10,000	10,000			30,000
Cross Country Mt. Snowmobile Race	10,000	10,000	10,000			30,000
Sub Total	35,000	33,000	33,000	0	0	101,000
(Maximum 30% over 3 year term)						
Administration (if applicable):						
Program staff						
Travel to Spring RCC	1,800	1,800	1,800			5,400
Performance Measurement						
Sub Total	1,800	1,800	1,800	0	0	5,400
(up to \$10,000 per year)						
Total Spending:	272,206	242,283	190,011	0	0	704,500
Carry forward (if any):	65,947	7,605	0			

8. Appendix: Letters of Support

- Valemount and Area Chamber of Commerce
- Valemount and Area Recreation Development Association
- Yellowhead Outdoor Recreation Association

Date: January 16, 2019

Silvio Gislimberti
Village of Valemount
Box 74
Valemount, BC V0E 2Z0

Re: RMI 2019 to 2022 Resort Development Strategy

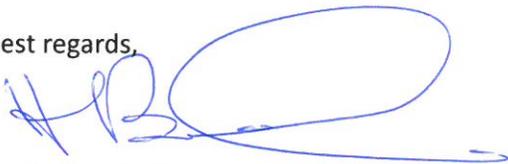
Valemount & Area Chamber of Commerce strongly supports the Valemount RMI 2019 to 2022 Resort Development Strategy (RDS) prepared by Tourism Valemount and the Village of Valemount.

The RDS is in alignment with Valemount & Area Chamber of Commerce goals and activities and the proposed projects and events contribute to strengthen Valemount's brand as a destination for outdoor activities such as mountain biking and snowmobiling.

The RMI funds help Valemount to invest in the local tourism infrastructure and in the organization of events for visitors and therefore strengthen Valemount's position as a gateway to backcountry and outdoor activities and a destination for memorable natural experiences.

On behalf of Valemount & Area Chamber of Commerce, I would like to thank the members of Tourism Valemount and the Village of Valemount for promoting Valemount's tourism attractions and activities.

Best regards,



Hollie Blanchette
Chair
Valemount & Area Chamber of Commerce

January 21, 2019

Silvio Gislimberti
Village of Valemount
Box 74
Valemount, BC V0E 2Z0

Re: RMI 2019 to 2022 Resort Development Strategy

The Valemount and Area Recreation Development Association (VARDA) strongly supports the Valemount RMI 2019 to 2022 Resort Development Strategy (RDS) prepared by Tourism Valemount and the Village of Valemount.

The RDS closely aligns with VARDA's goals and activities and the proposed projects and events contribute to strengthen Valemount's brand as a destination for outdoor activities such as mountain biking and snowmobiling.

The RMI funds help Valemount to invest in the local tourism infrastructure and in the organization of events for visitors and therefore strengthen Valemount's position as a gateway to backcountry and outdoor activities and a destination for memorable natural experiences.

On behalf of VARDA, I would like to thank the members of Tourism Valemount and the Village of Valemount for promoting Valemount's tourism attractions and activities.

Sincerely,



Curtis Pawliuk
VARDA

January 31, 2019

Silvio Gislimberti

Village of Valemount

PO Box 74

Valemount, BC V0E 2Z0

Re: RMI 2019 to 2022 Resort Development Strategy

The Yellowhead Outdoor Recreation Association (YORA) strongly supports the Resort Municipality Initiative (RMI) 2019 to 2022 Resort Development Strategy (RDS) which was prepared by Tourism Valemount and the Village of Valemount.

The RDS goals are very much in line with YORA's vision and the proposed projects/events will greatly enhance Valemount as a popular destination for activities such as hiking, mountain biking and snowmobiling.

With the investment of RMI funding towards tourism infrastructure and event planning, Valemount's position as a gateway destination for memorable outdoor nature experiences would be largely improved.

On behalf of YORA, I would like to thank the members of Tourism Valemount and the Village of Valemount for promoting tourism attractions and activities in the Valemount area.

Sincerely,



Patricia Thoni

YORA President