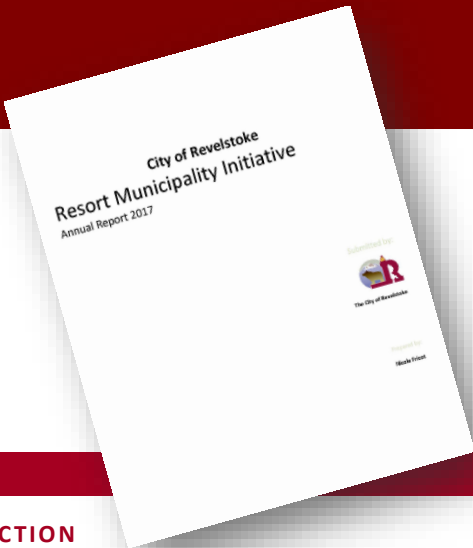


Revelstoke Resort Development Strategy

What is the deal?



INTRODUCTION

Revelstoke is one of fourteen designated Resort Municipalities in the Province of British Columbia. As part of this designation, Revelstoke has received funding through a Resort Municipality Initiative (RMI) since 2008 to support the development of tourism infrastructure and tourism projects. In order to access the RMI funding the City of Revelstoke needs to have a current Resort Development Strategy (RDS) that covers the period of funding. The latest RDS is set to expire this spring and with the announcement of a third period of funding from 2019-2021 Revelstoke must develop and submit an updated RDS.

An RDS is essentially a document that outlines the community vision and goals for tourism as well as the projects that will be funded by the RMI program to support provincial tourism outcomes. These outcomes include:

- Extend or diversify the community's tourism season
- Increase visitation
- Improve the sustainability of the tourism sector
- Enhance the visitor experience

The RDS needs a budget, timeline, description of investments and must be informed by an engagement process.

RDS ENGAGEMENT

Like the past two RDS processes, consultation with tourism stakeholders is required in the strategy development and identification of projects. Local tourism stakeholders must have an opportunity to influence and agree on priorities and to recommend the projects that are included in the RDS. In 2007, the City of Revelstoke launched a Tourism Infrastructure Advisory Committee (TIC) to support the development of the first RDS and this Committee will continue to advise the development of this third RDS.

The City has contracted The Whistler Centre of Sustainability to help facilitate our RDS development process and to help write the accompanying report. The process will include the following steps:

1. Review of where we are now - Dec-Jan
2. Articulating where we want to go with tourism - Jan-Feb
3. Determining how to get there with the right projects - Feb
4. Writing and sharing the draft RDS Strategy - Mar

In addition to the TIC who will meet three to four times over two months, the RDS engagement will include:



Information



Email/Surveys



Conversations



Committee

RDS PROJECTS, FUNDING AND GUIDELINES

Past RDS projects funded at least in part by the RMI program include:

Shuttle Bus



Summer Street Fest



Trails



For the past three years, the annual funding available through the RMI program has averaged approximately \$550,000 per year. We expect the funding for the next three years to be approximately the same.

RMI funded projects must meet the following criteria:

- Must have a **direct connection to tourism** and economic benefits
- Must be **predominantly targeted or used by visitors**, not residents
- Must be generally **supported by stakeholders and residents**
- Must be **within the program spending limits**
- Must **not be a general municipal expense** such as maintenance of municipal facilities/lands transit, policing etc.

Communities must also ensure that RDS projects and budgets meeting the following spending limits:

Category	Spending Limit
Tourism Infrastructure	Min. 70% over three years
Tourism Programs, Services, Events	Max. 30% over three years
Program Administration	Up to \$10,000 per year

PROJECT EXAMPLES INCLUDE:

Tourism Infrastructure

Infrastructure projects may include the construction or modification of tourism facilities and amenities such as buildings, trails, streetscape improvements, signs, or parks. This may include enhancement, accessibility upgrades or restorative maintenance such as renewal, repairs or updates. All projects must be visitor-focused and should include accessibility and sustainability elements wherever possible.

Core projects are:

1. Tourism amenities, infrastructure or capital purchases
2. Beautification and streetscape improvements
3. Visitor signage
4. Visitor-related accessibility improvements
5. Climate mitigation projects (i.e. electric vehicle charging station, low energy lighting, biodegradable products, etc.)
6. Emergency preparedness capital projects (i.e. evacuation routes, signage, safety kiosks, etc.)
7. Visitor impact mitigation or restoration projects

Tourism Programs, Services, Events

1. Programs (i.e. tourism employment attraction/retention projects, Good Host/tourism ambassador programs, arts & culture tours)
2. Services (i.e. tourist shuttle, beach cleaner, trail groomer)
3. Events and Festivals
4. Visitor awareness initiatives (i.e. “do’s and don’ts” guide to encourage/influence responsible visitor behaviour etc.)
5. Emergency preparedness programs (i.e. evacuation planning and information, workshops, education and training for tourism operators etc.)

Program Administration

1. Program Administration (salaries related to the management of RMI funds)
2. Travel to the Spring Resort Collaborative Committee meeting
3. Performance Measurement (data collection to monitor community support, visitor satisfaction, and tourism growth)

RDS DEVELOPMENT TIMELINE:

The following dates indicate key milestones in the development of the Resort Development Strategy:

- February 7th Tourism Infrastructure Advisory Committee Kick-off
- February 7/8th Focused Conversations (City/Stakeholders)
- February 1- Feb 15th Business and Tourism NGO Survey and Expressions of Interest for Project Ideas
- February 28th/Mar 1st Tourism Infrastructure Advisory Committee RDS Workshop
- March 15th Draft Resort Development Strategy
- April 2019 Final Resort Development Strategy for Consideration

If you have any questions or comments, please contact Ingrid Bron, Director of Community Economic Development at the City of Revelstoke at cedev@revelstoke.ca.

Luna Festival

