



RESORT DEVELOPMENT STRATEGY

City of Revelstoke

2025-2027



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Contents

- Acknowledgements 3**
- 1.0 Background 4**
- 2.0 Tourism Industry context 5**
- 3.0 Destination Management Plan (DMP) 7**
- 4.0 SWOT Analysis 8**
- 5.0 RDS Vision 9**
- 6.0 RDS Goals..... 10**
- 7.0 Stakeholder Consultation 11**
- 8.0 Linkages to Other Plans 11**
- 9.0 RMI Projects..... 13**
- Appendix A: Project Overview Form..... 14**
- Appendix B: Draft Three-Year RDS Financial Plan 35**

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- Meghan Tabor
- Peter Nielsen
- Steve Bailey
- Leah Allison
- Carol Palladino
- Kate Roberts
- Eric Scarcella
- Layla Rundle
- Teena Rumak
- Meghan Porath

Additional Tourism stakeholders from the following organizations also provided valuable input to the Resort Development Strategy:

- Revelstoke Chamber of Commerce CEO, Caroline Lachapelle
- City of Revelstoke Director of Parks, Recreation and Culture, Laurie Donato
- City of Revelstoke Director of Engineering and Public Works, Steve Black

1.0 Background

Revelstoke is located within the Columbia Mountains in the Interior of British Columbia 641 km east of Vancouver, B.C., and 415 km west of Calgary, Alberta. Situated on the Columbia River between the Selkirk and Monashee Mountain Ranges, Revelstoke has a spectacular setting on the main east-west transportation corridor, the Trans-Canada Highway, through British Columbia. Revelstoke has transportation and economic ties with neighbouring geographic regions such as the Kootenays, the Shuswap and the North Okanagan. Approximately 9,171 people live in Revelstoke (estimated for July 2024, Data source: Statistics Canada Population Estimates)

While Revelstoke's economy is diverse, four business sectors including forestry, tourism, construction and transportation are the major source of income for Revelstoke residents. As of 2021, eight employers including Downie Timber, CP Rail, RMR, Interior Health, Parks Canada, City of Revelstoke, School District #19, and BC Hydro had over 100 workers each and represented approximately 30% of the workforce

(Census data 2021). These businesses bring stability and high wages to the community and are essential to Revelstoke's economic health. It should be noted that these three key sectors are largely active outside the municipality itself. The Columbia Shuswap Regional District surrounding the municipality is the land-base for the extraction of resources, generation of hydroelectric power, and access to backcountry recreation including provincial recreation sites and two national parks, which together with the ski resort drive tourism activity.

Revelstoke is located in the traditional, ancestral, unceded territory of the Sinixt, the Ktunaxa, the Secwepemc, and the Syilx peoples. They have lived and gathered here since time immemorial to fish, harvest, and to trade and transport goods by using trails and waterways. Historically, Revelstoke has continued as a hub for harvesting, resource extraction, transportation, recreation, and culture. In the past century, industries including mining, forestry, rail, and hydro-electric power generation have been prevalent. Today the City is a key service centre for transportation, resource-based commerce, and recreation throughout the region, with arts, culture and technology emerging as important sectors of growth. Development of Revelstoke Mountain Resort (RMR) for almost two decades has continued to put a spotlight on tourism, and related service industry sectors have grown and generated significant construction activity, providing economic opportunity for local contractors and those in the region. While the City can expect to see an increase in the tourism economy as development at the resort continues, the traditional industries that helped shape Revelstoke continue to be important contributors to the local and regional economy.

The number of business licenses issued by the City has increased steadily since the development of Revelstoke Mountain Resort, from an average annual total of 700 to an annual total of over 1,300. The value of building permits for renovation and new construction issued by the City of Revelstoke has also increased since the inception of the Resort Municipality Initiative (RMI) program. From an average of \$35 million in 2020 to \$50 million in 2024.

Revelstoke continues to develop its tourism sector into an all-season playground. Outdoor adventures take advantage of our breathtaking scenery in the form of downhill Skiing/Snowboarding, Heli & Cat Skiing, Snowmobiling, Hiking, Mountain Biking, Climbing, Paddle Sports, and many more. Additionally recreational amenities include a full-service community centre and senior's activity centre, an 18-hole golf course, bowling lanes, fitness centres, tennis/pickleball courts, skating arena, curling rink, skateboard park and indoor aquatic centre. The area boasts two national parks, three provincial parks, several municipal parks, hot spring developments, and an abundance of camping opportunities.

A major four-season resort, Revelstoke Mountain Resort (RMR), opened in 2007 and continues to develop. The resort, only minutes from the downtown core, boasts the most vertical in North America at 5,620 feet. The resort is currently in phase 2 of development. Continuation of the construction of the Cabot golf course development, construction of employee housing, construction of a new slopeside hotel and conference centre, and the expansion of summer offerings including new mountain bike trails, and a suspension bridge.

Although Revelstoke is located on the Trans-Canada Highway and the main Canadian Pacific Rail (CPR) railway, transportation to the community can be challenging, particularly during the winter months when the highway is subject to road closures to prevent avalanches. These closures affect the highway both east and west of the community. This can be problematic for the tourism sector as the highway is the only link to major markets and to the main airports.

As there is a large volume of traffic on the Trans-Canada, and it is only a two-lane highway both east and west of Revelstoke, the highway can also be closed at other times of the year due to accidents. CPR operates the main railway that passes through Revelstoke. Despite lobbying by the municipal government and the business community, there is very little incentive for CPR to consider leasing its track for passenger rail service to the community. CPR's main business is moving freight. If rail time was offered for a passenger service, this would displace freight trains. To compensate for revenue foregone by displacing freight trains, CPR would have to charge a lease rate to the passenger train operator that makes the cost of the service prohibitive.

The City of Revelstoke is currently reviewing the operational model of its small, local airport with the goal of expanding the summer air traffic market. The increasing popularity of Revelstoke as a summer destination has highlighted the demand for more accessible flight options. While a feasibility study was conducted for winter operations, several physical limitations have hindered the provision of reliable service during the colder months[1]. These limitations include infrastructure constraints and weather-related challenges[1]. However, the city is optimistic about the potential for growth in summer air traffic, which could significantly enhance the accessibility and appeal of Revelstoke as a year-round destination[2].

References

[1] [RESORT DEVELOPMENT STRATEGY - Revelstoke](#)

[2] [Development Plan - Revelstoke Airport - HM Aero Aviation Consulting](#)

Finding ways to maximize peak seasons and grow overnight visits during the shoulder (spring and fall) seasons is a high priority along with turning summer and shoulder season overnight visits into multiday stays. Providing exceptional visitor services and remarkable experiences through consistent levels of service is core to the success of Revelstoke.

2.0 Tourism Industry context

GDP for the provincial economy as a whole was up +9.6% over 2022. In 2023, tourism contributed 3.1% or \$9.7 billion of value added to the BC economy, as measured through GDP (in 2017 constant dollars). The contributions of the tourism industry in 2023 was above all other primary resource industries. Tourism experienced the greatest impact of COVID-19 compared to any other primary resource industry in 2020 (declined -46.3% from 2019) however, in 2023, tourism's recovery rate was the strongest (increased +10%

over 2022).¹

Tourism employment is still returning to pre-pandemic levels. In 2023, Tourism employed 125,681 people, a 7.9% increase over 2022. Wages and salaries also increased to \$5.9 billion, up 11.8% over 2022. The Destination Marketing and Management Organization will be completing a value of tourism report in 2025.

Revelstoke Target Markets

Primary Canadian markets include BC and Alberta, and US markets of Washington and California. Secondary markets include Ontario and Quebec. The current state of the US Tariff war will change the landscape for all visitors. Tourism Revelstoke will continue to work closely with Destination BC and Destination Canada to create flexible plans to help communities navigate these challenges.

Revelstoke	Destination British Columbia
Primary: Canada (BC, AB), US (WA, CA) Secondary: Canada (ON, QC, SK) Secondary: International (AUS, UK, GER) Winter: US (CA, WA, CO, UT)	Primary: Canada (BC, AB, ON) Secondary: US (CA), UK, GER, AUS, Mexico, China Monitor: France, Netherlands, S. Korea, Japan, India

In the 2023-2028 Five Year Strategic Business Plan, passion based marketing is a core focus. Visitors who travel for a passion spend more money and stay longer. These visitors are our best sustainable opportunity - they are steps above average or aspire to excel at their passions. This audience is not generic and fits into our community of like-minded people who are just as committed to the mountains and associated activities.

NATURE AND WILDERNESS

Seasons for attraction: Summer and Shoulder

Target Demographic: ALL

Looking for:

Hiking, National Parks (Inland Temperate Rainforest Experiences, Wildflowers), Mountain Biking, Lake Revelstoke & Water Activities [Paddle sports (Rafting, Canoeing, Kayaking, SUP), Fishing], Golf

SKI/SNOWBOARD & SNOWMOBILE

Season for attraction: Winter

Target Demographic: Millennials

Looking for:

Lift Skiing (Revelstoke Mountain Resort), Heli Skiing, Cat Skiing, Nordic Skiing, Backcountry Skiing (Guided & Independent), Snowmobiling (Guided/Rentals & Independent)

CULTURAL INTEREST

Seasons for attraction: Summer and Shoulder

Target Demographic: ALL

Looking for:

Health & Wellness Experiences, Music and Arts Festivals, Arts and Culture Downtown, Craft Brewing / Distilling & Culinary Experiences

¹ Destination BC [Industry Performance - Destination BC - Destination BC](#)

Millennials - Key winter traveller Experiences:

- Passionate about their winter sports (skier, snowboarder, sledder), type 2 & 3 fun enthusiasts
- Strong visitor demographic to Revelstoke and CSRD Area B with significant social advocacy
- Highly engaged in social media, post details of trips
- Would rather spend money on a desirable experience or event than buying something
- Comfortable working remotely, can take last minute trips (to chase the snow etc.)
- Activities may include craft beer, unique experiences, supporting local
- More conscious of their environmental impact, seek more sustainable experiences
- Looking for health and wellness opportunities (which could include participating in their passion)
- Looking for unique, local experiences
- Environmentally conscious

Mature Traveller - Key frequent independent traveller (FIT) for summer and shoulder season travel Experiences:

New empty nesters looking to keep active and meet like minded people, type 1 & 2 fun enthusiasts

Looking for 'softer' adventure experiences, but they want to stay active

Prefer to travel spring, summer and fall

Interested in arts, culture, nature, health, wellness

Are tech savvy, or becoming more tech savvy with each year

Spend a lot of time in the research/planning phase

Take multiple trips per year

Will splurge on 'bucket list' trips and experiences, desires excellent dining experiences

Active Families (25-50 year old) - Key travel market for summer & holiday travel, good potential to lengthen overnight stops Experiences:

They crave adventure travel and nature with active experiences

Discriminating, passionate, and particular

Explore further; interested in popular tourism attractions

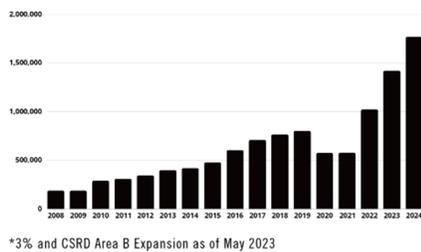
Looking for a holiday that offers a diverse range of activities

Often on a budget, needs a destination of good value

Influenced by peers, social media and reviews, word of mouth

2008	-\$187,223
2009	-\$289,348
2010	-\$310,215
2011	-\$343,281
2012	-\$399,078
2013	-\$419,428
2014	-\$478,233
2015	-\$537,988
2016	-\$603,584
2017	-\$709,061
2018	-\$766,253
2019	-\$802,523
2020	-\$574,464
2021	-\$577,237
2022	-\$1,022,849
2023	-\$1,420,636*
2024	-\$1,770,086
TOTAL	=\$11.2M

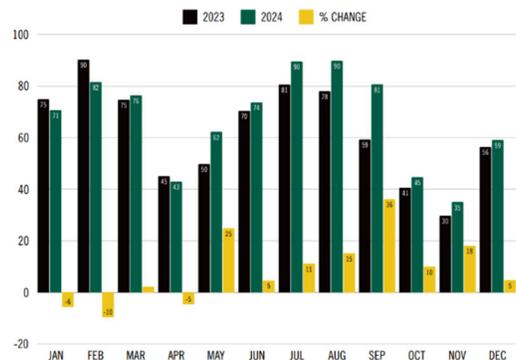
MRDT - GENERAL



*3% and CSRD Area B Expansion as of May 2023

HOTEL OCCUPANCY (%)

Percentage of hotel rooms occupied during a specific period



In May 2023, the MRDT collection area was expanded to include the Columbia Shuswap Regional District (CSRD) Area B and changed the rate from 2% to 3%. Room revenue data for 2024 shows an increase in shoulder season visitation.

3.0 Destination Management Plan (DMP)

Collaboration between the City of Revelstoke, Tourism Revelstoke, Revelstoke Chamber of Commerce, Community Futures Revelstoke and other stakeholders developed the Destination Management Plan. This plan is a shared statement of intent to manage a destination over a stated period of time. Revelstoke

continues to grow as a popular tourist destination, and the DMP is essential in the planning and management of visitors to allow growth while benefiting the community.

4.0 SWOT Analysis

Strengths, Weaknesses, Trends-Opportunities, Threats

Strengths	Weaknesses
<p>Environment/Natural Products</p> <ul style="list-style-type: none"> • Natural products (National Park, water, trails); big mountains, physical geography is BIG • Numerous attractions/recreational experiences • Diverse experiences including low impact outdoor options • Rare and unique environment • Legendary mountain resort <p>Community</p> <ul style="list-style-type: none"> • Incredible (strong sense of) community, vibe; passionate community, authentic community as backdrop; high engagement by residents in quality of life; existing wisdom – from long-time residents to newcomers • Engagement with NPOs and other tourism stakeholders who offer programming; strong NPOs • Strong business community • Economic Diversity – rounds out community • Brand loyalty/advocacy from the community – proud to call Revelstoke home <p>Town Assets</p> <ul style="list-style-type: none"> • Strong heritage remains within the town of Revelstoke • Significant increase in electric car charging stations • Proximity to Highway 1 <p>Tourism Revelstoke (organization)</p> <ul style="list-style-type: none"> • Good team at Tourism Revelstoke; excellent organization and financial oversight, and management • Effective branding, media relations and marketing; new website • Shifting focus from solely marketing to include destination management • Unique partnership with City and Chamber, strong partnerships with RMR, Parks Canada, NPOs,etc. <p>Diverse board of tourism stakeholders</p>	<p>Offerings</p> <ul style="list-style-type: none"> • Limited shoulder season offerings • Limited offerings for people with accessibility issues • Few low-budget opportunities for low-income individuals/offerings cater to elite demographic • Lack of diverse market • “Just a stop on a road trip” / not a destination in the summer • Some local stakeholders lacking a voice around city revitalization needs and capital projects <p>Affordability and labour</p> <ul style="list-style-type: none"> • Lack of affordability and affordable housing • Income disparity • Labour/staffing shortages <p>Infrastructure and access</p> <ul style="list-style-type: none"> • Limited infrastructure (e.g., parking, highway access, transportation options to, from and within) • Parts of town are worn out and tired • Infrastructure older and failing • Lack of sustainable funding for trails, water access, etc. • Lack of direct air access <p>Other</p> <ul style="list-style-type: none"> • Undefined carrying capacity • Polarization between development and industry vs conservation and environmental stewardship • Lack of planning for visitor management in highway closures

<p>Visitor experience/offerings</p> <ul style="list-style-type: none"> • Revelstoke Ambassador program • Invested in arts and culture events & offerings • Increased accessibility in town & in the outdoors • Accessible Visitor Centre and Roaming team 	
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> • Tourism growth trends, e.g., popularity of nature & wilderness / mountain sports • Workcations/longer stays, meaningful travel experiences • DBC focus on ‘high potential’ destinations & geographic dispersion, allure of unfamiliar destinations • Growing world interest in environmental stewardship and responsible travel (affecting travel choices) • Desire to support local communities through “philan-tourism” • Tourism as a gateway to entrepreneurship & resident attraction • Golf will become a significant market segment with the projected launch of a new golf course in 2027 	<ul style="list-style-type: none"> • Climate change; wildfires; floods • Community resistance to tourism and over-tourism concerns • High cost of living / lack of affordable housing / staff accommodation • Increase in backcountry access without compliance/knowledge, illegal camping • Power grid threats • Supply chain issues • Possible environmental or conservation restrictions (e.g., Caribou closures) • Rising gas costs/taxes • Economic instability

5.0 RDS Vision

The RDS vision considers both the community vision from the Official Community Plan and the vision of Tourism Revelstoke that is embedded in the Five-year Strategic Business Plan.

REVELSTOKE OFFICIAL COMMUNITY PLAN VISION (2022)

Revelstoke will pursue a sustainable mountain community by balancing environmental, social economic and cultural values within a local, regional, and global context. Our rich heritage and stunning natural environments inspire us to be forward thinking, inclusive, resilient, and welcoming. We will create a supportive, vibrant community for those that live, work, and visit here today and in the future.

Community priorities include a range of housing options and affordability, environmental protection and stewardship; climate change action; personal and community economic growth and stability; a responsive and caring social support system; opportunities for lifelong learning; fostering of diverse cultural and spiritual values; a range of recreation and activities for residents and visitors.

TOURISM REVELSTOKE VISION

Revelstoke is a world-class destination while being an authentic and vibrant community.

RDS 2025-2027 VISION

The following RDS vision statement was approved after considering the OCP and Tourism Revelstoke

visions:

Revelstoke will pursue a sustainable mountain community by balancing environmental, social economic and cultural values within a local, regional, and global context. We are a world-class destination while being an authentic and vibrant community for our residents.

6.0 RDS Goals

Goals of the RDS take into consideration the priorities of the current Revelstoke Five-year Strategic Business Plan and Revelstoke’s Destination Management Plan:

Priority #1: A Year-Round Destination

Goal 1: Increase visitation throughout the year, target shoulder season, and position us as a place to visit year-round

Priority #2: A Multi-Day Stay

Goal 2: Increase the length of stay for all our visitors, target summer and shoulder season.

Priority #3: Remarkable Visitor Experiences

Goal 3: Increase visitor education about offerings

Goal 4: Increase visitor experience education and training for stakeholders and the community

Goal 5: Increase number of accessible events and amenities

Goal 6: Increase visitor satisfaction

Priority #4: Holistic Destination Stewardship

Goal 7: Increase visitor and community wide sustainability events

Goal 8: Increase support for Indigenous initiatives

Goal 9: Maintain resident quality of life

Goal 10: Increase and enhance tourism infrastructure and amenities

Goal	Measurement
Goal 1: Increase visitation through shoulder seasons (April, May, June, Oct, Nov)	MRDT growth Hotel occupancy Number of new shoulder season activities
Goal 2: Increase length of stay in summer and shoulder seasons	Accommodation length of stay MRDT growth Number of summer and shoulder season multiday events and activities
Goal 3: Increase visitor education about offerings	Number of website visitors
Goal 4: Increase visitor experience education and training for stakeholders and the community	Number of Ambassador Program participants Number of Ambassador Program courses Tourism employment data
Goal 5: Increase number of accessible events and amenities	Number of new amenities constructed Number of barrier free events
Goal 6: Increase visitor satisfaction	Net promotor score
Goal 7: Increase visitor and community wide sustainability events	Number of events supported through the Destination Management Plan
Goal 8: Increase support for Indigenous initiatives	Number of Indigenous initiatives Event length (multi-day)

	Number of new Indigenous signs and amenities
Goal 9: Maintain resident quality of life	Resident quality of life score
Goal 10: Increase and enhance tourism infrastructure and amenities	Number of new tourism infrastructure amenities Number of enhanced tourism infrastructure and amenities

7.0 Stakeholder Consultation

The development of this RDS, focused on stakeholder and public engagement through the following:

Tourism Initiatives Committee

The City of Revelstoke has a Tourism Initiatives Committee (TIC) made of members from the City, Regional District, and tourism stakeholder experts (See RDS Acknowledgements). Committee membership ensures a high-level of tourism stakeholder engagement in the process and the membership includes:

- Four (4) members of the Revelstoke Accommodation Association.
- One representative from the Chamber of Commerce
- One representative from Tourism Revelstoke
- One representative from Revelstoke Mountain Resort
- One representative from the Arts and Culture sector
- One representative from the outdoor recreation/operator sector
- Two members of the public at large who shall be appointed by Revelstoke City Council.
- One member of City Council

The committee met four times over the course of RDS development:

September 2024: Kick off meeting to discuss City capital infrastructure projects and forecasted budgets

January 2025: Review of RDS timelines, SWOT analysis review and communication options including stakeholder survey and TalkRevelstoke.ca public communications

February 2025: Review updated RDS timelines and new RDS guidelines, stakeholder survey results.

April 2025: Review of RDS measurable goals, review draft RDS

Other Stakeholders

Beyond the TIC engagement the draft RDS is also being made available to the following organizations for comment:

Indigenous tourism stakeholders

General Public, via TalkRevelstoke, social media, newsletters

Environmental organizations

City of Revelstoke Management Staff

Tourism Revelstoke board and stakeholders

Letters of support from key tourism stakeholders are attached in the Appendix.

8.0 Linkages to Other Plans

The RDS aligns with the Strategic Framework for Tourism in British Columbia as follows, referencing the three pillars and commensurate goals:

PEOPLE: Tourism Supports Healthy, Inclusive Societies

The City of Revelstoke Resort Development Strategy promotes healthy, inclusive societies by engaging the community in tourism planning, developing accessible infrastructure, showcasing local cultures, supporting health and wellness activities, creating economic opportunities, and ensuring social equity in

tourism benefits.

PLANET: Harness Opportunities for Tourism to Contribute to Clean Growth

The City of Revelstoke Resort Development Strategy aims to build a cleaner tourism industry by collaborating with partners to address climate risks, adopting sustainability practices, investing in infrastructure to reduce emissions, and promoting responsible outdoor recreation and visitor education to preserve B.C.'s natural spaces.

PROSPERITY: Sustainable Growth of the Visitor Economy

The City of Revelstoke Resort Development Strategy supports sustainable growth of the visitor economy by developing a strong tourism workforce, investing in unique strengths, promoting year-round visitation, encouraging regional attraction, and implementing effective destination management practices. These efforts aim to ensure long-term prosperity and sustainability for Revelstoke's tourism industry.

The following related planning documents were reviewed for input into this iteration of Revelstoke's Resort Development Strategy:

[City of Revelstoke Official Community Plan \(2022\)](#)

[City of Revelstoke Resort Development Strategy 2022-2024](#)

[Destination Management Plan](#)

[Five Year Strategic Business Plan for Tourism Revelstoke 2023-2028](#)

[Parks and Recreation Masterplan 2022](#)

[Transportation Masterplan 2023](#)

[Wayfinding Strategy](#)

9.0 RMI Projects

For the updated 2025-2027 RDS, overall anticipated revenue (minus annual administrative funds) of \$2,636,014 has been apportioned roughly in the following manner:

80% - Resort Infrastructure (Capital Projects) totaling \$2,145,000

18% - Resort Services (Programs and Events) totaling \$491,014

Revelstoke's RDS 2025-2027 includes five Tourism Infrastructure/Amenities/Capital projects and two Tourism-related Events/Services projects

Tourism Infrastructure, Capital, or Amenities:

1. Community Connectivity – Trails
2. Community Connectivity – Buses
3. Wayfinding Signage
4. City Park upgrades
5. Recreation Trails and amenities
6. Arts & Culture Infrastructure

Tourism Related Events and Services projects:

1. Events
2. Services

Appendix A: Project Overview Form

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Community Connectivity – Trails Strategy Phase 3		<u>Project Lead</u> Director of Engineering & Public Works	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-05-01	<u>Completion Date</u> 2027-12-31

Project Description & Rationale Please provide a brief description of and rationale for the project.

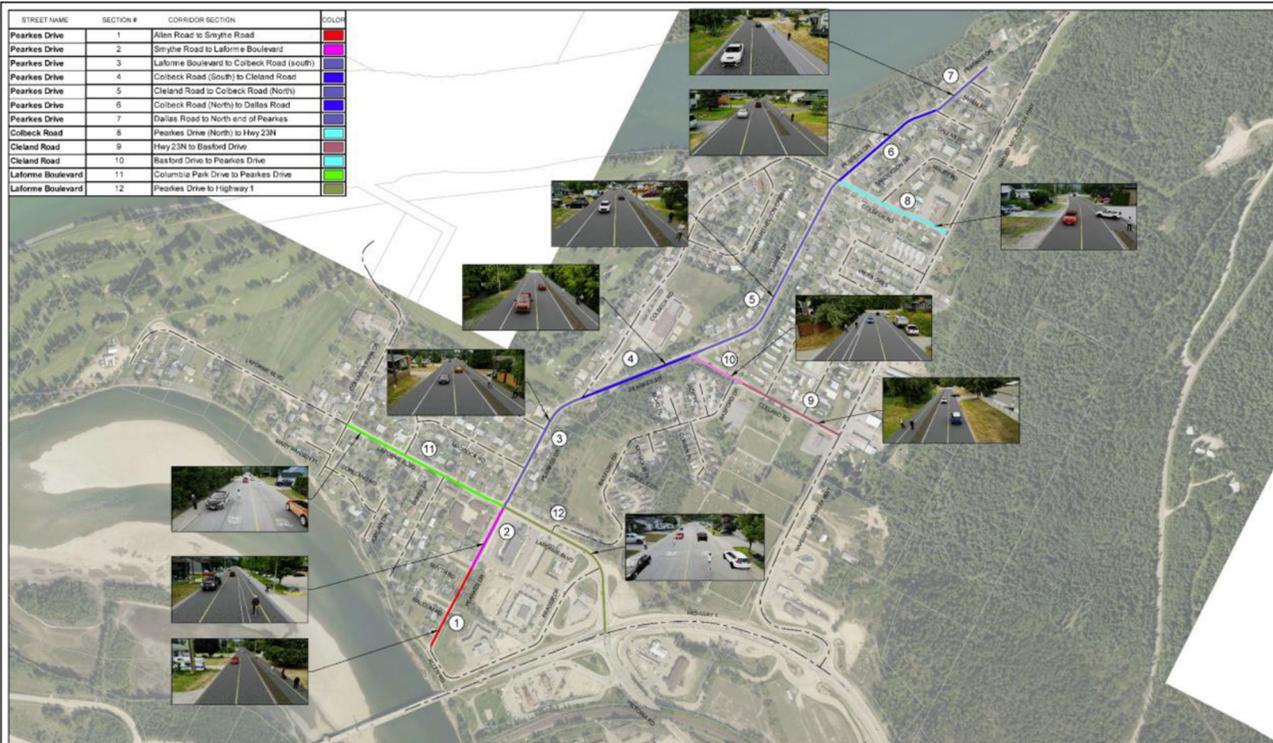
This project is focused on developing connecting commuter trails to help people use safe and sustainable transportation to key visitor attractions including tourists, staff, and residents. A fulsome view (completed and future phases) connects each many key pieces of visitor amenities from the North end of Revelstoke to the downtown core, and to the Resort Lands in the South. Phase III will provide visitors with access along the existing greenbelt pathway along the Columbia River to many of the hotels, gas stations, liquor stores, restaurants, the Revelstoke Golf Club, and Mount Revelstoke National Park trail network in the Columbia Park neighborhood. The project includes paved pathways, wayfinding signage, and multi-use pathway lighting.

Several sections of the new Multi-Use Pathway (MUP) are in progress or completed to improve connectivity between the Resort, Arrow Heights neighborhood, and downtown core. These include:

- Connector between Resort and Nichol Road (spring 2025 – Revelstoke Mountain Resort provided this section)
- Connector between Nichol Road and Airport Road (completed in 2024)
- Connector between Airport Road and Fourth Street Bridge, where the Greenbelt trail network begins (completed in 2023)

Development of Trails or Multi-Use Pathways (MUPs) are guided by the Transportation Master Plan, the Parks and Recreation Master Plan, Trails Strategy, and Official Community Plan. The Destination Management Plan also compliments the active transportation network for sustainable and responsible tourism.

External funding sources will cover the bulk of the trail development costs, leveraging the RMI funds allocated to MUPs.



Detailed Project Works Please describe the detailed project works that will be completed with RMI funds.

The next phase of the MUP network includes connecting Columbia Park (north end of town) and key recreational amenities, such as the Revelstoke Golf Course and the Mount Revelstoke National Park to the downtown core and Big Eddy neighborhoods. Funding will provide:

- Paved multi-use pathway
- Signage
- Pathway lighting
- Painted line for directional separation

Additional amenities in this project could include benches, garbage receptacles, and Indigenous cultural signage.

Project Goal(s) Please describe which of your RDS goals this project will support.

Goal 1: Increase visitation through shoulder seasons

Goal 4: Increase the number of accessible events and amenities

Goal 6: Increase visitor satisfaction

Goal 8: Increase support for Indigenous initiatives

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Development of the MUPs and related amenities including signage and street furniture will help to enhance and diversify infrastructure to attract visitors, encourage longer stays and broaden the appeal of the resort community for year-round visitation. Development of MUPs will also improve the accessibility to tourism infrastructure and amenities throughout the community.

2. Deliver remarkable visitor experiences

Creation and linking MUPs to existing trail networks will provide better access to tourism-related services, programs and events that will contribute to a positive visitor experience. Development of Indigenous and other cultural signage will showcase local and Indigenous cultural tourism. Better active transportation linkages throughout the community will help to attract and retain labour to improve tourism business operations and the visitor experience.

3. Implement sustainable tourism projects and initiatives

Creation of new MUPs and linkage to existing trail networks will enhance sustainability, minimizing tourism impacts, mitigate climate change, and better maintain our natural environment. Interpretive signage will increase awareness of sustainable practices and influence responsible tourism from visitors.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Key master plans and the Trail Strategy promote accessibility upgrades to City trails and amenities. Design standards for MUPs (Multi-Use Pathways) are fully accessible and enable more effective emergency planning.

MUPs promote more sustainable methods of transportation, such as cycling and walking.

Guided by the Transportation Master Plan, Parks and Recreation Master Plan, Official Community Plan, and supported by the Destination Management Plan, opportunities for increased e-charging capacity, improved air quality, reduced traffic, improved safety and reduction of greenhouse gas emissions.

Indigenous cultural signage is under development for our commuter trail networks that will promote Indigenous history and cultural values to visitor and residents.

Multi-use pathways have been identified in the BC Ministry of Emergency Management and Climate Readiness to support emergency operations by serving as:

- Evacuation routes during fires etc

- Access routes for emergency responders
- Staging areas for support services such as ESS, where road access/space is limited.

Funding Sources

Total RMI Funding	\$1,010,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other - BC Active Transportation Infrastructure Grants Program	\$500,000
Total Cost of Project	\$2,567,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Intracommunity Connectivity – Shuttle Bus		<u>Project Lead</u> Director of Engineering & Public Works	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> New	<u>Start Date</u> 2025-01-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>This project is focused on helping people, including tourists, employees, and residents, get to key visitor attractions and includes the possible purchase of larger used and/or upgrades to existing shuttle buses, bus shelter, and/or related amenities on bus routes.</p> <p>Transit users have increased significantly over the past few seasons, with a full summer shuttle service being offered since 2024.</p> <p>The shuttle service transports visitors and tourism business workers from key locations including accommodation properties in the community to and from the ski hill.</p> <p>The City has been working with the shuttle operator and BC Transit to try and amalgamate the regular BC transit system with the resort shuttle service. The partially amalgamated system has increased the number of pick up/drop off locations and created an efficient visitor transit system, reducing the use of vehicle traffic. The current shuttle fleet is aging and requires additional maintenance and eventual replacement. The City will continue discussions with BC Transit while continuing to provide the current service but will require options for the aging shuttle fleet.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <ul style="list-style-type: none"> - Possible upgrades to two (used) buses pending final assessment may involve purchase of used vehicles pending amalgamation with BC Transit service in the community. Priority to find accessible buses to add to the fleet/replace aging buses - Building/upgrades of bus shelters, may include (dependent on site) benches, lighting, and signage - Partners to contribute signage, vehicle wrap, branding, etc. for amenities - Addition of bike racks to the newly purchased fleet. 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 5: Increase number of accessible events and amenities</p> <p>Goal 6: Increase visitor satisfaction</p> <p>Goal 7: Increase visitor and community wide sustainability events</p> <p>Goal 9: Increase resident sentiment score</p>			
<p><u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how.</p> <ol style="list-style-type: none"> 1. Develop and/or enhance tourism infrastructure and amenities Upgrading our older shuttle buses, now being used to shuttle visitors and staff to the resort lands year-round, will help enhance City infrastructure to attract visitors, encourage longer stays and broaden the appeal of the resort community beyond the main ski season to support year-round visitation. Shuttle buses also improve the accessibility to tourism infrastructure and amenities through-out the community, linking the downtown core to the Resort lands and other key tourism infrastructure. 2. Deliver remarkable visitor experiences Shuttle buses will provide better access to tourism-related services, programs and events that will contribute to a positive visitor experience. Better access to transportation links throughout the community with the addition of bike racks will help to encourage visitors to use the shuttle service during biking months. 			

3. Implement sustainable tourism project and initiatives

Encouraging visitors to use alternative transportation to reduce the number of vehicles at key visitor activities and amenities. This will mitigate climate change, minimize tourism impacts, enhance sustainability, and better maintain our natural environment.

Please indicate if the project supports one or more of the following initiatives:

- Indigenous Tourism
 Diversity & Inclusion
 Emergency Preparedness
 Sustainability

Please describe how the project supports the selected initiatives:

Guided by the Transportation Master Plan, the new service model has:

- reduced private vehicle traffic
- improved safety
- created more workforce and visitor transit users
- allows for emergency planning support to increase capacity for moving people

Funding Sources

Total RMI Funding	\$145,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$145,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Wayfinding Signage - Phase 3		<u>Project Lead</u> Director of Engineering & Public Works	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-04-01	<u>Completion Date</u> 2026-09-30
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>Fabricate and install Phase 3 signage through the community to better inform tourists of amenities, attractions, parking, safety, etc.</p> <p>Revelstoke’s Wayfinding Strategy Phase 1 and 2 are now complete.</p> <p>Phase 1 included:</p> <ul style="list-style-type: none"> - Victoria Road key visitor amenity directional signage and branding flags along the main city corridor - City Park signage – Williamson Lake and Farwell Park - Visitor arrivals sign – REVELSTOKE. (north end of Victoria Road) - Highway entrance REVELSTOKE. signs <p>Phase 2 included:</p> <ul style="list-style-type: none"> - Downtown core pedestrian directional signage - Downtown parking signage - Additional city park signage – Queen Elizabeth Park and Kovach Park - Grizzly plaza washroom signage <p>Phase 3 is being developed to fabricate and install both new signage and replacement signage in need of upgrades and alignment with the tourism brand.</p> <p>Tourism studies have indicated the importance of quality signage to assist tourists find their way into the community and locate various amenities and attractions. Feedback on both Phase 1 & 2 has been positive. Signage instills pride in the community members, highlights the community’s main tourism attributes, and helps to attract and retain visitors in the community.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>The following signage will be considered and prioritized to have the greatest impact for the visitor:</p> <ul style="list-style-type: none"> - Vehicle Directional – Primary, Secondary, Tertiary - Pedestrian Directional – Primary & Secondary - Visitor Information Kiosk - REVELSTOKE. Welcome Sign – On Townley and Fourth Street Roundabout (eastern access route) - Facility ID – Primary – Revelstoke Community Centre - Street Signs – downtown core 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 6: Increase visitor satisfaction</p> <p>Goal 8: Increase support for Indigenous initiatives</p> <p>Goal 10: Increase and enhance tourism infrastructure and amenities</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Phase 3 of the Wayfinding Signage Strategy will enhance visitor navigation, encouraging longer stays and expanding the resort community’s appeal year-round. Improved signage will make tourism infrastructure and amenities more accessible, while clear vehicle and pedestrian guidance will enhance access to tourism services, programs, and events, creating a more positive visitor experience. Additionally, the development of Indigenous and cultural signage will highlight local heritage and Indigenous tourism, enriching the region’s cultural offerings.

2. Implement sustainable tourism projects and initiatives

Creation of new signage promotes walkability, reducing vehicle dependence, and minimizing environmental impacts. Clear, well-placed signage encourages visitors to explore local attractions, businesses, and trails.

Please indicate if the project supports one or more of the following initiatives:

- Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Emergency Preparedness: visitors will be better able to navigate our city streets in accordance with traffic management objectives set out by the Transportation Master Plan

Diversity and Inclusion: signage adheres to international standards for accessibility, sitting, height, and visibility will be considered in design and installation

Indigenous Tourism signage opportunities will be integrated where possible. This could include interpretive/educational signage throughout the multi-use pathway system or city parks.

Increased signage to key tourist amenities around the downtown core and along the multi—use pathways will showcase walkability and reduce the use of visitors driving to locations.

Funding Sources	
Total RMI Funding	\$325,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$325,000

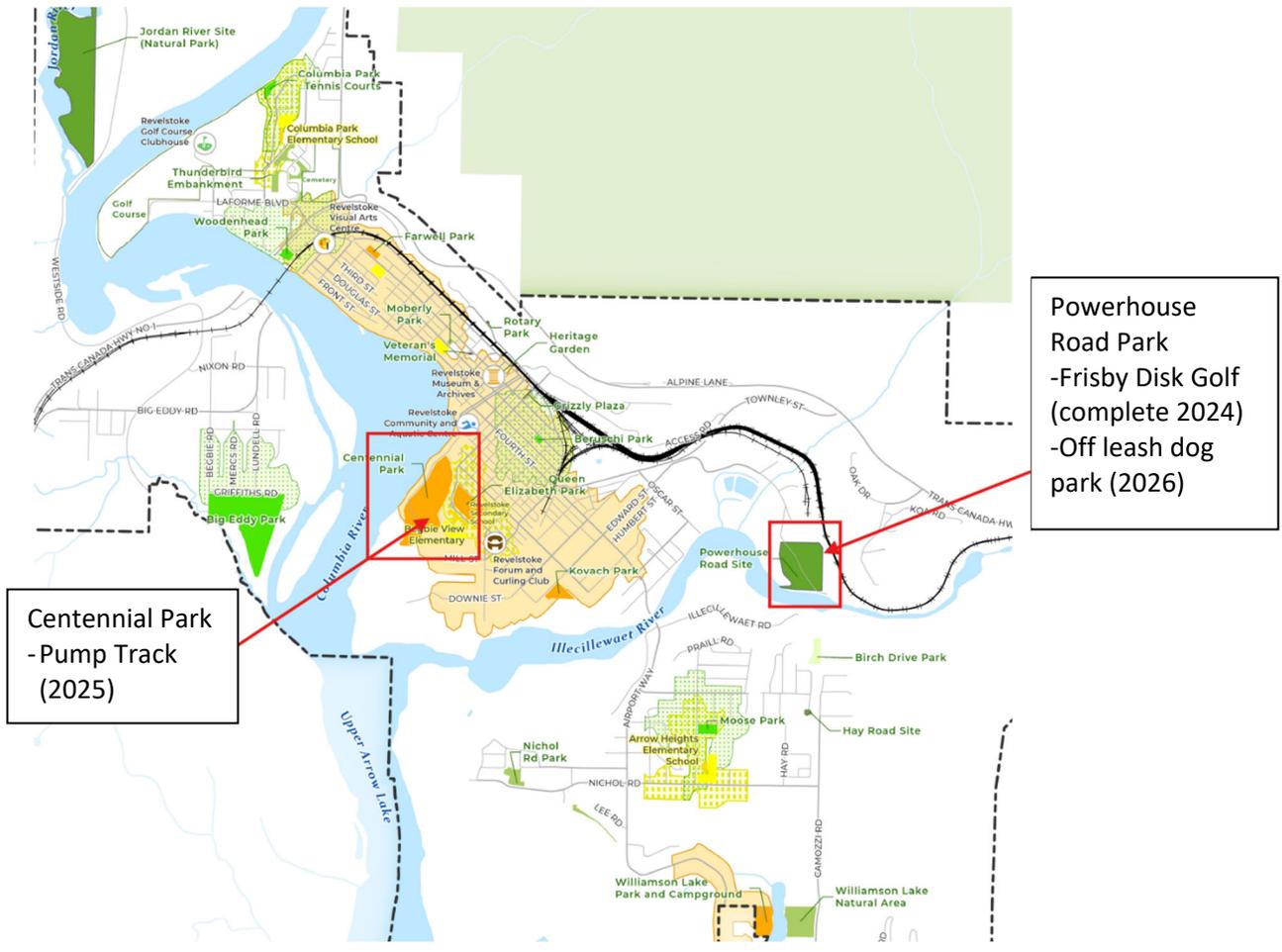
Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> City Park Upgrades – Phase 2		<u>Project Lead</u> Director of Parks, Recreation & Culture	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-05-01	<u>Completion Date</u> 2027-12-31

Project Description & Rationale Please provide a brief description of and rationale for the project.

Revelstoke is expanding visitor experiences to include soft adventures and key visitor amenities. These plans increase visitation during shoulder seasons and increase length of stays during summer months. Creating diverse and accessible offerings attracts a broader demographic of visitors. In addition, creating different opportunities in a variety of city park locations disperses visitors from heavily impacting one location.

In the 2022 Parks and Recreation Master Plan, Powerhouse Road was identified for development as a City Park. The Frisby Golf Course was constructed in 2023 at this location and a food commons area is currently being developed in collaboration with the City of Revelstoke, Local Food Initiative, and Indigenous Friendship Society. Discussions are also taking place with the local Paddle sports Association to create a staging area for whitewater events. The frisbee golf course is marketed to visitors through online channels such as seerevelstoke.com and through the Visitors Information Centre. Revelstoke Mountain Resort has also installed a Frisby golf course as a visitor amenity. Having multiple courses encourages visitors to play both courses and increase their length of stay.



A fenced off-leash dog park was also identified as a key visitor amenity through discussions held by the Tourism Initiatives Committee and Tourism Revelstoke. Tourism Revelstoke’s Visitor Satisfaction survey ranked an off-leash dog park as a key missing visitor amenity. The project was listed in the 2022-2024 RDS, but significant costs for other projects put the plan on hold. Off leash dog parks benefit visitors by creating a safe and social space to exercise their dog, enhances a visitor’s impression of the area, and contributes to a more enjoyable and pet-friendly travel experience.

The Parks and Recreation Master Plan, Tourism Initiatives Committee and visitor satisfaction surveys also identified a pump track as a key amenity for visitors that enhances Revelstoke’s appeal as a premier biking destination. Designed to be free and accessible to all, the pump track offers a fun, family-friendly space that welcomes riders of all ages and skill levels. With supporting features like benches, tables, and clear signage, it creates an inclusive environment that encourages outdoor activity with low commitment. Importantly, the pump track also serves as a valuable alternative attraction during periods of smoky weather, offering a safe and engaging option when mountain trails may be less accessible. Additional benefits include competitive opportunities for events. The new track is built to the Union of Cycliste International (UCI) standards, and includes wide, concave turns with flat bottoms for beginners and adaptive use.

Detailed Project Works Please describe the detailed project works that will be completed with RMI funds.

1. Fenced off-leash dog park
2. Pump Track
3. Parking space developed for access to dog park, frisbee golf course, and pump track
4. Landscaping and accessibility amenities to the pump track

Project Goal(s) Please describe which of your RDS goals this project will support.

Goal 1: Increase length of stay in summer and shoulder season

Goal 5: Increase number of accessible events and amenities

Goal 6: Increase visitor satisfaction

Goal 9: Maintain resident quality of life

Goal 10: Increase and enhance tourism infrastructure and amenities

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Development of a fenced dog park and a pump track will help enhance and diversify infrastructure to attract visitors, encourage longer stays and broaden the appeal of the resort community beyond the main ski season to support year-round visitation. This will also create family friendly activities in the community.

2. Deliver remarkable visitor experiences

Creation of a fenced dog park will provide a better visitor experience to those travelling with dogs, enabling them better access to tourism-related services, programs and events and contribute to a positive visitor experience.

Creation of a pump track will provide a barrier free family friendly activity with easy access using the established trail network and proximity to key community infrastructure.

3. Implement sustainable tourism projects and initiatives

Creation of a fenced dog park and pump track close to existing trail networks will encourage sustainable active transportation to and from amenities. This approach will help preserve the surrounding natural environment. Additionally, informative signage will raise awareness about sustainability, encouraging responsible tourism and fostering environmentally conscious behaviour among visitors.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

By offering a diverse, accessible, and barrier free (no cost) range of attractions such as dog-friendly spaces and family-friendly biking options, we can cater to a variety of user groups. Ease of access through clearly marked parking areas and seating creates welcoming areas within our parks. Connecting these amenities to existing trail networks will encourage sustainable transportation between amenities.

The pump track is specifically designed with inclusion and accessibility in mind. A paved pathway leads to the pump track and there is nearby parking and washroom facilities. The location is also along the greenbelt pathway network.

Funding Sources

Total RMI Funding	\$575,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	\$500,000
Other grants	\$150,000
Total Cost of Project	\$1,225,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Recreation Trails, Sites & Amenities – Phase 2		<u>Project Lead</u> Manager of Community Economic Development	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-08-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>Trail experiences are a motivating experience in the region and especially in Revelstoke. The City of Revelstoke and stakeholders are researching the economic impact of Backcountry Recreation within the City and CSRD Area B. Existing trails (cycling, hiking, Nordic, sledding, climbing, paddling, etc.). Recreation sites (climbing, water access, mountain bike jumps/courses) are managed by volunteer recreation groups in collaboration with RSTBC and require work to ensure the integrity and sustainability of trails and recreation sites.</p> <p>Previous projects completed include:</p> <ol style="list-style-type: none"> 1. Boulder Mountain - mountain bike climb trail (RSTBC approved) 2. Waterworld - Climbing access improvements (RSTBC approved) 3. Nordic Centre - Winter trail grooming 4. Alpine Club of Canada - Backcountry hiking trail tent pad installations (RSTBC approved) <p>These projects include the restorative maintenance and upgrades of trails, staging areas and recreational sites to mitigate the environmental impact of increased visitation and modify trails to diversify tourism user base. This project also includes the development of new trails, staging areas, recreational sites and amenities in collaboration with RSTBC. RMI funding is leveraged with Economic Opportunity funding when possible.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>Developed in collaboration with recreational groups and Recreation Sites and Trails BC. All projects on crown land are required to have approval from RSTBC prior to applying. Project works may include:</p> <ul style="list-style-type: none"> - Restorative maintenance of trails to environmental and increased user impacts - Trail development, including jump, park features and modification to increase user base - Development of climbing routes - Development of water access and features - Amenities may include toilets, garbage, bike racks, signage, lighting, etc. - Adaptive sports equipment and facilities - Trail and interpretive signage, include Indigenous lead opportunities 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Increase visitation through shoulder seasons Goal 2: Increase length of stay in summer and shoulder seasons Goal 3: Increase visitor education about offerings Goal 5: Increase the number of accessible events and amenities Goal 6: Increase visitor satisfaction Goal 8: Increase support for Indigenous initiatives Goal 9: Maintain resident quality of life</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Development and restorative maintenance of trails, staging areas, recreational sites, and related amenities in key recreational sites in and outside of the City will help to enhance and diversify infrastructure to attract visitors, encourage longer stays and broaden the appeal of the resort community beyond the main ski season to support year-round visitation.

Development and modification to existing trails to create a broader user base for trails, staging areas and recreational sites will create a welcoming environment allowing for diversification and barrier free access for visitors.

2. Deliver remarkable visitor experiences

Creation and linking new trails to existing trail networks will provide better access to tourism-related services, programs and events that will contribute to a positive visitor experience. Development of Indigenous and other cultural signage will showcase local and Indigenous cultural tourism.

3. Implement sustainable tourism projects and initiatives

Restorative maintenance will enhance the sustainability of current trails, staging areas, and recreational sites. Increased visitation and diversified user groups accessing trail networks cause damage to the trails, to ensure longevity maintenance and mitigation measures are required. Interpretive signage will increase awareness of sustainable practices and influence responsible tourism from visitors.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Support for adaptive sports/accessible design of pathways, trails, staging areas and recreational sites will address diversity and inclusion goals.

Opportunities for recreation groups to include cultural signage and promote cultural awareness in collaboration with Indigenous partners.

Trail upgrades, enhancements and restorative maintenance along with provisions of toilets, waste disposals will enhance the sustainability of trails systems and amenities.

Funding Sources

Total RMI Funding	\$45,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other - Economic Opportunity Fund	\$100,000
Total Cost of Project	\$145,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Arts & Culture Infrastructure – Phase 2		<u>Project Lead</u> Manager of Community Economic Development	
<u>RMI Program Category</u> Tourism Programs, Services, or Events	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-06-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>This program continues to focus on enhancing arts/culture and events infrastructure as well as downtown beautification initiatives. Projects include enhancing the downtown core with festive lighting, infrastructure for hosting events (barricades, recycling, seating, lighting, etc.), supporting new exhibits at heritage facilities, museums, and cultural spaces, and other downtown beautification and arts installation projects.</p> <p>Previous projects completed include:</p> <ol style="list-style-type: none"> 1. Art Alleries installations – downtown Revelstoke 2. ROAM art installations - Revelstoke Mountain Resort 3. Revelstoke Museum and Archives new exhibits and building banners <p>Cultural and heritage facilities across the community are important for diversifying the visitor experience and attracting visitors in the shoulder seasons. Ensuring the integrity and appearance of these facilities as one enters the community is important. Revelstoke’s downtown area is a key visitor attraction, enhancing the event infrastructure will make it easier to host events downtown.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>Project works could include:</p> <ul style="list-style-type: none"> - Focus areas on Indigenous culture opportunities, installations, and signage - Event hosting infrastructure such as barricades, seating, bike racks, recycling, waste disposal, lighting, accessibility amenities - Museum and Art Gallery permanent installations - Public art gallery/museum infrastructure upgrades - Public exhibit space and related amenities - Upgrades or new historical and/or cultural interpretation signage and installations 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Increase visitation through shoulder seasons</p> <p>Goal 2: Increase length of stay in summer and shoulder season</p> <p>Goal 5: Increase number of accessible events and amenities</p> <p>Goal 6: Increase visitor satisfaction</p> <p>Goal 8: Increase support for Indigenous initiatives</p> <p>Goal 10: Increase and enhance tourism infrastructure and amenities</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Development of arts and culture infrastructure in the community will help to enhance and diversify infrastructure to attract visitors, encourage longer stays and broaden the appeal of the resort community beyond the main ski season to support year-round visitation. Development of arts and culture spaces will also improve accessibility to tourism infrastructure and amenities throughout the community and provide barrier free access for visitors of all ages and abilities.

2. Deliver remarkable visitor experiences

Creation of new cultural spaces and amenities and provision of arts infrastructure will provide better access to tourism-related services, programs and events that will contribute to a positive visitor experience. Development of Indigenous cultural signage and infrastructure will showcase local and Indigenous cultural tourism.

3. Implementation of sustainable tourism projects and initiatives

Creation of new and upgrades of other cultural spaces and arts and culture infrastructure will enhance sustainability, minimize tourism impacts, contribute to mitigating climate change, and better maintain our natural environment. Interpretive signage will increase awareness of sustainable practices and influence responsible tourism from visitors.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Projects developed in collaboration with local arts and culture organizations and First Nation partners will be inclusive, seek to ensure a wide diversity of cultural experiences, and promote Indigenous arts and culture to support and grow Indigenous Tourism opportunities.

Funding Sources

Total RMI Funding	\$45,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$45,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Events		<u>Project Lead</u> Manager of Community Economic Development	
<u>RMI Program Category</u> Tourism Programs, Services, or Events	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-06-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>Cultural tourism is a growing and strategically important sector for Revelstoke’s tourism economy. Festivals, special events, and animation activities play a key role in attracting new visitors, enriching the visitor experience, and supporting local businesses. These initiatives align with Tourism Revelstoke’s Five-Year Strategic Business Plan, which prioritizes increasing visitation during non-peak periods and enhancing the average length of stay—already showing positive results with shoulder season stays rising from 2.0 to 2.58 nights</p> <p>Visitor feedback collected by Tourism Revelstoke consistently highlights the value of local events and cultural experiences, with many guests citing them as key reasons for visiting and as memorable highlights of their stay. These experiences not only enhance visitor satisfaction but also foster community pride and sustainable tourism development.</p> <p>To further elevate the visitor experience, animation activities—such as live music, street performances, and interactive cultural programming—will be introduced to engage visitors already in the community, ensuring a more immersive and memorable stay. These initiatives will be developed and delivered through service partnerships with key community organizations, ensuring local relevance and authenticity. RMI funding will also be available on an application basis to respond to new opportunities that have the potential to build the resort economy.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>Priority activities expected to continue include:</p> <ul style="list-style-type: none"> - Indigenous tourism/cultural events and programming including Salmon Feast, Upper Columbia Canoe Journey, National Indigenous Peoples’ Day, Truth and Reconciliation Day. - LUNA Festival, a weekend-long event in the fall which highlights musical and live street performances, outdoor installations, immerse cultural experiences, and Art Alleries installations and programming. - Revy-Live Outside – 60 evenings for live barrier free music in the downtown plaza and at key central locations for larger capacity events. Increased support for 2025-2027. - Other events may include: Live sporting events, visual arts events, museum programming, other live music, outdoor drama productions, and winter carnival events 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Increase visitation through shoulder season</p> <p>Goal 2: Increase length of stay in summer and shoulder season</p> <p>Goal 3: Increase visitor education about offerings</p> <p>Goal 5: Increase number of accessible events and amenities</p> <p>Goal 6: Increase visitor satisfaction</p> <p>Goal 7: Increase visitor and community wide sustainability events</p> <p>Goal 8: Increase support for Indigenous initiatives</p> <p>Goal 9: Maintain resident quality of life</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Support for events and festivals will showcase related development of arts and culture infrastructure in the community to attract visitors, encourage longer stays and broaden the appeal of the resort community beyond the main ski season to support year-round visitation. Development of new events and related arts and culture activities in a community/cultural space will also improve the accessibility to tourism infrastructure and amenities throughout the community and continue to support/enhance barrier free access for all ages and abilities.

2. Deliver remarkable visitor experiences

Events and festivals continue to contribute to a positive visitor experience and increase visitation in the shoulder season. Development of Indigenous cultural events and activities will showcase local and Indigenous cultural tourism.

3. Implement sustainable tourism projects and initiatives

Events and festivals showcase the creation of new cultural spaces, arts and culture infrastructure, and provide an opportunity to enhance sustainability, minimize tourism impacts, contribute to mitigating climate change, and better maintain our natural environment. Interpretive signage, outreach, communications and engagement with visitors will increase awareness of sustainable practices and influence responsible tourism from visitors during all events and festivals.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Continued partnerships and relationships with the Indigenous Friendship Society, Indigenous tourism businesses, Indigenous communities in the region, and local arts and culture organizations have led to opportunities to support Indigenous-led events and culture programming in collaboration with Indigenous community members. Support of Indigenous event and programming will be priority in partnership with local organizations. Local arts and culture organizations as well as volunteer-led recreational groups have initiated new events and programming that focus on diversity and inclusion, including family-friendly events that are barrier free.

Funding Sources

Total RMI Funding	\$270,000
MRDT Funding (if applicable)	\$750,000
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	\$75,000
Other	
Total Cost of Project	\$1,095,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Services – Ambassador Program		<u>Project Lead</u> Director, Community Economic Development	
<u>RMI Program Category</u> Tourism Programs, Services, or Events	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-05-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>The Revelstoke Chamber of Commerce’s Ambassador Program is a well-established, visitor-focused initiative that supports the goals of the Resort Development Strategy by strengthening workforce attraction and retention through accessible, incentivized training. The program equips employees, residents, and business owners with relevant local knowledge, immersive experiences, and customer service skills, empowering them to confidently represent Revelstoke and deliver exceptional visitor experiences. Originally designed for the winter service industry, the program has evolved to reflect Revelstoke’s identity as a year-round resort community. It now supports a broader range of sectors that contribute to the visitor economy, recognizing that every role plays a part in shaping the destination experience across all seasons.</p> <p>In 2025, new training modules will be introduced to expand professional development opportunities and support a resilient, high-performing and sustainable workforce. These additions align with RDS objectives by enhancing service quality, increasing visitor satisfaction, and contributing to the long-term sustainability of Revelstoke’s tourism sector. To encourage participation and community engagement, the program offers exclusive perks such as discounts from local businesses, including Revelstoke Mountain Resort. As awareness grows, the Ambassador Program Benefits Pass continues to expand, increasing its reach and reinforcing Revelstoke’s commitment to delivering remarkable, consistent, and authentic visitor experiences.</p> <p>The Ambassador Program and its evolving training offerings are a foundational component of the Chamber’s upcoming Workforce Hub, an initiative designed to enhance the quality of Revelstoke’s visitor experience by supporting the development of a skilled, tourism-ready workforce. By centralizing resources and offering targeted training, the Workforce Hub ensures that local employers and job seekers are equipped to meet the dynamic needs of the visitor economy.</p> <p>The program is aligned with the Destination Management Plan (DMP), supporting workforce development, community engagement, and promotion of Revelstoke as a leading destination. It emphasizes climate and environment non-profits to amplify their initiatives. The program also seeks to strengthen relationships with neighboring First Nations by exploring opportunities for collaboration on events and programs, and is committed to integrating First Nations history into tourism experiences.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>Ambassador Program includes:</p> <ol style="list-style-type: none"> 1. Welcome Week event for newcomers to the community (Winter launch event) 2. In-person and online training sessions promoted to workers 3. Resource development 4. Ambassador meet up and events 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 2: Increase length of stay in summer and shoulder seasons</p> <p>Goal 3: Increase visitor education about offerings</p> <p>Goal 4: Increase visitor experience education and training for stakeholders and the community</p> <p>Goal 6: Increase visitor satisfaction</p> <p>Goal 9: Maintain resident quality of life</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Further development of the Ambassador Program will provide training to front-line workers in the tourism sector which will also improve accessibility to tourism infrastructure and amenities through-out the community and continue to support/enhance barrier free access for visitors of all ages and abilities.

2. Deliver remarkable visitor experiences

Delivery of these services will contribute to a positive visitor experience and showcase local cultural tourism. The delivery of the Ambassador Program will help to attract and retain labour to improve tourism businesses' operations and the visitor experience.

3. Implement sustainable tourism projects and initiatives

Education and training provided via the Ambassador Program will increase awareness of sustainable practices and influence responsible tourism from visitors

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

The Ambassador Program supports diversity and inclusion via education and training for all front-line workers in the tourism and hospitality sectors, and via communication with visitors about the accessibility of services, events, and programming as well as accessibility of various recreation sites and tourism amenities.

Funding Sources

Total RMI Funding	\$90,000
MRDT Funding (if applicable)	\$15,000
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$105,000

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Services – Shuttle Service		<u>Project Lead</u> Director of Engineering and Public Works	
<u>RMI Program Category</u> Tourism Programs, Services, or Events	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-05-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>The Shuttle Bus service transports visitors and resort workers from accommodation properties in the community to the ski hill and other key tourism amenities/attractions year-round. Additional service can include increased service to the Nordic Ski Centre for events and/or weekends.</p> <p>Transit ridership has increased significantly over the past few seasons, with a full summer shuttle service being offered since May 2024. A new golf course is planned to open in the summer of 2026, which will increase the numbers of visitors in the community and increase the shuttle service, which is vital to the destination.</p> <p>The City has been working with BC Transit to try and amalgamate the regular BC Transit system with the resort shuttle service. This amalgamation would increase the number of pick up/drop off locations and create an efficient visitor transit system, reducing the use of vehicle traffic. The City will continue discussions with BC Transit while continuing to provide the current service.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>Shuttle Service</p> <ul style="list-style-type: none"> - Based on service levels developed in collaboration with Resort, hotels, and Tourism stakeholders annually prior to the season opening - Funding leveraged with Resort, Tourism stakeholders (MRDT), and Economic Opportunity Fund - Extension of routes or special event services could include Nordic Centre, new hotel accommodations, and housing developments as they come online 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Increase visitation through shoulder season</p> <p>Goal 3: Increase visitor education about offerings</p> <p>Goal 4: Increase visitor experience education and training for stakeholders and the community</p> <p>Goal 5: Increase the number of accessible events and amenities</p> <p>Goal 6: Increase visitor satisfaction</p> <p>Goal 7: Increase visitor and community wide sustainability events</p> <p>Goal 9: Maintain resident quality of life</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

1. Develop and/or enhance tourism infrastructure and amenities

Funding for the Shuttle Bus service will enhance access to key tourist attractions/amenities, recreation and arts and culture infrastructure attracting visitors, encouraging longer stays and broaden the appeal of the resort community beyond the main ski season to support year-round visitation.

2. Deliver remarkable visitor experiences

Delivery of these services will contribute to a positive visitor experience and showcase local cultural tourism.

3. Implement sustainable tourism projects and initiatives

The shuttle bus service will enhance sustainability, minimize tourism impacts, contribute to mitigation climate change, and better maintain our natural environment.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Shuttle Bus service supports emergency preparedness with the ability to move visitors between locations during emergencies, in a manner that also supports sustainability and mitigation of visitor traffic to our region

Funding Sources

Total RMI Funding	\$148,916
MRDT Funding (if applicable)	\$700,000
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other - Partnerships with RMR and Economic Opportunity Funds	\$1,275,000
Total Cost of Project	\$2,123,916

Appendix B: Draft RDS Financial Plan

	2025	2026	2027	Total RMI Allocation
Carryover from previous year	\$ 131,075	-\$ 86,894	-\$ 5,947	
Interest earned on carryover	\$ -	\$ -	\$ -	
RMI Funding	\$ 860,947	\$ 860,947	\$ 860,947	\$ 2,582,841
Total Funds Available	\$ 992,022	\$ 774,053	\$ 855,000	\$ 2,713,916
Anticipated Spending				
2022 - 2024 Carry Over Projects: (Projects must be complete with all funds spent by March 3)				
Community Connectivity - Trails	\$ 85,072	\$ -	\$ -	\$ 85,072
Services - Shuttle	\$ 46,003	\$ -	\$ -	\$ 46,003
Subtotal	\$ 131,075	\$ -	\$ -	\$ 131,075
2025 - 2027 RDS Projects				
Tourism Infrastructure, Amenities, or Capital Purchases:				
Community Connectivity - Trails Phase 3	\$ 199,928	\$ 350,000	\$ 375,000	\$ 924,928
Community Connectivity - Buses	\$ 145,000	\$ -	\$ -	\$ 145,000
Wayfinding Signage Phase 3	\$ -	\$ 50,000	\$ 275,000	\$ 325,000
City Park Upgrades Phase 2	\$ 400,000	\$ 175,000	\$ -	\$ 575,000
Recreation Trails & Amenities Phase 2	\$ 15,000	\$ 15,000	\$ 15,000	\$ 45,000
Arts & Culture Infrastructure Phase 2	\$ 15,000	\$ 15,000	\$ 15,000	\$ 45,000
Sub Total	\$ 774,928	\$ 605,000	\$ 680,000	\$ 2,059,928
(Minimum 70% over 3 year term)			80%	
Tourism Services, Programs or Events:				
Events	\$ 90,000	\$ 90,000	\$ 90,000	\$ 270,000
Services - Ambassador Program	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000
Services - Shuttle	\$ 32,913	\$ 35,000	\$ 35,000	\$ 102,913
Sub Total	\$ 152,913	\$ 155,000	\$ 155,000	\$ 462,913
(Maximum 30% over 3 year term)			18%	
Administration:				
Program Staff	\$ 10,000	\$ 10,000	\$ 10,000	\$ 30,000
Travel to Spring RCC	\$ 2,000	\$ 2,000	\$ 2,000	\$ 6,000
Performance Measurement	\$ 8,000	\$ 8,000	\$ 8,000	\$ 24,000
Sub Total	\$ 20,000	\$ 20,000	\$ 20,000	\$ 60,000
(up to \$20,000 per year)				
Total Spending:	\$ 1,078,916	\$ 780,000	\$ 855,000	\$ 2,713,916
Carry forward (if any):	-\$ 86,894	-\$ 5,947	\$ -	\$ -

TOURISM REVELSTOKE.

Revelstoke Resort Development Strategy Letter of Support
July 24, 2025

Attn: Ministry of Tourism, Arts and Culture
Dawn Rueckl, A/Manager, Tourism Policy and Programs
Carmen Skoblanuik, Program Advisor for the RMI program

Dear Dawn/Carmen,

This is a letter on behalf of the Revelstoke Accommodation Association (DBA Tourism Revelstoke) in support of the Revelstoke Resort Development Strategy (RDS).

Tourism Revelstoke's mission is to inspire value-aligned visitors to experience Revelstoke, and to grow sustainable tourism opportunities that benefit the community. We are committed to successfully market and manage the development of a unique all-season resort community through partnership with local stakeholders, by promoting high quality visitor experiences that embrace the authenticity of the community.

Tourism is a major focus of development, identified in the Revelstoke Economic Development Plan. In our five-year (2023-2028) Strategic Business Plan, we have highlighted many of the proposed projects as high priorities to achieving our goals.

The RDS is a crucial component of our tourism success. We have seen so many key projects come to fruition through this funding source, supporting many of our local hard-working volunteer clubs and organizations that service our tourism industry and creating infrastructure to benefit our sector.

The RDS involved a diverse group of stakeholders and a well-thought-out process. We support the projects identified in the RDS because they are aligned with our priorities outlined in our Strategic Business Plan.

Finally, we would like to sincerely thank the Ministry of Tourism, Arts and Culture for their continued support and investment in the RMI program for Revelstoke and all the Resort Municipalities. We are appreciative of this critical funding source and are thrilled to see the results of its continued success in our community.

Kind Regards,



Meghan Tabor
Executive Director, Tourism Revelstoke



July 30, 2025

To Whom It May Concern,

I write to express support for the Resort Development Strategy (RDS) proposed by the City of Revelstoke. As an arts and culture organization, we aim to animate and enhance the Revelstoke experience for visitors and residents by bringing performance, music, and visual art to our destination. We see that this is accounted for in the RDS and endorse the direction that the City of Revelstoke has taken with respect to enhancing Revelstoke as a Resort Municipality.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robyn'.

Robyn Goldsmith
Executive Director
Arts Revelstoke
ed@artsrevelstoke.com



July 22, 2025

To The Resort Municipality Initiative Funding Decision Committee,

On behalf of Revelstoke Mountain Resort, I am writing to express our full support for the City of Revelstoke's Resort Development Strategy (RDS) submission for funding.

As Revelstoke continues to grow as a year-round premier mountain destination, investment in infrastructure and visitor amenities is essential to ensuring long-term sustainability and community benefit. The City's proposed multi-phase strategic plan demonstrates a proactive and thoughtful approach to building a year-round, welcoming environment that will benefit both residents and visitors.

The plan includes key upgrades such as multi-use pathways, wayfinding signage, enhanced public parks, shuttle services, and expanded event programming which directly contribute to an improved guest experience. These enhancements are critical to positioning Revelstoke as a four-season destination while balancing the needs of our growing community.

We strongly believe this funding will support responsible growth, encourage active transportation, and foster meaningful connections between visitors and our local businesses, organizations, and natural surroundings. We support the City's vision and leadership, and we encourage full consideration of this important funding application.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read "Peter Nielsen", is positioned above the typed name.

Peter Nielsen
Vice President and General Manager - Operations
Revelstoke Mountain Resort