



Regional District of Central Kootenay
CRESTON VALLEY SERVICES COMMITTEE
Open Meeting Agenda

Date: Thursday, September 5, 2024
Time: 9:00 am
Location: Creston and District Community Complex - Erickson Room
312 19 Avenue North, Creston, BC

Directors will have the opportunity to participate in the meeting electronically. Proceedings are open to the public.

Pages

1. ZOOM REMOTE MEETING INFO

To promote openness, transparency and provide accessibility to the public we provide the ability to attend all RDCK meetings in-person or remote (hybrid model).

Meeting Time:

9:00 a.m. PST

Join by Video:

<https://rdck-bc-ca.zoom.us/j/97552760516?pwd=2EFPkhKZzgDrOxlPbHPKFHSq3z93gg3.1&from=adon>

Join by Phone:

+1 778 907 2071 Canada

Meeting ID: 975 5276 0516

Meeting Password: 493993

In-Person Location: Creston & District Community Complex - Creston Erickson Room
312 19th Avenue North, Creston, BC

2. CALL TO ORDER

Chair DeBoon called the meeting to order at [Time] a.m.

3. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

We acknowledge and respect the Indigenous peoples within whose traditional lands we are meeting today.

4. ADOPTION OF AGENDA

RECOMMENDATION:

The agenda for the [Date], [Year] Creston Valley Services Committee meeting be adopted as circulated.

5. RECEIPT OF MINUTES

4 - 9

The August 1, 2024 Creston Valley Services Committee minutes, have been received.

6. DELEGATION

6.1 CRESTON VALLEY TOURISM SOCIETY

10 - 18

Jesse Willicome, from Creston Valley Tourism Society will present an update on their strategic plan, marketing activities as well as a funding request for an application to Destination BC Co-op Marketing Partnership Program to the Commission.

7. NEW BUSINESS

7.1 DISCUSSION ITEM: CRESTON VALLEY FALL FAIR

Director Vandenberghe requested a discussion surrounding the venue choice for the Creston Valley Fall Fair and expected financial contribution from Areas A, B & C.

7.2 DISCUSSION ITEM: HIGHWAY 3A HIGH COLLISION

Director Vandenberghe requested a discussion around Highway 3A activity during the high use season.

8. OLD BUSINESS

8.1 REVIEW ACTION ITEM LIST

19 - 20

The Committee will review the action item list from the August 1, 2024 Creston Valley Services meeting.

9. PUBLIC TIME

The Chair will call for questions from the public and members of the media at _____ a.m.

10. IN CAMERA

10.1 Meeting Closed to the Public

RECOMMENDATION:

In the opinion of the Board - and, in accordance with Section 90 of the Community Charter – the public interest so requires that persons other than DIRECTORS, ALTERNTAE DIRECTORS, DELEGATIONS AND STAFF be excluded from the meeting;

AND FURTHER, in accordance with Section 90 of the Community Charter, the meeting is to be closed on the basis(es) identified in the following Subsections:

90. (1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

(a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality;

(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

(n) the consideration of whether a council meeting should be closed under a provision of this subsection or subsection (2);

10.2 Recess of Open Meeting

RECOMMENDATION:

The Open Meeting be recessed at [Time] in order to conduct the Closed In Camera meeting.

11. NEXT MEETING

The next Creston Valley Services Committee meeting is scheduled for October 3, 2024 at 9:00 a.m.

12. ADJOURNMENT

RECOMMENDATION:

The Creston Valley Services Committee meeting be adjourned at [Time].



Regional District of Central Kootenay
CRESTON VALLEY SERVICES COMMITTEE
Open Meeting Minutes

9:00 am MST

Thursday, August 1, 2024

Creston and District Community Complex – Erickson Room
 312 19 Avenue North, Creston, BC

COMMITTEE MEMBERS PRESENT

Chair A. DeBoon	Town of Creston
Director G. Jackman	Electoral Area A
Director R. Tierney	Electoral Area B
Director K. Vandenberghe	Electoral Area C

RDCK STAFF PRESENT

S. Horn	Chief Administrative Officer
T. Davison	Regional Manager – Recreation and Client Services
C. Stanley	Manager of Recreation – Creston and District Community Complex
T. Dool	Research Analyst
R. Baril	Meeting Coordinator

CRESTON STAFF

J. Riel	Creston Fire Chief
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1. ZOOM REMOTE MEETING INFO

To promote openness, transparency and provide accessibility to the public we provide the ability to attend all RDCK meetings in-person or remote (hybrid model).

Meeting Time:

9:00 a.m. PST

Join by Video:

<https://rdck-bc-ca.zoom.us/j/94286100046?pwd=c6zp0gxiayBg0aLaPff4JRbb6QSpvX.1&from=addon>

Join by Phone:

855 703 8985 Canada Toll-free

Meeting ID: 942 8610 0046

Meeting Password: 128181

In-Person Location:

Creston & District Community Complex - Creston Erickson Room
312 19th Avenue North, Creston, BC

2. CALL TO ORDER

Chair DeBoon called the meeting to order at 9:00 a.m.

3. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

We acknowledge and respect the Indigenous peoples within whose traditional lands we are meeting today.

4. ADOPTION OF AGENDA

Moved and seconded,
And resolved:

The agenda for the August 1, 2024 Creston Valley Services Committee meeting be adopted as circulated.

Carried

5. RECEIPT OF MINUTES

The July 4, 2024 Creston Valley Services Committee minutes, have been received.

6. DELEGATE**6.1 CRESTON VALLEY MINOR BASEBALL ASSOCIATION**

Adam Bourdon and Nathan Hennigar from Creston Valley Minor Baseball League presented their request for existing field updates in order to have a facility that is suitable for hosting tournaments for teams in the surrounding areas.

Discussion around another location that would be more appropriate to have four (4) baseball diamonds back to back has been an ongoing discussion for many years.

Drainage in the current location is problematic during rainy seasons.

The Committee suggested a growth maintenance and co-operative agreement with Staff as well as to present to the Committee more information and funding sources in the future.

Nathan and Adam answered the Committee's questions.

6.2 CRESTON VALLEY TENNIS CLUB

Robin Douville and Chris Perkin from the Creston Valley Tennis Club presented their plan for future development of Kinsman Park consisting of four (4) Tennis courts and four (4) Pickle ball courts and/or Multi-purpose courts. They will be applying for a grant through Columbia Basic Trust (CBT). The Town of Creston has agreed to a land use agreement for a portion of Kinsman Park for future development of the Tennis Club proposal. The Tennis Club is looking for guidance from Staff in applying for grants.

Chris and Robin answered the Committee's questions.

6.3 CRESTON COMMUNITY AUDITORIUM SOCIETY

Jason Smith, Board Member and Brenda Draper, President from the Creston Community Auditorium Society, requested that the Committee support the Auditorium Society as they move forward with their grant application for Community Works Fund to subsidize an upgrade to cost efficient LED lighting in the Auditorium.

Jason and Brenda answered the Committee's questions.

7. STAFF REPORTS

7.1 CRESTON VALLEY FIRE: QUARTER 2 REPORT

The Committee Report from Jared Riel, Creston Fire Chief, re: Creston Valley Fire: 2nd Quarter Report 2024, has been received.

Jared Riel, Creston Fire Chief, provided an overview to the Committee regarding the 2024 Second Quarter Report (Q2). Lawn and weed control done this quarter, provided by a local contractor. Jared shared that Engine 41 and Command 41 vehicles needed repairs this past quarter, which they prioritized and completed.

Jared answered the Committee's questions.

7.2 CRESTON AND DISTRICT COMMUNITY COMPLEX REPORT

Craig Stanley, Regional Manager Operations and Asset Management, provided an overview of the report to the Committee.

Discussion re: Creston Education Centre (CEC) lease agreement to allow the use of the CEC to the Conseil Scolaire Francophone de la Colombie-Britannique (CSF) was discussed.

Moved and seconded,
And resolved that it be recommended to the Board:

That the resolution 375/24, being:

That the Board direct staff to enter into a Memorandum of Understanding with the Town of Creston to amend the lease for the use of the Creston Education Centre and that the Board Chair and Corporate Officer be authorized to sign;

BE RESCINDED.

Carried

8. NEW BUSINESS

8.1 DISCUSSION ITEM: CRESTON VALLEY FALL FAIR SOCIETY

Tom Dool presented a request to the Committee to provide transportation for the Creston Valley Fall Fair from Creston Valley Transit service during the Creston Valley Fall Fair. Director Jackman suggested that the report be amended to a maximum service fee of \$1000.

Moved and seconded,
And resolved:

That the Creston Valley Services Committee support the use of the Creston Valley Transit Service to provide fare free transportation between the Creston and District Community Complex (CDCC) and Creston Flats Stables during the Creston Valley Fall Fair.

Carried

9. OLD BUSINESS

9.1 REVIEW ACTION ITEM LIST

The Committee would like to remove Item #6 - Maintaining washroom facilities and garbage disposal at Martell Beach as well as Item # 10 - Martell Beach boat access from the Action List as these items are completed.

10. PUBLIC TIME

The Chair called for questions from the public and members of the media at 11:16 a.m.

A member of the public inquired about who is maintaining the fire hydrants in the Town of Creston.

Suggestion of approaching Wynndel Irrigation District for this service.

11. IN CAMERA

11.1 Meeting Closed to the Public

Moved and seconded,
And resolved:

In the opinion of the Board - and, in accordance with Section 90 of the Community Charter – the public interest so requires that persons other than DIRECTORS, ALTERNATE DIRECTORS, DELEGATIONS AND STAFF be excluded from the meeting; AND FURTHER, in accordance with Section 90 of the Community Charter, the meeting is to be closed on the basis(es) identified in the following Subsections:

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(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

(n) the consideration of whether a council meeting should be closed under a provision of this subsection or subsection (2);

Carried

11.2 Recess of Open Meeting

Moved and seconded,
And resolved:

The Open Meeting be recessed at 11:19 in order to conduct the Closed In Camera meeting.

Carried

12. NEXT MEETING

The next Creston Valley Services Committee meeting is scheduled for September 5, 2024 at 9:00 a.m.

13. ADJOURNMENT

Moved and seconded,
And resolved:

The Creston Valley Services Committee meeting be adjourned at 12:25 p.m.

Carried

Digitally Approved by

Arnold DeBoon, Chair

Creston Valley Tourism Presentation Briefing Note

RDCK Valley Services Committee Meeting – Thursday, Sept. 5th, 2024



Items to present and discuss with Directors and Mayor:

A. Provide an update on CVTS's marketing activities this past year and request matching funding for our application to Destination BC's Co-op Marketing Partnership Program, as we have done in previous years.

- **Update on Current Marketing Activities:**

In 2024, Creston Valley Tourism (CVTS) has effectively utilized an \$83,000 marketing budget to promote Creston Valley as a premier tourism destination. Key initiatives have included:

- Printing and distributing 20,000 Visitor Guides and 3,000 Hiking Maps.
- Advertising in regional publications such as West Kootenay Go & Do and Trench Magazine.
- Managing @explorecrestonvalley Facebook and Instagram accounts, now with over 7,000 followers.
- Paid advertising on Facebook, Instagram, and Google.
- Commissioning new blog content for explorecrestonvalley.com and 12 professional photo shoots.
- Maintaining and updating the explorecrestonvalley.com website, which has had 63,000 users this year, a 151% increase from the same period in 2023
- Funding contributions towards strategic collaborative campaigns like the International Selkirk Loop, BC Ale Trail, and the BC Hwy 3/Crowsnest Route.
- See our [Explore Creston Valley Analytics Dashboard](#) for details on marketing outcomes

- **Request for Future Funding:**

We plan to apply for Destination BC's Co-op Marketing Partnership Program, which after recent program changes now requires a minimum matching contribution of \$30,000 annually and two year commitment, up from \$20,000 and one year previously. As in past years CVTS therefore requests \$22,000 annually from the Town of Creston and RDCK Areas B & C, but for both 2025 and 2026, matching Destination BC's contribution (see chart below). The total budget for each year will be \$60,000. Confirmation of funding is needed by October 21, 2024, to meet the application deadline at the end of October.

	2025	2026
TOC & RDCK Areas B, C (\$108)	\$22,000.00	\$22,000.00
Creston Valley Tourism	\$8,000.00	\$8,000.00
Destination BC	\$30,000.00	\$30,000.00
TOTAL	\$60,000.00	\$60,000.00

B. Update on CVTS's Strategic Plan and the 5-Year MRDT Renewal Process. We will also formally request Letters of Support from RDCK Areas B, C, and the Town of Creston.

- **Progress Update on Strategic Plan Development:**

As required by BC provincial regulations, CVTS is in the process of developing a new 5-Year Strategic Plan for the Municipal Regional District Tax (MRDT) renewal, covering 2025-2030. Consultant Tammy Verigin-Burk was hired to lead this process, which began in January 2024. Key activities undertaken so far include:

- **Stakeholder Engagement:** One-on-one meetings were held in March with nearly all lodging providers in Creston and RDCK Areas B & C to discuss the renewal process and gather feedback.
 - **Accommodator Support:** Formal approval for renewing the 2% MRDT has been secured from 10 out of 12 local accommodators, which meets the minimum requirement for renewal.
 - **Surveys and Public Engagement:** A stakeholder survey and a resident survey were conducted, yielding 111 responses from residents and 46 from stakeholders. Additional community outreach was conducted at the Farmers' Market in July as well as the Creston Valley Chamber of Commerce's Business Walk in August.
 - **Government Relations:** Meetings with local government officials, including the Town of Creston and RDCK representatives, have been held to ensure alignment and gather input.
 - **Ktunaxa Nation Engagement:** Multiple attempts to engage with the Lower Kootenay Band to provide feedback on plan development have been made. Direction from LKB staff is still pending.
 - See attached *CVTS Strategic Plan Information Sheet* for further details
- **Request for Letters of Support:**

To proceed with the MRDT renewal application, CVTS formally requests Letters of Support from the Town of Creston and RDCK Areas B and C. These letters are a mandatory part of the renewal application, which is due by the end of November 2024.

 - **Directors Tierney and Vandenberghe:** It is recommended that simple Letters of Support be drafted, formally endorsing the continued collection of the 2% MRDT within their respective areas. This endorsement is vital to demonstrate local government support to the Province of BC.
 - **Town of Creston:** A formal request for letter of support should be brought to the Town Council for discussion and approval through a Council motion. This step ensures that the endorsement is formally recorded and acknowledged by the Town Council.

CVTS is ready to provide any additional information or assistance required to facilitate the drafting and approval of these Letters of Support. We appreciate your ongoing collaboration and look forward to continuing our partnership to enhance tourism development in the Creston Valley.

Creston Valley Tourism - Your Destination Marketing Organisation

Renowned for its agri-tourism, vibrant arts, rich history, first nations culture, abundant outdoor recreation, and rustic rural charm, the Creston Valley offers visitors a remarkable experience set against a backdrop of picturesque mountains, forests, rivers, lakes, and rolling farmlands.

Research commissioned by Creston Valley Tourism indicates that the Creston area welcomed approximately 80,000 visitors in 2021, significantly contributing to the local economy through their spending at area businesses during their visits.

CVTS is optimistic about the future growth potential of the Creston Valley's tourism sector, driven by its distinctive offerings. This anticipated growth is expected to result in increasing revenue for tourism businesses in the coming years. As the Destination Marketing Organization (DMO) for the region, CVTS is committed to supporting this growth through data-driven planning, innovative marketing strategies, and collaborative partnerships, fostering the prosperity and sustainability of the tourism industry in the Creston Valley area.

What is a Destination Marketing Organisation (DMO)?

Destination Marketing Organizations (DMO's) are non-profit tourism industry associations that work to promote and market local attractions, accommodations, tourism services, and associated retail stores, restaurants, events & more. The primary function of Creston Valley Tourism is to market the Creston Area as a tourism destination of choice. This is achieved through strategic multi-year planning and targeted tactical marketing.

Why do you need a DMO?

"Destination marketing plays an integral and indispensable role in the competitiveness of the visitor economy by pooling resources to provide the scale and marketing infrastructure to promote a place to national and international markets."

- Oxford Economics Destination Promotion - An Engine of Economic Development Nov 2014

Creston Valley Tourism is your DMO

Creston Valley Tourism Society was established as the DMO for the Creston Area in 2020. CVTS represents the area from Yahk in the east to the top of Kootenay Pass in the west, south to the Rykerts & Kingsgate border crossing and north to the bottom of Kootenay Lake. We also represent 150+ tourism stakeholders (accommodations, shops, restaurants, artisans, activity operators and attractions).

We are governed by a board of 11 directors representing the accommodation sector, tourism-related businesses, community organizations as well as local government. The board establishes the vision, mission, and objectives of the organization and approves the annual marketing plan and budgets. It ensures fiscal responsibility and fulfillment of the organization's mission via the execution of these marketing plans by staff and contractors.

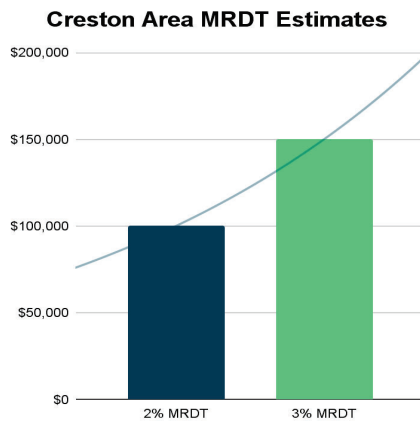
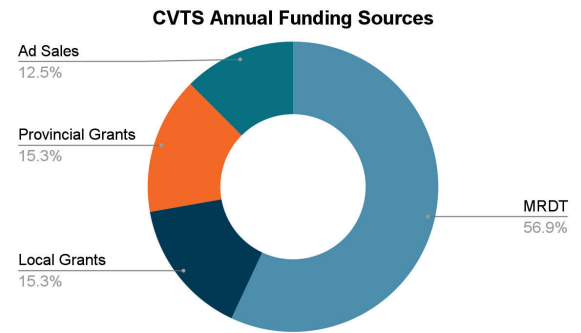
How is Creston Valley Tourism Funded?

We are primarily funded by a 2% tax on overnight stays at accommodations in the area, known as the Municipal and Regional District Tax (MRDT), along with local and provincial grants and advertising sales for the visitor guide. The MRDT accounts for 55% of our budget.

What is MRDT?

The Municipal and Regional District Tax (MRDT) was introduced in 1987, by the Provincial Government, to provide funding for local tourism marketing, programs, and projects. The tax is intended to help grow BC revenues, visitation, and jobs, and amplify BC's tourism marketing efforts in an increasingly competitive marketplace.

The MRDT is applied on the purchase of accommodation in the designated area. This tax is paid by the person booking the accommodation and remitted to the Ministry of Finance by the accommodation or booking platform (AirBnB, etc.). The BC Ministry of Finance then sends the funds to Creston Valley Tourism less an administration fee.



Who sets the MRDT rate?

The MRDT program allows for a tax rate of 2% or 3%, selected according to the preference of the DMO and the eligible accommodators at the time of first applying or when renewing it. Once selected the rate is applied for the duration of the 5-year DMO mandate but may be changed at the next renewal, each five years after.

Currently in the MRDT program there are 66 community DMO's, of which 35 collect 2%, while 31 collect 3%, including Nelson, Fernie, Cranbrook & Rossland in the Kootenays

Guided by consultations with accommodators, CVTS applied and was approved for receiving the 2% rate from June 2020 to June 2025. CVTS will be undergoing the process throughout 2024 to renew the MRDT for another five years from June 2025 - June 2030, at either the current 2% or 3% as determined by consultation with area accommodations stakeholders (***) See Appendix A for more information about this process.)

"Having the marketing support from CVTS has made a noticeable impact on our business at Creston Hotel & Jimmy's Pub. The Visitor's Guide has been helpful in informing our guests about local attractions, encouraging them to explore more during their stay. As a result, we've seen a steady increase in both the length of stays and overall bookings over the past four years. Additionally, Jimmy's Pub has experienced an uptick in foot traffic, likely due to the increased number of guests staying at the hotel and seeking nearby dining options."

- Mimika Coleman - Creston Hotel & Jimmy's Pub

What is Our Vision, Mandate, Mission & Goals?

Vision:

Our vision is that the Creston Valley will be transformed into an outstanding destination in BC through compelling marketing that attracts visitors to the area, provides a remarkable experience, and promotes sustainable tourism growth.

Mandate:

To promote the Creston Valley & Area as an outstanding tourism destination in BC.

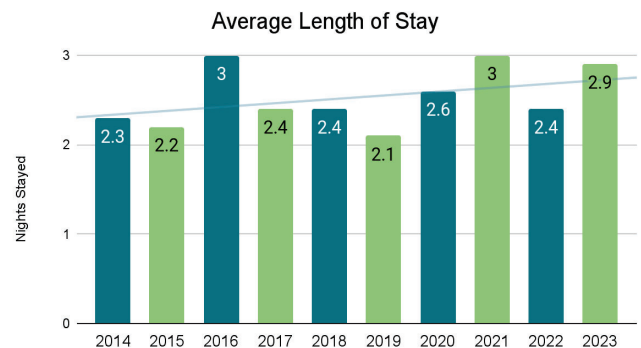
Mission:

1. Work collaboratively with our community partners to provide strategic marketing that will attract more visitors to our area year-round (MARKETING);
2. Support remarkable visitor experiences that will celebrate our natural and cultural history and provide broad benefits to all members of the community (EXPERIENCES);
3. Provide industry leadership and create awareness within our community regarding the value of tourism (LEADERSHIP).

Strategic Goals & Objectives:

Strategic Goal 1 - To Increase "Heads in Beds" at accommodations in the Creston Valley area

- To Increase overall annual occupancy
- To increase visitor stays during shoulder seasons
- To increase length of stay



Strategic Goal 2 - To support the economic development of the Creston Valley area's tourism sector

- To support visitors utilizing hospitality and tourism industry-related business services
- To support economic development & investment in tourism businesses
- To support jobs in the tourism sector

"Creston Valley Tourism has been invaluable to our business at Yahk Soap & Candle Company and Two Scoop Steve's. Many customers come in after finding our business in the Explore Creston Valley guides, on the website or on their Social Media. We also find the Visitor's Guide to be a fantastic resource to share with our customers when they have questions about what else to do in the area. We are sure this encourages people to stay and explore the area longer." - **Tammy Bessant, Yahk Soap & Two Scoop Steve**

How Does Creston Tourism Support our Stakeholders?

CVTS plays a pivotal role in supporting our tourism stakeholders through three key areas:

1. Marketing:

- Develop and distribute destination marketing materials, such as the official visitor website, maps, and guides, to promote stakeholder businesses.
- Conduct targeted advertising campaigns in key markets across BC, Alberta, and the Northwest USA.
- Collaborate in regional and provincial marketing initiatives to expand exposure of the Creston area.
- Cultivate engagement on social media platforms, reaching followers on Instagram and Facebook.
- Facilitate visits by travel media and influencers to generate compelling stories about the Creston Valley, inspiring their readers and audiences.
- Offer advertising opportunities in prominent publications to stakeholders.
- Generate fresh photo and video content for the Creston Valley, supporting marketing efforts alongside Kootenay Rockies Tourism and Destination BC.



2. Research & Analysis:

- Gather, review, and analyze visitor data from sources including the Creston Valley Visitor Centre, Kootenay Rockies Tourism, and Destination BC.
- Conduct independent research to gain insights into visitor demographics, interests, and overall visitation to the area.
- Analyze data from marketing endeavors (e.g., website traffic, social media engagement, online ad performance) to evaluate the effectiveness of our promotional efforts.

3. Industry Leadership, Collaboration & Support:

- Engage stakeholders through regular communication channels such as our Business E-Newsletter, presentations, and participation in relevant committees and boards.
- Advocate for the tourism sector at local, provincial, and federal levels, addressing issues crucial to the industry's success.
- Provide support for new tourism initiatives through grants and loans, fostering development and growth within the sector.



"We appreciate being able to provide guides and maps to our guests at the Motel. We've also had a number of customers book directly with us after finding us through explorecrestonvalley.com, which saves us the significant commissions charged by online booking platforms." - Gillian Kemle - Valley View Motel

Highlights of Some of Our Work in 2023:

Marketing:

1. Published 18,000 Visitors Guides, 3,000 Food & Farm Maps, and 3,000 Hiking Maps,
2. Distributed locally, regionally & provincially to 150 businesses, 20+ BC Visitor Centres, Hwy 3 from Cranbrook to Lethbridge, Canadian Rockies International Airport, & Kootenay Lake Ferry.
3. Maintained & updated official Visitors Website at explorecrestonvalley.com, with 38,700 website visits with top traffic from Vancouver, Calgary, Edmonton, Cranbrook, & Seattle.
4. Oversaw digital advertising Campaigns on Google & Meta throughout 2023, reaching 1,506,713 people and driving 13,584 clicks to explorecrestonvalley.com.
5. Oversaw Social Media marketing via @explorecrestonvalley Facebook & Instagram pages, with 3 posts & stories per week reaching 8,000 followers, predominantly from Calgary, Edmonton, Cranbrook, and Vancouver.
6. Facilitated local coordination and planning for 2 media & influencer Tours, including the Kootenay Rockies Tourism Media tour in fall 2023 and the International Selkirk Loop Social Media Influencer tour in Summer 2024.
7. Actively participated in joint regional and provincial marketing campaigns with partners like Kootenay Rockies Tourism, Destination BC, the International Selkirk Loop, BC Ale Trail, and BC Hwy 3 Campaigns.

Research & Analysis:

1. Commissioned research report by Symphony Tourism Research on visitor demographics and typology to the Creston area for 2019, 2021, and 2022.
2. Collected, analyzed, and reviewed local, regional, and provincial visitor data from Kootenay Rockies Tourism, Destination BC, and the Creston Valley Visitor Centre.
3. Developed a real-time "Analytics Dashboard" to track and evaluate the impact of our digital marketing activities via our Website, Social Media, and Online Ad.

Industry Leadership:

1. Engaged with stakeholders, other organizations, and the public by sharing news & updates via Business E-Newsletter to 150+ contacts.
2. Staff & board members sat on external boards and committees related to our mission and mandate, including the Highway 3 Tourism Alliance, International Selkirk Loop Board and CVKL Economic Action Partnership Steering Committee.
3. Advocated to local, regional, and provincial governments on behalf of the tourism industry, providing feedback on policies such as Creston Short Term Rentals Bylaws and CAN-USA Port of Entry Hours.
4. Supported new tourism developments through Letters of Support for grant applications for projects like Market Park, Hop To Vine Hustle, CVKL Signage project, CCF Mtn. Bike Trails, and the Kokanee Restock Project.

"Having the support of CVTS through the Travel Guides & Maps has been very helpful to our business as we have seen an increase in visitors to our winery. We love being able to give these maps/guides out to promote all that the Creston Valley has to offer." - Myran Hagenfeldt - Baillie-Grohman Estate Winery

APPENDIX A. CRESTON VALLEY TOURISM - STRATEGIC PLAN & MRDT RENEWAL INITIATIVE

In 2024 CVTS will be reaching out to tourism stakeholders and accommodators to get your feedback on the future direction of tourism in the Creston area! This will inform our new 5 Year Strategic Plan for 2025-2030, which will then be submitted to the Province of BC to renew CVTS's authorization as the local recipient of the 2-3% Municipal Regional District Tax (MRDT) on accommodations stays for another 5 Year term. Find out below about what we have planned and how to share your thoughts and ideas with us!

What Is the Timeline & Steps of the Strategic Planning Process?

February – June 2024

1. Project launch

- Consultant procurement
- CVTS Board of Directors – Finalizing work plan

2. Communication Plan

- Development of stakeholder/community information
- Development of surveys

3. Accommodator Engagement

- 1-1 meeting/s w/ Accommodators
- Consultation on marketing ideas for renewal to increase heads in beds
- Decision on 2 or 3% MRDT 5 Year Renewal
- Direct involvement in development & review of the Strategic Plan

4. Indigenous Engagement

- Invitation for Yaqan Nukiy partnership in CVTS
- Consultation and involvement of Yaqan Nukiy community to guide opportunities to share their story and honour their lands

5. Municipal Leader Engagement

- Consultation with town of Creston, RDCK Directors to get Letters of support for MRDT renewal application

6. Tourism Industry Engagement

- Stakeholder Survey with tourism related businesses & organizations

7. Community Engagement

- Community survey – Query on communities perspective through the eyes of a tourist – assets, gaps
- Open house – sharing of CVTS Story, survey data, big ideas

8. Research/Data Collection

- Creston Valley – Town/RDCK Official Community Plans (OCP's), economic development framework, CVTS annual reports, Destination Development Plans, CVTS's 2020 – 2025 strategic and tactical plans
- Consultation with Destination BC, Kootenay Rockies Tourism
- Research best practices of other like-sized Destination Marketing Organizations
- Assessment of Creston Valley's unique tourism offerings & opportunities – Agri-Tourism, New campaigns - Highway 3 – Rainforest to Rockies Campaign, SE BC Iconic

June – September/December 2024 (Dependent on renewal percent)

9. Creation of Five Year Strategic Plan

- Utilization of information gathered from all engagement sessions, research and best practices reviews
- Collect Letters of Support – Municipal leaders
- Development of 5 year strategy and:
 - i. Financial Plan
 - ii. One year tactical plan
- Review of draft strategic plan by tourism stakeholders & CVTS Board for final input

10. Submission of Strategic Plan & Renewal

- Submission of Strategic Plan & MRDT renewal to the Province of BC & Destination BC
- December 2024 - Submission of renewal is 3%
- August 2024 - Submission if renewal is 2%

More Resources, & Information:

About Creston Valley Tourism: www.explorecrestonvalley.com/about-us

MRDT Program Information: www.destinationbc.ca/what-we-do/funding-sources/mrdt/

APPENDIX A. CRESTON VALLEY TOURISM - STRATEGIC PLAN & MRDT RENEWAL INITIATIVE

Who Is Leading the Strategic Planning Process?

Creston Valley Tourism has brought on consultant Tammy Verigin-Burk, to assist us with the engagement activities and development of the Strategic Plan & MRDT Renewal. Tammy is a highly respected & experienced consultant based in the Kootenays who has previously worked with the Creston Valley Chamber of Commerce, Creston Valley Tourism & Destination Castlegar in developing Strategic Plans. Tammy is also the current Executive Director of the Castlegar Chamber of Commerce and Destination Castlegar. Throughout this process CVTS Executive Director, Jesse Willicome, will also be working closely with Tammy and assist as needed.

Why Does CVTS Want to Hear From Stakeholders?

Involvement & input from our local tourism stakeholders (businesses, organizations, local governments and community members) will help CVTS to:

- 1. Understand how stakeholders want the Creston area's tourism sector to develop**
- 2. The role of CVTS in supporting the tourism sector's development**
- 3. The marketing strategies and tactics CVTS can use to support the tourism sector's development and increase "Heads In Beds"**

The more input the better the outcome! CVTS invites all stakeholders to get involved and share your feedback to us through the public Surveys, Open Houses, Consultation Meetings and other activities which will be launched throughout the year!

Why Is Accommodator Input So Important in this Process?

As the direct link between visitors coming to the area who pay the 2-3% MRDT and Creston Valley Tourism Society, accommodators with room 4+ are an important part of this process and have the authority to decide the rate for the 2025 – 2030 five year MRDT renewal (2 or 3%). As a result, there are a number of special consultation activities that CVTS will be undertaking to engage accommodators specifically in this process such as:

- **1-1 Consultation Meetings with Owners & Managers of local accommodations**
- **Survey of Tourism Related Business & Organizations**
- **Open House Meetings**
- **Review of Final Strategic Plan for feedback before final submission to Province of BC**

Following the application, accommodators are also encouraged to continue to stay involved by joining the CVTS Board of Directors, which is available to each accommodator who collects the MRDT!

How Can I Get Involved or Learn More?

To stay in the loop and be notified about important engagement activities as they launch throughout the year, contact CVTS staff to sign up for our regular Stakeholder E-Newsletter! If you have specific questions about the Strategic Planning Process please contact:

Lead Consultant, Tammy Verigin-Burk - tammy.veriginburk@gmail.com

CVTS Executive Director, Jesse Willicome - jesse@explorecrestonvalley.com

CVSC ACTION ITEMS LIST – 08-01-2024

#	ACTION ITEM	MEETING ORIGIN	STATUS
1.	STAFF DIRECTION: That the Board direct staff to prepare a draft policy for Board review that requires recipients of financial grant in aid funds to engage with local area Directors and/or provide documentation during the budget process, in order to be eligible for funding via taxation in a given year.	05-Jan-2023	(Staff direction from Apr 6 Meeting)
2.	STAFF DIRECTION: That staff create a Terms of Reference on how the Dog Control Service will be delivered. Sangita Sudan and Jordan Dupuis to discuss with Mike Morrison, Manager of Corporate Administration – RDCK, on how this service would be addressed.	02-Mar-2023	In process / Gone to Board
3.	STAFF DIRECTION: That staff prioritize proposed or existing parks identified in the Ktunaxa RDCK Traditional Use Study (TUS) Summary Report dated April 2023 and come back at a later date to the Creston Valley Services Committee meeting with recommendations.	04-May-2023 & 01-Jun-2023 & 06-Jul-2023	Completed December 2023
4.	STAFF DIRECTION: Stuart Horn, Chief Administrative Officer – RDCK, to talk to Tom Dool, Research Analyst, about reaching out to the Hospital Boards and BC Transit with regards to transportation between Creston and Cranbrook.	04-May-2023	In process of being contacted by consulting company.
5.	STAFF DIRECTION: Staff to develop a clear process for feasibility studies, for clubs/ groups submitting recreation request proposals. Example: Creston Tennis Club	04-May-2023	Nelson And District Information Circulated – Workshop to be setup
6.	STAFF DIRECTION: Staff to create a contribution agreement with Kootenay River Secondary School where RDCK lists what the funding is for and what the expectations are for the funding. To formalize the agreement, Staff to include in the agreement what the rates are that RDCK is going to charge to receive that funding. CVSC would review the contribution agreement with Kootenay River Secondary School every year.	01-Jun-2023	Ongoing. There is a funding in the 2024 budget for this agreement.
7.	STAFF NOTE: Stuart Horn, Chief Administrative Officer – RDCK advised that the ownership and maintenance of the signage is being handled by Kootenay Employment Services and the Committee will receive an update later in 2023.	06-Jul-2023 & 04-May-2023	Complete – awaiting a license of occupation for specific signage location before removing from list.
8.	STAFF DIRECTION: That staff report back to the CVSC as part of the 2024 budget process to provide direction on what would be required to reinstate the grant funding to Lister and Crawford Bay cemeteries, including the release of prior years amounts being held in reserve.	07-Sep-2023	Lister – Completed Crawford Bay - Ongoing
9.	STAFF DIRECTION: That staff request a workshop/session (in conjunction with a site visit for the Creston Valley Services Committee) with the Traditional Use Study (TUS) authors, the Ktunaxa Nation and Yaqaan Nukiy, to educate the Committee to better understand the TUS.	09-Sept-2023	Ongoing. (M. Crowe met with KNC staff on July 16 in regards to a TUS workshop or training 07/2023 update).
10.	STAFF DIRECTION: That staff arrange a meeting with the RDCK and the Town of Creston to discuss internal	07-Mar-2024	Meeting has occurred. Staff will be scheduling a meeting now

	governance regarding the Kootenay Employment Services contract.		per item 17.
11.	STAFF DIRECTION: That staff arrange a meeting with Kootenay Employment Services (KES) and the Town of Creston regarding the KES contract, which is set to expire in 2025.	07-Mar-2024	Date to be scheduled.
12.	STAFF DIRECTION: That staff work with library to develop a policy around the capital reserve and investment amounts to establish how the reserved funding is being spent.	07-Mar-2024	Ongoing
13.	STAFF DIRECTION: That staff reach out to the Goat River Association regarding the budget.	07-Mar-2024	Motion passed at June Board meeting to pause funding until further information provided to Directors.
14.	STAFF DIRECTION: That staff schedule a meeting with Ministry of Transportation and Infrastructure, the Directors and RDCK staff regarding access to Goat River and how this information will be shared with the community.	30-May-2024	Completed (updated 07/2024 by M. Crowe)