



FOR IMMEDIATE RELEASE
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Community Futures and CCCTA Offering Tourism Resiliency Financing as a Part of Tourism Resiliency Program

Secwépemc Territory (Williams Lake, BC)

The Cariboo Chilcotin Coast Tourism Association (CCCTA) is collaborating with Community Futures organizations throughout the region to assist in providing financial support to the tourism sector as part of the [Cariboo Chilcotin Coast Tourism Resiliency Program](#). Community Futures Sun Country, Cariboo Chilcotin and North Cariboo and the CCCTA are pleased to announce the *Tourism Resiliency Financing Program*. This financing offers an opportunity for tourism businesses registered in the Cariboo Chilcotin Coast Tourism Resiliency Program to access loans starting from \$500 to over \$150,000 to support long term tourism industry recovery and resiliency.

Community Futures and CCCTA are committed to working together to support the tourism industry during this challenging time and into the future. The Tourism Resiliency Financing Program aligns with the Regional Relief and Recovery Fund (RRRF) which has, to date, provided \$1,535,000 to 45 tourism businesses in the region. Deb Arnott, General Manager of Community Futures Sun Country, highlighted that “it is encouraging for stakeholders to collaborate and provide tourism businesses the support they are needing, we look forward to working with CCCTA.”

The Cariboo Chilcotin Coast Tourism Resiliency Program provides support to our tourism stakeholders within the Region including all communities, hamlets and First Nations in the Great Bear Rainforest (Central Coast), Chilcotin, South Chilcotin, Cariboo, Gold Rush Trail, north Gold Country, and Interlakes areas. Our efforts include, but are not limited to, free one-on-one guidance and support connecting businesses with information, expert advice, and solutions to navigate the available resources and programs related to COVID-19, while building lasting resiliency for our industry.

“There is no one need or one answer that will assist every business during these challenging times; a variety of support is critical for our struggling tourism and hospitality industry,” shares Amy Thacker, CEO of Cariboo Chilcotin Coast Tourism. “We are extremely pleased to partner with Community Futures to support more local resources and expertise for our tourism industry businesses.”

“Working together to support tourism businesses is a positive and timely partnership between Community Futures and the CCCTA,” said Karen Eden, General Manager of Community Futures Cariboo Chilcotin. Applicants to the Tourism Resiliency Financing Program must be referred to Community Futures by a Tourism Resiliency Program Advisor. To register for the program and be connected to a Program Advisor for a referral or for more information, tourism businesses can visit the Cariboo Chilcotin Coast Tourism Resiliency Program website at <http://tourismresiliency.ca/ccctrp/>, call our program Help Line at 1-800-663-5885 or send an email to recovery@landwithoutlimits.com

About Cariboo Chilcotin Coast Tourism Association: CCCTA is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism in development and marketing in conjunction with the Ministry of Tourism, Arts & Culture, Destination British Columbia, Destination Canada and industry partners in the Cariboo Chilcotin Coast Region to help foster the growth of tourism and the visitor economy.

<https://landwithoutlimits.com/>

About Community Futures: For over 35 years, Community Futures has been fostering entrepreneurship in rural BC. They offer small business loans, business counseling and specialized services to help people start or grow a business, and to help communities become more resilient and dynamic. <https://www.communityfutures.ca/>

About the BC Tourism Resiliency Network: The British Columbia Tourism Resiliency Network is a partnership between the British Columbia Regional Tourism Secretariat (B.C.'s five not-for-profit Regional Destination Management Organizations (RDMOs) including: Tourism Vancouver Island, Thompson Okanagan Tourism Association, Cariboo Chilcotin Coast Tourism Association, Kootenay Rockies Tourism Association and Northern British Columbia Tourism Association); Island Coastal Economic Trust; Indigenous Tourism BC; Destination BC (specific to the Vancouver, Coast & Mountains tourism region); and the Ministry of Tourism, Arts and Culture. Funding provided by Western Economic Diversification Trust. <https://tourismresiliency.ca/>

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