

Targeted Regional Tourism Development Initiative

Priority initiatives identified: 51, plus 2 multi-regional, 53 total

Recipient	Name of Initiative	Description	Targeted Regional Tourism Development
Tourism Vancouver Island (TVI) -- 4 Initiatives plus 1 multi-regional			
First Nations, Non-profits, incorporated community partners	Wayfinding and Gateway Signage	Enhance highway and wayfinding signage to improve the visitor experience and increase visitor awareness of, and respect for, Indigenous communities and territories	\$390,000
Recreation Sites and Trails BC, non-profits, First Nations and community	Destination Trails	Investments in trail experiences throughout the region to create Canada's greatest year-round hiking and mountain biking destination	\$1,350,000
Communities, Nonprofits and First Nations partners	Island Coastal Economic Trust Small Capital Partnership	Downtown revitalization projects in partnership with Island Coastal Economic Trust that create innovative new uses for public space	\$300,000
Communities, non-profits and First Nations	Ocean Friendly	Construction and installation of marine waste collection devices and supporting signage to foster responsible visitor and business practices	\$100,000
BC Regional Tourism Secretariat	Destination Management Tourism Data Platform	Collaborative regional project between the five regional destination management organizations (RDMO) and the BC Regional Tourism Secretariat (BCRTS) See description below.	\$45,000
Tourism Vancouver Island	Administration		\$115,000
			\$2,300,000
Thompson Okanagan Tourism Association (TOTA) -- 12 Initiatives plus two multi-regional			

Shuswap Trail Alliance	Shuswap-North Okanagan Rail Trail (Sicamous-to-Armstrong)	Development of a 3.5-km pilot section of the North Okanagan Rail Trail that will connect Enderby, Splitsin te Secwépemc, and the Regional District of North Okanagan Area F	\$250,000
Shuswap Tourism; Secwepemc communities; Shuswap Trail Alliance	Secwepemc Landmarks Initiative	Development and installation of eight iconic public Secwépemc landmarks situated at key, highly visited areas throughout the Shuswap Lakes region	\$170,000
North Okanagan Regional District; Greater Vernon District; Okanagan Indian Band	Grey Canal Trail	Construct approximately one km of the Grey Canal Trail, a 50-km trail that circumnavigates Vernon, to connect Turtle Mountain to Davidson Orchards, completing an eight-km continuous trail section in Vernon	\$110,000
CRIS Adaptive - In Partnership with Elevate Outdoors and BC Parks	Outdoors For All - Outdoor Adventure Accessibility Initiative (CRIS)	Construct and equip mobile equipment rental units for adaptive sport (cycling, kayaking, ski and hiking gear) to facilitate accessible adventure travel. Also includes developing guided/instructional programs	\$210,000
Larch Hills Nordic Society	Larch Hills Nordic Trail Lighting Project	Install a total of 6 km of trail lighting on the Larch Hills Nordic trails	\$200,000
Overland Ski Club	Lighting Expansion and Trail Improvement Project	Upgrades to Stake Lake Nordic ski area including lengthening trail lighting by 1.5 km, improving trail bed on 5 km of trail, expanding snow shoeing, and signage	\$75,000
Spinal Cord Injury BC	Access BC - Accessibility Mapping and App Integration	Enhance the AccessNow app to include tourism values and fund mapping missions to provide better consumer guidance on accessible experiences in the TOTA region	\$210,000

Regional Resorts	Regional Mountain Bike Tourism Development	Building of full length signature downhill and cross country mountain bike trails to expand regional mountain bike trail experiences and expand major trail events.	\$600,000
Valemount & Area Recreation and Development Association	Bike Trail Development	Complete 4 mountain bike trails and a skill development zone in Valemount	\$105,000
Merritt Mountain Bike Association	Bike Trail Development	Construction of 4000 meters of trail to complete to an existing trail on Iron Mountain	\$145,000
Caravan Farm Theatre Society	Audio Land Walk	Build three recorded storytelling tracks that accompany a specific 20-30 minute walk through the 80 acre site to increase access to the farm theatre throughout the year	\$25,000
Regional Training and Inspiration Centre	Regional Training and Inspiration Centre	Complete construction of a Welcome Centre (the Inspiration Centre), specifically the addition of a patio with retail kiosk space for local Indigenous artisans, the installation of a pergola with solar panels and 3 EV charging stations	\$25,000
New Pathways to Gold Society	Cariboo Wagon Road	Funding to support the restoration of sections of the Cariboo Wagon Road as non-motorized visitor amenities, including parking lots, signage, restrooms and Wi-Fi access. This project would include a collaboration with the Gold Rush Trail Management Committee, CCCTA, TOTA, VCM and New Pathways to Gold as the project manager. Contributions from TRTD funding: CCCTA \$35,000; TOTA \$30,000; VCM \$35,000	\$30,000
BC Regional Tourism Secretariat	Destination Management Tourism Data	Collaborative Regional project between the five RDMOs and the BCRTS (see description below)	\$45,000

Thompson Okanagan Tourism Association	Administration		\$100,000
			\$2,300,000

Destination BC for Vancouver, Coast & Mountains -- 10 Initiatives plus 1 multi-regional

VCM/DBC	Vancouver, Coast & Mountains Destination Education	Communities working together with local and provincial government, as well as First Nations, on creating responsible user management processes through targeted communications and signage	\$400,000
ITBC	Indigenous Cultural Journey Kiosks	Develop four new kiosk locations for Indigenous Cultural Journey kiosks and rest areas to echo those that were built for the 2010 Olympics	\$250,000
DBC/VCM	Metro Vancouver Public Space Activation	Create up to 4 new mini-iconic experiences in Metro Vancouver that will enhance and activate public space to draw visitors. Examples: urban street furniture	\$200,000
Tourism Chilliwack	Experience the Fraser	Investment in the Experience the Fraser, including creative development and installation of wayfinding and visitor information signage, benches, garbage cans, and connections between locations	\$350,000
Tourism Pemberton Destination Marketing Association	Agritourism signage for Lillooet, Pemberton and Bridge River Valley and	Highway, community and business signage to develop a self-guided journey to the agri-tourism destinations in the Pemberton, Lillooet and Bridge River Valley and related areas	\$100,000
Sunshine Coast Tourism	Sunshine Coast Highway Point of Interest	Enhancement of a scenic lookout (point of interest stop) along Highway 101 on the Sunshine Coast	\$125,000

Sunshine Coast Tourism	Visitor amenities on trails in the Sunshine Coast	Support development of visitor amenities on Sunshine Coast destination trails, such as wayfinding, washrooms, bear caches, and signage	\$175,000
Incorporated Communities, Nonprofits and First Nations partners	Island Coastal Economic Trust Small Capital Fund	Downtown revitalization projects in partnership with ICET	\$50,000
Tourism Whistler	Sea to Sky Outdoor recreation management	Support development of amenities and tools that better enable visitor management and disperse visitors recreating in the outdoors within the Sea-to-Sky Corridor, in partnership with BC Parks and Recreation, Sites and Trails	\$250,000
New Pathways to Gold Society	Cariboo Wagon Road	Funding to support the restoration of sections of the Cariboo Wagon Road as non-motorized visitor amenities, including parking lots, signage, restrooms and Wi-Fi access. This project would include a collaboration with the Gold Rush Trail Management Committee, CCCTA, TOTA, VCM and New Pathways to Gold as the project manager. Contributions from TRTD funding: CCCTA \$35,000; TOTA \$30,000; VCM \$35,000	\$35,000
Advantage Hope	Fraser Canyon Highway Signage	Support the implementation of highway signage plan throughout the Fraser Canyon	\$165,000
			\$2,100,000
Cariboo Chilcotin Coast Tourism Association (CCCTA) -- 4 Initiatives plus 2 multi-regional			
CCCTA	Highway 20 and Gold Rush Trail Connectivity project	The design and construction of 12 Wi-Fi access/emergency phone kiosks along the highway 20 corridor and Gold Rush Trail	\$360,000

<p>Great Bear Rainforest, Wuikinuxv (Rivers Inlet) Heiltsuk (Bella Bella) Nuxalk (Bella Coola) Kitasoo/XaiX'ais (Klemtu) Gitga'at (Hartley Bay) and CCCTA</p>	<p>Great Bear Rainforest Marine Trail and Indigenous Experience Development Project</p>	<p>Assist Coastal First Nations in creation of a network of shore accessible campsites and recreation areas, and support the development of community paddling centres to develop visitor experiences like adventure guiding, wildlife viewing, eco-tourism and Indigenous cultural experiences</p>	<p>\$705,293</p>
<p>Cariboo Mountain Bike Consortium, Rec Sites and Trails, Stswecem'c Xgat'tem (Dog Creek/Canoe) Creek First Nation, Williams Lake Cross Country Ski Club</p>	<p>Cariboo Outdoor Tourism Recreation Enhancement and Development Project</p>	<p>Enhance year-round recreation and outdoor tourism development in three key areas: construction of the Jesmond Signature Multi-Use Trail to finish an iconic mountain bike loop from Clinton to Quesnel; construction of a timber-framed visitor warming hut/lodge and ski rental facility at Bull Mountain near Williams Lake and construction of additional low-mobility and accessible trails and amenities at the Bridge Lake ice caves recreation area</p>	<p>\$719,414</p>
<p>Ulkatcho First Nation and BC Parks</p>	<p>Nuxalk Carrier Grease Trail/Facility Improvements</p>	<p>Construction of 50km portion of the Nuxalk Carrier Grease Trail running through Tweedsmuir Provincial Park connecting Chilcotin Plateau (Anahim Lake) to the Mackenzie/Rainbow Range Cabin located in the Mackenzie Valley of Tweedsmuir Park (South)</p>	<p>\$320,293</p>

New Pathways to Gold Society	Cariboo Wagon Road	Funding to support the restoration of sections of the Cariboo Wagon Road as non-motorized visitor amenities, including parking lots, signage, restrooms and Wi-Fi access. This project would include a collaboration with the Gold Rush Trail Management Committee, CCCTA, TOTA, VCM and New Pathways to Gold as the project manager. Contributions from TRTD funding: CCCTA \$35,000; TOTA \$30,000; VCM \$35,000	\$35,000
BC Regional Tourism Secretariat	Destination Management Tourism Data	Collaborative Regional project between the five RDMOs and the BCRTS (see description below)	\$45,000
CCCTA	Administration		\$115,000
			\$2,300,000

Northern BC Tourism Association -- 11 Initiatives plus 1 multi-regional

Multiple Mountain Bike Clubs	Mountain Bike Signage and Infrastructure Upgrades	Elevate the mountain biking experience in Northern BC through infrastructure, trail and signage upgrades at mountain bike trail networks throughout the region	\$76,896
Mountain Bike Tourism Association	Art, Sculpture & Trail Initiative	Design and installation of three commissioned art installations at mountain bike trail heads in busy trail networks, plus 15 smaller art installations	\$110,000
Rec Sites and Trails BC	Accessible Infrastructure and Trail Upgrades	Investments into accessibility and infrastructure adaptation in eight recreation sites, identified in collaboration with Rec Sites and Trails BC	\$289,327

Inclusive by Design	Universally Accessible Infrastructure at 8 High Use Visitor Sites	Investment in the construction materials for 8 outdoor recreation accessible infrastructure projects in 8 communities throughout the north. Labour is being funded by Inclusive by Design	\$114,772
BC Parks / Council of the Haida Nation	Accessible Beach Access & Indigenous Signage Upgrades on Haida Gwaii	Upgrade and development of accessible viewing platforms at two beach access points on the island, and add Haida Interpretive signage to 8 locations across the island. Partnership with BC Parks and the Council of the Haida Nation (CHN)	\$80,000
Tourism Prince Rupert	Accessible Vendor Market at Prince Rupert Port	Purchase and redevelop shipping containers to create an accessible vendor market at the Prince Rupert Port	\$100,000
Rec Sites and Trails BC	Backcountry Trail Upgrades	Trail upgrades in Atlin (7.6 km of mountain bike trail) and information signage upgrade for 8 trails in Muskwa Kechika Management Area	\$60,664
Cycle 16 and Regional District of the Bulkley Nechako	Scenic Viewpoint on Multi-Use Trail	Development and installation of a bench and informational kiosk at one of the multiple scenic viewpoints along the Cycle 16 path linking Telkwa and Smithers	\$44,431
Northern BC Tourism Association and/or Alaska Highway Community Society (AHCS)	Great Northern Circle Route Signage and Wayfinding	Develop and implement a comprehensive signage and wayfinding program that will align with the DBC Iconics Initiative for the Great Northern Circle Route	\$1,029,750
Rec Sites and Trails BC	Regional Indigenous Signage Upgrades	RSTBC is working with First Nation communities to install culturally appropriate signage at 12 key locations across the region	\$46,054

TBD - Indigenous Communities	Regional Indigenous Signage and Trail Development Fund	Investment into small scale cultural, wayfinding or trail signage in First Nation communities and organizations across the North	\$188,105
BC Regional Tourism Secretariat	Destination Management Tourism Data	Collaborative Regional project between the five RDMOs and the BCRTS (see description below)	\$45,000
NBCTA	Administration		\$115,000
			\$2,300,000

Kootenay Rockies Tourism Association (KRT) -- 10 Initiatives plus 1 multi-regional

Kootenay Mountaineering Club	Bonnington Range Traverse - Lost Lake Hut	Investment in a fifth cabin at Lost Lake to enhance the 'The Bonnington Traverse', a 50km+ mountaineering and backcountry skiing hut-to-hut experience	\$167,000
Revelstoke Railway Museum	Craigellachie Lake Spike Site & Revelstoke Railway Museum Signage	Rehabilitation of Craigellachie's Last Spike Historic Site & the Revelstoke Railway Museum signage to support the corridor's Canadian rail travel heritage	\$44,000
Community Energy Association	Destination EV Charging Stations	Installation of at least 10 charging stations at key resorts and attractions that are municipally, Indigenous owned or non-profit owned	\$222,000
Elk River Alliance	Elk River Access Corridor Improvement	Create safe and sustainable access and supporting amenities (washrooms, signage, parking) for Elk River users	\$300,000
Castlegar Parks & Trail Society	Great Trail Improvements - Castlegar to Nelson	Upgrade to a 12 km section of the Great Trail (TransCanada Trail) between Nelson and Castlegar to provide a safe cycling itinerary	\$53,000
Columbia Valley Greenways Alliance	Radium to Invermere North Legacy Project, Old Coach Phase	Improve accessible amenities at the trailhead and along the Old Coach trail section between Dry Gulch and Radium and improve visitor amenities such as parking, picnic areas, washrooms and interpretive signage	\$154,000

Villages of New Denver, Silverton and Slocan	Slocan Valley Campground Capacity Enhancements	Improvements to three campgrounds in the communities of Slocan, New Denver and Silverton	\$300,000
Kootenay Adaptive Sports Association	Southern Interior Excursion Loop Trail Improvements	Revitalization of key sections of Nakusp Rail Trail and Galena Trail that are currently closed, and increase accessibility and visitor amenities	\$150,000
Recreation Sites and Trails BC on behalf of local trail groups	Visitor Management Amenities at Signature Mountain Bike	Build and improve visitor management amenities and staging areas at signature trail destinations around the entire Kootenay Rockies region	\$550,000
Castlegar and District Chamber of Commerce	West Kootenay Gateway Visitor Centre	Investment in amenities for the visitor centre in the new economic hub building in Castlegar	\$200,000
BC Regional Tourism Secretariat	Destination Management Tourism Data Platform	Collaborative Regional project between the five RDMOs and the BC Regional Tourism Secretariats (see description below)	\$45,000
KRT	Administration		\$115,000
			\$2,300,000

Cross Regional Initiatives -- 2 Initiatives

BC Regional Tourism Secretariat, with TVI, KRT, TOTA, NBC and CCC	Destination Management Tourism Data Platform	Digital infrastructure project creating a central dashboard that provides continuous and timely insights into tourism-related trends to support investment attraction and destination management. Each of the five RDMOs contributed \$45,000	\$225,000
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New Pathways to Gold Society	Cariboo Wagon Road	Funding to support the restoration of sections of the Cariboo Wagon Road as non-motorized visitor amenities, including parking lots, signage, restrooms and Wi-Fi access. This project would include a collaboration with the Gold Rush Trail Management Committee, CCCTA, TOTA, VCM and New Pathways to Gold as the project manager. Contributions from TRTD funding: CCCTA \$35,000; TOTA \$30,000; VCM \$35,000	\$95,000
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