



MEMORANDUM OF UNDERSTANDING (MOU)

Between *Cariboo Chilcotin Coast Tourism Association* and *Spinal Cord Injury Organization of British Columbia* (Spinal Cord Injury BC)

Now therefore the undersigned agree to enter this Memorandum of Understanding.

PURPOSE

This MOU is an agreement between the Parties intended to establish a coordinated approach to the development of accessible travel and tourism products and services in *Cariboo Chilcotin Coast Tourism Association* region of British Columbia, Canada, and to promote the adoption, development and promotion of accessible tourism industry practices to stakeholders through audits and assessments of relevant regional sites, products and services; universal design and accessibility education and awareness; and resource development processes implemented through our partnership.

This MOU will define how the respective Parties will cooperate with each other and participate in this coordinated approach.

The objectives for accessible tourism development in the *Cariboo Chilcotin Coast Tourism Association* area is understood by the parties to generally encompass the positioning of ensuring the region as a four-season destination area offering quality experiences targeted to niche markets as identified by the *Cariboo Chilcotin Coast Tourism Association* developed in ways to encourage accessibility for all guests to the region.

The relationship between *Spinal Cord Injury BC* and *Cariboo Chilcotin Coast Tourism Association*, does not limit the ability of *Spinal Cord Injury BC* to collaborate with other entities as *Spinal Cord Injury* expands across all jurisdictions, whether that be municipal, provincial, federal or international associations and governments, and does not limit the ability of *Cariboo Chilcotin Coast Tourism Association* to collaborate with other entities.

PRINCIPLES

1. *Cariboo Chilcotin Coast Tourism Association* vision and mission statements serve as one of the guiding documents for cooperation between the parties.
2. The *Spinal Cord Injury BC* "adjust, adapt and thrive" statement of mission will serve as one of guiding documents for cooperation between the parties.
3. Both Parties will work collectively to align with the principles of accessible tourism under the umbrella of accessibility and inclusion best practices, working towards a collaborative industry in sustainable growth.
4. This Agreement will recognize and respect each Party's individual objectives for accessible tourism, while pursuing a coordinated approach.
5. This Agreement will provide for each party to support and cooperate with others as appropriate in fostering accessible tourism growth within their respective areas.

MUTUAL INTERESTS

1. That the Parties agree that there is an opportunity to promote awareness and connectivity to tourism stakeholders, policy makers and organizations to understand the value of accessible tourism practices and subsequently create new market demand for tourism experiences.
2. For the purposes of this MOU and towards *Cariboo Chilcotin Coast Tourism Association* 's development of accessibility for the region, the *Spinal Cord Injury BC* universal design and accessibility best practice criteria will serve as joint programs that contribute to accessible tourism growth while ensuring that the interests of each party is recognized and addressed.

FINANCIAL OR IN-KIND SUPPORT

1. The Parties agree to allocate resources for program initiatives on a case-by-case basis.
2. *Spinal Cord Injury BC* agrees to consider providing possible *Cariboo Chilcotin Coast Tourism Association* accessibility audits for registered stakeholders.
3. *Cariboo Chilcotin Coast Tourism Association* will investigate potential financial support for program participation fees through local Government and tourism funding programs.
4. The value of the agreement/partnership will be determined and agreed upon prior to undertaking any of the work noted in the MOU.

COORDINATION FUNCTIONS

- The Parties agree that the first priority will be stakeholder engagement and participation in universal design and accessory education and best practice programs. The Parties agree to work with primarily the regional tourism association for the expansion and awareness of the program for the same purpose as mentioned in "The Purpose" section of this document.
 - The Parties agree that the second priority program of this Agreement should focus on *Spinal Cord Injury BC* conducting an audit, assessments and consultation of regional tourism stakeholders' products and services.
- a. *Spinal Cord Injury BC* and *Cariboo Chilcotin Coast Tourism Association* to prepare a co-branded outline of the programs.
 - b. *Spinal Cord Injury BC* and *Cariboo Chilcotin Coast Tourism Association* will cross-promote in various agreed to mediums.
 - c. Any joint promotional activities will be made available for review and approval by both Parties.
 - d. *Cariboo Chilcotin Coast Tourism Association* will promote *Spinal Cord Injury BC* Programs on the official *Cariboo Chilcotin Coast Tourism Association* <http://industry.landwithoutlimits.com/>
 - e. *Spinal Cord Injury BC* will recognize *Cariboo Chilcotin Coast Tourism Association* as a Tourism Partner on the official *Spinal Cord Injury BC* Website. <https://sci-bc.ca/>
 - f. In implementing the program, the Parties acknowledge that such coordination can lead to integrated marketing programs between the destination areas and individual communities where appropriate and where beneficial for each Party.

- g. Communicate with the Provincial Government, Regional District and local governments to ensure that tourism interests are considered and reflected in approved plans and strategies to the extent possible.

The Parties agree that regional coordination will focus on implementation of a Regional Strategy,

The Parties will establish a communications program for the tourism industry, the private sector, governments, and external partners including industry associations, the travel trade and media. The communications program will include the following provisions.

- a. The Parties will utilize the official website <https://sci-bc.ca/> as a source for sharing information to external audiences.
- b. The Parties will co-brand promotional materials.
- c. The Parties will co-brand an outline of the programs for distribution to registered and non-registered stakeholders.

COORDINATION MANAGEMENT

1. The Parties will identify a key contact for each party to coordinate efforts on behalf of each party.
2. The Parties agree that the regional coordination of activities will be undertaken by each individual partner on a project-by-project basis and any or all partners may lead a project or element a project from time-to-time as determined by the partners.

GENERAL TERMS

In keeping with the intent of this Memorandum, the Parties agree that:


1. This MOU is effective from the date of signing for a period of three years.
2. The parties may enter into discussion to renew this agreement no later than 6 months prior to expiration.
3. The partners will act in good faith for the implementation of this MOU.
4. The Agreement will be reviewed from time to time and may be amended at any time by the mutual consent of both Parties.
5. Nothing in this Memorandum shall encumber or fetter the mandate, authority, or responsibilities of any party in any way, or create legally binding obligations among the Parties.
6. The Parties will work together to encourage widespread understanding and support for the MOU.
7. Either Party can provide not less than 90 days written notice of a decision to propose amendments, and/or not less than 6 month's notice to unilaterally withdraw from this Memorandum.

LEGALITY

This Document does not create legally enforceable conditions. It is an expression of the shared intent of the Parties on how to conduct business together.

Agreed to 7 day of June, 2018 by

Cariboo Chilcotin Coast Tourism Association



Authorized signatory

Print Name and Title

Amy THACKER CEO

AND:

Spinal Cord Injury BC



Authorized signatory

Print Name and Title

Chris McBride, Executive Director