



Cariboo Regional District  
File No. 400-50-02

JAN 15 2019

Referred To CAO/Chair  
Board

December 6, 2018

Board of Directors  
North Central Local Government Association  
206 155 George Street  
Prince George, BC V2L 1P8

Dear President Klassen and Board Members:

Thank you for volunteering your time to represent our communities on the Board of Directors for the North Central Local Government Association. It is important to have board members that are open to suggestions and willing to take the time to listen to the membership. While representing 69% of the provincial landmass, you are tasked with being a voice for communities who are often left unheard because of their size and location.

Your website indicated a mandate to form *a robust network of committed organizations, especially with those organizations that have considerable strength throughout our region*. Northern BC Tourism Association is one such organization. With a region very similar to yours, NBCTA is a key player in the tourism industry and well respected by its members and more importantly, by the Province of British Columbia.

The tourism industry in northern BC is an economic force bringing approximately one million visitors and over \$412 million dollars to the region each year. There are over 1200 tourism businesses and 6500 tourism related jobs throughout northern BC. Our local governments need to be engaged and informed about the thriving tourism industry in our region. Northern BC Tourism Association can play an important role in making this happen.

Northern BC Tourism Association is a key player with whom a solid working relationship would be a benefit to our regional representatives. It is extremely important that local governments continue to understand the challenges that are faced by tourism operators in and around their communities and to celebrate their successes as well. As local government leaders, we *need* to be a part of this economic sector and in order to do that, it is imperative that we understand what is happening throughout our region.

Giving Northern BC Tourism Association a regular 45 – 60 minute time slot during the North Central Local Government Association Conference each year will go a long way to helping to establish a relationship with NBCTA, NCLGA, and the local governments. Allowing NBCTA the opportunity to facilitate and manage this session, will produce the best results. In addition, this is a great way for your members to discover what is happening in the tourism sector and particularly with our tourism operators. I urge you to consider this request at your next board meeting and pass a motion to acknowledge the importance of tourism to our region and set aside a favourable time slot on the conference agenda for NBCTA to present. It is time for the voices of one of our major economic sectors to be heard.

Thank you for your consideration of this request and I trust that you will seriously consider making NBCTA a regular contributor at the annual convention. If you have any questions or concerns, please do not hesitate to contact our Chief Administrative Officer, Wendy Hunt. Wendy can be reached via email at [whunt@newhazelton.ca](mailto:whunt@newhazelton.ca) or via phone at 250-842-6571.

Sincerely,



Gail Lowry  
Mayor

pc: NCLGA Member Municipalities