



Date: 23/10/2020

To: Central Cariboo Rural Directors Caucus

And To: John MacLean, Chief Administrative Officer

From: Beth Holden, Regional Economic & Community Development Officer

Date of Meeting: Central Cariboo Rural Directors Caucus_Oct28_2020

File: 2240-20-6750

Short Summary:

Central Cariboo Visitors Information Centres Contribution Agreement Renewal

Voting:

By Consensus

Memorandum:

For the Central Cariboo Director's consideration, please find an updated Visitor Information Centre Contribution Agreement attached.

The current three-year agreement will expire at the end of December 2020. The term of this proposed new agreement is three (3) years from January 1, 2021 to December 31, 2023.

The new agreement is under the Central Cariboo Economic Development function, established through Bylaw No. 5244 in 2019.

Under the new agreement the Region will contribute:

- \$5,000 to support the Likely Visitor Info Centre
- \$5,000 to support the Horsefly Visitor Info Centre
- \$3,000 to support the 150 Mile Visitor Info Centre (Old School House)
- \$30,000 to support the Williams Lake Tourism Discovery Centre

The funding is provided to support the operation of VIC services in each community as well as encourage a collective and cooperative effort to promote tourism in central Cariboo electoral areas, D, E, F, J and K.

Attachments:

Central Cariboo Regional Tourism Development Agreement – 2021 Visitor Info Centres

Financial Implications:

The proposed agreement is for \$43,000 annually and this amount allocated in the Central Cariboo Economic Development function five-year financial plan.

Policy Implications:

None. Renewal of this agreement is included as a goal in the economic development function 2020 business plan.

Alignment with Strategic Plan:

- Communication:** Facilitate communication strategies throughout the entire Cariboo Regional District that meet the needs of residents, community stakeholders, and other levels of government.
- Planning:** Intentionally plan services and activities of the CRD to prepare for future needs of residents and community stakeholders.
- Economic Sustainability:** Foster an environment to ensure the economic sustainability of CRD communities and the region.
- Governance:** Ensure that CRD governance policy and practices are intentional, transparent, and respectful.

[Click here to enter text.](#)

CAO Comments:

[Click here to enter text.](#)

Options:

- 1) Endorsement of recommendation;
- 2) Receipt and other action at direction of Central Cariboo Rural Directors Caucus
- 3) Defer.

Recommendation:

That the agenda item summary from Beth Holden, Regional Economic & Community Development Officer, dated October 22, 2020, regarding the Central Cariboo Visitor Information Centre Contribution Agreement renewal, be received. Further, that the agreement be renewed with the increased amounts including \$5,000 to the Likely Visitor Info Centre, \$5,000 to the Horsefly Visitor Info Centre, \$3,000 to the 150 Mile Visitor Info Centre (Old School House), and \$30,000 to the Williams Lake Tourism Discovery Centre, from the Central Cariboo Economic Development Budget for an additional three-year term, and that the appropriate signatories be authorized to execute the renewal agreement.