



Date: 02/02/2021

To: North Cariboo Rural Directors Caucus

And To: John MacLean, Chief Administrative Officer

From: Darron Campbell, Manager of Community Services

Date of Meeting: North Cariboo Rural Directors Caucus_Mar09_2021

File: 2240-20-6750

Short Summary:

Visitor Centre Contribution Agreement Renewal – City of Quesnel

Voting:

By consensus

Memorandum:

The Cariboo Regional District entered into a three-year contribution agreement in 2018 to support the operation of the Quesnel and District Visitor Information Centre, including associated tourism marketing activities.

The agreement had an initial contribution of \$10,000 per year, which is allocated to the North Cariboo Economic Development function.

A renewal is proposed for another three-year term at an increased value of \$15,000 per year. The increase is reflective of the benefits rural businesses and residents derive from centralized tourism information and regional promotion activities.

Attachments:

1. VIC contribution agreement (original terms 2018)
2. 2019 annual VIC report

Financial Implications:

The value of the proposed renewal is \$15,000 per year and this amount is allocated in the five-year financial plan for the North Cariboo Economic Development function.

Policy Implications:

None. Review of the agreement is included in the economic development function 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.

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CAO Comments:

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Options:

1. Endorsement of the recommendation;
2. Receipt and other action at the discretion of the Caucus;
3. Deferral

Recommendation:

That the agenda item summary from Darron Campbell, Manager of Community Services, dated February 2, 2021, regarding renewal of the contribution agreement with the City of Quesnel to support operation of the Quesnel and District Visitor Information Centre, be received. Further, that the agreement be renewed for an additional three-year term with an increase in the annual contribution to \$15,000 each year from the North Cariboo Economic Development function budget. Further, that the appropriate signatories be authorized to execute the renewal agreement.