



# SOUTH CARIBOO RURAL DIRECTORS CAUCUS AGENDA

Monday, April 11, 2016  
4:00 P.M.

District of 100 Mile House Council Chambers  
385 Birch Avenue  
100 Mile House, BC

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Pages

## 1. CALL TO ORDER

(The meeting is scheduled to commence at 4:00 p.m.)

### 1.1 Adoption of Agenda

That the agenda items be adopted as presented.

## 2. ADOPTION OF MINUTES

### 2.1 Minutes of the South Cariboo Rural Directors Caucus - January 11, 2016

1

That the minutes of the South Cariboo Rural Directors Caucus meeting, held January 11, 2016, be received and adopted.

## 3. REPORTS AND CORRESPONDENCE

### 3.1 Joint Use Agreement Renewal for Recreation Facilities

5

That the agenda item summary from Darron Campbell, Manager of Community Services, dated February 17, 2016, regarding a proposed Joint Use Agreement renewal for recreation facilities with School District 27, Thompson Rivers University, City of Williams Lake and District of 100 Mile House, be received. Further, that appropriate signatories be authorized to execute the renewal agreement for an additional four-year term.

### 3.2 South Cariboo Tourism Marketing Agreement Renewal

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That the agenda item summary from Darron Campbell, Manager of Community Services, dated March 17, 2016, regarding the South Cariboo Tourism Marketing Renewal and Amendment Agreement, be received. Further, that the agreement be renewed for another three-year term on the same arrangements and conditions of the previous agreement, and that the appropriate signatories be authorized to enter into the renewal agreement.

## 4. DISCUSSION ITEMS

**5. ADJOURNMENT**

That the meeting of the South Cariboo Rural Directors Caucus be adjourned at TIME,  
April 11, 2016.



**CARIBOO REGIONAL DISTRICT  
SOUTH CARIBOO RURAL CAUCUS MINUTES**

**January 11, 2016**

**9:00 a.m.**

**Cariboo Regional District Board Room  
Suite D - 180 Third Avenue North  
Williams Lake, B.C.**

PRESENT :                    Director M. Wagner  
                                  Director A. Richmond  
                                  Director B. Coakley

STAFF :                     D. Campbell, Manager of Community Services

**1.     CALL TO ORDER - ELECTION OF CHAIR**

**Election of Chair**

The meeting was called to order at 9:00 a.m. by D. Campbell, Manager of Community Services.

First Call by the Manager of Community Services for nominations for the position of Chair of the South Cariboo Rural Directors Caucus for 2016.

Director Richmond nominated Director Wagner for the position of Chair of the South Cariboo Rural Directors Caucus for 2016. Director Wagner accepted the nomination.

Second call by the Manager of Community Services for nominations for the position of Chair of the South Cariboo Rural Directors Caucus for 2016.

Third call by the Manager of Community Services for nominations for the position of Chair of the South Cariboo Rural Directors Caucus for 2016.

There being no further nominations, the Manager of Community Services declared nominations closed and declared Director Wagner Chair of the South Cariboo Rural Directors Caucus for 2016.

**1.1 Adoption of Agenda**

**SCR.2016-1-1**

That the agenda items be adopted as presented.

**By Consensus**

**2. ADOPTION OF MINUTES**

**2.1 Minutes of the South Cariboo Rural Directors Caucus - June 22, 2015**

**SCR.2016-1-2**

That the minutes of the South Cariboo Rural Directors Caucus meeting held June 22, 2015, be received and adopted.

**By Consensus**

**3. REPORTS AND CORRESPONDENCE**

**3.1 Appointment of Co-Chair and Alternate for South Cariboo Joint Committee**

By Consensus

**SCR.2016-1-3**

That the agenda item summary from Lore Schick, Deputy Corporate Officer, dated January 5, 2016, regarding the appointment of a Co-Chair and alternate to the South Cariboo Joint Committee, be received. Further, that Director Richmond be appointed as Co-Chair to the South Cariboo Joint Committee and that no alternate be appointed.

**By Consensus**

**3.2 South Cariboo Appointments for 2016**

By Consensus

**SCR.2016-1-4**

That the agenda item summary from Lore Schick, Deputy Corporate Officer, dated January 4, 2016, regarding appointments to various South Cariboo committees for 2016, be received. Further, that the appointments are as follows:

Director Margo Wagner - South Cariboo Chamber of Commerce (without meeting remuneration)

Director Brian Coakley - South Cariboo Community Foundation Working Group (without meeting remuneration)

Director Brian Coakley - South Cariboo Sustainability Committee (without meeting remuneration)

**By Consensus**

### **3.3 Sani-Dump Operations Contribution Agreement Renewal**

By Consensus

#### **SCR.2016-1-5**

That the agenda item summary from Darron Campbell, Manager of Community Services, dated January 5, 2016, regarding the Sani-Dump Operations Contribution Renewal Agreement, be received. Further, that the agreement be renewed for another three-year term at the same cost of \$2,500 per year and that the appropriate signatories be authorized to enter into the renewal agreement.

**By Consensus**

## **4. DISCUSSION**

### **4.1 Interlakes Economic Association Cooperative Marketing Partnerships Program Grant Application**

#### **SCR.2016-1-6**

That the Interlakes Economic Association Cooperative Marketing Partnerships Program grant application, as submitted to Destination British Columbia, be received. Further, that \$2,500 be approved to support the application, with \$1,250 being allocated from the South Cariboo Economic Development Function budget and \$1,250 being drawn from Northern Development Initiative Trust collaborative program funds.

**By Consensus**

5. **ADJOURNMENT**

**SCR.2016-1-7**

That the meeting of the South Cariboo Rural Directors Caucus be adjourned at 9:45 a.m.,  
January 11, 2016.

**By Consensus**

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Chair



**Date:** 17/02/2016

## **AGENDA ITEM SUMMARY**

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**To:** South Cariboo Rural Directors Caucus

**And To:** Janis Bell, Chief Administrative Officer

**From:** Darron Campbell, Manager of Community Services

**Date of Meeting:** South Cariboo Rural Directors Caucus\_Apr11\_2016

**File:** 2240-20-7710

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### **Short Summary:**

Proposed Joint Use Agreement Renewal for Recreation Facilities with School District 27, Thompson Rivers University, City of Williams Lake and District of 100 Mile House

### **Voting:**

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### **Memorandum:**

The current Joint Use Agreement between School District 27, Thompson Rivers University, City of Williams Lake and the Cariboo Regional District will expire at the end of December 2015.

The purpose of the agreement is to provide for reciprocal facility use by each party at no rental cost, except for extraordinary charges, such as additional staffing, if required.

In June 2015 a committee was struck, with representation from each party, to review, revise and work towards a renewal of, the beneficial arrangement. Two meetings of the committee took place, along with numerous email communications, and the proposed renewal was developed.

The agreement has been simplified, and some of the more prescriptive conditions have been removed, allowing for a flexible implementation of the cooperative intent and relying on senior staff to work together to ensure the maximum benefit to each party and the public are available.

The District of 100 Mile House is now added to the agreement for the renewal, allowing for its facilities, such as the 100 Mile Soccer Park, to be included.

The renewal is proposed for an additional four-year term to December 2019.

### **Attachments:**

Proposed Joint Use Agreement 2016-2019

### **Financial Implications:**

There are no material financial implications to the Regional District as a result of the agreement. Use of Regional District facilities by other groups, the School District in particular, tends to be in

non-prime hours and generally does not create additional cost or lost revenue for the facilities. There are some costs, however, which are balanced by use of other facilities by the Regional District at no cost either for recreation programs, public meetings, or elections and referenda.

**Policy Implications:**

None.

**CAO Comments:**

Concur

**Options:**

1) Endorse recommendations; 2) Receipt only; 3) Defer.

**Recommendation:**

That the agenda item summary from Darron Campbell, Manager of Community Services, dated February 17, 2016, regarding a proposed Joint Use Agreement renewal for recreation facilities with School District 27, Thompson Rivers University, City of Williams Lake and District of 100 Mile House, be received. Further, that appropriate signatories be authorized to execute the renewal agreement for an additional four-year term.



**LETTER OF UNDERSTANDING**  
**JOINT USE AGREEMENT –FACILITIES**

BETWEEN: CARIBOO REGIONAL  
DISTRICT (CRD)  
Suite D, 180 North 3<sup>rd</sup> Avenue  
Williams Lake BC V2G 2A4

AND: SCHOOL DISTRICT #27 (SD)  
350 North 2<sup>nd</sup> Avenue  
Williams Lake BC V2G 1Z5

AND: CITY OF WILLIAMS LAKE  
(CITY)  
450 Mart Street  
Williams Lake BC V2G 1N3

AND: THOMPSON RIVERS UNIVERSITY  
WILLIAMS LAKE CAMPUS (TRU\_WL)  
1250 Western Avenue  
Williams Lake BC V2G 1H7

AND: DISTRICT OF 100 MILE HOUSE  
(DISTRICT)  
PO Box 340, 385 Birch Ave  
100 Mile House, BC, V0K 2E0

WHEREAS the parties each own, lease, develop, construct, operate and/or maintain recreational properties, parks and facilities within the Central and South Cariboo;

NOW THEREFORE the parties agree, each with the other, as follows:

1. The term of this Agreement shall be from January 1, 2016 to December 31, 2019.
2. For use of respective facilities by the parties to this agreement, there shall be no rental or admin fees. However, charges may apply for bookings requiring extra costs such as security, supervision and/or extra cleaning. Such costs shall be established at the time of booking. Every effort will be made to minimize, or eliminate, extra charges wherever possible and these should not be charged “as matter of fact”.
3. Parties to this agreement shall have priority booking privileges over community use bookings, and should be permitted to book facilities prior to any public process being completed. Cancellation of any Joint Use bookings should be given as much notice as possible.
4. Every effort will be made by the parties to this agreement to accommodate booking requests that may fall outside the “norm” for hours, days or facilities. Senior Staff for parties of this agreement will be permitted to negotiate arrangements for such use as long as there is no net additional “cost” to any one party, or the arrangement is deemed to be mutually beneficial.

5. For the purposes of this agreement "Senior Staff" shall be defined as follows;
  - a. School District #27- Superintendent, Secretary-Treasurer or designate
  - b. CRD- CAO, Manager of Community Services or designate
  - c. City of Williams Lake- CAO, Director of Community Services or Designate
  - d. TRU- Executive Director or Designate
  - e. District of 100 Mile- CAO or designate
  
6. a) The CRD shall make available the Cariboo Memorial Complex and South Cariboo Recreation Centre facilities for use by the SD on regular school days from 8:00am to 3:30pm, provided that periods available to the SD are scheduled to ensure maximum use of the facility by the SD and by the general public and other recreation groups.
   
  
 b) In addition, the CRD will allow additional use of the CMRC outside normal overhead hours for the purpose of (Cap and Gown) graduation ceremonies. Any costs associated with extending hours of operation will be the responsibility of the SD.
  
7. The CITY and DISTRICT shall make available parks, recreational areas and facilities for use by the SD on school days from 8:00am to 3:30pm provided that periods available to the SD are scheduled to ensure maximum use of the facility by the SD and by the general public and other recreation groups. .
  
8. The SD shall make available, school fields and school facilities for parties to the agreement first, and general public recreation (community use) activities second. Parties to this agreement are not subject to Clause (C) rental fees in SD policy #3513.
  
9. TRU\_WL shall make available the gymnasium and fields for use by the Joint Use Agreement members first and public recreation users second. Classrooms and labs may also be made available to parties of this agreement and shall be negotiated by Sr. staff based on availability and appropriateness.
  - a) Gymnasium Use: the gymnasium shall be made available for use Monday through Friday 8:30am to 9:00pm during the Academic school year (September through April) and will be available for use "as required" on weekends and during the summer months.
  - b) Field Use: the field shall be made available year-round for use "as required". The field will be maintained by the City and School District.

In consideration, current (valid) TRU\_WL students will be granted complimentary drop-in access to the pool, gym, arena and drop-in fitness classes at Cariboo Memorial Complex with display of a Valid TRU WL Student Card.

9. Each party will use the facilities provided by the other(s) at its own risk and will indemnify and hold the owner (and its directors, governors and employees) harmless from any and all liability for loss, cost or damages either before or after the expiration or termination of this

agreement, resulting from bodily injury (including death) to any person or persons, or from damage to the property, arising from its use or occupancy of the owner's facility, including the deductible amount for which the owner is liable under the terms of the owner's insurance coverage.

10. Any party to this agreement may withdraw from this agreement upon giving ninety (90) days written notice of its intention to withdraw.
11. Nothing in this agreement limits the ability of any party to enter into other arrangements or agreements with either of the other parties individually or with any other party.
12. This agreement constitutes the entire agreement of the parties with regard to the matters herein and may only be amended in writing signed by all the parties.

SIGNED BY THE  
CARIBOO REGIONAL DISTRICT  
in the presence of:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Corporate Secretary

SIGNED BY SCHOOL DISTRICT #27  
(CARIBOO-CHILCOTIN)  
in the presence of:

\_\_\_\_\_  
Chair

SIGNED BY THE CITY OF WILLIAMS  
LAKE  
in the presence of:

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Director of Corporate Services

SIGNED BY THOMPSON RIVERS  
UNIVERSITY WILLIAMS LAKE CAMPUS  
(TRUWL)  
in the presence of:

\_\_\_\_\_  
Executive Director, Williams Lake Campus

SIGNED BY DISTRICT OF 100 MILE  
HOUSE  
(DISTRICT)  
In the presence of:



**Date:** 17/03/2016

## **AGENDA ITEM SUMMARY**

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**To:** South Cariboo Rural Directors Caucus Committee

**And To:** Janis Bell, Chief Administrative Officer

**From:** Darron Campbell, Manager of Community Services

**Date of Meeting:** South Cariboo Rural Directors Caucus\_Apr11\_2016

**File:** 2240-20-6750

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### **Short Summary:**

South Cariboo Tourism Marketing Agreement Renewal

### **Voting:**

By Consensus

### **Memorandum:**

Please find attached the current Tourism Marketing Renewal and Amendment Agreement, as well as the original Tourism Marketing Agreement. The current Tourism Marketing Renewal and Amendment Agreement expired on December 31, 2015.

Under the agreement, the Regional District contributes \$15,000 to the 100 Mile Development Corporation each year to help provide services in accordance with the goals established in the South Cariboo Tourism Development and Marketing Plan.

CRD staff has discussed the agreement terms with the 100 Mile Development Corporation and there are no proposed changes to the existing arrangements.

### **Attachments:**

1. Tourism Marketing Renewal and Amendment Agreement, and Original Tourism Marketing Contribution Agreement.
2. 2015 and 2014 Annual Reports from 100 Mile Development Corporation

### **Financial Implications:**

There are no proposed changes to the existing arrangements. \$15,000 is allocated annually for the agreement from the South Cariboo Economic Development function.

### **Policy Implications:**

None. This contribution agreement renewal is not part of a competitive delivery process.

### **CAO Comments:**

[Click here to enter text.](#)

**Options:**

- 1) Receipt;
- 2) Receipt and endorsement of the recommendation;
- 3) Defer.

**Recommendation:**

That the agenda item summary from Darron Campbell, Manager of Community Services, dated March 17, 2016, regarding the South Cariboo Tourism Marketing Renewal and Amendment Agreement, be received. Further, that the agreement be renewed for another three-year term on the same arrangements and conditions of the previous agreement, and that the appropriate signatories be authorized to enter into the renewal agreement.

**RENEWAL AND AMENDMENT AGREEMENT**

THIS AGREEMENT, made the 5 day of April, 2013.

**BETWEEN:**

**CARIBOO REGIONAL DISTRICT**

180 North Third Avenue, Suite D  
Williams Lake, BC V2G 2A4

(the "Region")

**AND:**

**100 MILE DEVELOPMENT CORPORATION**

PO Box 340  
100 Mile House, BC V0K 2E0

(the "Corporation")

**WITNESSES THAT WHEREAS:**

- A. The Region and the Corporation are parties to a Tourism Marketing Agreement dated December 15, 2009 to provide services in accordance with the goals established in the South Cariboo Tourism Development and Marketing Plan;
- B. The Tourism Marketing Agreement will terminate on the 31<sup>st</sup> day of December, 2012 and the parties agree to renew the Tourism Marketing Agreement for a further period; and
- C. The Region and the Corporation have agreed to renew the Tourism Marketing Agreement for a further 3-year term to commence January 1, 2013 and terminate the 31<sup>st</sup> day of December, 2015.

NOW THEREFORE, in consideration of the premises and covenants contained herein and for other good valuable consideration, the receipt and sufficiency of which is hereby acknowledged by each of the parties hereto, the parties agree and covenant, each with the other, that

1. **AMENDMENT:** Effective immediately, the Tourism Marketing Agreement is hereby amended by deleting Section 5 - Reporting in its entirety and replacing with:

5. Reporting

The Corporation will provide the Region with an Annual Report on or before December 31<sup>st</sup> of each year of the term of the Agreement regarding the Accomplishments and Activities based on the South Cariboo Tourism Development and Marketing Plan.

2. **RENEWAL:** Effective upon expiry, the Tourism Marketing Agreement will be renewed, on the same terms and conditions as amended by this Agreement, for a 3-year term commencing January 1, 2013 and terminating the 31<sup>st</sup> day of December, 2015.

IN WITNESS WHEREOF the parties hereto have executed this Agreement as of the day, month and year written below.

  
\_\_\_\_\_  
RICK HODGSON  
DEPUTY CHIEF ADMINISTRATIVE OFFICER  
CARIBOO REGIONAL DISTRICT

APRIL 5, 2013  
DATE

  
\_\_\_\_\_  
SIGNATURE  
100 MILE DEVELOPMENT  
CORPORATION

Ray Scott  
\_\_\_\_\_  
PRINT NAME  
26-08-13  
DATE

**SOUTH CARIBOO COOPERATIVE MARKETING AGREEMENT**

THIS AGREEMENT, made the 15 day of December, 2009.

**BETWEEN:**

CARIBOO REGIONAL DISTRICT  
180 North Third Avenue, Suite D  
Williams Lake, BC V2G 2A4

(the "Region")

**AND:**

100 MILE DEVELOPMENT CORPORATION  
Box 340  
100 Mile House, BC V0K 2E0

(the "Corporation")

**WHEREAS** the Cariboo Regional District has established an economic development function for Electoral Areas "G", "H" and "L";

**AND WHEREAS** the Cariboo Regional District wishes to contract services with the 100 Mile Development Corporation;

**AND WHEREAS** the Corporation has established the South Cariboo Cooperative Marketing Plan and requested the Region to participate in the South Cariboo Tourism Development Cooperative Sponsorship/Partnership Program;

**NOW THEREFORE THIS AGREEMENT WITNESSETH** that in consideration of the covenants and the considerations hereinafter contained and for other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Region and the Corporation covenant and agree, each with the other, as follows:

1. Term

The term of this Agreement shall be three years from January 1, 2010 to December 31, 2012.

2. Payment

For and in consideration of the Corporation providing the Services under the terms of this Agreement, the Region shall pay the Corporation a flat rate sum of \$15,000.



Payment will be made no later than August 1 of each year of the Agreement upon receipt of an invoice and a summary report from the Corporation outlining its activities.

3. Services

The Corporation shall provide services in accordance with the goals established in the South Cariboo Tourism Development and Marketing Plan.

4. Partnership

The Corporation will ensure that the Region is identified as a strategic partner in all print publications identified in the Marketing Plan.

5. Reporting

The Corporation will provide the Region with quarterly reports regarding the Accomplishments and Activities identified in the Plan.

6. Independent Contractor

The Corporation shall be deemed to be an independent contractor for the purposes of this Agreement and not the servant, employee or agent of the Region. The Corporation shall not in any manner whatsoever commit or purport to commit the Region to the payment of any money to any person, firm or corporation unless first authorized by the Region.

7. Liability Insurance

The Corporation shall, to the satisfaction of the Region, obtain and continuously provide insurance covering the Corporation and the Region against any and all liability whatsoever arising out of the provision of the Services.

8. Indemnity

The Corporation will indemnify and save harmless the Region and all of its employees, servants, representatives and agents, from and against all claims, demands, causes of action, suits, losses, damages and costs, liabilities, expenses and judgments (including all actual legal costs) which the Region or its employees, servants, representatives or agents incur, suffer or are put to arising out of or in connection with any failure, breach or non-performance by the Corporation of any obligation of this Agreement, or any wrongful or negligent act of the Corporation or any employee or agent of the Corporation.

The indemnity will survive the termination or completion of this Agreement and, notwithstanding such termination or completion, will continue in full force and effect for the benefit of the Region.

9. Termination

Should the Corporation default in any of the conditions contained herein to be performed by the Corporation, the Region may terminate this Agreement should the Corporation fail to rectify such default within ten (10) business days of being given notice to do so.

This Agreement may be terminated by either party at any time by giving not less than ninety (90) days written notice.

In the event that this Agreement is terminated, pro-rated payment for works not completed by the Corporation shall be negotiated by both parties.

10. Cessation of Society

Should the Corporation, at any time during their term hereof, cease to exist and therefore not fulfil their obligations under this Agreement, this Agreement and any other rights hereunder shall be forthwith terminated.

11. Notices

Any notice required to be given under this Agreement shall be conclusively deemed to be given or delivered to and received by the addressee as follows: if delivered personally on the date of such personal delivery or if mailed on the fourth business day after the mailing of the same in British Columbia by pre-paid post addressed, if to the Region as first set out in this Agreement and if to the Corporation as set out in this Agreement. Either party may, from time to time, advise the other by notice in writing, of any change of address of the party, giving such notice and from and after the giving of such address specified therein this shall, for the purpose of this paragraph, be conclusively deemed to be the address of the party giving such notice.

12. Entire Agreement

This Agreement shall be deemed to constitute the entire Agreement between the Region and the Corporation with respect to the matter hereof and shall supersede all previous negotiations, representations, and documents in relation hereto made by either party to this Agreement.


13. Miscellaneous

The headings appearing in this Agreement have been inserted for reference and as a matter of convenience and in no way define, limit or enlarge the scope of any provision of this Agreement.

In this Agreement, wherever the singular or masculine is used, it shall be construed as if the plural or feminine or body corporate as the case may be, had been used where the context of the parties hereto so require.

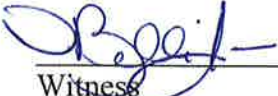
This Agreement shall endure to the benefit of and be binding upon the parties hereto and their respective heirs, executors, successors and assigns.

IN WITNESS WHEREOF the said parties hereto have hereunto set their signatures this 15 day of December, 2009.


  
\_\_\_\_\_)  
Witness  
Berrice Crowe  
\_\_\_\_\_)  
Print Name

SIGNED on behalf of the CARIBOO  
REGIONAL DISTRICT by:

  
\_\_\_\_\_)  
**DEPUTY** Chief Administrative Officer

  
\_\_\_\_\_)  
Witness  
Donna Bellingham  
\_\_\_\_\_)  
Print Name

SIGNED on behalf of  
100 MILE DEVELOPMENT  
CORPORATION by:

  
\_\_\_\_\_)  
Signing Officer

Authorized Signatory



# 100 Mile Development Corporation

December 14, 2015

ATTN: **Darron Campbell**  
Cariboo Regional District  
Suite D, 180-North 3<sup>rd</sup> Avenue  
Williams Lake, BC V2G 2A4

**RE: FINAL REPORT FOR SCCMP FUNDING  
South Cariboo Cooperative Marketing Program 2015**

Dear Mr. Campbell,

On behalf of the stakeholders of the 2015 South Cariboo Cooperative Marketing Program (SCCMP) I would like to provide you with our final report.

The District of 100 Mile House, the Cariboo Chilcotin Coast Tourism Association, Destinations BC, Cariboo Regional District, Thompson Nicole Regional District and community stakeholders all contributed to the program this year.

An overview of 2015 Marketing Initiatives completed or ongoing:

- 1) Producing a 65,000 new 32 page 100 Mile House and South Cariboo Visitor Guide
- 2) Produced 20,000 pad maps
- 3) Attended the BC Sportsmen's Show and Hunting Show in Abbotsford, Canada Winter Games in Prince George, The Destinations BC Conference and various tourism related meeting around the South Cariboo.
- 4) Produce Cooperative Partner brochures and quarterly Bulletins.
- 5) Produced a slide show for the centre and new images for the use of the South Cariboo Cooperative Marketing Partners.
- 6) Continued to advertise in upwards of 15-20 Key print publications: British Columbia Magazine, Zeitung, GO Camping, The Milepost, BC Hunting Synopsis Regulations, BC Fishing Synopsis Regulations, The Anglers Atlas, Bella Coola Visitor Guide, Super Camping, South Cariboo Visitor Guide (Free Press) and map (Freepress), Google Maps. The South Cariboo Visitor Centre also does 2 radio show per week with local stations.

The South Cariboo Visitor Centre saw the number of visitors in 2015 rise. For a 6 month period from May, June, July, August, September and October we seen 26,506 and in 2014 we had 20,342 for the same months. That's a 13.3% increase which is total of 6,164 additional visitors to the South Cariboo & 100 Mile House area. The South Cariboo Visitor Centre has been working hard to let the community know that we have community specific information as well as travel information. During the peak season the visitor centre was an ambassador for the community by attending different events in the South Cariboo as well a making our presence at the Farmers Market/50<sup>th</sup> Anniversary celebrations. We found that the locals as well as visitors enjoyed having us out of the centre distributing information and answering questions. This is a valuable piece to greeting and welcoming visitors to our area as it brought them back to the centre for further information. This has been successful as we seen an increase in 2015 for information requests on our area for 100 Mile House and South Cariboo. In 2015 we had 13,693 community specific requests for the same period as above we had 12,205 community specific request in 2014. We will be doing more taking the Visitor Centre out to the area as it has proven to be a valuable marketing tool. The marketing of the region in different advertisements as well as the Visitor Guide/Radio and pad map have proven to be effective marketing tool for our region as well.

I trust that this report will be adequate in providing you with the project's final information. If you require any further documents, please do not hesitate to contact me.

On behalf of the 2015 South Cariboo Cooperative Marketing Partners, I would like to thank the Cariboo Regional District for their support and look forward to working with the Board in 2016.

Yours in tourism,

Julie Gilmore  
Visitor Services Coordinator



# 100 Mile Development Corporation

December 04, 2014

ATTN: **Darron Campbell**  
Cariboo Regional District  
Suite D, 180-North 3<sup>rd</sup> Avenue  
Williams Lake, BC V2G 2A4

**RE: FINAL REPORT FOR SCCMP FUNDING  
South Cariboo Cooperative Marketing Program 2014**

Dear Mr. Campbell,

On behalf of the stakeholders of the 2014 South Cariboo Cooperative Marketing Program (SCCMP) I would like to provide you with our final report.

The District of 100 Mile House, Cariboo Regional District, the Cariboo Chilcotin Coast Tourism Association, Destinations BC, Thompson Nicole Regional District and community stakeholders all contributed to the program this year.

An overview of 2014 Marketing Initiatives completed or ongoing:

- 1) Producing a 65,000 new 32 page 100 Mile House and South Cariboo Visitor Guide
- 2) Produced 20,000 pad maps in February with an increase in advertisers
- 3) Attended the BC Sportsmen's Show and Hunting Show in Abbotsford, The Kamloops Leisure Home Show
- 4) Produce Cooperative Partner brochures.
- 5) Continuing work with Monika Patterson to produce a slide show for the centre and new images for the use of the South Cariboo Cooperative Marketing Partners.
- 6) Continued to advertise in upwards of 15-20 Key print publications: CCCTA Travel Planner, British Columbia Magazine, Zeitung, GO Camping, The Milepost, BC Hunting Synopsis Regulations, BC Fishing Synopsis Regulations, BC Rodeo Association Rodeo Guide, Super Camping, South Cariboo Visitor Guide (Free Press) and map (Freepress), Google Maps. The South Cariboo Visitor Centre also does 2 radio show per week with local stations.

The South Cariboo Visitor Centre saw the number of visitors rise in June, July, August, September and October to 18,478 for the 5 months in 2014 and in 2013 we had 14, 554 for the same months. That's a 10.6% increase which is total of 3,924 additional visitors to the South Cariboo & 100 Mile House area. The South Cariboo Visitor Centre has been working hard to let the community know that we have community specific information as well as travel information. This has been successful as we seen an increase in 2014 for request for information on Recreational/Residential and business investment on our region. In 2014 we had 612 requests for the same period as above and 147 in 2013. The marketing of the region in different advertisements as well as the Visitor Guide/Radio and pad map have proven to be effective marketing tool for our region.

I trust that this report will be adequate in providing you with the project's final information. If you require any further documents, please do not hesitate to contact me.

On behalf of the 2014 South Cariboo Cooperative Marketing Partners, I would like to thank the Cariboo Regional District for their support and look forward to working with the Board in 2015.

Yours in tourism,

Julie Gilmore  
Visitor Services Coordinator