

*** Please Note All Responses Are Published Exactly As They Were Submitted. ***

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Position Running For: Council

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1) What role do you see tourism playing in Kamloops' economic growth, and how would you support the sector?

We are a tourist city & region.

The Tournament Capital brand is based on visitors.

Moving forward, as heavy industry is diminishing, one sector that has and continue to provide jobs and revenue to the city and regional districts is tourism.

As President of Kamloops Airport Authority Society.

I will continue to have TK be the main representative at the YKA Link table.

Plus be at the KAAS board table.

2) How would you support events, sports tournaments, and other initiatives that attract visitors to Kamloops?

Marketing, now that we are finally building new Infrastructure after 25 years. We need to upsell our Tournament Capital brand to include more than just sports.

Partnering with the city to seek out tourism grants and leveraging our regional partners including TK'emlups.

First Nations tourism is going to be a major player and revenue generator in our area.

3) What infrastructure or municipal investments do you think are most important for supporting both residents and the Kamloops visitor economy?

PAC, Multi rink, H2O pool, Convention center, 2141 & VC Wildlife park.
To name a few.

4) What role do you believe the City of Kamloops should play in supporting the attraction, expansion, and long-term sustainability of air service at YKA to strengthen tourism, events and regional economic growth?

Through KAAS, it should direct funds to invest in more opportunities to assist KAAS in promoting and expanding air and ground services, which will support all types of tourism and great visitor experiences.

As it stands now KAAS 50% of all YKA revenue has to be put back into YKA improvements.

While the city picked over \$650K in property taxes. YKA also employs over 500 jobs.

5) How would you work with Tourism Kamloops and local tourism businesses to strengthen Kamloops as a destination?

At every table I sit at.

City Council, TNRD Director, SILGA President, and my seat at the UBCM executive board.

Not to mention my seat at the YKA Link board.

6) What do you see as the biggest opportunity for Kamloops' tourism sector over the next four years?

National & Provincial tournaments will still be our bread and butter for hotel stays, I believe a Convention center downtown would be the the biggest driver next to sport and cultural events.



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Conferences of all sizes would put us on the map for groups that have never considered Kamloops as a place to hold an event. I could vision something downtown to support the revitalization of Memorial arena and PAC site and to the vibrancy of our beautiful downtown.