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Name: Bryce Eberle

Position Running For: Council

Campaign Website Provided: <https://www.facebook.com/share/1ay9vpc4pT/>

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

I see tourism playing a really important role in Kamloops' economic growth. We already have assets. We are Canada's Tournament Capital, we have incredible trails and outdoor recreation, and we have great events and businesses that bring people into our community.

But I think we can do more to turn those visitors into economic opportunity for local businesses.

I want to support tourism by continuing to attract major sporting events, concerts, festivals and other destination events, while investing in the amenities and infrastructure that make people want to stay longer and come back. I also want to make better use of what we already have.

To me, tourism is about more than hotels. It's restaurants, retail, recreation, our downtown, our trails and our local businesses. When we bring people to Kamloops, I want that money circulating through our local economy.

And I think we need to work closely with Tourism Kamloops, local businesses, TRU, Tk'emlúps te Secwépemc and our regional partners to build a destination that residents are proud of and visitors want to experience.

If we're going to grow Kamloops, tourism IS absolutely essential be part of that growth.

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

I think events and sports are a huge part of what makes Kamloops special, and I can speak to that personally.

I sponsor my men's league soccer team, both of my kids are involved in community soccer, I coach, and I play drop-in hockey every chance I get. I've also spent a lot of time playing hockey with people from our First Nations communities. I even use the beach volleyball courts right next to where I live.

I'm not just talking about recreation from a council perspective. I'm using these facilities, I'm supporting them, and my family is part of them.

We call ourselves the Tournament Capital of Canada, and I think we need to continue building on that. But we also need to make sure our residents benefit. We have a huge number of kids playing soccer, for example, and we need to create more opportunities and spaces for them to play.

When we bring tournaments and events to Kamloops, I want our kids to be able to see those athletes, participate in those facilities and be inspired. At the same time, those visitors are staying in our hotels, eating at our restaurants and supporting local businesses.

That's the opportunity I see. Bring people here, give them a reason to stay, and make sure the investment and excitement also creates better opportunities for the families who call Kamloops home.

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

I think the biggest priority is making sure our infrastructure keeps up with the growth we want.

That means maintaining our roads and existing infrastructure, investing in water and sewer capacity, improving transportation and connectivity, and making sure we have the infrastructure needed to support new housing and businesses.

For visitors, the experience of Kamloops starts before they even get to an event. It's our roads, our public spaces, our downtown, our parks, our trails and how easy it is to move around our city.

I also think we need to be smart about the infrastructure we already have. Before automatically building something new, I want to understand how we can maximize what we already own and whether an investment is going to provide a lasting benefit to residents.

My approach is simple. Build the infrastructure that supports the Kamloops we want to become, not just the Kamloops we have today.

If we get that right, residents get a better city to live in, businesses have room to grow, and visitors have a better reason to come and stay.

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?

I think tourism, livability, economic growth and air service all go hand in hand.

The City can't control the airlines or guarantee routes, but we can work with the airport, airlines, Tourism Kamloops, local businesses, TRU and regional partners to grow the demand that supports more reliable air service.

But I also think we need to look at this from the perspective of our residents. My goal is to build a Kamloops that people come to visit, experience, and ultimately want to stay in — and a city where the people who already live here see a future for themselves and their families.

As our population, tourism, businesses and events grow, so does the demand for air service. And as air service improves, it makes it easier to attract visitors, investment, businesses and events.

It's a cycle. We grow a community people want to live in and visit, that creates demand for better air service, and better air service helps us continue growing.

That's why I see YKA as an important part of the bigger picture of growing Kamloops.

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

I think the City's role is to work alongside Tourism Kamloops and our local tourism businesses, not try to do their job for them.

I would want to create stronger communication between the City, Tourism Kamloops, local businesses, event organizers and our regional partners so we understand what they need and where the opportunities are.

We have a lot to work with already. Our outdoor recreation, sports, events, downtown, restaurants and the people who make Kamloops what

it is. I want to help bring those pieces together and make it easier to promote Kamloops as a destination.

But I think the biggest opportunity is getting people to experience more of our community. If someone comes here for a tournament, I want them to discover our restaurants, trails, businesses and other attractions and stay an extra night or two.

And just as importantly, I want the people who already live here to be proud of their city and want to stay here. If we build a community that is great to live in, we naturally create a destination that people want to visit.

To me, tourism and livability go hand in hand. The better we make Kamloops for the people who live here, the stronger our destination becomes for the people who visit.

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

I think one of the biggest opportunities for Kamloops over the next four years is to build on the things our community already has a strong connection to, especially sports and entertainment.

Soccer is a big one. Soccer in Canada is growing, and we're seeing that growth right here in Kamloops. I see it personally. My kids play, I coach, I sponsor my men's league team, and there are more and more people wanting to play.

We need to make sure we have the facilities and capacity to support that growth. If we can host larger soccer tournaments, we're not just creating more opportunities for our kids. We're bringing teams and families from outside Kamloops into our community.

We should also continue supporting and growing successful events like

KIBIHT and look for opportunities to attract more tournaments of that calibre. These events bring visitors who need hotels, restaurants, fuel, shopping and other services. That visitor spending goes directly into our local economy and supports local businesses and jobs.

I also see the PAC as a real opportunity. If we have a venue that can attract bigger artists, performances and events that might otherwise bypass Kamloops, we can bring people from outside our community here specifically for those events. Again, that means hotel rooms, restaurant tables and local businesses benefiting.

That's the economic impact I want us to think about. We're not just filling a soccer field, an arena or a theatre. We're bringing people into Kamloops and getting them to spend money in our community.

And at the same time, our residents get more opportunities to participate, watch and enjoy these events.

That's the opportunity I see. Grow what our community already loves, build the facilities to support it, attract more visitors, and make sure that visitor spending strengthens our local economy.