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**Name:** Christopher Mitra

**Position Running For:** Council

**Campaign Website Provided:** N/A

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

The impact on tourism in Kamloops is massive. It already supports thousands of local jobs, and given our community's amenities (as well as adjacent locations like Sun Peaks and the Shuswap), we have the potential to grow it.

To support this, I would like to see the City clear the path for business owners to thrive. That means keeping the City collaborative rather than bureaucratic—streamlining event and patio permitting, making sure our commercial corridors are safe and clean, and ensuring our city is ready with the needed capacity to welcome tourists

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

Protecting and modernizing our existing venues: Keeping the Tournament Capital Centre, McArthur Island, and our sports facilities well maintained so event organizers don't look elsewhere.

Cutting municipal red tape for organizers: Making it easy to host community festivals, cultural events, and sporting meets by simplifying the city's special-event application process. Perhaps even having "Event Ambassadors" who act as a single point of contact for organizers and ensure they get help and communication at every step.

Promote shoulder seasons: Develop initiatives that work to bring people to town between November and March, helping ensure a more consistent flow of tourist dollars

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

Vibrant, safe urban corridors: The top priority is to ensure downtown and the North Shore continue to receive investment in lighting, cleanliness, walkability, and active transportation. Visitors want to stroll, browse, and dine in spaces where they feel safe and comfortable at all hours.

Parks and outdoor trails: Invest in trail maintenance (possibly including washroom facilities). Make sure trail systems are easily searchable for tourists.

Updated facilities: We need to ensure that our arts and civic spaces are modern, clean and safe, and appeal to out-of-town organizers looking for those types of facilities

**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 don't feel it's much use to build our tourism sector if we make it hard for people to get to us. Therefore, it's to everyone's benefit to have a clean, safe and modern airport.

I feel that the City should:

Support and advocate for airport modernization: Lets make sure we leave an amazing first impression.

Bolster partnerships: Make sure we develop stronger connections with groups like Sun Peaks, TteS and neighbouring communities.

Airport Economic Development: Continue to support commercial and light-industrial development around airport property

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

I'm not sure what exists now, but I'd like to see the city develop open and proactive lines of communication between Tourism Kamloops, hotel owners and local businesses. I would also like to ensure that Council stands alongside Tourism Kamloops when they are engaging in advocacy, especially in areas like skilled labour and short term rentals

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

I often feel like Kamloops is seen as a stopover location rather than a destination. I would love to see us flex our muscles in areas like Mountain Biking, golf and culinary/beverages to make us a destination .

If we can combine reliable air access with clean, safe and walkable streets and modern amenities, we could move Kamloops from a pass-through town to a destination.