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Name: Jesse Ritcey

Position Running For: Council

Campaign Website Provided: www.ritceyforcouncil.ca

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

Tourism is a key part of economic growth for Kamloops. At this year's outdoor recreation association of BC conference, we got a lot of figures about the impact of outdoor recreation in particular. We can build on our strengths in areas like mountain biking, scenic hiking trails, and being a gateway to Sun Peaks and Wells Gray country. I'd like to see City investment, with provincial, federal, and private dollars, into more local outdoor destination development. This may just look like staff time to help build out a concept, write grants, and convene a committee, but I think there's an ability for the City to work in this area to help kickstart development of additional attractions, including a larger scale iconic attraction. I think ecotourism in particular is an area of growth potential that hasn't been fully realized. With its proximity to the airport lands, I see the wetland in the Tranquille wildlife management area as an opportunity to develop an interpretive and wildlife viewing center, with an accessible bathroom and platform, that will attract visitors.

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

The City of Kamloops provides robust support for many different large sports and community events. However, often times we see with smaller festivals and events, for example Brewloops or the Tapestry Festival, there are issues with volunteer planning capacity. While these types of events may only draw people in from the region, having our parks and

downtown core activated with events through the year is important, for residents and visitors alike, so that people who happen to be visiting have a sense that a lot of fun things are happening here. It may be the case that investment in additional staff is needed at the city level to provide more organizing support for holding some of these smaller scale events.

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

I see transit service, walkable neighborhoods, and active transportation infrastructure as underappreciated parts of the visitor experience and important for residents as well. Cycling tourism is a big thing in the southern interior, but we are quite behind in that regard. Arts and culture facilities, including smaller venues like the Pav theatre and the former Effie, are also important amenities for visitors and residents alike.

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?

Routes have come and gone and carriers need a strong business case to sustain service. However, through our role on the airport authority and the funding we provide YKA, we can enhance our airport experience, and through TK's role in destination marketing and Venture Kamloops's role in business attraction, we can build up reasons why people want to visit Kamloops, which could improve YKA's service.

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

I think there's a couple aspects to this. One is improving our reputation, we need to think about what Kamloops might be making headlines for and ensuring it is good news stories and not embarrassing ones. Marketing is part of the equation, creating better awareness of assets we have locally and regionally. Then there is improving the destination itself, having more events, festivals, and activities, as well as more cultural and recreational opportunities for people when they come here.

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

I think with the completion of the arts centre, there is a real opportunity to improve the experience of the downtown core. I'd also like to see movement on developing additional hotel capacity in Kamloops during the next four years.