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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?

Tourism is a vital contributor to economic growth locally and should be prioritized as one of the greatest available potentials for advancing our reputation, diversifying our revenue, and attracting investment. I have been a vocal advocate for the sector and have promoted Tourism Kamloops on panels, with Provincial Ministers, at conferences, and at every public opportunity. It's been an honour to serve on the Tourism Kamloops Board as an appointee of Council for the last 2 years and I have been grateful to be part of moving TK's initiatives forward.

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

Leadership has an amplified voice that I have joyfully used to promote the excellent events happening in Kamloops. The city has resources and capacity to contribute to tourism and I remain committed to being an advocate for strengthened partnership. This includes championing the Christmas Market, advancing a working group to explore potential for a conference centre, promotion of events, opening dialogues about new projects, bringing forward initiatives to council, and more. Build Kamloops is also core to the continued success of our Tournament Capital brand and the advancement of our Master Recreation Plan will make increased attraction possible.

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

I look forward to the realization of an Iconic Structure in Kamloops, the advancement of the feasibility study for the conference centre, the expansion of the Christmas Market, and the possibility of a reimagining usage of available lands on the North Shore. Kamloops has extraordinary potential and the city, Tourism Kamloops, and Venture Kamloops must work together to realize them.

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?

The city is doing all of the right things to realize the full potential of YKA. It is complicated and dynamic work, but progress is measurable and productive. Rezoning the airport lands was a crucial step for success, and now attracting the best tenants for best and highest use of the space comes next. An RV rental initiative, relentless advocacy for federal investment, business case for new and expanded routes, strengthened partnerships with shared interest groups, targeted attraction of industry, and thoughtful economic development will help us realize a larger vision that will revolutionize and activate the airport lands.

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

To truly make progress, the City of Kamloops must follow the lead of our expert industry partner, Tourism Kamloops. Listening to and learning about their work while providing the information and human resources they need to continue building on the 2M+ visitors and \$316M+ revenue they

bring to our city should be prioritized. Additionally, having an appointed board member of city council on the TK board is an imperative link and should be maintained so that communication and goals can advance in a timely way. All parties must be asking, "How and what do we improve so that visitors stay longer and spend more?".

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

Tourism Kamloops itself is the biggest opportunity for Kamloops' tourism sector to advance. Council and the City should be bringing TK's initiatives forward as a priority partner. A convention centre, an iconic structure, expansion of the Christmas Market, an RV rental initiative, and the work of YKA Link are all high on the list, but we should also remember that golf and mountain biking are core to our tourism attraction and should not be neglected in the pursuit of new possibilities. The accommodation and food/beverage industry also make it participation possible and require our continued support.