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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?

Tourism should be an important part of Kamloops' economic growth, but I believe successful tourism development should also make Kamloops a better place to live.

Kamloops welcomed approximately 1.87 million visitors in 2024, generating \$316 million in direct visitor spending and supporting more than 2,600 local jobs. That is a significant contribution to our local economy, and I would support continuing to grow it responsibly.

As a city, we can support tourism by investing in the infrastructure and public spaces that benefit both visitors and residents: accessible trails, parks, active transportation connections, transit, downtown spaces, cultural programming, sporting facilities and events. Kamloops already has tremendous assets in outdoor recreation, sport tourism, arts, culture, agriculture and our location between major travel destinations.

I would also like to see stronger collaboration between the City, Tourism Kamloops, local businesses, Indigenous partners and community organizations to develop experiences that encourage visitors to stay longer and explore more of our community, particularly outside the traditional peak tourism season.

For me, the goal isn't simply to bring more people through Kamloops. It is to create a visitor economy where tourism spending supports local

businesses and jobs, while the infrastructure and experiences we build remain valuable to the people who call Kamloops home.

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

I would support events and tournaments by looking at the full community benefit, not simply the number of visitors they attract.

Kamloops has the facilities, outdoor spaces, trails and location to be a strong destination for sports tourism and community events. I would support initiatives that bring visitors into our hotels, restaurants, shops and other local businesses while also creating opportunities for residents to participate.

That means working collaboratively with event organizers, Tourism Kamloops, local businesses, sporting organizations, Indigenous partners and community groups to identify what infrastructure and municipal support events actually need. Where public funding or City resources are involved, I would want clear objectives, transparent costs and measurable community benefits.

I would also look at how we can make better use of existing facilities and public spaces throughout the year, including events that bring activity to Kamloops outside of our busiest tourism seasons.

My approach would be to make Kamloops an easy and welcoming place to host events while ensuring that the investment serves the community beyond a single weekend. A successful tournament should not only fill hotel rooms—it should leave local businesses, residents and the community with something of lasting value.

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

The most important investments are the ones that serve residents first while also making Kamloops more accessible and welcoming to visitors.

I would prioritize reliable roads and transit, safe and connected walking and cycling infrastructure, accessible public spaces, parks and trails, recreation and sports facilities, and well-maintained downtown and neighbourhood infrastructure. These are investments that support our everyday quality of life while also strengthening the visitor experience.

I would also look at infrastructure that helps visitors discover more of Kamloops rather than concentrating activity in a small number of areas. Better connections between our downtown, parks, trails, sporting facilities, cultural spaces and neighbourhood businesses can help spread the economic benefits of tourism throughout the community.

Importantly, I would want major investments evaluated for their long-term value, operating costs and impact on taxpayers—not simply their potential to attract visitors. Tourism should help support the infrastructure we need, but we should be careful not to build expensive infrastructure solely for occasional visitors when the same investment could be designed to benefit Kamloops residents year-round.

My priority would be infrastructure that makes Kamloops more accessible, connected, active and welcoming for everyone who lives here—and naturally gives visitors more reasons to stay, explore and return.

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 should play an active partnership and advocacy role in protecting and growing air service at YKA, while recognizing that the City does not control airline decisions or the federally operated airport.

Reliable air service is important not only for tourism, but also for businesses, regional health and education services, sporting events, conferences and residents travelling for work or family. I would support continued collaboration between the City, Kamloops Airport, airlines, Tourism Kamloops, regional tourism partners, local businesses, Indigenous partners and other communities throughout the Interior to demonstrate the demand and economic value of maintaining and expanding service.

I would also support using reliable data to identify where additional routes, frequencies or seasonal services could provide the greatest regional benefit, and advocating to airlines and senior levels of government accordingly. Kamloops' participation in YKA LINK is an example of the kind of regional collaboration that can help make that case.

At the municipal level, I would want airport-related investments evaluated transparently, with clear objectives and measurable economic outcomes. Recent City initiatives supporting airport-related commercial and recreational development can help strengthen the airport's broader economic ecosystem, but those investments should complement—not replace—the need for reliable passenger service.

My goal would be to position YKA as an accessible regional gateway: connecting visitors to Kamloops and the Thompson-Nicola region while connecting our residents and businesses to the rest of BC, Canada and beyond.

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

I would see the City's role as a collaborative partner and facilitator, not as the organization that tells the tourism industry what it should be.

I would work with Tourism Kamloops and local tourism businesses to understand what they are seeing on the ground: where visitors are coming from, what keeps them here longer, what barriers businesses are experiencing, and what municipal decisions could either help or hinder that work.

I would also encourage stronger connections between tourism, local events, sporting organizations, arts and culture, outdoor recreation, Indigenous partners, restaurants, accommodation providers and small businesses. Kamloops has many individual assets, but there is an opportunity to connect those experiences so visitors have more reasons to stay, explore and return.

I would support the City providing clear information, efficient municipal processes and appropriate infrastructure for tourism businesses and events, while ensuring public investments have transparent objectives and measurable benefits.

Most importantly, I would want residents included in the conversation. A destination is stronger when the people who live here are proud of their community and can benefit from the visitor economy too. My goal would be to help create a tourism economy that is locally rooted, regionally connected and sustainable over the long term.

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

I see the biggest opportunity as turning Kamloops from a place many people travel through into a place people intentionally choose to stay, explore and return to.

We have a strong foundation: outdoor recreation, sports, arts and culture, events, agriculture, local businesses and our location in the Interior. Over the next four years, I would like to see those strengths connected into a

more cohesive year-round visitor experience.

That means supporting events and sport tourism, improving connections between trails, parks, recreation facilities, downtown and local businesses, strengthening air and transportation connections, and working with Tourism Kamloops and regional and Indigenous partners to tell a broader story about what Kamloops has to offer.

I also see an opportunity in shoulder and off-season tourism. We shouldn't measure success only by how many visitors arrive during our busiest months. Creating reasons for people to visit throughout the year can provide more consistent opportunities for local businesses and employment.

Ultimately, I think our greatest opportunity is to build a visitor economy that is rooted in the community. If we invest in infrastructure, experiences and partnerships that residents genuinely use and value, we can create a stronger destination without losing what makes Kamloops home.