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Position Running For: Council

Campaign Website Provided: www.pivotkamloops.com

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

Role in Visitor Economic Growth – The visitor economy can be looked at from two different perspectives. One is those visitors that come from afar to enjoy our venues, events and hospitality. This is a great benefit to the local economy. However, tourism also plays a critical role in attracting new residents to the community. Many new residents come to a community as a tourist first and then later decide to relocate after experiencing the community firsthand.

Sector Support - Tourism Kamloops is supported through the 3% MRDT and additional funding support from the City itself. Tourism Kamloops has outlined its seven activities that it conducts to support the tourism sector to help grow, diversify and support the local tourism sector.

As a councillor, I would support and encourage appropriate destination development by the City of Kamloops. Further, it's important to note that the tourism sector is not homogenous and provides support to many different business categories ranging from accommodation to specific venues (i.e., ski hills, golf courses, etc.), to retail stores and to others. It is also characterized by many small businesses, and tourism activities often mean the difference between a business remaining in the community or disappearing.

In addition, the City and City staff have a network of organizations that they can promote tourism venues and activities to (i.e., UBCM). Also, it is wise to use the City's networks to better connect with our partners like

Tk'emlups te Secwepemc and events like the annual Powwow event and other venues hosted throughout the year. Better design and utilization of the Venture Kamloops worker attraction program for specific tourism and hospitality activities is critical.

Finally, the City has a Revitalization Tax Exemption for Hotel and Motel Redevelopment (Bylaw No.74-4). I would like to see this repealed, as I believe Kamloops has lost enough hotel units. Kamloops Tournament Capital brand depends on quality, affordable hotel units. Currently, you now hear of many events in which there are no accommodation available in the community.

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

Align the City's transit to better connect with venues and sporting infrastructure. There is a need throughout the City to see express routes and more direct services to key venues across the City. Ensuring we have regular bus service from the airport to downtown and southwest of Kamloops is important as well.

Use the City's own network to actively amplify incoming events and help attract and organize volunteers that are needed with many events and activities. Better partnering with our surrounding communities when events are taking place. Specifically, Sun Peaks does several events each year that could directly boost activity in Kamloops.

Ensure better connections with regional and provincial associations to support the leveraging of marketing dollars. Organizations like BC Fishing Tourism Association and Freshwater Fisheries Society of BC see a considerable amount of activity in the Kamloops area. While much of Kamloops tourism focus is on the front country, the area is really known for its mid and backcountry tourism activities. Recognizing this and supporting

those visitor opportunities could drive significant new overnight visitations to Kamloops.

Finally, Kamloops has many clubs such as the Kamloops Bike Riders Association and cultural clubs that do events in the City. Many of these events fly under the radar, but proactively partnering could further multiply the marketing dollars of Tourism Kamloops.

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

Having worked on the Okanagan Rail-Trail and the Sicamous to Vernon trail economic feasibilities, I know these projects can generate tremendous visitations. Other places like Williams Lake with its Snakes and Ladders trail and Revelstoke's Frisby Ridge trail are further examples of trail systems driving visitations to their local businesses.

Kamloops should be focused on development of a signature trail that is family oriented. This would be a lower cost project with a shorter implementation timeline that could begin driving new visitations to Kamloops very quickly. In addition, Kamloops is known for its early season accessibility and therefore could likely build its own niche among the province's other signature trails.

In community, it would be useful to drive completion of connection of bike routes around the City. Most immediate would be to establish connectivity to the airport from downtown as the Tranquille redevelopment takes place. Along with this would be effort to find indoor secure bike storage around the City and within City buildings.

I would also like to see the Red Bridge link reestablished. This critical infrastructure connects two communities, and, on a tourism, front provides a more direct access for downtown accommodations and activities on

Tk'emlups te Secwepemc.

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 focus on completing a continuous alternative transportation corridor to the airport. Trails like the Xget'tem' trail in Peterson Creek have become very popular in moving people from the Southwest and Sahali to Downtown with bikes, scooters and hikers all using the trail regularly.

The airport has undergone fairly successful development in recent years. The challenge remains in attracting routes from the carriers. The oligopolist nature of West Jet and Air Canada operations makes it challenging to expand routes in Kamloops. However, that said, effort and service from some of the smaller carriers can be helpful in better servicing the travelling public.

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

I would like to work with our key partners, including Tourism Kamloops and Venture Kamloops, the Chamber and BIAs to better support local tourism businesses in their success. The Kamloops Chamber already does a business walks program in partnership with Venture Kamloops. They have been doing it on alternate years. With leadership, we could have the City undertake a year when the focus is on tourism related businesses, with effort to addressing specific City related issues and targeting future tourism outcomes.

Another initiative that I would like to see included is a program to coordinate alternative visitations pathways for those areas around Kamloops during our repeated wildfire events. Often, visitors loose access

to places they intend to visit like the Shuswap Lake or Wells Gray Park and are left on their own as to where to go instead. This often leads to a poor visitor outcomes for many. Having completed the economic impact of the 2017 Wildfire Season in the Thompson Okanagan, we learned that many visitors simply went home or avoided the entire region.

I would like to see Tourism Kamloops and the City develop a communication system that takes current and accurate wildfire information and combines this with tourism data, redirecting them to areas and businesses that are available for visitors to redirect to.

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

I think the outdoor venues in the Kamloops area hold the greatest opportunities over the next four years. We continue to see strong growth in mountain biking, outdoor tourism and wildlife viewing. I believe a signature bike trail, designed and targeted for family riding, holds our biggest opportunities over the next four years.