

BACKGROUNDER A

Destination BC Co-op Marketing Partnerships Program 2020/21 Participating Communities (*DMO= Destination Marketing Organisation)

Consortium	Region	Approved DBC Funding
Great Bear Project (Tourism Prince Rupert, Duncanby Lodge, Cariboo Chilcotin Coast Tourism Association)	Cariboo Chilcotin Coast	\$30,000
Explore Cariboo (City of Quesnel, City of Williams Lake, District of Wells, District of 100 Mile House, Williams Lake Indian Band, Cariboo Regional District, Quesnel & District Chamber of Commerce, Williams Lake Chamber of Commerce, Northern Development Initiatives Trust (pending), Private Businesses (pending))	Cariboo Chilcotin Coast	\$12,000
Gold Rush Trail (Cariboo Chilcotin Coast Tourism Association (not matched), Partners along the Gold Rush Trail which include stakeholders, businesses and communities in: Barkerville Historic Town & Park, Cottonwood House, Likely, Xat'sull, Williams Lake, Cariboo Regional District (multiple electoral areas, 70 Mile House, Clinton, Cache Creek, Ashcroft, Lillooet, Bridge River First Nation, Bridge River Valley (SLRD Area A), Boston Bar, Yale, Lytton, Hope, Fort Langley, New Westminster; New Pathways to Gold (pending))	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$64,000
Cariboo Regional Project (CCCTA on behalf of the region)	Cariboo Chilcotin Coast	\$175,000
AB-BC Connector (Tourism Revelstoke, Tourism Golden, Shuswap Tourism (pending))	Kootenay Rockies	\$18,000
Arrow Slokan (Arrow Slokan Tourism Association (ASTA))	Kootenay Rockies	\$18,893
Castlegar (Destination Castlegar, Regional District of Central Kootenay Area I and J, City of Castlegar, Columbia Basin Trust (pending))	Kootenay Rockies	\$19,344

Zoomer & Beyond (Tourism Fernie, Cranbrook Tourism, Tourism Kimberley, Invermere Panorama Tourism, Tourism Radium, Ktunaxa Nation, St. Eugene Golf, Resort and Casino, Fernie Museum/History Society, Fairmont Hot Springs Resort, Fernie & District Arts Council, Fernie Heritage Library, Fernie Chamber of Commerce/Visitor Centre, Sparwood Museum, Sparwood Chamber of Commerce/Visitor Centre, Elkford Arts Council)	Kootenay Rockies	\$20,500
Golden Triangle (Tourism Golden, Parks Canada, Tourism Radium)	Kootenay Rockies	\$20,000
Travel Columbia Valley (Columbia Valley Tourism Marketing Society, Invermere Panorama DMO, Tourism Radium Hot Springs, Private Sector Businesses)	Kootenay Rockies	\$30,900
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism: Nelson, Balfour, Ainsworth, Kaslo, Meadow Creek, Lardeau). For Kootenay Arts (Tourism Fernie, Tourism Kimberley, Destination Castlegar, Tourism Rossland, See Revelstoke, Nelson and Kootenay Lake Tourism)	Kootenay Rockies	\$85,000
Visit South Kootenay (Tourism Rossland, City of Rossland, RDKB Area A & B, City of Trail, Village of Fruitvale, Village of Warfield, Village of Montrose, Private Sector)	Kootenay Rockies	\$39,200
Rockies Exploring (Cranbrook Tourism, Tourism Kimberley, St. Eugene Resort, Canadian Rockies International Airport, Resorts of the Canadian Rockies, Columbia Basin Trust (pending))	Kootenay Rockies	\$34,800
Creston Valley (Creston Tourism Society, Town of Creston, Regional District of Central Kootenays Area B, Regional District of Central Kootenays Area C, Trails for Creston Valley Society, Creston Community Forest Society, Columbia Basin Trust)	Kootenay Rockies	\$22,400
Haida Gwaii (Go Haida Gwaii (Misty Isles Economic Development Society, representing Masset, Queen Charlotte, Port Clements, and North Coast Regional District), Council of the Haida Nation, Gwaalagaa Naay, Gwaii Trust (pending), BC Parks, Ministry of FLINRO, Private Sector)	Northern BC	\$75,000
Alaska Highway (North-East BC) (Northern Rockies Regional Municipality, Fort St. John, Chetwynd, Pouce Coupe (pending), Tumbler Ridge, Hudson Hope (pending), District of Taylor (pending), Tourism Dawson Creek, Northern	Northern BC	\$47,000

Development Initiative Trust (pending, Tourism Prince George)		
Route 16 (Tourism Prince George, Tourism Smithers, Kermodei Tourism, Regional District of Fraser-Fort George, Tourism Prince Rupert, Regional District of Bulkley-Nechako, Nisga'a Lisams Government, Tourism Kitimat)	Northern BC	\$42,500
Ski North BC (Tourism Smithers, Hudson Bay Mountain Resort, Smithers Airport, Northern BC Tourism (pending and not matched), Fort St James, Murray Ridge Ski Hill, District of Bulkley-Nechako, Powder King Resort, City of Quesnel, Troll Ski Resort, District of Wells, Barkerville Brewing Co., Rocky Peak Outfitters)	Northern BC and Cariboo Chilcotin Coast	\$20,060
Armstrong Spallumcheen (Armstrong Spallumcheen Chamber of Commerce, City of Armstrong, Township of Spallumcheen, Canada Summer Jobs/Federal Government (pending), Labour Market Partnerships/Provincial Government (pending), Private Sector Businesses)	Thompson Okanagan	\$10,000
North Thompson Valley (Symphony Tourism Services, Village of Valemount, Tourism Wells Gray, Thompson Nicola Regional District, Lower North Thompson Tourism Society, Tourism Kamloops, Private Sector)	Thompson Okanagan	\$23,700
Boundary Country (Symphony Tourism Services, Regional District Kootenay Boundary (RDKB) Boundary Economic Development Service (BEDS): representing Area C, D, E, City of Grand Forks, Village of Midway, and City of Greenwood. Tourism Big White Society and Big White Ski Resort Ltd., Private Sector Businesses)	Thompson Okanagan	\$79,450
Shuswap Tourism (Columbia Shuswap Regional District, Shuswap Tourism (pending), Community Organizations (in-kind and cash), Industry/tourism operators (in-kind), Salmon Arm)	Thompson Okanagan	\$35,000
Gold Country (Gold Country Communities: Ashcroft, Cache Creek, Clinton, Lillooet, Logan Lake, Lytton, Merritt, TNRD area E (70 Mile House, Green Lake, Loon Lake) TNRD Area I (Hat Creek, Spences Bridge, Walhachin), TNRD Area J (Savona, Tunkwa Lake, Deadman Valley), TNRD Area M (Upper Nicola, Lower Nicola, Quilchena, Douglas Lake) and TNRD Area N (Brookmere, Aspen Grove))	Thompson Okanagan	\$30,000
Similkameen Valley (Symphony Tourism Services, Similkameen Valley Planning Society)	Thompson Okanagan	\$26,000

(Town of Princeton, the Village of Keremeos, Okanagan-Similkameen Regional District Areas B, G and H), Private Sector Businesses)		
Lumby (Lumby Chamber of Commerce, Regional District of North Okanagan, Village of Lumby, Private Sector Businesses)	Thompson Okanagan	\$10,000
Okanagan Rail Trail (Tourism Kelowna, Tourism Vernon, District of Lake Country, City of Kelowna)	Thompson Okanagan	\$20,000
Okanagan Bucket List (Tourism Vernon, Boundary Tourism, Big White Tourism)	Thompson Okanagan	\$57,000
Visit South Okanagan (Travel Penticton, Destination Osoyoos, Oliver Tourism Association, RDOS Area D, RDOS Area I, Summerland Chamber of Commerce, Discover Naramata, Peachland Visitors Centre)	Thompson Okanagan	\$39,000
Land of Hidden Waters (The Fishing Highway Tourist Association, Lower North Thompson Tourism Society; Tourism Kamloops, Tourism Wells Gray, Cariboo Regional District, Grant Applications (pending), CCCTA (not matched), Private Sector Businesses (pending))	Thompson Okanagan and Cariboo Chilcotin Coast	\$25,000
Sea to Sky Arts, Culture & Heritage Campaign (Tourism Squamish, Tourism Whistler, Tourism Pemberton)	Vancouver, Coast and Mountains	\$21,000
VANPASS (Vancouver Attractions Group) and Experience Vancouver Tours	Vancouver, Coast and Mountains	\$150,000
Lower Mainland Tourism Alliance (West Coast Foods): Tourism Coquitlam, Tourism Langley, Discover Langley City, Tourism New Westminster, Visit Richmond, Discover Surrey, Tourism Vancouver, Tourism White Rock, Vancouver's North Shore Tourism, Visit Burnaby, Marriot International (pending), TransLink (pending))	Vancouver, Coast and Mountains	\$32,900
Lower Mainland Tourism Alliance (West Coast Curated): Tourism Vancouver, Tourism Whistler, Tourism Burnaby, Tourism Langley, Tourism New Westminster, Vancouver's North Shore, Marriot International (pending))	Vancouver, Coast and Mountains	\$51,450
Hope, Cascades & Canyons (AdvantageHOPE, Hope Mountain Centre for Outdoor Learning, REO Rafting Resort, Popkum Motor Park, Manning Park Resort, Yale Historic Site, Trade Show Partners)	Vancouver, Coast and Mountains	\$30,000
Sunshine Coast (Sunshine Coast Tourism, Sunshine Coast Regional District, Qathet Regional District, City of Powell River, District of Sechelt, Town of Gibsons, Sechelt Indian Government)	Vancouver, Coast and Mountains	\$150,000

District, Tla'amin Nation, Tourism Powell River, Private Sector)		
Fraser Valley (Tourism Abbotsford, Tourism Chilliwack, Tourism Harrison Hot Springs, Advantage Hope, Tourism Langley, Tourism Mission/District of Mission)	Vancouver, Coast and Mountains	\$100,000
Bowen Island (Tourism Bowen Island)	Vancouver, Coast and Mountains	\$7,500
BC Route 7 (District of Mission, City of Coquitlam, District of Kent, Tourism Harrison Hot Springs, Advantage Hope, City of Maple Ridge, Fraser Valley Regional District (pending), Private Investment (pending))	Vancouver, Coast and Mountains	\$25,000
Agritourism Trail ('Flavour Trail') (Destination Greater Victoria, Capital Region Food and Agriculture Initiative Roundtable (CRFAIR), Sidney BIA, Tourism Cowichan, Western Economic Diversification Fund Canada)	Vancouver Island	\$28,000
Indigenous Coastal Experiences (Huu-ay-aht First Nations, Lund Resort at Klah ah men, Tla'amin First Nation, Best Western Plus Tin Wis Resort, Tla-o-qui-aht First Nation, Huu-ay-aht Group of Businesses, Secret Beach Campground/Toquaht First Nation)	Vancouver Island	\$25,568
Wild at Heart (City of Langford, Sooke to Port Renfrew Tourism Association, Malahat Nation, T'Sou-ke First Nation, Private Sector)	Vancouver Island	\$18,300
Nanaimo – Discover Your 360° (City of Nanaimo, Nanaimo Hospitality Association, Regional District of Nanaimo (Area B: Gabriola Island, Mudge Island, DeCourcy Island), Snuneymuxw First Nation, Private Sector) and Coastal Circle Route (Tourism Cowichan, Parksville Qualicum Beach, Comox Economic Development)	Vancouver Island	\$150,000
Comox Valley (Comox Valley Economic Development, City of Courtenay, Town of Comox, Comox Valley Regional District, Private Sector)	Vancouver Island	\$150,000
Alberni Valley (Alberni Valley Tourism Association, City of Port Alberni, Huu-ay-aht First Nations, Alberni-Clayoquot Regional District (pending), Private Sector Tourism Businesses (pending))	Vancouver Island	\$22,575
Campbell River (Destination Campbell River, City of Campbell River, Village of Gold River, Village of Sayward, Village of Tahsis, Village of Zeballos, Private Sector (pending))	Vancouver Island	\$60,550

Vancouver Island North (District of Port Hardy, Town of Port McNeill, Village of Alert Bay, Rural District and Village of Port Alice, Regional District of Mount Waddington, Private Sector)	Vancouver Island	\$99,000
Cowichan Valley (Tourism Cowichan Society (Ladysmith, Mill Bay, Shawnigan Lake, Lake Cowichan, Duncan, Chemainus), Cowichan Valley Regional District, Private Sector)	Vancouver Island	\$140,000
Southern Gulf Islands (Southern Gulf Island Tourism Partnership Society: Southern Gulf Islands, Capital Regional District, Salt Spring Island, Pender Island, Galiano Island, Mayne Island, Saturna Island, Private Sector)	Vancouver Island	\$100,000
Parksville Qualicum Beach (Parksville Qualicum Beach Tourism, private sector businesses)	Vancouver Island	\$77,560
BC Ale Trail (BC Craft Brewers Guild)	Sector	\$237,768
Mountain Bike (Mountain Bike Tourism Association)	Sector	\$217,850
Golf (BC Golf Marketing Alliance)	Sector	\$250,000
Camping/RV (Camping and RVing BC Coalition)	Sector	\$95,650
Wine (BC Wine Institute)	Sector	\$250,000
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$20,500
Fishing (Sport Fishing Institute, BC Fishing Resorts and Outfitters Association, Freshwater Fisheries Society of British Columbia)	Sector	\$250,000
Guide Outfitters (Guide Outfitters Association of British Columbia)	Sector	\$67,824
Snowmobile (BC Snowmobile Federation)	Sector	\$51,000
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$25,000
Gardens (Gardens British Columbia)	Sector	\$29,000
BC Farmers' Market Trail (BC Association of Farmers' Markets)	Sector	\$84,250
BC Bird Trails (Tourism Richmond)	Sector	\$64,000
Guest Ranches (BC Guest Ranches Association)	Sector	\$20,000