**BACKGROUNDER A**

**Destination BC Co-op Marketing Partnerships Program 2021/22**

**Participating Communities (\*DMO= Destination Marketing Organisation)**

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| **Consortium** | **Region** | **Approved** **DBC Funding** |
| **Great Bear Project** (Tourism Prince Rupert, Cariboo Chilcotin Coast Tourism Association)  | Cariboo Chilcotin Coast | $27,852 |
| **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)) | Cariboo Chilcotin Coast | $11,141 |
| **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 | $59,418 |
| **Cariboo Regional Project** (CCCTA on behalf of the region) | Cariboo Chilcotin Coast | $162,470 |
| **#ExploreArrowLakes** (Arrow Slocan Tourism Association (ASTA), Destination Castlegar) | Kootenay Rockies | $25,000 |
| **AB-BC Connector** (Tourism Revelstoke, Tourism Golden, Shuswap Tourism)  | Kootenay Rockies | $16,711 |
| **Arrow Slocan** (Arrow Slocan Tourism Association (ASTA)) | Kootenay Rockies | $17,540 |
| **Castlegar** (Destination Castlegar, Regional District of Central Kootenay Area I and J, City of Castlegar(pending)) | Kootenay Rockies  | $17,959 |
| **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 | $19,032 |
| **Golden Triangle** (Tourism Golden, Parks Canada, Tourism Radium) | Kootenay Rockies | $18,568 |
| **Travel Columbia Valley** (Columbia Valley Tourism Marketing Society) | Kootenay Rockies | $28,688 |
| **Nelson Kootenay Lake** (Nelson Kootenay Lake Tourism: Nelson, Balfour, Ainsworth, Kaslo, Meadow Creek, Lardeau).  | Kootenay Rockies | $78,914 |
| **Visit South Kootenay** (Tourism Rossland, City of Rossland Private Sector) | Kootenay Rockies | $47,766 |
| **Rockies Exploring** (Cranbrook Tourism, Tourism Kimberley, St. Eugene Resort, Canadian Rockies International Airport, Resorts of the Canadian Rockies) | Kootenay Rockies | $32,308 |
| **KtunaxaReady** (Cranbrook Tourism, Tourism Kimberley Society, Tourism Fernie) | Kootenay Rockies | $4,434 |
| **Creston Valley** (Creston Tourism Society, Creston Valley Food Action Coalition (in-kind support)) | Kootenay Rockies | $20,796 |
| **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, BC Parks, Ministry of FLNRORD, Private Sector | Northern BC | $69,630 |
| **Alaska Highway (North-East BC)** (Northern Rockies Regional Municipality, Fort St. John, Chetwynd, Pouce Coupe, Tumbler Ridge, Hudson Hope, District of Taylor, Tourism Dawson Creek) | Northern BC | $43,635 |
| **North by Northwest** (Tourism Smithers, Tourism Prince Rupert, Kermodei Tourism Society, District of Stewart, Nisga’a Tourism, Tourism Kitimat, Regional District of Kitimat-Stikine, Regional District of Bulkley-Nechako, Tourism Prince George) | Northern BC | $25,000 |
| **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 | $39,457 |
| **Ski North BC** (Tourism Smithers, Hudson Bay Mountain Resort, Smithers Airport, Northern BC Tourism (not matched), Murray Ridge Ski Hill, Powder King Resort, City of Quesnel, Troll Ski Resort, District of Wells, Barkerville Brewing Co., Rocky Peak Outfitters) | Northern BC and Cariboo Chilcotin Coast | $20,481 |
| **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 | $9,284 |
| **North Thompson Valley** (Symphony Tourism Services, Village of Valemount, Tourism Wells Gray, Thompson Nicola Regional District, Lower North Thompson Tourism Society Private Sector) | Thompson Okanagan | $22,003 |
| **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 | $73,761 |
| **Central Okanagan Recovery** (Tourism Kelowna, District of Lake Country, City of West Kelowna) | Thompson Okanagan | $25,000 |
| **Cruise the Crowsnest** (Destination Osoyoos, Similkameen Valley Planning Society, Similkameen Independent Winegrowers, Boundary Country Tourism, Private Sector Businesses) | Thompson Okanagan | $12,000 |
| **Explore Vernon** (Tourism Vernon, Okanagan Indian Band, Okanagan College, Downtown Vernon Association, Vernon Winter Carnival, Greater Vernon Chamber of Commerce, SilverStar Mountain Resort, North Okanagan Cycling Society, Ribbons of Green Trails Society) | Thompson Okanagan | $25,000 |
| **Shuswap Tourism** (Shuswap Tourism) | Thompson Okanagan  | $32,494 |
| **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 |  |
| **Similkameen Valley** (Similkameen Valley Planning Society (Town of Princeton, the Village of Keremeos, Okanagan-Similkameen Regional District Areas B, G and H), Private Sector Businesses) | Thompson Okanagan | $24,138 |
| **Secwepemc Lakes** (Armstrong Spallumcheen Chamber of Commerce, Community Futures – Shuswap, City of Salmon Arm, North Shuswap Chamber of Commerce, South Shuswap Chamber of Commerce, The Adams River Salmon Society) | Thompson Okanagan | $20,500 |
| **Lumby** (Lumby Chamber of Commerce, Regional District of North Okanagan, Village of Lumby, Private Sector Businesses) | Thompson Okanagan | $9,284 |
| **Okanagan Rail Trail** (Tourism Kelowna, Tourism Vernon, District of Lake Country, City of Kelowna) | Thompson Okanagan |  |
| **Okanagan Bucket List** (Tourism Big White, Predator Ridge Golf Resort, Mission Hill Family Estate Winery, Sparkling Hill Resort & Wellness Hotel, El Dorado Resort, Kelowna International Airport) | Thompson Okanagan | $25,000 |
| **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 | $36,208 |
| **Land of Hidden Waters** (The Fishing Highway Tourist Association, Lower North Thompson Tourism Society; Tourism Kamloops, Tourism Wells Gray, Cariboo Regional District, CCCTA (not matched),) | Thompson Okanagan and Cariboo Chilcotin Coast | $23,210 |
| **Sea to Sky Arts, Culture & Heritage Campaign** (Tourism Squamish, Tourism Whistler, Tourism Pemberton)  | Vancouver, Coast and Mountains | $19,496 |
| **VANPASS** (Vancouver Attractions Group) and **Experience Vancouver Tours** | Vancouver, Coast and Mountains |  |
| **Lower Mainland Tourism Alliance (West Coast Foods):** Tourism Coquitlam, Tourism Langley, Discover Langley City, Tourism New Westminster, Visit Richmond, Discover Surrey, Destination Vancouver, Vancouver’s North Shore Tourism, Visit Burnaby, TransLink) | Vancouver, Coast and Mountains | $30,544 |
| **Lower Mainland Tourism Alliance (West Coast Curated):** Destination Vancouver, Tourism Whistler, Tourism Burnaby, Tourism Langley, Tourism New Westminster, Vancouver’s North Shore) | Vancouver, Coast and Mountains | $47,766 |
| **Hope, Cascades & Canyons** (AdvantageHOPE) | Vancouver, Coast and Mountains | $27,852 |
| **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 District, Tla’amin Nation, Tourism Powell River, Private Sector) | Vancouver, Coast and Mountains | $139,260 |
| **Fraser Valley** (Tourism Abbotsford, Tourism Chilliwack, Tourism Harrison Hot Springs, Advantage Hope, Tourism Langley, Tourism Mission/District of Mission) | Vancouver, Coast and Mountains | $92,840 |
| **Bowen Island** (Tourism Bowen Island) | Vancouver, Coast and Mountains | $6,963 |
| **BC Route 7** (District of Mission, City of Coquitlam, District of Kent, Tourism Harrison Hot Springs, Advantage Hope, City of Maple Ridge) | Vancouver, Coast and Mountains | $23,210 |
| **Off the Beaten Track** (Tourism Pemberton, Bridge River Valley Community Association, Tourism Lillooet) | Vancouver, Coast and Mountains and Cariboo Chilcotin Coast | $20,000 |
| **Attractions Victoria** (Attractions Victoria) | Vancouver Island | $25,000 |
| **Agritourism Trail (‘Flavour Trail’)** (Destination Greater Victoria, Capital Region Food and Agriculture Initiative Roundtable (CRFAIR) Western Economic Diversification Fund Canada) | Vancouver Island | $25,955 |
| **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 | $23,737 |
| **Wild at Heart** (City of Langford, Sooke to Port Renfrew Tourism Association, Malahat Nation, T’Sou-ke First Nation, Malahat Skywalk)  | Vancouver Island  | $16,990 |
| **Nanaimo – We have Layers** (City of Nanaimo Regional District of Nanaimo (Area B: Gabriola Island, Mudge Island, DeCourcy Island), Snuneymuxw First Nation)  | Vancouver Island | $139,260 |
| **Comox Valley** (Comox Valley Regional District, City of Courtenay, Town of Comox, Private Sector) | Vancouver Island | 139,260 |
| **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 | $20,959 |
| **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 | $56,215 |
| **Vancouver Island North** (Tourism Vancouver Island, Regional District of Mount Waddington) | Vancouver Island | $91,912 |
| **Cowichan Valley** (Tourism Cowichan Society (Ladysmith, Mill Bay, Shawnigan Lake, Lake Cowichan, Duncan, Chemainus), Cowichan Valley Regional District, Private Sector) | Vancouver Island | $129,976 |
| **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) | Vancouver Island | $92,840 |
| **Parksville Qualicum Beach** (Parksville Qualicum Beach Tourism, private sector businesses) | Vancouver Island | $72,007 |
| **BC Ale Trail** (BC Craft Brewers Guild) | Sector | $221,352 |
| **Mountain Bike** (Mountain Bike Tourism Association) | Sector | $202,252 |
| **Golf** (BC Golf Marketing Alliance) | Sector | $232,100 |
| **Camping/RV** (Camping and RVing BC Coalition) | Sector | $79,517 |
| **Wine** (Wine Growers British Columbia Society) | Sector | $232,100 |
| **Ocean Boating** (BC Ocean Boating Tourism Association) | Sector | $19,032 |
| **Fishing** (BC Fishing Tourism Association, Sport Fishing Institute, Freshwater Fisheries Society of British Columbia) | Sector | $232,100 |
| **Guide Outfitters** (Guide Outfitters Association of British Columbia) | Sector | $62,968 |
| **Snowmobile** (BC Snowmobile Federation) | Sector | $47,348 |
| **Backcountry Lodges** (Backcountry Lodges of BC Association) | Sector | $26,924 |
| **Gardens** (Gardens British Columbia) | Sector | $27,852 |
| **BC Farmers’ Market Trail** (BC Association of Farmers’ Markets) | Sector | $78,218 |
| **BC Bird Trails** (Tourism Richmond) | Sector | $59,418 |
| **Guest Ranches** (BC Guest Ranches Association) | Sector | $18,568 |
| **BC River Outfitters** (BC River Outfitters Association) | Sector | $21,825 |
| **Commercial Bear Viewing** (Commercial Bear Viewing Association) | Sector | $25,000 |
| **Indigenous Coastal Wildlife Collective** (Indigenous Tourism Association of British Columbia (ITBC)) | Sector | $25,000 |
| **Wilderness Tourism** (Wilderness Tourism Association) | Sector | $24,900 |