

BACKGROUNDER A – Updated May 11 2016

Destination BC Co-op Marketing Partnerships Program 2016/17

Participating Communities

(*DMO= Destination Marketing Organisation)

Sectors, Communities and Community Consortiums	Region	Approved DBC Funding
Lillooet	Cariboo Chilcotin Coast	\$7,500
Interlakes	Cariboo Chilcotin Coast	\$9,000
Bella Coola Valley	Cariboo Chilcotin Coast	\$7,500
Gold Rush Trail (Communities from New Westminster to Barkerville)	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$60,000
Columbia Valley (Invermere, Panorama, Fairmont Hot Springs and Radium Hot Springs)	Kootenay Rockies	\$103,200
Fernie, Cranbrook, Kimberley, Panorama, Radium Hot Springs and the Regional District of East Kootenay	Kootenay Rockies	\$16,000
Lower Columbia (Rossland, Warfield, Trail, Montrose, Fruitvale, Regional District of Kootenay Boundary Area A, Regional District of Kootenay Boundary Area B, Red Mountain Resort)	Kootenay Rockies	\$30,000
Nelson Kootenay Lake (Nelson, Balfour, Ainsworth Hot Springs, Kaslo, Eastshore)	Kootenay Rockies	\$53,190
West Kootenays (Kaslo, New Denver, Nakusp)	Kootenay Rockies	\$15,000
Haida Gwaii (Masset, Port Clements, Queen Charlotte, Skeena Queen Charlotte Regional District)	Northern BC	\$17,040
Prince George and Regional District Fraser Fort George	Northern BC	\$9,000
Smithers	Northern BC	\$6,000
Prince Rupert	Northern BC	\$4,500
Kitimat Stikine (Kitimat Stikine Regional District, Nisga'a Lisims, Stewart, Terrace)	Northern BC	\$21,660

Bulkley Nechako (Regional District of Bulkley Nechako, District of Houston, Village of Granisle, Village of Burns Lake, Village of Fraser Lake, District of Fort St. James)	Northern BC	\$30,626
North East BC Communities – Alaska Highway (Dawson Creek, Northern Rockies Regional Municipality, Fort St John, Taylor, Hudson’s Hope, Chetwynd, Pouce Coupe, Tumbler Ridge)	Northern BC	\$79,910
Boundary Country (Regional District of Kootenay Boundary, Big White Ski Resort)	Thompson Okanagan	\$72,000
Gold Country (Ashcroft, Cache Creek, Clinton, Lillooet, Logan Lake, Lytton, Merritt, Thompson-Nicola Regional District area E “Bonaparte Plateau” (70 Mile House, Green Lake, Loon Lake); Thompson-Nicola Regional District Area I “Blue Sky Country” (Hat Creek, Spences Bridge, Walhachin); Thompson-Nicola Regional District Area J “Copper Desert” Country (Savona, Tunkwa Lake, Deadman Valley); Thompson-Nicola Regional District Area M (Upper Nicola, Lower Nicola, Quilchena, Douglas Lake); and Thompson-Nicola Regional District Area N (Brookmere, Aspen Grove). With boundaries roughly defined as: Jesmond, Lillooet, Kanaka Bar, Brookmere, Barton Lake, Lac Le Jeune, Bonaparte Lake and Green Lake, Thompson Nicola Regional District)	Thompson Okanagan	\$32,100
North Thompson Valley (Thompson-Nicola Regional District Blue River, Lower North Thompson Valley, Wells Gray, Valemount, Sun Peaks)	Thompson Okanagan	\$28,800
Similkameen Valley (Town of Princeton, Village of Keremeos, Okanagan-Similkameen Regional District areas B, G and H)	Thompson Okanagan	\$24,300
Shuswap, Kamloops, Sun Peaks	Thompson Okanagan	\$28,800
NK’MIP Resort Association (Osoyoos Indian Band, Osoyoos, Oliver)	Thompson Okanagan	\$100,000
Lumby & District Chamber of Commerce	Thompson Okanagan	\$15,000
Shuswap (Columbia Shuswap Regional District including Salmon Arm, Sicamous, Enderby, Chase, and Columbia Shuswap Regional District Electoral Areas C, D, E, and F)	Thompson Okanagan	\$46,500
Penticton, Naramata, Summerland	Thompson Okanagan	\$16,000
Fraser Valley (Langley, Abbotsford and Chilliwack)	Vancouver, Coast and Mountains	\$54,000

Lower Mainland (Vancouver, Abbotsford, Chilliwack, Langley, Surrey, Richmond, Burnaby, White Rock, North Vancouver, New Westminster, Coquitlam)	Vancouver, Coast and Mountains	\$84,000
Regional Circle Farm (Abbotsford, Langley, Maple Ridge, Chilliwack, Harrison)	Vancouver, Coast and Mountains	\$16,000
Vancouver Attractions Group	Vancouver, Coast and Mountains	\$131,200
Sunshine Coast	Vancouver, Coast and Mountains	\$108,000
Surrey, Delta, White Rock	Vancouver, Coast and Mountains	\$21,000
Scenic 7 (Agassiz, Coquitlam, Fraser Valley Regional District, Harrison Hot Springs, Harrison Mills, Hope, Maple Ridge Mission, Pitt Meadows)	Vancouver, Coast and Mountains	\$16,800
Hope, Cascades & Canyons (Fraser Valley Regional Districts A (Boston Bar, North Bend); B (Sunshine Valley, Dogwood Valley, Emory Creek, Yale, Spuzzum); and D (Bridal Falls and Popkum))	Vancouver, Coast and Mountains	\$60,000
Sea to Sky Cultural Connector (Squamish, Whistler, Pemberton)	Vancouver, Coast and Mountains	\$95,000
Sea to Sky Mountain Bike Tour (Squamish, Whistler, Pemberton, Sunshine Coast, Bridge River Valley)	Vancouver, Coast and Mountains	\$42,000
Bowen Island	Vancouver, Coast and Mountains	\$6,000
BC Ale Trail (Sunshine Coast, Nanaimo, Comox Valley, Port Moody, Whistler, Victoria)	Vancouver, Coast and Mountains, and Vancouver Island	\$70,000
Cortes Island	Vancouver Island	\$4,500
Go Vancouver Island (Parksville Qualicum Beach, Ucluelet, Tofino, Cowichan, Comox Valley)	Vancouver Island	\$75,000
Parksville Qualicum Beach	Vancouver Island	\$105,000

The REAL West Coast & “Canada’s Surf Highway” (Port Alberni, Ucluelet, Tofino)	Vancouver Island	\$42,750
Share Vancouver Island (Nanaimo, Sooke, Tofino)	Vancouver Island	\$32,500
Nanaimo & Region Top Ten (Tourism Nanaimo, City of Nanaimo, Electoral Area A (Cassidy Cedar, Yellowpoint, South Wellington); Electoral Area B (Gabriola, DeCourcy, Mudge Islands); Electoral Area C (Extension, Arrowsmith-Benson, East Wellington, Pleasant Valley))	Vancouver Island	\$146,000
Hornby Island	Vancouver Island	\$4,500
Southern Gulf Islands (Galiano Island, Pender Island, Salt Spring Island, Mayne Island, Saturna Island)	Vancouver Island	\$58,800
Comox Valley (Courtenay, Comox, Comox Valley Regional District)	Vancouver Island	\$175,000
Sooke to Port Renfrew, and Sidney	Vancouver Island	\$22,500
Cowichan Valley (Cowichan Valley Regional District from Mill Bay to north of Ladysmith)	Vancouver Island	\$138,000
Quadra Island	Vancouver Island	\$4,500
Vancouver Island North (Port Hardy, Port McNeill, Alert Bay, Port Alice, Regional District Mount Waddington)	Vancouver Island	\$115,235
Backcountry Lodges (Backcountry Lodges of BC Association)	Provincial	\$20,000
Camping/RV (BC Lodging and Campgrounds Association)	Provincial	\$102,700
Dive (Dive Industry Association of BC)	Provincial	\$20,000
Fishing (BC Fishing Resorts & Outfitters Association)	Provincial	\$175,000
Golf (Allied Golf Association British Columbia)	Provincial	\$250,000
Guide Outfitters (The Guide Outfitters Association of British Columbia)	Provincial	\$38,468
Mountain Bike (Western Canada Mountain Bike Tourism Association)	Provincial	\$103,300
Ocean Boating (British Columbia Ocean Boating Tourism Association)	Provincial	\$40,000
Snowmobile (British Columbia Snowmobile Federation)	Provincial	\$31,740
Wine (British Columbia Wine Institute)	Provincial	\$175,000