

BACKGROUNDER A
Destination BC Co-op Marketing Partnerships Program 2017/18
Participating Communities (*DMO= Destination Marketing Organisation)

Consortium	Region	Approved DBC Funding
Gold Rush Circle Route (CRD Electoral Area C, CRD Electoral Area F, District of Wells, Likely & District Chamber of Commerce, Barkerville Historic Town)	Cariboo Chilcotin Coast	\$16,000
Great Bear Project (Tourism Prince Rupert, Bella Coola Valley Tourism, West Chilcotin Tourism Association)	Cariboo Chilcotin Coast	\$68,800
Cariboo Calling (City of Williams Lake, City of Quesnel, Cariboo Regional District, 100 Mile House, Williams Lake Indian Band, X'atsull (Soda Creek) Indian Band)	Cariboo Chilcotin Coast	\$18,936
Gold Rush Trail (Barkerville, Wells, Quesnel, Xat'sull, Williams Lake, Cariboo Regional District (multiple electoral areas), 100 Mile House, Clinton, Lillooet, Bridge River Valley (SLRD Area A), Yale, Hope, Abbotsford, New Westminster)	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$40,000
MyKootenays (Tourism Fernie, Cranbrook Tourism, Tourism Kimberley, Invermere Panorama DMO, Tourism Radium, Regional District of East Kootenay, Elk Valley Cultural Consortium (Arts Council, Museum, Heritage Sites, Fernie & Sparwood Chambers, District of Elkford)	Kootenay Rockies	\$20,000
Columbia Valley (Invermere Panorama DMO, Fairmont Business Association, Tourism Radium Hot Springs Columbia Valley Golf Association, Copper Point Resort, Fairmont Creek Property Rentals, Bighorn Meadows Resort, The Residences at Fairmont Ridge)	Kootenay Rockies	\$85,000
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism (Nelson, Balfour, Ainsworth, Kaslo, Meadow Creek, Lardeau)	Kootenay Rockies	\$56,000

Lower Columbia Valley (Tourism Rossland, Red Mountain Resort, City of Rossland, RDKB Area A, RDKB Area B, City of Trail, Village of Fruitvale, Village of Warfield, Village of Montrose)	Kootenay Rockies	\$40,020
Castlegar	Kootenay Rockies	\$5,000
Haida Gwaii	Northern BC	\$44,923.80
Alaska Highway (Dawson Creek, Northern Rockies Regional Municipality, Fort St John, Chetwynd, Pouce Coupe, Tumbler Ridge, Hudson Hope, Taylor)	Northern BC	\$61,083.20
Bulkley-Nechako (District of Houston, Village of Granisle, Village of Burns Lake, Village of Fraser Lake, District of Fort St. James, Town of Smithers, Village of Telkwa District of Vanderhoof, Tourism Prince George Tourism Smithers, Tourism Kitimat, Tourism Prince Rupert, Regional District of Kitimat-Stikine, Kermodai Travel)	Northern BC	\$15,579
Kitimat Stikine (Regional District of Kitimat Stikine, District of New Hazelton, Village of Hazelton, District of Stewart, Kermodai Tourism)	Northern BC	\$10,940
Route 16 (Tourism Prince George, Regional District of Fraser-Fort George, Tourism Smithers, Kermodai Tourism, Tourism Prince Rupert)	Northern BC	\$37,500
Ski North BC (Shames Mountain Resort, Kermodai Tourism, The Regional District of Kitimat-Stikane, Northwest Regional Airport, National Car Rental Terrace, Hudson Bay Ski Mountain, Tourism Smithers, Buckley Valley Economic Development, Smithers Regional Airport, Powder King Mountain Resort, Northern BC Tourism, National Car Rental Smithers, Troll Ski Resort, The Cariboo Regional District, Barkerville Historic Town)	Northern BC	\$20,760
North Thompson Valley (Thompson-Nicola Regional District (TNRD) Blue River area; Electoral Area "B"; Lower North Thompson Tourism Society (District of Barriere and Thompson-Nicola Regional District Electoral Areas "O" and "P"; Tourism Wells Gray (District of Clearwater and Thompson-Nicola Regional District Electoral Area "A", Tourism Valemount (Village of Valemount) and Tourism Sun Peaks)	Thompson Okanagan	\$37,000
Boundary Country/Big White (Regional District Kootenay Boundary, Big White Tourism)		

Society and Big White Ski Resort)	Thompson Okanagan	\$74,800
Penticton, Naramata, Summerland	Thompson Okanagan	\$34,800
Lumby Hwy 6 (Lumby & District Chamber of Commerce, North Okanagan Regional District Areas D and E, Village of Lumby, Monashee Tourism)	Thompson Okanagan	\$9,000
Tourism Shuswap (Columbia Shuswap RD)	Thompson Okanagan	\$64,800
Gold Country (Ashcroft, Cache Creek, Clinton, Lillooet, Logan Lake, Lytton, Merritt, TNRD area E “Bonaparte Plateau” (70 Mile House, Green Lake, Loon Lake) TNRD Area I “Blue Sky Country” Hat Creek, Spences Bridge, Walhachin, TNRD Area J “Copper Desert” Country (Savona, Tunkwa Lake, Deadman Valley), TNRD Area M (Upper Nicola, Lower Nicola, Quilchena, Douglas Lake) and TNRD 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 Okanagan	\$35,000
Similkameen Valley (Princeton, the Village of Keremeos, Okanagan-Similkameen Regional District areas B, G and H)	Thompson Okanagan	\$29,200
Sea to Sky Arts & Culture (Squamish, Whistler, Pemberton)	Vancouver, Coast and Mountains	\$45,000
VanPass (Vancouver Attractions Group)	Vancouver, Coast and Mountains	\$173,000
Lower Mainland Tourism Alliance (Tourism Burnaby, Tourism Coquitlam, Tourism Langley, Tourism New Westminister, Tourism Richmond, Tourism Surrey (incl White Rock), Tourism Vancouver, Vancouver’s North Shore (West Vancouver))	Vancouver, Coast and Mountains	\$90,000
Hope, Cascades & Canyons (AdvantageHOPE, Manning Park, Fraser Valley RD A, B and D)	Vancouver, Coast and Mountains	\$60,000
Sunshine Coast	Vancouver, Coast and Mountains	\$175,000
Regional Circle Farm Tour (Tourism Abbotsford, Tourism Langley, City of Maple Ridge, Tourism Chilliwack, Tourism Harrison)	Vancouver, Coast and Mountains	\$16,000
Fraser Valley (Tourism Langley, Tourism Abbotsford, Tourism Chilliwack)	Vancouver, Coast and Mountains	\$45,600
Surrey, Delta, White Rock	Vancouver, Coast and Mountains	\$36,000

Bowen Island	Vancouver, Coast and Mountains	\$7,500
Scenic 7 (Coquitlam, Maple Ridge, Mission, District of Kent (Agassiz), Harrison Hot Springs, Hope, Fraser Valley Regional District)	Vancouver, Coast and Mountains	\$20,000
Ale Trail (Sunshine Coast Tourism, Nanaimo, Tourism Victoria, Tourism Whistler, City of Port Moody, Visit Comox Valley, Tourism Langley, Tourism Abbotsford, Tourism Chilliwack, Tourism Tofino, Tourism Kamloops, Tourism Kelowna, Visit Penticton, Tourism Delta, Tourism New Westminster, Discover Surrey, Vancouver's North Shore Tourism, Tourism Squamish, Tourism Cowichan, Tourism Nanaimo, Parksville Qualicum Tourism, Visit Terrace, Tourism Prince Rupert, Visit Valemount, Tourism Prince George)	Vancouver, Coast and Mountains, Vancouver Island, Thompson Okanagan, Kootenay Rockies, Northern BC	\$201,593
Nanaimo & Regional District	Vancouver Island	\$168,000
Comox Valley (City of Courtenay, Town of Comox, Comox Valley Regional District, Comox Valley Economic Development)	Vancouver Island	\$250,000
Real West Coast (Tofino, Ucluelet, Port Alberni, Parks Canada)	Vancouver Island	\$50,000
Vancouver Island North (District of Port Hardy, Town of Port McNeill, Village of Alert Bay, Village of Port Alice, Regional District of Mount Waddington)	Vancouver Island	\$93,906
Share Vancouver Island (Tourism Tofino, Parksville Qualicum Beach Tourism Association, Nanaimo)	Vancouver Island	\$60,000
Cowichan Valley	Vancouver Island	\$250,000
Southern Gulf Islands (Galiano Island Chamber, Pender Island Chamber, Salt Spring Island Chamber, Mayne Island Chamber, Saturna Island Tourism Association)	Vancouver Island	\$66,000
Parksville Qualicum Beach	Vancouver Island	\$96,500
Go Vancouver Island (Parksville Qualicum Beach Tourism, Tourism Ucluelet, Tourism Tofino, Comox Valley Tourism)	Vancouver Island	\$75,000
Seaside Consortium (Hornby Island Community Economic Enhancement Corporation, Denman Works, Comox Valley Regional District (Fanny Bay, Buckley Bay), Deep Bay), Private Sector)	Vancouver Island	\$21,250

Pacific Marine Circle Route (Tourism Victoria, Tourism Cowichan Society, Sooke Region Tourism Association, Sooke Region Museum & Visitor Centre, Sidney Business Improvement Area Society)	Vancouver Island	\$40,000
Mountain Bike (Mountain Bike Tourism Association)	Sector	\$153,000
Golf (BC Golf Marketing Alliance)	Sector	\$250,000
Camping/RV (BC Lodging and Campground Association)	Sector	\$102,700
Wine (BC Wine Institute)	Sector	\$250,000
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$41,120
Fishing (saltwater & freshwater combined) (Sport Fishing Institute, BCFROA, Freshwater Fisheries Society of British Columbia, Tourism Harrison Hot Springs, Tourism Fernie, Nelson Kootenay Lake Tourism, Tourism Chilliwack, Fishing Highway 24, Tourism Port Hardy Tourism Prince George, Tourism Campbell River, Ahoy BC	Sector	\$224,500
Guide Outfitters (Guide Outfitters Association of British Columbia)	Sector	\$50,000
Snowmobile (BC Snowmobile Federation)	Sector	\$31,050.40
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$27,000
Gardens (Gardens British Columbia)	Sector	\$25,920
Dive (Dive Industry Association of BC)	Sector	\$19,044
Artisans (Société de développement économique de la Colombie-Britannique (SDECB))	Sector	\$23,160