

BACKGROUNDER A
Destination BC Co-op Marketing Partnerships Program 2018/19
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	\$10,000
Great Bear Project (Tourism Prince Rupert, Big Coast Productions Ltd., Hartley Bay, Klemtu Central Coast Adventures, Central Coast Regional District, Bella Coola Valley Tourism Duncanby Lodge/Wuikinuxv)	Cariboo Chilcotin Coast	\$64,000
Cariboo Calling(Explore Cariboo) (City of Williams Lake, City of Quesnel, Cariboo Regional District, 100 Mile House, Williams Lake Indian Band, District of Wells, Barkerville Historic Town)	Cariboo Chilcotin Coast	\$11,500
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	\$20,000
Cariboo Regional Project (CCCTA on behalf of the region)	Cariboo Chilcotin Coast	\$225,000
MyKootenays (Tourism Fernie, City of Cranbrook/Cranbrook Tourism, Tourism Kimberley, Invermere Panorama DMO, Tourism Radium, Fernie Museum/History Society, St. Eugene Resort, Fairmont Hot Springs Resort, Fernie & District Arts Council, Fernie Heritage Library, Fernie Chamber of Commerce, Sparwood Museum, Sparwood Chamber of Commerce, Elkford Arts Council.)	Kootenay Rockies	\$22,702

Travel Columbia Valley (Invermere Panorama DMO, Fairmont Business Association, Tourism Radium Hot Springs, Fairmont Hot Springs Resort, Columbia Valley Golf Association, Copper Point Resort, Fairmont Creek Property Rentals, Bighorn Meadows Resort, The Residences at Fairmont Ridge)	Kootenay Rockies	\$51,000
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism (Nelson, Balfour, Ainsworth, Kaslo, Meadow Creek, Lardeau)	Kootenay Rockies	\$42,600
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	\$32,100
Explore Rockies (Cranbrook Tourism Society, St Eugene Resort, Tourism Kimberley, Tourism Fernie, Canadian Rockies Airport, Pacific Coastal).	Kootenay Rockies	\$19,076
Creston Valley (Town of Creston, Regional District of Central Kootenay Areas A, B & C)	Kootenay Rockies	\$28,500
Haida Gwaii (Misty Isles Economic Development Society representing four local governments: Masset, Queen Charlotte, Port Clements, and North Coast Regional District) Haida Gwaii Tourism Industry Business Owners	Northern BC	\$49,791
Alaska Highway(NE BC) (Dawson Creek, Northern Rockies Regional Municipality, Fort St John, Chetwynd, Pouce Coupe, Tumbler Ridge, Hudson Hope, Taylor)	Northern BC	\$36,760
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, 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	\$12,137
Northwest BC (Regional Tourism Marketing Initiative) (District of New Hazelton, Regional District of Kitimat Stikine, District of Stewart, Village of Hazelton, Kitimat Tourism, Nisga'a Lisims Government, Kermodai Tourism)	Northern BC	\$20,000

Route 16 (Tourism Prince George, Regional District of Fraser-Fort George, Tourism Smithers, Kermodai Tourism, Tourism Prince Rupert, Regional District of Bulkley Nechako)	Northern BC	\$47,000
Ski North BC (Tourism Smithers, Kermodai Tourism, Shames Mountain Resort, NorthWest Regional Airport, Hudson Bay Mountain Resort Smithers Regional Airport, Powder King Resort Cariboo Regional District, Barkerville, City of Quesnel, District of Wells, Regional District for Kitimat-Stikine)	Northern BC	\$15,968
North Thompson Valley (North Thompson Valley Marketing Committee (NTVMC) on behalf of Thompson-Nicola Regional District (TNRD); 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	\$21,000
Boundary Country/Big White (Regional District Kootenay Boundary Area C, D, E, Big White Tourism Society and Big White Ski Resort, City of Grand Forks, Village of Midway, City of Greenwood)	Thompson Okanagan	\$84,627
Chain of Events (Penticton, Naramata, Summerland)	Thompson Okanagan	\$9,200
Lumby Hwy 6 (Lumby & District Chamber of Commerce, North Okanagan Regional District Areas D and E, Village of Lumby, Monashee Tourism)	Thompson Okanagan	\$5,000
Tourism Shuswap (Columbia Shuswap RD)	Thompson Okanagan	\$57,500
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	\$30,633
Similkameen Valley (Town of Princeton, the		

Village of Keremeos, Okanagan-Similkameen Regional District areas B, G and H)	Thompson Okanagan	\$18,250
Trail Trips (Tourism Kamloops, Tourism Shuswap, Tourism Vernon)	Thompson Okanagan	\$24,000
Explore Okanagan (Tourism Vernon, Tourism Kelowna, District of West Kelowna, Oliver Tourism, Summerland Chamber of Commerce)	Thompson Okanagan	\$18,177
Explore More Interior (Tourism Kelowna, City of West Kelowna, District of Lake Country, Travel Penticton, Destination Osoyoos, Tourism Vernon / City of Vernon, Tourism Kamloops)	Thompson Okanagan	\$20,000
Experience Nk'Mip (Osoyoos Indian Band, Destination Osoyoos, Oliver Tourism)	Thompson Okanagan	\$93,500
Armstrong/Spallumcheen (Armstrong Spallumcheen Chamber of Commerce (City of Armstrong) & Township of Spallumcheen)	Thompson Okanagan	\$7,500
Sea to Sky Arts, Culture & Heritage Campaign (Squamish, Whistler, Pemberton)	Vancouver, Coast and Mountains	\$36,000
VANPASS (Vancouver Attractions Group)	Vancouver, Coast and Mountains	\$194,325
Lower Mainland Tourism Alliance (West Coast Foods) (Visit Burnaby, Tourism Coquitlam, Tourism Langley, Tourism New Westminster, Tourism Richmond, Tourism Surrey (incl White Rock), Tourism Vancouver, Vancouver's North Shore (West Vancouver)	Vancouver, Coast and Mountains	\$72,000
Hope, Cascades & Canyons (AdvantageHOPE, Manning Park, Fraser Valley RD A, B and D)	Vancouver, Coast and Mountains	\$45,626
Sunshine Coast (Sunshine Coast Regional District, District of Sechelt, Town of Gibsons, Powell River Regional District, City of Powell River/Tourism Powell River, Local First Nations: Sechelt, Squamish, Tla'amin First Nations & Klahoose. Parksville Qualicum Beach Tourism, Comox Valley Tourism, Nanaimo Hospitality Association, Sunshine Coast Tourism/MRDT.)	Vancouver, Coast and Mountains	\$178,250
Regional Circle Farm Tour (Tourism Abbotsford, Tourism Langley, City of Maple Ridge, Tourism Chilliwack, Tourism Harrison)	Vancouver, Coast and Mountains	\$10,000
Fraser Valley (Tourism Langley, Tourism Abbotsford, Tourism Chilliwack, Advantage Hope)	Vancouver, Coast and Mountains	\$30,000
KidApproved (Surrey, Delta, White Rock)	Vancouver, Coast and Mountains	\$20,000
Bowen Island (Tourism Bowen)	Vancouver, Coast and	\$7,500

	Mountains	
Scenic 7 (Coquitlam, Maple Ridge, Mission, District of Kent (Agassiz), Harrison Hot Springs, Hope, Fraser Valley Regional District, Advantage Hope)	Vancouver, Coast and Mountains	\$10,000
Ale Trail (Sunshine Coast Tourism, Discover Comox Valley, Tourism Vancouver Island (on behalf of the City of Nanaimo), Port Moody (private sector), Tourism Victoria, Tourism Whistler, The BC Craft Brewers Guild, Tourism Delta, Discover Surrey, Tourism New West, Tourism Langley, Tourism Chilliwack, Tourism Abbotsford, Tourism Kelowna, Travel Penticton, Vancouver's North Shore Tourism, Cowichan Valley Tourism, Parksville Qualicum Beach Tourism, Tourism Kamloops, Shuswap Tourism, Tourism Vernon, Tourism Prince George, Tourism Smithers, Visit Prince Rupert, Kermodai Tourism, City of Quesnel)	Vancouver, Coast and Mountains, Vancouver Island, Thompson Okanagan, Kootenay Rockies, Northern BC	\$202,615
Nanaimo & Regional District (City of Nanaimo, Regional District of Nanaimo (Electoral Areas A, B and C))	Vancouver Island	\$225,000
Comox Valley (Comox Valley Economic Development, City of Courtenay, Town of Comox, Comox Valley Regional District, Mount Washington Alpine Resort, Tourism Mount Washington)	Vancouver Island	\$225,000
Alberni Valley (Alberni Valley Tourism Association, City of Port Alberni, McLean Mill Historical Park, Huu-ah-aht First Nations, Bamfield, Port Alberni Port Authority)	Vancouver Island	\$12,109
Campbell River (City of Campbell River, Village of Sayward, Village of Tahsis, Village of Zeballos, Village of Gold River)	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	\$87,741
Cowichan Valley (Tourism Cowichan Society (Ladysmith, Mill Bay, Shawnigan Lake, Lake Cowichan, Duncan, Chemainus))	Vancouver Island	\$175,000
Southern Gulf Islands (Galiano Island Chamber, Pender Island Chamber, Salt Spring Island Chamber, Mayne Island Chamber, Saturna Island Tourism Association)	Vancouver Island	\$78,000
Parksville Qualicum Beach (Parksville Qualicum Beach Tourism)	Vancouver Island	\$97,000

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	\$161,000
Golf (BC Golf Marketing Alliance)	Sector	\$250,000
Camping/RV (BC Lodging and Campground Association)	Sector	\$80,000
Wine (BC Wine Institute)	Sector	\$250,000
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$27,780
Fishing (saltwater & freshwater combined) (Sport Fishing Institute, BCFROA, Freshwater Fisheries Society of British Columbia)	Sector	\$250,000
Guide Outfitters (Guide Outfitters Association of British Columbia)	Sector	\$72,000
Snowmobile (BC Snowmobile Federation)	Sector	\$37,400
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$25,000
Gardens (Gardens British Columbia)	Sector	\$20,800
Artisans (Société de développement économique de la Colombie-Britannique (SDECB))	Sector	\$12,675
BC Farmers Market Association	Sector	\$30,960