

BACKGROUND A

Destination BC Co-op Marketing Partnerships Program 2019/20 Participating Communities (*DMO= Destination Marketing Organisation)

Consortium	Region	Approved DBC Funding
Great Bear Project (Tourism Prince Rupert, Duncanby Lodge/Wuikinuxv)	Cariboo Chilcotin Coast	\$45,000
Explore Cariboo (City of Williams Lake, City of Quesnel, Cariboo Regional District, Williams Lake Indian Band, District of Wells)	Cariboo Chilcotin Coast	\$11,500
Gold Rush Trail (Cariboo Chilcotin Coast Marketing Committee, 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	\$64,000
Cariboo Regional Project (CCCTA on behalf of the region)	Cariboo Chilcotin Coast	\$175,000
Zoomer & Beyond (Tourism Fernie, Cranbrook Tourism, Tourism Kimberley, Invermere Panorama Tourism, Tourism Radium, St. Eugene Resort, Fairmont Hot Springs Resort, Ktunaxa Nation, Fernie Museum/History Society, Fernie & District Arts Council, Fernie Heritage Library, Fernie Chamber of Commerce, Sparwood Chamber of Commerce, Elkford Arts Council.)	Kootenay Rockies	\$20,480
Travel Columbia Valley (Invermere Panorama DMO, Tourism Radium Hot Springs, Fairmont Hot Springs Resort, Copper Point Resort)	Kootenay Rockies	\$46,200
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism: Nelson, Balfour, Ainsworth, Kaslo, Meadow Creek, Lardeau)	Kootenay Rockies	\$42,700
Visit Lower Columbia (Tourism Rossland, City of Rossland, City of Trail, Village of Fruitvale, Village of Warfield, Village of Montrose, RDKB Area A, RDKB Area B, Red Mountain Resort, The Josie Hotel, Charles Bailey Theatre)	Kootenay Rockies	\$39,200

Rockies Exploring (Cranbrook Tourism Society, Canadian Rockies Airport, St. Eugene Resort)	Kootenay Rockies	\$18,990
Creston Valley (Town of Creston, Regional District of Central Kootenay Areas A, B & C)	Kootenay Rockies	\$20,200
Haida Gwaii (Misty Isles Economic Development Society, representing four local governments: Masset, Queen Charlotte, Port Clements, and North Coast Regional District), Gwaalagaa Naay, Haida Gwaii Tourism Industry business owners	Northern BC	\$75,155
Alaska Highway (North-East BC) (Northern Rockies Regional Municipality, Dawson Creek, City of Fort St. John, Chetwynd, Pouce Coupe, Taylor)	Northern BC	\$46,800
Route 16 (Tourism Prince George, Tourism Smithers, Kermodei Tourism, Tourism Prince Rupert, Regional District of Fraser-Fort George, Regional District of Bulkley Nechako)	Northern BC	\$42,500
Ski North BC (Tourism Smithers, Regional District of Bulkley Nechako, Shames Mountain Resort, Hudson Bay Mountain Resort, City of Fort St. James, Smithers Airport, Murray Ridge Ski Resort, Powder King Resort, Cariboo Regional District, Barkerville, City of Quesnel, District of Wells, Troll Ski Resort)	Northern BC and Cariboo Chilcotin Coast	\$20,871
North Thompson Valley (Thompson-Nicola Regional District (TNRD) Electoral Area "B", Lower North Thompson Tourism Society, Tourism Wells Gray, Tourism Valemout, Tourism Sun Peaks)	Thompson Okanagan	\$21,850
Boundary Country D Tours (Regional District Kootenay Boundary Area C, D, E, Big White Tourism Society and Big White Ski Resort)	Thompson Okanagan	\$97,825
Shuswap Tourism (Shuswap Tourism - Columbia Shuswap RD, Salmon Arm MRDT)	Thompson Okanagan	\$58,000
Gold Country (Gold Country Communities Society (TNRD Area E, Bonaparte Plateau, TNRD I, Blue Sky Country, TNRD J Copper Desert Country, TNRD Area M, Beautiful Nicola Valley North, TNRD Area N, Beautiful Nicola Valley South, Village of Ashcroft, Village of Cache Creek, Village of Clinton, District of Lillooet, District of Logan Lake, Village of Lytton, City of Merritt, Route Blue Connector Project), Tourism Merritt)	Thompson Okanagan	\$30,000

Similkameen Valley Touring Route (Town of Princeton, the Village of Keremeos, Okanagan-Similkameen Regional District Areas B, G and H)	Thompson Okanagan	\$25,800
Okanagan Exploring (Tourism Vernon, Tourism Kelowna, Summerland Chamber of Commerce, Oliver Osoyoos Wine Association)	Thompson Okanagan	\$15,169
Okanagan Rail Trail (Tourism Kelowna, Tourism Vernon, District of Lake Country, City of Kelowna)	Thompson Okanagan	\$35,000
Experience Nk'Mip (Osoyoos Indian Band, Destination Osoyoos, Tourism Oliver, Nk'Mip Cellars, Hyatt Spirit Ridge Resort)	Thompson Okanagan	\$44,000
Interlakes Cooperative Touring Campaign (The Fishing Hwy Tourist Association, Lower North Thompson Tourism Society, Tourism Kamloops, Cariboo Chilcotin Coast Tourism Marketing Association)	Thompson Okanagan and Cariboo Chilcotin Coast	\$20,400
Sea to Sky Arts, Culture & Heritage Campaign (Tourism Squamish, Tourism Whistler, Tourism Pemberton)	Vancouver, Coast and Mountains	\$20,400
VANPASS (Vancouver Attractions Group) and Experience Vancouver Tours	Vancouver, Coast and Mountains	\$199,935
Lower Mainland Tourism Alliance (West Coast Foods: Tourism Coquitlam, Tourism Langley, Tourism New Westminster, Visit Richmond, Discover Surrey, Tourism Vancouver, Tourism White Rock, Vancouver's North Shore, Visit Burnaby)	Vancouver, Coast and Mountains	\$34,400
Lower Mainland Tourism Alliance (BC Art Zone: Tourism Vancouver, Tourism Whistler, Tourism Burnaby, Tourism Langley, Tourism New Westminster, Vancouver's North Shore)	Vancouver, Coast and Mountains	\$73,500
Hope, Cascades & Canyons (AdvantageHOPE, Hope Mountain Centre for Outdoor Learning, REO Rafting Resort, Manning Park, Yale Historic Site, Emory Bar RV Resort)	Vancouver, Coast and Mountains	\$45,000
Sunshine Coast (Sunshine Coast Regional District, District of Sechelt, Town of Gibsons, Powell River Regional District, City of Powell River, Sechelt Indian Government District, Sunshine Coast Tourism)	Vancouver, Coast and Mountains	\$157,500
Regional Circle Farm Tour (Tourism Abbotsford, Tourism Chilliwack, Tourism Harrison, Tourism Langley, City of Maple Ridge,)	Vancouver, Coast and Mountains	\$17,500

Fraser Valley (Tourism Chilliwack, Tourism Abbotsford, Tourism Harrison Hot Springs, Advantage Hope)	Vancouver, Coast and Mountains	\$45,500
LGBTQ Travel British Columbia (Tourism Kelowna, Tourism Whistler, Tourism Penticton, Tourism Vancouver)	Vancouver, Coast and Mountains and Thompson Okanagan	\$28,000
Bowen Island (Tourism Bowen Island)	Vancouver, Coast and Mountains	\$7,500
Scenic 7 (District of Mission, City of Coquitlam, District of Kent, Tourism Harrison, Advantage Hope, City of Maple Ridge, Fraser Valley Regional District)	Vancouver, Coast and Mountains	\$17,500
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) and Coastal Circle Route (Sunshine Coast Tourism, Comox Valley Economic Development Society, Parksville Qualicum Beach Tourism, Nanaimo Airport, private sector businesses)	Vancouver Island	\$181,600
Nanaimo & Cowichan Winter Experiences (City of Nanaimo, Tourism Cowichan)	Vancouver Island	\$21,000
Comox Valley (Comox Valley Economic Development, City of Courtenay, Town of Comox, Comox Valley Regional District, Mount Washington Alpine Resort, Comox BIA, Comox Valley Airport, BC Salmon Farmers Association, Tourism Mount Washington)	Vancouver Island	\$175,000
Alberni Valley (Alberni Valley Tourism Association, City of Port Alberni, Huu-ah-aht First Nations, Alberni-Clayoquot Regional District, Twin Cities Brewing, McLean Mill Historic Park)	Vancouver Island	\$11,852
Campbell River (City of Campbell River, Village of Sayward, Village of Gold River, Village of Tahsis, private sector businesses)	Vancouver Island	\$52,000
Vancouver Island North (District of Port Hardy, Town of Port McNeill, Village of Alert Bay, Village of Port Alice, Regional District of Mount Waddington Areas A, B, C, D)	Vancouver Island	\$117,223
Cowichan Valley (Tourism Cowichan: Ladysmith, Mill Bay, Shawnigan Lake, Lake Cowichan, Duncan, Chemainus; Cowichan Valley Regional District, private sector businesses)	Vancouver Island	\$182,800

Southern Gulf Islands (Salt Spring Island Chamber of Commerce, Galiano Island Chamber of Commerce, Pender Island Chamber of Commerce, Mayne Island Chamber of Commerce, Saturna Island Tourism Association)	Vancouver Island	\$46,400
Parksville Qualicum Beach (Parksville Qualicum Beach Tourism, private sector businesses)	Vancouver Island	\$85,000
Pacific Marine Circle Route (Destination Greater Victoria; Tourism Cowichan; Sidney Business Improvement Area Society)	Vancouver Island	\$40,000
Seaside Consortium (Hornby Island Community Economic Enhancement Corporation, Denman Works, Comox Valley Regional District Area A, local arts and culture organizations)	Vancouver Island	\$16,240
BC Ale Trail	Sector	\$237,768
Mountain Bike (Mountain Bike Tourism Association)	Sector	\$177,500
Golf (BC Golf Marketing Alliance)	Sector	\$250,000
Camping/RV (Camping and RVing BC Coalition)	Sector	\$80,000
Wine (BC Wine Institute)	Sector	\$250,000
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$30,000
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	\$65,000
Snowmobile (BC Snowmobile Federation)	Sector	\$40,000
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$25,000
Gardens (Gardens British Columbia)	Sector	\$20,000
BC Farmers' Market Trail (BC Association of Farmers' Markets)	Sector	\$50,000