

BACKGROUNDER A
Destination BC Co-op Marketing Partnerships Program 2022/23
Participating Communities (*DMO= Destination Marketing Organisation)

Consortium	Region	Approved DBC Funding
Great Bear Project (Tourism Prince Rupert, Hartley Bay, Klemtu, Denny Island CCA, Bella Coola Valley Tourism, Duncanby Lodge Cariboo Chilcotin Coast Tourism Association)	Cariboo Chilcotin Coast	\$27,075
Explore Cariboo (City of Quesnel, City of Williams Lake, District of Wells, District of 100 Mile House, Williams Lake First Nations, Cariboo Regional District, Quesnel & District Chamber of Commerce, Williams Lake & District Chamber of Commerce, South Cariboo Visitor Centre)	Cariboo Chilcotin Coast	\$10,830
Gold Rush Trail (Cariboo Chilcotin Coast Tourism Marketing Association, 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, Lac la Hache, 100 Mile House, 108 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), Northern Development Initiative Trust (pending))	Cariboo Chilcotin Coast and Vancouver, Coast and Mountains	\$57,760
Cariboo Regional Project (CCCTMA on behalf of the region)	Cariboo Chilcotin Coast	\$157,937
#ExploreArrowLakes (Arrow Slokan Tourism Association (ASTA), Destination Castlegar, Nakusp Bike Society, Valhalla Hills Nordic Ski Club, Arrow Lakes Cross Country Ski Club, Friends of Trail Society Castlegar, Slokan Valley Rail Trail, Chill Billy Charters, Columbia Fishing Charters)	Kootenay Rockies	\$24,303
AB-BC Connector (Tourism Revelstoke, Tourism Golden, Shuswap Tourism)	Kootenay Rockies	\$16,245

Arrow Slocan (Arrow Slocan Tourism Association (ASTA))	Kootenay Rockies	\$17,051
Castlegar (Destination Castlegar, Regional District of Central Kootenay Area I and J, City of Castlegar(pending))	Kootenay Rockies	\$17,458
Zoomer & Beyond (Tourism Fernie, Cranbrook Tourism, Tourism Kimberley, Invermere Panorama Tourism, Tourism Radium, , St. Eugene Golf, Resort and Casino, Fernie Museum/Historical 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	\$18,501
Golden Triangle (Tourism Golden, Parks Canada, Tourism Radium Hot Springs)	Kootenay Rockies	\$18,050
Kootenay Road Trip (Nelson Kootenay Lake Tourism, Destination Castlegar, Tourism Rossland)	Kootenay Rockies	\$25,000
Travel Columbia Valley (Columbia Valley Tourism Marketing Society, Invermere Panorama DMO, Tourism Radium Hot Springs)	Kootenay Rockies	\$27,887
Nelson Kootenay Lake (Nelson Kootenay Lake Tourism: Nelson, Balfour, Ainsworth Hot Springs, Kaslo, North Kootenay Lake, East Shore)	Kootenay Rockies	\$76,712
Visit South Kootenay (Tourism Rossland, Village of Warfield, City of Trail, City of Rossland, Village of Montrose, Village of Fruitvale, Regional District of Kootenay Boundary Electoral Area A and B, Private Sector)	Kootenay Rockies	\$46,434
Rockies Exploring (Cranbrook Tourism, Tourism Kimberley, St. Eugene Resort, Canadian Rockies International Airport, Resorts of the Canadian Rockies)	Kootenay Rockies	\$31,407
Ktunaxa Homelands (Cranbrook Tourism, Ktunaxa Nation Council – Economic and	Kootenay Rockies	\$24,303

Investment Sector, Tourism Kimberley Society, Tourism Fernie)		
Creston Valley (Creston Valley Tourism Society, Town of Creston, District of Central Kootenays Electoral Area B and C)	Kootenay Rockies	\$20,216
Haida Gwaii (Go Haida Gwaii (Misty Isles Economic Development Society, representing Masset, Queen Charlotte, Port Clements, and North Coast Regional Districts D & E), Council of the Haida Nation, Gwaalagaa Naay Corporation, Gwaii Trust, BC Parks, Ministry of FLNRORD, Northern Development Initiative Trust, Private Sector	Northern BC	\$67,687
North-East BC (Northern Rockies Regional Municipality, City of Fort St. John, Tourism Fort St. John, District of Chetwynd, Village of Pouce Coupe, District of Tumbler Ridge, District of Hudson Hope, District of Taylor, Tourism Dawson Creek, Tourism Prince George (Trade Show only))	Northern BC	\$42,417
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	\$24,303
Route 16 (Tourism Prince George, Tourism Smithers, Kermodei Tourism, Regional District of Fraser-Fort George, Tourism Prince Rupert, Regional District of Bulkley-Nechako, Tourism Kitimat)	Northern BC	\$38,356
Ski North BC (Tourism Smithers, Hudson Bay Mountain Resort, Smithers Airport, Northern BC Tourism, Powder King Resort, City of Quesnel, Troll Ski Resort, District of Wells, Barkerville Brewing Co., Rocky Peak Outfitters)	Northern BC and Cariboo Chilcotin Coast	\$19,909
Armstrong Spallumcheen (Armstrong Spallumcheen Chamber of Commerce, City of Armstrong, Township of Spallumcheen)	Thompson Okanagan	\$9,025
North Thompson Valley (Symphony Tourism Services, North Thompson Valley Marketing Committee (NTVMC) on behalf of Thompson-Nicola Regional District (TNRD) Electoral Area B, Lower North Thompson Tourism Society (Barriere and TNRD Electoral Area O and P), Tourism Wells Gray Association (Clearwater and TNRD Electoral	Thompson Okanagan	\$21,389

Area A) Tourism Valemount Society (Village of Valemount), Private Sector)		
Boundary Country (Symphony Tourism Services, Regional District Kootenay Boundary (RDKB) Boundary Services Committee (BSC): 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.)	Thompson Okanagan	\$1,703
Central Okanagan Recovery (Tourism Kelowna, District of Lake Country, City of West Kelowna)	Thompson Okanagan	\$24,303
Connecting through Community (Silver Star Resort Association, Tourism Vernon, District of Coldstream, SilverStar Mountain Resort, Okanagan Indian Band (Pending))	Thompson Okanagan	\$20,000
Cruise the Crownsnest (Destination Osoyoos, Similkameen Valley Planning Society, Similkameen Independent Winegrowers, Boundary Country Tourism)	Thompson Okanagan	\$11,665
Explore Vernon (Tourism Vernon, Okanagan Indian Band, Destination SilverStar)	Thompson Okanagan	\$24,303
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	\$27,075
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	\$18,050
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)	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	\$135,375
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 (Tourism Hope, Cascades & Canyons, Hope Mountain Centre for Outdoor Learning, FVRD Area A, FVRD Area B, FVRD Area D, Manning Park)	Vancouver, Coast and Mountains	\$27,075
Explore BC's 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	\$135,375
Fraser Valley (Tourism Abbotsford, Tourism Chilliwack, Tourism Harrison Hot Springs, Tourism Hope, Cascades and Canyons, Tourism Langley, Tourism Mission/District of Mission)	Vancouver, Coast and Mountains	\$90,250

Bowen Island (Tourism Bowen Island)	Vancouver, Coast and Mountains	\$6,769
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	\$22,562
Range Beyond Ranges (Tourism Pemberton, Bridge River Valley Community Association, Tourism Lillooet)	Vancouver, Coast and Mountains and Cariboo Chilcotin Coast	\$19,442
Attractions Victoria (Attractions Victoria)	Vancouver Island	\$24,303
Agritourism Trail ('Flavour Trail') (Destination Greater Victoria, Capital Region Food and Agriculture Initiative Roundtable)	Vancouver Island	\$25,270
Indigenous Coastal Experiences (Huu-ay-aht First Nations, The Lund Resort at Klah ah men, Tla'amin First Nation, Best Western Plus Tin Wis Resort, Tla-o-qui-aht First Nation, Secret Beach Campground/Toquaht First Nation)	Vancouver Island	\$23,075
South Island Spirit Loop (City of Langford, Sooke to Port Renfrew Tourism Association, Malahat Nation, T'Sou-ke First Nation, Malahat Skywalk, Work Link)	Vancouver Island	\$16,516
Nanaimo – We've Got Layers (City of Nanaimo, Regional District of Nanaimo (Area B: Gabriola Island, Mudge Island, DeCourcy Island), Snuneymuxw First Nation)	Vancouver Island	\$135,375
Comox Valley (Comox Valley Regional District, City of Courtenay, Town of Comox, Village of Cumberland)	Vancouver Island	135,375
#ExplorePortAlberni (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	\$20,374
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	\$54,646
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	\$89,347
Cowichan Valley (Tourism Cowichan Society (Ladysmith, Mill Bay, Shawnigan Lake, Lake Cowichan, Duncan, Chemainus), Cowichan Valley Regional District, Private Sector)	Vancouver Island	\$126,350

#exploreBCruralislands (Rural Islands Economic Partnership Society, Gabriola Chamber of Commerce, Discovery Islands Chamber of Commerce, Cortes Community Economic Development Association, Namgis Business Development Corp., Hornby Island Community Economic Enhancement Corp.)	Vancouver Island	\$25,000
Southern Gulf Islands (Southern Gulf Island Tourism Partnership Society: Salt Spring Island, Pender Island, Galiano Island, Mayne Island, Saturna Island, Capital Regional District,)	Vancouver Island	\$90,250
Parksville Qualicum Beach (Parksville Qualicum Beach Tourism, private sector businesses)	Vancouver Island	\$69,998
BC Ale Trail (BC Craft Brewers Guild)	Sector	\$215,176
Mountain Bike (Mountain Bike Tourism Association)	Sector	\$196,609
Golf (British Columbia Golf Marketing Alliance)	Sector	\$225,624
Camping/RV (Camping and RVing BC Coalition)	Sector	\$77,299
Wine (Wine Growers British Columbia Society)	Sector	\$225,624
Ocean Boating (BC Ocean Boating Tourism Association)	Sector	\$18,501
Fishing (BC Fishing Tourism Association, Sport Fishing Institute, Freshwater Fisheries Society of British Columbia)	Sector	\$225,624
Guide Outfitters (Guide Outfitters Association of British Columbia)	Sector	\$61,211
Snowmobile (BC Snowmobile Federation)	Sector	\$46,027
Backcountry Lodges (Backcountry Lodges of BC Association)	Sector	\$26,172
Backcountry Touring BC (BTBC Tourism Sector Society)	Sector	\$25,000
Gardens (Gardens British Columbia)	Sector	\$24,367
BC Farmers' Market Trail (BC Association of Farmers' Markets)	Sector	\$76,035
BC Bird Trails (Tourism Richmond)	Sector	\$57,760
Guest Ranches (BC Guest Ranchers' Association)	Sector	\$18,050
BC River Outfitters (BC River Outfitters Association)	Sector	\$21,216
Commercial Bear Viewing (Commercial Bear Viewing Association)	Sector	\$24,303

Indigenous Coastal Wildlife Collective (Indigenous Tourism Association of British Columbia (ITBC))	Sector	\$24,303
Paddle BC (Destination Castlegar)	Sector	\$25,000
Wilderness Tourism (Wilderness Tourism Association of British Columbia)	Sector	\$24,205