



2. **Initial Community Meeting** was held. DWV staff and members of the business community (who are directly impacted by tourism) explored the "status quo" of West Vancouver's visitor economy and identified some priorities to be pursued;
3. **Working Group** established and reviewed the priorities identified in the Initial Community Meeting and discussed the situation analysis;
4. **Community Planning Meeting** was held for members of the business community, and special interest groups explored the situation analysis, strategic direction and priorities, and the positioning of West Vancouver in the context of its visitor economy;
5. **Working Group Meetings** were held to commence detailed strategic planning including identifying goals, objectives, priorities, barriers, and measurement of success;
6. **Primary Research** provided by Tourism BC to identify a visitor profile for the markets in which it competes; West Vancouver partners provided competitive research; and we conducted a phone survey of West Vancouver residents to communicate the value of tourism and gauge receptiveness towards increasing visitation;
7. Developed a draft **Visitor Strategy** built upon the recommendations in the **Community Tourism Foundations Final Report**;

The Tourism BC CTF program ran parallel to initiatives that the District of West Vancouver was able to pursue as a result of UBCM's Phase 1 Community Tourism funding. The Phase 1 funding was used for resources to support community engagement activities; to hire a consultant to develop a formal Visitor Strategy (still in "draft" form); to conduct a resident survey; to print a "Village & Arts Guide"; and to provide funding for the recently established North Shore Tourism Association. All of these initiatives were supported by members of the community that we engaged through the CTF program.

Next steps include completing the Visitor Strategy and a Marketing Plan once funding sources, such as Phase 2 from UBCM, are confirmed.

## **2.0 Policy**

District of West Vancouver is guided by the work completed within the Tourism BC Community Tourism Foundations Program presented to Council on September 17<sup>th</sup>, 2007, which has been used as the foundation for the development of a Visitor Strategy.

## **3.0 Analysis**

### **3.1 Discussion**

UBCM's Community Tourism Program was established by the Premier in 2004 to assist local governments in increasing tourism activity that will build stronger economies. More specifically, the Program goals are to help ensure the Province achieves its goal of doubling tourism in the next ten years and support the Province's Spirit of 2010

Tourism Strategy; to enhance the program management capacity of UBCM; and to increase industry's awareness of the role of local government.

### **3.2 Social Implications**

UBCM Community Tourism Program funding will enable staff to develop strategies and implement initiatives that help West Vancouver manage visitors already coming to West Vancouver, and enhancing the quality of life for residents.

### **3.3 Financial Implications**

UBCM Community Tourism Program funding will support District activities that would otherwise not be funded. Funding would be used for support staff resources and project execution.

### **3.4 Sustainability**

Supporting visitor initiatives help create a more diverse local economy.

### **3.5 Consultation**

The following community members participated in the CTF program working group:

**Richard Hudson**, Facilitator, Community Tourism Foundations Program  
**Patricia Leslie**, Communications Manager, District of West Vancouver  
**Cathy Matheson**, Cultural Services Manager, District of West Vancouver  
**Kathleen Campbell**, Executive Director, West Vancouver Chamber of Commerce  
**Chief Leanne Joe**, Small Business Officer, Squamish Nation  
**Cindy Papa**, Marketing Director, Park Royal Shopping Centre/The Village at Park Royal  
**Megan Sewell**, General Manager, Sewell's Marina  
**Linda Swain**, General Manager, Cypress Mountain  
**Robin Delany**, Owner, Delany's Coffee House  
**Shannon Walker**, Walker Group Inc.

## **4.0 Options**

- 4.1 Council may choose to support the application and commit to District management of the UBCM Community Tourism Program funding, or not.

Author: \_\_\_\_\_

Concurrence  
(optional) \_\_\_\_\_

Appendices:

UBCM Community Tourism Phase 2 Application Form  
UBCM Community Tourism Phase 2 Application Form – Project Detail

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## UBCM Community Tourism Phase 2

Fax: (250) 356-5119

Mail: 545 Superior Street, Victoria, BC, V8V 1T7

E-mail: lgps@civicnet.bc.ca

### APPLICATION FORM

Please include this summary document with your application. You must provide us with additional materials that explain the project in more detail, but this summary is required as a part of the evaluation process. Questions? Contact Sue Clark at UBCM at sclark@civicnet.bc.ca or (250) 356-5134.

Please type directly in this form or print and complete. Use additional space or pages wherever required.

**Local Government:** District of West Vancouver

**Date of Application:** November 2008

**Contact Person:** Patricia Leslie,  
Communications Manager

**Phone:** 604-925-4736

**E-mail:** pleslie@westvancouver.ca

**1. TOURISM CATEGORY.** Please indicate which tourism category best describes your project.

- |  |   |
|--|---|
| <input type="checkbox"/> Agri-tourism                        | <input type="checkbox"/> Eco-tourism                                      |
| <input checked="" type="checkbox"/> Art and cultural tourism | <input type="checkbox"/> Heritage tourism                                 |
| <input type="checkbox"/> Conferences and events              | <input type="checkbox"/> Sport tourism                                    |
| <input type="checkbox"/> Culinary tourism                    | <input checked="" type="checkbox"/> Other (specify): 2010 Winter Olympics |

**2. ACTIVITIES.** Please indicate what tourism activities you will undertake.

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Plan Development</b> - development or upgrading of tourism plans   | <b>Infrastructure</b> - capital projects directly related to tourism (please select) |
| <input checked="" type="checkbox"/> <b>Marketing</b> - branding, development or enhancement of materials, etc.                               | <input type="checkbox"/> Visitor information centre improvements                     |
| <input type="checkbox"/> <b>Event Planning</b> - development or enhancement of festivals and events  | <input type="checkbox"/> Heritage buildings  |
| <input checked="" type="checkbox"/> <b>Other</b> (specify): Leveraging 2010 Olympic promotional opportunities & training resident volunteers | <input type="checkbox"/> Facility improvements (e.g. washrooms, bleachers)           |
|  | <input type="checkbox"/> Trails  |
|  | <input type="checkbox"/> Other (specify):  |

**3. DESCRIPTION OF PROJECT.** *Please provide a brief description of your project*

West Vancouver has been designated as a Venue City for the 2010 Winter Olympics. As such, we must prepare materials for visitors (including friends & family, independent travellers, and the media). The list of projects outlined in the attached was compiled by a number of staff who believe these initiatives will drive tourism activity and therefore build a stronger and more diversified economy.

If this is a regional district program, please describe how the project will increase tourism potential in the electoral areas or add value region wide.

**4. PLANNING PROCESS FOR YOUR TOURISM PLAN.**

Do you have a current tourism plan? If yes, what is the plan's title and date: Completed Tourism BC's Community Tourism Foundations program in 2007; developed draft West Vancouver Visitor Strategy in 2008. Both of these documents were submitted to UBCM for our Community Tourism Phase 1 Final Report.

Have you received any the following financial or other support for the development of your plan?

- |   |  |
|---|--|
| <input type="checkbox"/> Tourism BC                 | <input type="checkbox"/> Ministry of Tourism, Sports & the Arts    |
| <input type="checkbox"/> Foundation or other grants | <input checked="" type="checkbox"/> UBCM Community Tourism Phase 1 |
| <input type="checkbox"/> Other (specify):           |  |

If you do not have a current tourism plan, what process or document did you use to select your project:

- |   |  |
|---|--|
| <input type="checkbox"/> Community/stakeholders meeting | <input type="checkbox"/> Economic development plan   |
| <input type="checkbox"/> Market research                | <input type="checkbox"/> Other local government plan |
| <input type="checkbox"/> Other (specify):               |  |

**5. BUDGET.** *Please attach a budget or supporting documentation.*

Total Project Cost: \$121,000.00

Amount of Request: \$120,990.00

Is there a cost sharing component? If yes, please describe (e.g. with who? how much?):

We hope that the attached list of projects will be funded by UBCM monies because the District of West Vancouver does not have funding for tourism initiatives.

**6. PROJECT EVALUATION.** *Please describe the steps you will take to evaluate the benefits of your project, i.e. statistical data around number of visits; anticipated visitor traffic based on enhanced services or available activities, projected revenues, quantity of products produced, etc.*

We will measure the following: # of hits to a unique URL, increase in media requests (video & photos), increase in media coverage (articles), number of residents who participate in volunteer training, proper documentation of Hollyburn Lodge restoration project, and overall lift in tourism-related business on the North Shore.

**7. FINAL REPORT.** *Please indicate the date a final report will be available for your project must be within 12 months of project. Please include anecdotal information/media clippings, digital photographs, etc with your reporting package.*

West Vancouver will aim to provide a final report by December 1<sup>st</sup> 2009

**8. COMMUNITY IMPACT.** *Please describe how your project will be an exciting undertaking for your community.*

By contributing funds towards the North Shore Tourism Association, that DMO is better equipped. If West Vancouver can provide the media with the resources (staff & volunteers) and tools (video, photos, stores) they need, then not only do we have more control over the message, we can fulfill requests which will drive the North Shore's tourism economy. By training a group of dedicated volunteers for the 2010 Olympics, we will be able to better serve those who visit West Vancouver.

***Deadline for applications is November 30, 2008. Please ensure you attach a council or board resolution in support of the application and accepting the terms and conditions as outlined in 6.4 of the program guide. Thank you.***

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Date: December 2, 2008  
To: Sue Clark  
From: Patricia Leslie  
Re: **UBCM Community Tourism Phase 2**

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- Part-time coordinator for volunteers in 2010 (4 month contract)	\$20,000
- Training (utilize SuperHost, develop WV-specific component)	\$5,000
- Volunteer apparel	\$5,000
- West Vancouver pins	\$2,000
- Print VANOC Venue map	\$9,000
- Recognition event	\$5,000

**Arts & Culture Support**

Create an artist database that profiles all the "creatives" in West Vancouver and their products; enables the Museum and Gallery to work as "broker" for any potential sales and embeds the notion that the arts can drive economy.

Document the Hollyburn Lodge restoration and use as a promotional/PR tool positioning West Vancouver in a leader in preservation, restoration, and cultural tourism. The Lodge is positioned as part of a unique mountain cabin community. This is our "legacy" Olympic project.

- Artist Database	\$5,000
- Hollyburn Lodge Restoration Project Documentation	\$5,000

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**TOTAL:** **\$121,000**