

Message to All - Please use this Action Plan to inform your own organizations priorities and share/disseminate information on any of these topics with your own networks when you receive it!

If you feel passionate about a particular objective or action, please join a Success Network or take a Leadership Role - Contact Emilie Cayer-Huard at Kootenay Rockies Tourism

Theme 1: Secure, reliable and timely access to and within the Valley Theme 5: Develop quality amenities and infrastructure

Theme 2: Create an attractive business climate for tourism businesses

Theme 6: Maintain current experiential strengths and support the introduction of new memorable experiences

Theme 3: Protect the natural environment and manage tourism impacts

Theme 7: Work together effectively and collaboratively for mutual gain

Theme 4: Maintain and enhance community character and vibrancy

Theme	Market Sector	Priority Area	COVID Response/ COVID Impacted / COVID Delayed	Objective	Measurable Target	Specific Actions to be taken	Success Network	In Progress or To be Activated	Lead	Next Milestone
1	Regional	EV Infrastructure	CR	Increase EV Charging Stations throughout the Columbia Valley to become an EV friendly	Increase of number and locations of EV charging stations	Identify strategic locations/gaps in charging infrastructure to create Valley-wide network of charging stations to permit easy EV travel	Chamber; CDMOs; CVMS; KRT; accelerate Kootenay	In progress	accelerate Kootenay	
						East Kootenay E-Mobility 2040 Visioning Session (Cranbrook, October 2019), led by Community Energy Association (CEA), with participants from Wildsight Invermere, CVCED, CBT and others, outlined and prioritized EV projects, including piloting recreation vehicle (UTV) and boat charging stations – regroup and advance priorities identified. Columbia Valley E-Mobility Visioning Session Workshops for Feb 3 & 17.	CEA/Wildsight/CVCEd	In progress	accelerate Kootenay	
						Secure 25% contribution and apply for 75% funding. Share funding opportunities/grants and rebates programs with tourism businesses	Local government; Chamber; CDMOs; CVMS; KRT; accelerate Kootenay	In progress	CV Chamber	
						Educate business owners on value of the EV client using existing presentation material; news blasts; local newspaper articles etc.	CDMOs; KRT	In progress	KRT	
1	Regional	Backcountry Use/Access Management	CR	Manage/ mitigate impacts on environment	Dispersion of visitors to lesser used areas having capacity	Apply for funding to acquire and install webcams and trail counters in key high use access locations (trail heads, parking lots etc.)	Clubs/ Societies/ CDMOs/ Rec Sites and Trails/ Parks Canada/ BC Parks/ RDEK	To be activated		Develop project plan and budget
						Identify areas where visitor management infrastructure are needed - prioritize and seek funding	Clubs/ Societies/ CDMOs	To be activated		
						Supply/install cameras and counters at trailheads working in collaboration with user groups, clubs and societies	Clubs/ Societies/ CDMOs	To be activated		Dependent upon funding
						Develop a dash board to centralize information for residents and visitors to monitor level of business at key trail heads and parks (i.e.: Banff dashboard)	Clubs/ Societies/ CDMOs	To be activated		
1	All Markets	Signage	CI	Educate on Indigenous homeland and on code of conduct	No. of signs erected	Continue to work with Indigenous communities on interpretive highway signage	Ktunaxa/Shuswap/ TRAN/ CVEDC	In progress	CVCED	Secure additional funding
					Better practices guide	Use lessons, messaging from 4 signs in progress to create better practice guide for future signage initiatives	Ktunaxa/Shuswap/ TRAN/ CVEDC	In progress	CVCED	
						Share better practices for signage and CV brand guide	CVEDC	To be activated	CVCED	
						Complete the series of Columbia Valley branded gateway signs	CVCED	In progress	CVCED	

1	Outdoor Enthusiasts	Resource Roads	CD	Ensure resource roads to access prime recreation areas are open and maintained	Open and maintained resource roads	Identify key resource roads that provide critical access to recreation areas(may be possible to access CVRAMP mapping)	Clubs/ user groups/ CDMOs/ CVMS/ KRT/ FLNRORD	To be activated		
2	All Markets	Housing	CD	Adequate/affordable housing	Units of affordable housing	Continue to provide tourism perspective to various governments and groups addressing housing needs in the Columbia Valley	CDMOs/CVMS/KRT	In progress	Local/ Regional Governments	
2	All Markets	Workforce Development	CD	Attract, develop and retain qualified workforce	Skilled labour/ vacant job pos	Continue collaboration initiated through the CV HR Committee - promote collaborative opportunities such as the regional virtual career fair	CVCED/Chamber/ Employers	In progress	CVCED	
2	All Markets	Broadband/ Connectivity	CI	High speed connectivity throughout the Columbia Valley	Fibre connections end to end	Access grant funding and work with providers to expand coverage	Local/Regional governments	In progress	RDEK	
3	Outdoor Enthusiasts	Land Use	CD	Achieve agreement on nature and location of land use for public, commercial, motorized and non-motorized use	Agreed polygons of use	Continue to monitor CVRAMP discussions and provide tourism input and perspective to CVRAMP Table as needed	CVCED/CDMOs	In progress	RDEK/CVRAMP Table	Secure funding to continue CVRAMP discussions
4	All Markets	Resident Understanding of Value of Tourism	CD	Increase local resident understanding of the value of tourism	Resident sentiment survey	Use various communication media to share value of local tourism economy; provide assurance that message of safe and responsible travel is being spread and retain social license for tourism.	CVEDC	To be activated	CVCED	Apply for funding for contracted PR
4	All Markets	Front Line Ambassadors	CI	Increase front line knowledge of CV experiences	No. of participants in ambassador program	Design and launch ambassador training program to build knowledge of CV and its experiences amongst frontline staff	Valley Visitor Services/COTR	In progress	Valley Visitor Services	Ambassador program design
5	Outdoor Enthusiasts	Trail Development	CD	Create an interconnected, world class network of trails throughout the Columbia Valley	km of connected trails;	Support trail projects that are aligned with a vision of enhancing valley-wide connectivity through the Greenways and CVRAMP vision (letters of support, donations, advocacy)	All	To be activated		
5	Outdoor Enthusiasts	Trail Development	CI	Continue building relationships and dialogue with First Nations communities and environmental stewardship groups and build consensus around trail development and maintenance	consensus is achieved	Co-host annual planning sessions to discuss/share the trail vision	Trail groups, RSTBC, Akisqnuq, Shuswap, Envtal stewardship groups, CVCED, Greenways	To be activated	CVCED/CVRAMP	
6	Live/Work Anywhere; Snowbirds; Wellness Seekers	Infrastructure/ Experientials Investments	CR	Educate experience providers on needs of new travel segments	Modifications to experiences or infrastructure to meet new segment needs/ preferences	Series of education webinars on how to serve these new markets offered to local businesses	CDMOs/ Chambers/ CVEDC	To be activated		
6	All Markets	Events recovery	CR	Columbia Valley Events Strategy completed	Create an Events Strategy	Produce a Columbia Valley-wide events strategy.	CVCED, CDMOs, Facility Managers, Columbia Valley event planners	Completed	CVCED	Circulate the Columbia Valley Events Strategy
6	All Markets	Events recovery	CR	Implement recommendations from Columbia Valley Events Strategy	Consensus is achieved	Consider, secure resources and implement prioritized strategic initiatives (e.g. CV Events Coordinator, Event Planning Guide(s))	CVCED, CDMOs, Facility Managers, Columbia Valley event planners	To be activated		
6	Agri/Culinary Enthusiasts	Agri/Culinary Tourism Experiences	CI	Increase number of market-ready culinary and agri-tourism experiences on offer	No. of agri-tourism and culinary experiences	Continue to promote Grown in the Columbia Valley branding to businesses and farms - Continue offering learning opportunities related to culinary/agri-food tourism	Columbia Valley Food and Farm/CDMOs/CVMS	To be activated after circulating CV Events Strategy	CVCED, Tourism Radium, Travel Columbia Valley	CV Events Roundtable meeting

6	Wellness Enthusiasts	Wellness Experiences	CR	Increase number of market-ready wellness experience clusters	No. of wellness experiences	Wellness sector experience providers to meet and define potential clusters of wellness experiences	Wellness service providers	In progress		
6	Sports Tourism	Tournaments & races	CD	Increase number and yield from sporting events in the Valley	Economic impact of sports and events	Create tools and resources for event and tournament organizers	CDMOs	To be Activated		
6	Meetings, incentives, conferences and exhibitions (MICE) or "Meetings Industry"	Family events & small conferences	CD	Increase number and impact of meetings and conferences	No. of events/ no. of delegates/ economic impact	Create tools and resources for meeting planners (landing page)	CDMOs	To be Activated		
7	Outdoor Enthusiasts	Collaborate with clubs/ societies	CR	Support efforts of clubs and societies to create and maintain experiences enjoyed by visitors and used by commercial ventures	Funds collected and donated to local groups	Research models and better practices of commercial contribution to community assets e.g. trail networks	CDMOs/ Chambers/ CVEDC/ Accommodation owners and managers	To be activated		
7	All Markets	Collaborate to identify market trends	CR	Understand historic and forecasted market trends related to overnight stays	Achieve 80% participation rate in commercial accommodation survey	Promote participation in BC Hotel Association data collection tool	Clubs/ Societies/ CDMOs	In progress	FHSR	
7	All Markets	Build relationships to strengthen experiential quality	CR	Build trust and respect and strong lines of communication across tourism industry and local clubs and societies - better together rather than 'us and them'	Spring and Fall forums held	Hold pre-season forum in spring and in fall to discuss upcoming maintenance plans, no go zones, capacity restrictions, alternate areas with more capacity	CVMS/CDMOs/Clubs/ Societies	To be activated		
7	All Markets	Valley-wide DMO	CD	Formal structures and sustainable funding for CVMS	Multi-year funding secured	Pursue third MRDT catchment in Area F of the RDEK and adjust governance structure of CVMS to reflect funding sources	CVMS/CDMOs	In progress	CVMS	