

City of Maple Ridge

COUNCIL MEETING AGENDA

February 13, 2018

7:00 p.m.

Council Chamber

MEETING DECORUM

Council would like to remind all people present tonight that serious issues are decided at Council meetings which affect many people's lives. Therefore, we ask that you act with the appropriate decorum that a Council Meeting deserves. Commentary and conversations by the public are distracting. Should anyone disrupt the Council Meeting in any way, the meeting will be stopped and that person's behavior will be reprimanded. *The meeting is live streamed and recorded by the City of Maple Ridge.*

Note: This Agenda is also posted on the City's Web Site at www.mapleridge.ca

The purpose of a Council meeting is to enact powers given to Council by using bylaws or resolutions. This is the final venue for debate of issues before voting on a bylaw or resolution.

100 **CALL TO ORDER**

200 **AMENDMENTS TO THE AGENDA**

300 **APPROVAL OF THE AGENDA**

400 **ADOPTION OF MINUTES**

401 Minutes of the Special Council Meeting of January 30, 2018 and the
 Regular Council Meeting of January 30, 2018

500 **PRESENTATIONS AT THE REQUEST OF COUNCIL**

501 **Maple Ridge Tourism Presentation**

- Lino Siracusa, Manager of Economic Development

600 ***DELEGATIONS***

601 **Government Finance Officers Association (“GFOA”) Presentation**

- Patrice Impey, Chief Financial Officer and General Manager of Finance, Risk, and Supply Chain Management

602 **Festivals and Special Events Highlights**

- Yvonne Chui, Arts and Community Connections Manager

650 ***QUESTIONS FROM THE PUBLIC***

Note: Questions from the Public are limited to 15 minutes unless extended by a motion approved by the majority of Council

700 ***ITEMS ON CONSENT***

701 **Minutes**

701.1 Development Agreements Committee Meetings

- February 6, 2018

701.2 Meetings of Committees and Commissions of Council

- Maple Ridge Social Policy Advisory Committee – May 3, 2017

702 **Reports**

703 **Correspondence**

704 **Release of Items from Closed Council Status**

800 ***UNFINISHED BUSINESS***

900 ***CORRESPONDENCE***

1000 ***BYLAWS***

1100 ***REPORTS AND RECOMMENDATIONS***

Public Works and Development Services

1101 **2017-574-AL, 12791 232 Street, Application to Exclude Land from the Agricultural Land Reserve**

Staff report dated February 13, 2018 providing the option to authorize or not authorize that Application 2017-574-AL, to exclude a remnant parcel of 0.40 hectares (1 acre) from the Agricultural Land Reserve, go forward to the Agricultural Land Commission.

1102 **2017-527-RZ, 21322 121 Avenue, RS-1 to R-1**

Staff report dated February 13, 2018 recommending that Maple Ridge Zone Amending Bylaw No. 7429-2018 to rezone from RS-1 (One Family Urban Residential) to R-1 (Residential District) to permit a future subdivision of approximately two single family lots be given first reading and second reading and be forwarded to Public Hearing.

1103 **2016-244-RZ, 11184, 11154 and 11080 240 Street**

Staff report dated February 13, 2018 recommending that 11184, 11154 and 11080 240 Street Housing Agreement Bylaw No. 7434-2018 be given first, second and third readings.

Financial and Corporate Services (including Fire and Police)

1131

Parks, Recreation & Culture

1151 **Festival Support Grant Recommendations 2018**

Staff report dated February 13, 2018 recommending that festival support allocations for May 1 to October 31, 2018 be approved.

1152 **Additional Electrical Access and Lighting in Memorial Peace Park**

Staff report dated February 13, 2018 recommending that funds be used for new electrical and lighting enhancements to the west side of Memorial Peace Park to improve the efficiency and usage of the overall site.

1153 **Invitation to Host the 2020, 2021 or 2022 55+ BC Games**

Staff report dated February 13, 2018 recommending that the invitation received from the BC Seniors Games Society to bid on hosting the 2020, 2021 or 2022 55+ BC Games be respectfully declined.

Administration

1171 **Draft Tourism Strategy**

Staff report dated February 13, 2018 recommending that the Draft Tourism Strategy be received into the record and that the final Tourism Strategy be brought forward for consideration and approval at a future Council meeting.

Other Committee Issues

1191

1200 ***STAFF REPORTS***

1300 ***OTHER MATTERS DEEMED EXPEDIENT***

1400 ***NOTICES OF MOTION AND MATTERS FOR FUTURE MEETING***

1500 ***ADJOURNMENT***

QUESTIONS FROM THE PUBLIC

The purpose of the Question Period is to provide the public with an opportunity to ask questions of Council on items that are of concern to them, with the exception of Public Hearing bylaws which have not yet reached conclusion.

Council will not tolerate any derogatory remarks directed at Council or staff members.

Each person will be permitted 2 minutes to ask their question (a second opportunity is permitted if no one else is sitting in the chairs in front of the podium). Questions must be directed to the Chair of the meeting and not to individual members of Council. The total Question Period is limited to 15 minutes.

Council reserves the right to defer responding to a question in order to obtain the information required to provide a complete and accurate response.

Other opportunities are available to address Council including public hearings, delegations and community forum. The public may also make their views known to Council by writing or via email and by attending open houses, workshops and information meetings. Serving on an Advisory Committee is an excellent way to have a voice in the future of this community.

For more information on these opportunities contact:

Clerk's Department at **604-463-5221** or clerks@mapleridge.ca.

Mayor and Council at mayorandcouncil@mapleridge.ca.

Checked by: _____

Date: _____

400 Adoption and Receipt of Minutes

401 Minutes of Regular and Special Council Meetings

City of Maple Ridge

SPECIAL COUNCIL MEETING MINUTES

January 30, 2018

The Minutes of the Special City Council Meeting held on January 30, 2018 at 6:05 p.m. in the Blaney Room of the City Hall, 11995 Haney Place, Maple Ridge, British Columbia for the purpose of transacting regular City business.

PRESENT

Elected Officials

Mayor N. Read
Councillor C. Bell
Councillor Duncan
Councillor B. Masse
Councillor G. Robson
Councillor T. Shymkiw
Councillor C. Speirs

Appointed Staff

F. Quinn, Acting Chief Administration Office and General
Manager of Public Works and Development Services
K. Swift, General Manager of Parks, Recreation & Culture
L. Benson, Corporate Officer
D. Boag, Director of Parks & Facilities
D. Pollock, Municipal Engineer

Note: These Minutes are also posted on the City's Web Site at www.mapleridge.ca

1.0 ***CALL TO ORDER***

2.0 ***APPROVAL OF THE AGENDA***

R/2017-043

It was moved and seconded

That the agenda for the January 30, 2018 Special Council Meeting be approved.

CARRIED

3.0 ***NOTICE OF CLOSED COUNCIL MEETING***

R/2017-044

It was moved and seconded

That the meeting following this meeting at 6:00 p.m. be closed to the public pursuant to Sections 90 (1) and 90 (2) of the Community Charter as the subject matter being considered relates to the following:

- Section 90(1)(a)** Personal information about an identifiable individual who holds or is being considered for a position on a Committee of Council as appointed by the municipality.
- Section 90(1)(e)** The acquisition of land if the council considers that disclosure might reasonably be expected to harm the interests of the municipality.
- Section 90(1)(m)** A matter that, under another enactment, is such that the public may be excluded from the meeting.
- Section 90(2)(b)** The consideration of information received and held in confidence relating to negotiations between a provincial government and a third party.

Any other matter that may be brought before the Council that meets the requirements for a meeting closed to the public pursuant to Sections 90 (1) and 90 (2) of the Community Charter or Freedom of Information and Protection of Privacy Act.

CARRIED

4.0 *ADJOURNMENT* – 6:07 p.m.

N. Read, Mayor

Certified Correct

L. Benson, Corporate Officer

City of Maple Ridge

COUNCIL MEETING MINUTES

January 30, 2018

The Minutes of the City Council Meeting held on January 30, 2018 at 7:12 p.m. in the Council Chamber of the City Hall, 11995 Haney Place, Maple Ridge, British Columbia for the purpose of transacting regular City business.

PRESENT

Elected Officials

Mayor N. Read
Councillor C. Bell
Councillor K. Duncan
Councillor B. Masse
Councillor G. Robson
Councillor C. Speirs

Appointed Staff

F. Quinn, Acting Chief Administrative Office and General
Manager Public Works and Development Services
K. Swift, General Manager of Parks, Recreation & Culture
T. Thompson, Interim Director of Finance
C. Carter, Director of Planning
L. Benson, Corporate Officer
A. Gaunt, Confidential Secretary

ABSENT

Councillor T. Shymkiw

Other staff as required

C. Goddard, Manager of Development and Environmental
Services
B. Elliott, Manager of Community Planning
A. Grochowich, Planner 1
D. Hall, Planner 2
A. Kopystynski, Planner 2
R. MacNair, Manager of Bylaw and Licensing Services

Note: These Minutes are also posted on the City's Web Site at www.mapleridge.ca

The meeting was live streamed and recorded by the City of Maple Ridge

Note: Councillor Duncan was not in attendance at the start of the meeting.

100 ***CALL TO ORDER***

200 ***AMENDMENTS TO THE AGENDA***

Item 602 is withdrawn at the request of the delegation and the following item will be numbered accordingly; Item 1151 will be dealt with following Item 700

300 ***APPROVAL OF THE AGENDA***

R/2018-045

It was moved and seconded

That the January 30, 2018 Council Meeting agenda be amended with the withdrawal of Item 602 and the renumbering of Item 603 accordingly, that Item 1151 be dealt with following Item 700 and that the agenda as amended be approved.

CARRIED

Note: Councillor Duncan joined the meeting at 7:14 p.m.

400 ***ADOPTION AND RECEIPT OF MINUTES***

401 Minutes of the Special Council Meeting of January 16, 2018 and the Regular Council Meeting of January 16, 2018

R/2018-046

It was moved and seconded

That the minutes of the Special Council Meeting of January 16, 2018 and the Regular Council Meeting of January 16, 2018 be adopted as circulated.

CARRIED

402 Minutes of the Public Hearing of January 23, 2018

R/2018-047

It was moved and seconded

That the minutes of the Public Hearing of January 23, 2018 be adopted as circulated.

CARRIED

500 ***PRESENTATIONS AT THE REQUEST OF COUNCIL*** – Nil

600 ***DELEGATIONS***

601 **Housing Opportunities in the City of Maple Ridge in Partnership with YWCA Metro Vancouver**

- Janet Austin, CEO

Ms. Austin gave a PowerPoint presentation providing the background and history of the YWCA, the type of work done by the organization, the primary clients receiving services and the services provided to those clients.

Note: Item 602 Establishment of a Wellness Centre for Patients with Medical Marihauna Licences was withdrawn at the request of the delegation. Item 603 was renumbered accordingly.

602 **Innovation in Emerging Cities Forum**

- Josef Hans Lara, Chair, Economic Development Committee

Mr. Hans Lara provided a background on the Economic Development Committee and information on projects worked on by the committee in the last year. Mr. Hans Lara also provided information on an upcoming forum on Innovation in Emerging Cities scheduled for April 4, 2018.

650 ***QUESTIONS FROM THE PUBLIC***

Note: Questions from the Public are limited to 15 minutes unless extended by a motion approved by the majority of Council

Wesley (no last name provided)

Wesley asked if questions pertaining to the proposed Burnett Street shelter were allowed. The Mayor confirmed that as the City did not currently have an application for the property questions can be asked by the public.

Wesley asked whether the City now knows why it was not involved in the selection of the property. Mayor Read advised on why the City was not involved with the Province on this location.

Wesley asked if members of Council felt the public should have been consulted prior to the choice of the Burnett Street location. Mayor Read advised that Council's position on public consultation has been well documented. Wesley asked whether it is acceptable that a shelter of this type be built in close proximity to schools. Mayor Read advised that she cannot comment on this as no application has come before Council.

Wesley asked if the City has information and data about the impact of existing shelters on neighbourhoods. Mayor Read provided information on issues and acknowledged the concerns of citizens. She advised that data from the Salvation Army has been reviewed. Wesley reiterated his question on whether an official study has been done on the immediate impact of shelters on a neighbourhood. Mayor Read advised that this is a question for BC Housing.

Riekie Armstrong

Ms. Armstrong stated that she understood that the Salvation Army is moving to Burnett Street. She asked for confirmation that the old Salvation Army will remain in the original location to provide services to seniors such as lunches and backpacks and that the new location will have more of a shelter aspect.

Mayor Read advised that the City is following up with the Province to obtain more information on these plans.

Ms. Armstrong expressed concern that the proposed shelter on Burnett will only be a shelter.

Mayor Read advised that the proposed Burnett Street shelter is expected to contain 40 units for shelter and 40 units for supported housing.

Ted Ingram

Mr. Ingram referred to information shared at a public meeting organized by the Provincial Government pertaining to the proposed Burnett Street Shelter and asked whether Council will be relying on information provided by the Province. He did not feel that statistics provided by the Province on whether persons at Anita Place are residents of Maple Ridge are accurate. He expressed concern with the City relying wholly on information provided by the Province.

Mayor Read encouraged Mr. Ingram to look to the homeless count of 2017 for confirmation of the statistics provided by the Province.

Mr. Ingram expressed concern with misinformation and asked what an assessment is based on. He stated that the City is dealing with a population that does not want stable housing and asked why the BC Ministry of Health was not represented at the information meeting as the majority of persons requiring shelter also require health care.

Mayor Read advised that representatives from Fraser Health attended the information meeting. She addressed concerns with data collection standards and information regarding persons who are homeless. She explained how the City gathered data prior to BC Housing taking over that task.

Mr. Ingram felt that information residents are getting about available services are not comparable to what is being heard in the media. He compared programs which meet needs of citizens operated out of St. Paul's and UBC Hospitals and stated that Maple Ridge does not have such programs. He reiterated his concern with the information being relied on.

R/2018-048

It was moved and seconded

That the “Questions from the Public” session be extended 15 minutes

DEFEATED

Councillor Masse, Councillor Speirs, Councillor Robson - OPPOSED

700 ***ITEMS ON CONSENT***

701 ***Minutes***

701.1 Minutes of the Development Agreements Committee Meetings of January 15 and 23, 2018

702 ***Reports***

702.1 **Disbursements for the month ended December 31, 2017**

Staff report dated January 30, 2018 recommending that the disbursements for the month ended December 31, 2017 be received for information.

702.2 **2017 Council Expenses**

Staff report dated January 30, 2018 providing an update on Council expenses recorded to date for 2017.

702.3 **Innovation in Emerging Cities Forum**

Staff report dated January 30, 2018 providing information on an “Innovation in Emerging Cities” event to be hosted by the Maple Ridge Economic Development Committee.

702.4 **Computer Refresh**

Staff report dated January 30, 2018 providing information on the upcoming replacement of desktop computing equipment.

703 ***Correspondence***

704 **Release of Items from Closed Council Status**

From the January 16, 2018 Closed Council Meeting

- 04.01 Section 57 Notice of Title at 10481 276 Street
- 04.02 Agricultural Advisory Committee Membership - 2018/2019 Member Appointments
- 04.03 Community Heritage Commission - 2018 Term Appointments
- 04.04 Maple Ridge Pitt Meadows Municipal Advisory Committee on Accessibility and Inclusiveness Membership - 2018 Term Appointments
- 04.05 Public Art Steering Committee Membership - 2018 Term Appointments

R/2018-049

It was moved and seconded

That Items 701.1, 702.1, 702.2, 702.3, 702.4 and 704 on the “Items on Consent” agenda be received into the record.

CARRIED

Note: As per amendments to the agenda, Item 1151 was dealt with following Item 700 Items on Consent

1151 **Thornhill Park Observation Well - License of Occupation**

Staff report dated January 30, 2018 recommending that the Corporate Officer be authorized to execute the Thornhill Park Observation Well License of Occupation for the purpose of establishing an observation well for the Grant Hill Aquifer.

R/2018-050

It was moved and seconded

That the Corporate Officer be authorized to execute the Thornhill Park Observation Well License of Occupation with the Ministry of Forests, Lands, Natural Resource Operations and Rural Development for the purpose of establishing an observation well for the Grant Hill Aquifer.

CARRIED

800 ***UNFINISHED BUSINESS*** - Nil

900 ***CORRESPONDENCE*** - Nil

1000 **BYLAWS**

Note: *Items 1001 to 1004 are from the January 23, 2018 Public Hearing*

Bylaws for Third Reading

- 1001 **2017-242-RZ, Home Occupation
Maple Ridge Zone Amending Bylaw No. 7394-2017**
To amend Part 2 Interpretation and Part 4 General Regulations of the Maple Ridge Zoning Bylaw No. 3510 – 1985 to expand and regulate home occupation opportunities to better support home occupations throughout the City
Third reading

R/2018-051

It was moved and seconded

That Bylaw No. 7394-2017 be given third reading.

CARRIED

- 1002 **2017-281-CP, 2017-281-RZ**

- 1002.1 **2017-281-CP, 21428, 21460 and 21472 Dewdney Trunk Road
Maple Ridge Official Community Plan Amending Bylaw No. 7357-2017**
To amend Schedule “B” of the Official Community Plan from Urban Residential to Institutional
Third reading

R/2018-052

It was moved and seconded

That Bylaw No. 7357-2017 be given third reading.

CARRIED

Councillor Robson - OPPOSED

- 1002.2 **2017-281-RZ, 21428 Dewdney Trunk Road
Maple Ridge Zone Amending Bylaw No. 7360-2017**
To rezone from RS-1 (One Family Urban Residential) to P-6 (Civic Institutional) to permit expansion of the Maple Ridge Cemetery
Third reading

R/2018-053

It was moved and seconded

That Bylaw No. 7360-2017 be given third reading.

CARRIED

Councillor Robson - OPPOSED

1003 **2015-069-RZ, 10366 240 Street**

Maple Ridge Zone Amending Bylaw No. 7207-2016

To rezone from RS-2 (One Family Suburban Residential) to R-3 (Special Amenity Residential District) to permit a subdivision of approximately 13 lots

Third reading

R/2018-054

It was moved and seconded

That Bylaw No. 7207-2016 be given third reading.

CARRIED

1004 **2015-021-RZ, 24070 132 Avenue**

1004.1 **Maple Ridge Official Community Plan Amending Bylaw No. 7406-2017**

To amend Silver Valley Area Plan Figure 2 from Low Density Residential and Conservation to Conservation and Low Density Residential

Third reading

R/2018-055

It was moved and seconded

That Bylaw No. 7406-2017 be given third reading.

CARRIED

1004.2 **Maple Ridge Zone Amending Bylaw No. 7142-2015**

To rezone from RS-3 (One Family Rural Residential) to R-1 (Residential District) to permit subdivision into approximately three single family residential lots

Third reading

R/2018-056

It was moved and seconded

That Bylaw No. 7142-2015 be given third reading.

CARRIED

Bylaws for Adoption

1005 **2015-345-RZ, 12106 230 Street**

Staff report dated January 30, 2018 recommending adoption

Maple Ridge Zone Amending Bylaw No. 7205-2016

To rezone from RS-1 (One Family Urban Residential) and RS-3 (One Family Rural Residential) to R-1 (Residential District) to permit subdivision into two R-1 lots not less than 538 m²

Adoption

R/2018-057

It was moved and seconded

That Bylaw No. 7205-2016 be adopted.

CARRIED

1006 **2016-223-RZ, 20434 Chigwell Street**

Staff report dated January 30, 2018 recommending adoption

Maple Ridge Zone Amending Bylaw No. 7273-2016

To rezone from RS-1 (One Family Urban Residential) to R-1 (Residential District) to permit a future 2 lot subdivision

Adoption

R/2018-058

It was moved and seconded

That Bylaw No. 7273-2016 be adopted.

CARRIED

- 1007 **2017-396-RZ, 23782 and 23810 River Road**
Staff report dated January 30, 2018 recommending adoption

Maple Ridge Zone Amending Bylaw No. 7403-2017

A site specific text amendment to the M-2 (General Industrial) Zone, permitting off-street parking use as a principal use
Adoption

R/2018-059

It was moved and seconded

That Bylaw No. 7403-2017 be adopted.

CARRIED

- 1008 **McVeety Local Area Service Bylaw No. 7367-2017**
A Local Area Service Bylaw be authorized for enhanced landscape maintenance costs to be levied on benefitting properties
Adoption

R/2018-060

It was moved and seconded

That Bylaw No. 7367-2017 be adopted.

CARRIED

- 1009 **Miscellaneous Finance Fees and Charges Amending Bylaw No.7413-2017**
To impose a fee for the service of providing incident or investigation reports related to the Fire Department
Adoption

R/2018-061

It was moved and seconded

That Bylaw No. 7413-2017 be adopted.

CARRIED

1100 ***REPORTS AND RECOMMENDATIONS***

Public Works and Development Services

1101 **2017-568-AL, 25237 112 Avenue, Application to Exclude Land from the Agricultural Land Reserve**

Staff report dated January 30, 2018 providing the option to authorize or not authorize that Application 2017-568-AL, to exclude a remnant parcel of 0.65 hectares (1.6 acre) from the Agricultural Land Reserve, go forward to the Agricultural Land Commission.

D. Hall, Planner gave a power point presentation providing the following information:

- Application Information
- Subject Map
- Official Community Plan Context
- Neighbourhood Plan Context
- Site Characteristics
- Development Proposal

1101.1

R/2018-062

It was moved and seconded

That the application not be authorized to go forward to the Agricultural Land Commission.

DEFEATED

Mayor Read, Councillor Bell, Councillor Masse, Councillor Robson -
OPPOSED

R/2018-063

It was moved and seconded

That the application be authorized to go forward to the Agricultural Land Commission with a summary of Council's comments and the staff report.

CARRIED

Councillor Duncan, Councillor Speirs - OPPOSED

1102 2017-471-RZ, 11384 207 Street, RS-1 to RT-2

Staff report dated January 30, 2018 recommending that Maple Ridge Zone Amending Bylaw No. 7404-2017 to rezone from RS-1 (One Family Urban Residential) to RT-2 (Ground-Oriented Residential Infill) to permit construction of a fourplex residential building be given first reading and that the applicant provide further information as described on Schedules C, D and E of the Development Procedures Bylaw No. 5879-1999.

R/2018-064

It was moved and seconded

That Bylaw No. 7404-2017 be given first reading; and

That the applicant provide further information as described on Schedules C, D and E of the Development Procedures Bylaw No. 5879-1999.

CARRIED

1103 2017-510-RZ, 10386 240 Street and 24028, 24022 and 24060 104 Avenue, RS-2 to RM-1

Staff report dated January 30, 2018 recommending that Maple Ridge Zone Amending Bylaw No. 7423-2018 to rezone from RS-2 (One Family Suburban Residential) to RM-1 (Townhouse Residential) to permit approximately 32 townhouses be given first reading and that the applicant provide further information as described on Schedules C, D and E of the Development Procedures Bylaw No. 5879-1999.

R/2018-065

It was moved and seconded

That Bylaw No. 7423-2018 be given first reading; and

That the applicant provide further information as described on Schedules C, D and E of the Development Procedures Bylaw No. 5879-1999.

CARRIED

1104 2017-572-RZ, 11701, 11709, 11715, 11723 and 11731 Fraser Street, RM-1 to RM-2

Staff report dated January 30, 2018 recommending that Maple Ridge Zone Amending Bylaw No. 7422-2018 to rezone from RM-1 (Townhouse Residential) to RM-2 (Medium Density Apartment Residential) to allow development of an apartment project be given first reading and that the applicant provide further information as described on Schedules A, C, D and E of the Development Procedures Bylaw No. 5879-1999.

A. Kopystynski, Planner gave a power point presentation providing the following information:

- Application Information
- Subject Map
- Official Community Plan Context
- Neighbourhood Plan Context
- Site Characteristics
- Development Proposal
- Proposed Site Plan

R/2018-066

It was moved and seconded

In respect of Section 475 of the Local Government Act, requirement for consultation during the development or amendment of an Official Community Plan, Council must consider whether consultation is required with specifically:

- i. **The Board of the Regional District in which the area covered by the plan is located, in the case of a Municipal Official Community Plan;**
- ii. **The Board of any Regional District that is adjacent to the area covered by the plan;**
- iii. **The Council of any municipality that is adjacent to the area covered by the plan;**
- iv. **First Nations;**
- v. **Boards of Education, Greater Boards and Improvements District Boards; and**
- vi. **The Provincial and Federal Governments and their agencies.**

and in that regard it is recommended that no additional consultation be required in respect of this matter beyond the early posting of the proposed Official Community Plan amendments on the City's website, together with an invitation to the public to comment, and;

That Bylaw No. 7422-2018 be given first reading; and

That the applicant provide further information as described on Schedules A C, D and E of the Development Procedures Bylaw No. 5879-1999, and the additional information described in the report dated January 30, 2018.

CARRIED

1105 2017-580-RZ, 22866 128 Avenue, RS-2 to R-1

Staff report dated January 30, 2018 recommending that Maple Ridge Zone Amending Bylaw No. 7421-2018 to rezone RS-2 (One Family Suburban Residential) to R-1 (Residential District) to permit subdivision into approximately six single-family residential lots be given first reading and that applicant provide further information as described on Schedule B of the Development Procedures Bylaw No. 5879-1999, along with information required for a Subdivision application.

R/2018-067

It was moved and seconded

That Bylaw No. 7421-2018 be given first reading; and

That the applicant provide further information as described on Schedules B of the Development Procedures Bylaw No. 5879-1999, along with the information required for a Subdivision application.

CARRIED

1106 2018-022-RZ, Zone Amending Bylaw

Staff report dated January 30, 2018 recommending that Maple Ridge Zone Amending Bylaw No. 7428-2018 to prohibit the retail sale of cannabis in all zones be given first and second reading and be forwarded to Public Hearing,

R/2018-068

It was moved and seconded

That Bylaw No. 7428-2018 be given First and Second Reading and be forwarded to Public Hearing.

CARRIED

Councillor Speirs - OPPOSED

1107 2016-223-DVP, 20434 Chigwell Street

Staff report dated January 30, 2018 recommending that the Corporate Officer be authorized to sign and seal 2016-223-DVP to vary the Subdivision and Development Servicing Bylaw to waive the street tree requirements, to reduce the required diameter of pipe for water service provision and to waive the requirement for underground wiring and to vary the Zoning Bylaw to reduce the interior side yard setback in the R-1 (Residential District) zone.

R/2018-069

It was moved and seconded

That the Corporate Officer be authorized to sign and seal 2016-223-DVP respecting property located at 20434 Chigwell Street.

CARRIED

1108 **2017-526-DVP, 20803 Lougheed Highway**

Staff report dated January 30, 2018 recommending that the Corporate Officer be authorized to sign and seal 2017-526-DVP to vary the setback of a restaurant drive-through height-restricting arch element for the A&W Restaurant.

R/2018-070

It was moved and seconded

That the Corporate Officer be authorized to sign and seal 2017-526-DVP respecting property located at 20803 Lougheed Highway.

CARRIED

1109 **2017-004-DP, 23711 132 Avenue, Wildfire Development Permit**

Staff report dated January 30, 2018 recommending that the Corporate Officer be authorized to sign and seal 2017-004-DP to fulfill requirements of the Wildfire Development Permit Area guidelines to permit 3 single residential family lots under the RS-1b (One Family Urban [Medium Density] Residential) zone located within the Silver Valley Area Plan.

R/2018-071

It was moved and seconded

That the Corporate Officer be authorized to sign and seal 2017-004-DP respecting property located at 23711 132 Avenue.

CARRIED

Note: Councillor Masse excused himself from discussion of Item 1110 at 8:46 p.m.as his property is located next to the property in the application.

1110 **2014-074-CU, 22245 Lougheed Highway, Temporary Commercial Use Permit Renewal**

Staff report dated January 30, 2018 recommending that Temporary Commercial Use Permit 2014-074-CU respecting property at 22245 Lougheed Highway be renewed and re-issued for a period of three years and that the Corporate Officer be authorized to sign and seal the renewed permit.

R/2018-072

It was moved and seconded

That Temporary Commercial Use Permit 2014-074-CU, respecting property located at 22245 Lougheed Highway, be renewed and re-issued for an additional three years and that the Corporate Officer be authorized to sign and seal the renewed permit.

CARRIED

Note: Councillor Masse returned at 8:46 p.m.

1111 Contract Renewal Award: Traffic Flagging Services

Staff report dated January 30, 2018 recommending that the Traffic Flagging Services under RFP-OP14-45 contracts be renewed with Go Traffic Management Inc., Ansan Industries Ltd., and BCRS Road Safe Inc., for an additional one year period and that the Corporate Officer be authorized to execute the contracts.

R/2018-073

It was moved and seconded

That the “Traffic Flagging Services under RFP-OP14-45’ contracts be renewed with Go Traffic Management Inc., Ansan Industries Ltd., and BCRS Road Safe Inc., for an additional one year period and furthermore, that the Corporate Officer be authorized to execute the contracts.

CARRIED

Financial and Corporate Services (including Fire and Police) – Nil

Parks, Recreation & Culture

Note: Item 1151 was dealt with following Item 700

1151 Thornhill Park Observation Well – License of Occupation

1152 Maple Ridge Pitt Meadows Arts Council Society’s Operating and Lease Agreements – Renewal

Staff report dated January 30, 2018 recommending that the Maple Ridge Pitt Meadows Arts Council Society’s Operating and Lease Agreement dated January 1, 2018 be approved for a three year term and that the Corporate Officer be authorized to execute the agreement.

R/2018-074

It was moved and seconded

That the Maple Ridge Pitt Meadows Arts Council Society's Operating and Lease Agreements dated January 1, 2018 be approved for a three year term; and

That the Corporate Officer be authorized to execute the agreement.

CARRIED

1153 **Haney Farmers Market Society Operating Agreement – Renewal**

Staff report dated January 30, 2018 recommending that the Haney Farmers Market Society Operating Agreement dated January 1, 2018 be approved for a three year term and that the Corporate Officer be authorized to execute the agreement.

R/2018-075

It was moved and seconded

That the Haney Farmers Market Society's Operating Agreement dated January 1, 2018 be approved for a three year term; and,

That the Corporate Officer be authorized to execute the agreement.

CARRIED

Administration – Nil

Other Committee Issues – Nil

1200 **STAFF REPORTS** – Nil

1300 ***OTHER MATTERS DEEMED EXPEDIENT***- Nil

Councillor Robson expressed concern with zoning and the Ministry of Transportation's property along the Haney Bypass.

R/2018-076

It was moved and seconded

That staff be directed to obtain a legal opinion on the zoning of the Ministry of Transportation's property along the Haney Bypass.

CARRIED

Councillor Duncan - OPPOSED

1400 ***NOTICES OF MOTION AND MATTERS FOR FUTURE MEETINGS*** - Nil

1500 ***ADJOURNMENT*** - 8:50 p.m.

Certified Correct

N. Read, Mayor

L. Benson, Corporate Officer

700 *ITEMS ON CONSENT*

700

701.1 Development Agreements Committee

701.1

**CITY OF MAPLE RIDGE
DEVELOPMENT AGREEMENTS COMMITTEE**

February 6, 2018
Mayor's Office

CIRCULATED TO:

Kiersten Duncan, Acting Mayor
Chair

Paul Gill, Chief Administrative Officer
Member

Catherine Schmidt, Recording Secretary

1. 17-128847 BG

LEGAL: Lot 4 Section 28 Township 12 New Westminster District
Plan BCP42355

LOCATION: 13476 235 Street

OWNER: Bogdan and Kerry Dumitrescu

REQUIRED AGREEMENTS: Secondary Suite Covenant

THAT THE MAYOR AND CORPORATE OFFICER BE AUTHORIZED TO SIGN AND SEAL THE PRECEDING DOCUMENT AS IT RELATES TO 17-128847 BG.

CARRIED

2. 17-130440 BG

LEGAL: Lot 230 District Lot 247 Group 1 New Westminster District
Plan 36099

LOCATION: 21732 Howison Avenue

OWNER: Samantha Richardson

REQUIRED AGREEMENTS: Temporary Residential Use Covenant

THAT THE MAYOR AND CORPORATE OFFICER BE AUTHORIZED TO SIGN AND SEAL THE PRECEDING DOCUMENT AS IT RELATES TO 17-130440 BG.

CARRIED

3. 17-128521

LEGAL: Lot 3 Except Part Subdivided by Plan 21088,
Section 30 Township 12 New Westminster District
Plan NWP3663

LOCATION: 21803 128 Avenue

OWNER: K.A.S. Holdings Ltd. and Evane Enterprises Ltd.

REQUIRED AGREEMENTS: Geotechnical Covenant
Flood Protection Covenant

THAT THE MAYOR AND CORPORATE OFFICER BE AUTHORIZED TO SIGN AND SEAL THE PRECEDING DOCUMENTS AS THEY RELATE TO 17-128521.

CARRIED

4. 2017-120681

LEGAL: Lot 1 Section 15 Township 12 New Westminster District Plan
EPP65351

LOCATION: 11372 241A Street

OWNER: Terance E Campbell & Cailee A Innes & Ian W Hirsch & Dianne L
Innes.

REQUIRED AGREEMENTS: Secondary Suite Covenant

THAT THE MAYOR AND CORPORATE OFFICER BE AUTHORIZED TO SIGN AND SEAL THE PRECEDING DOCUMENT AS IT RELATES TO 2017-120681.

CARRIED

5. 18-104845

LEGAL: Lot 1 Section 10 Township 12 New Westminster District Plan
EPP32314

LOCATION: 10406 Jackson Road

OWNER: Kellen B Welch & Sydney T Link

REQUIRED AGREEMENTS: Temporary Residential Use Covenant

THAT THE MAYOR AND CORPORATE OFFICER BE AUTHORIZED TO SIGN AND SEAL THE PRECEDING DOCUMENT AS IT RELATES TO 18-104845.

CARRIED

6. 17-123463

LEGAL: Lot 30 District Lot 245 Group 1 New Westminster District Plan
14796

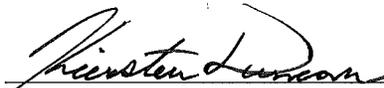
LOCATION: 21682 Ridgeway Crescent

OWNER: Ryan M Carpenter

REQUIRED AGREEMENTS: Storm Water Management/Maintenance Covenant

THAT THE MAYOR AND CORPORATE OFFICER BE AUTHORIZED TO SIGN AND SEAL THE PRECEDING DOCUMENTS AS THEY RELATE TO 17-123463.

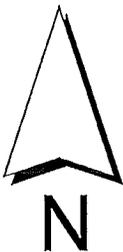
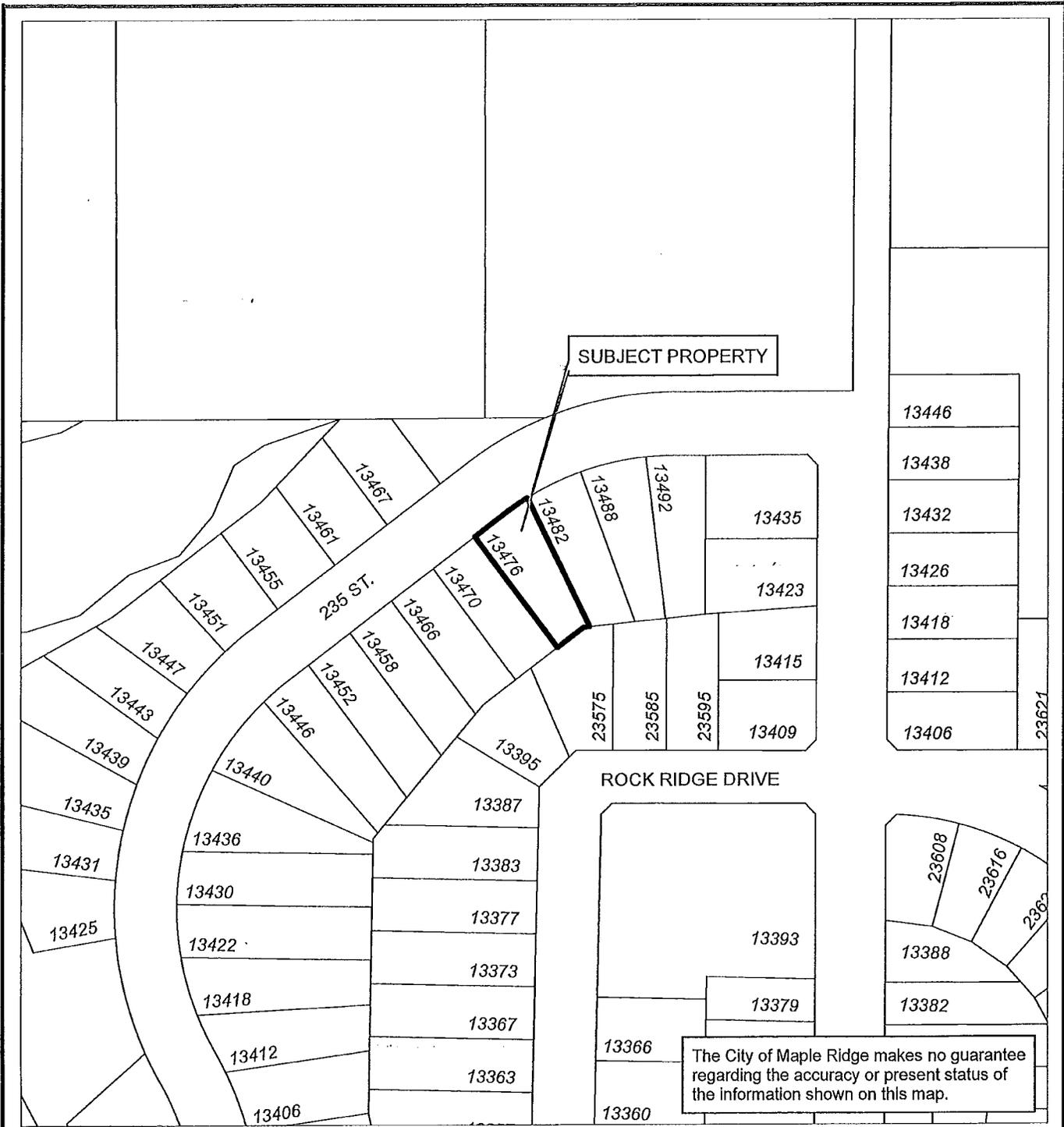
CARRIED



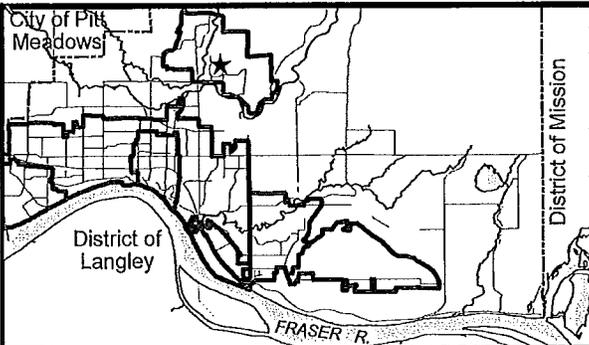
Kiersten Duncan, Acting Mayor
Chair



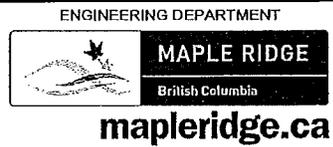
Paul Gill, Chief Administrative Officer
Member



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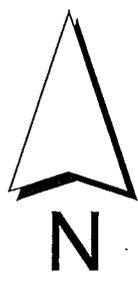
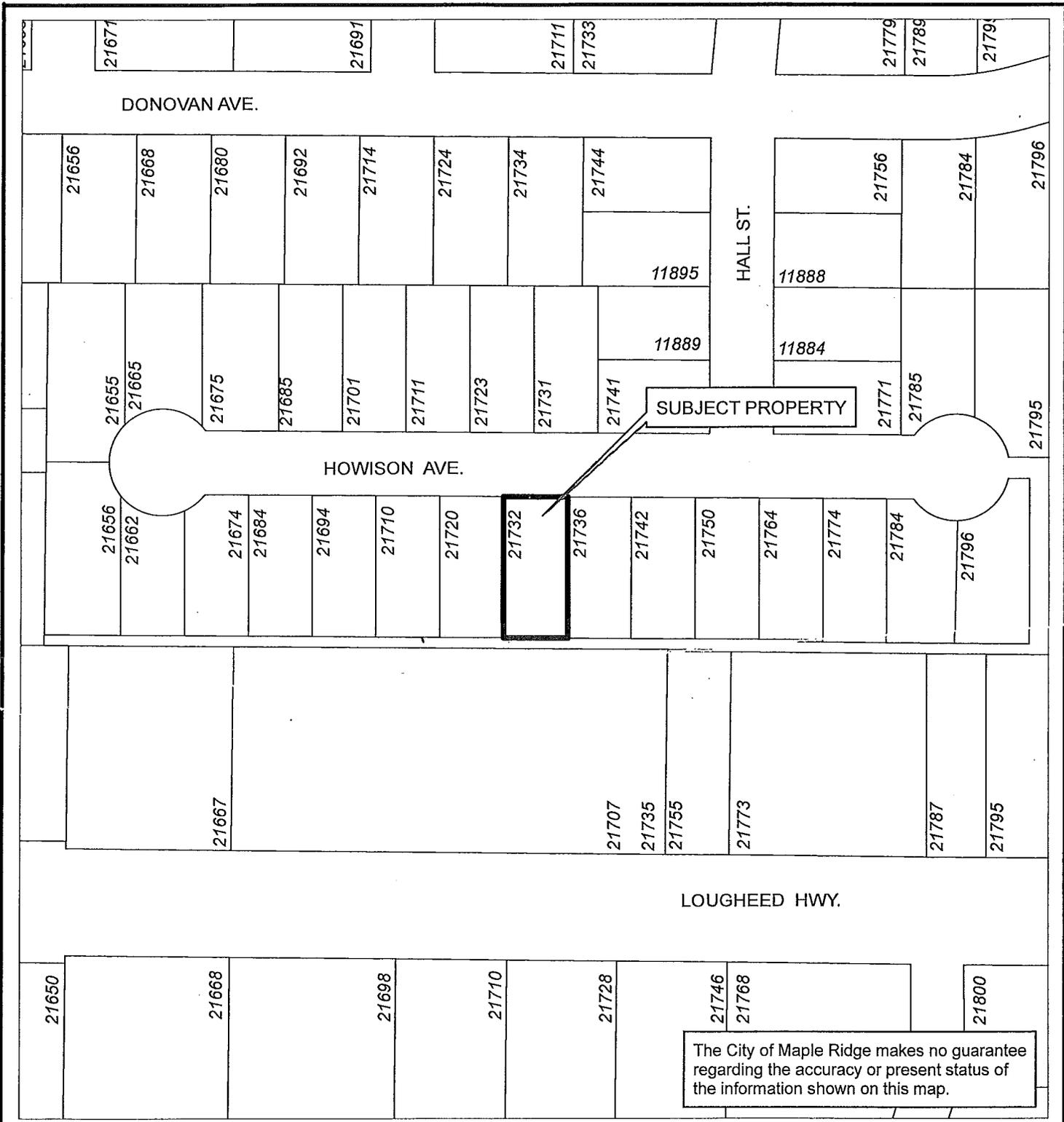


13476 235 Street

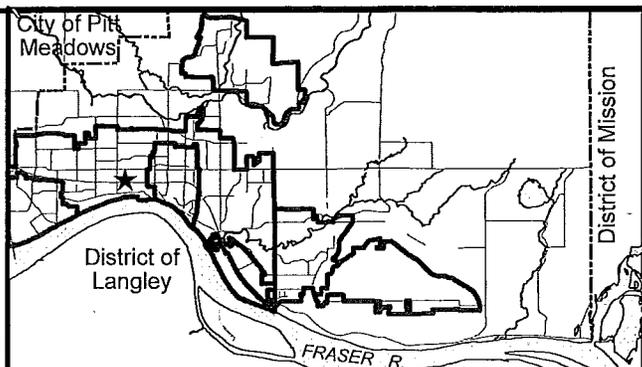


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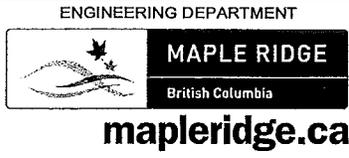
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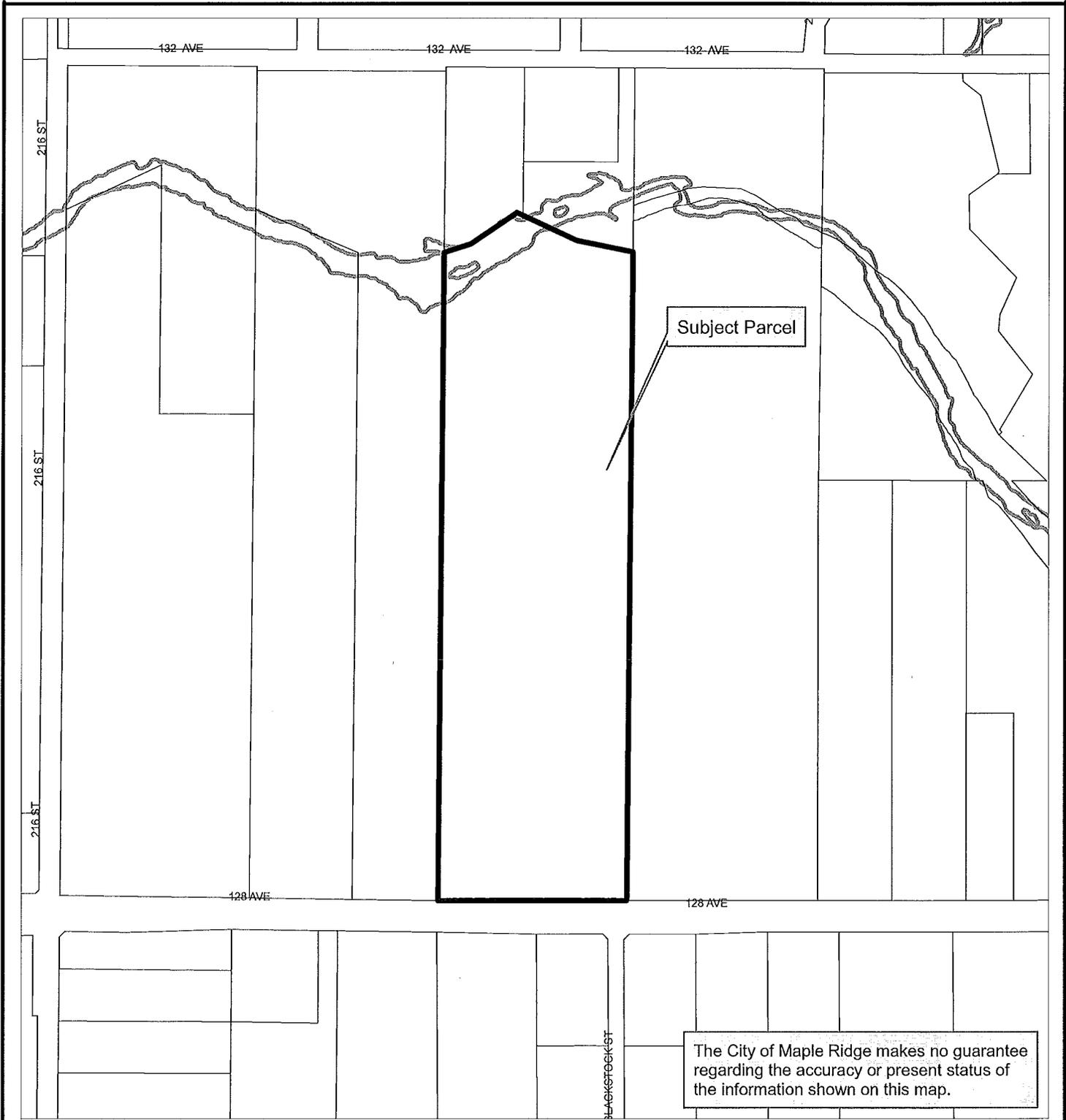


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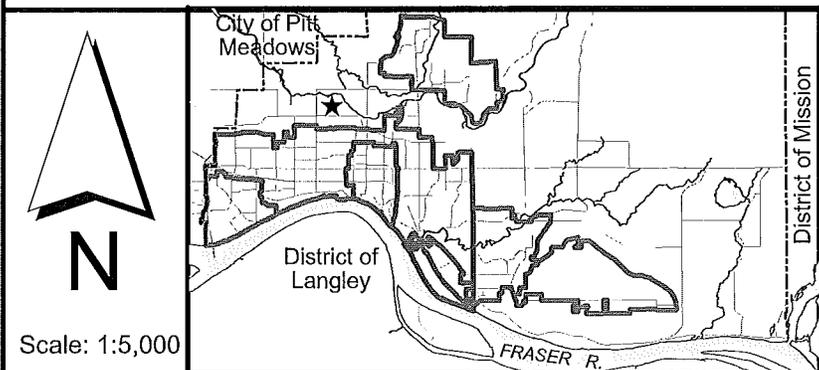


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The City of Maple Ridge makes no guarantee regarding the accuracy or present status of the information shown on this map.

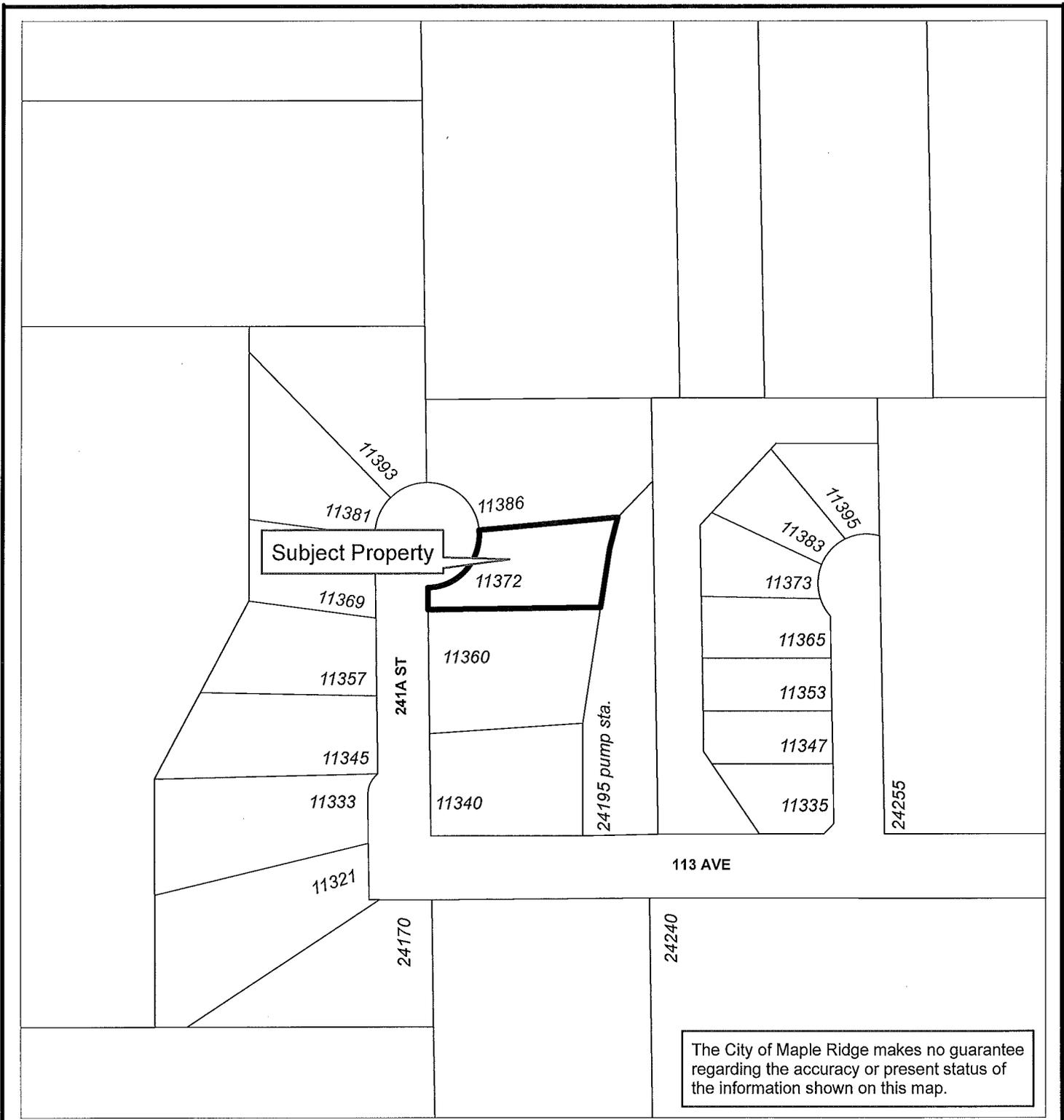


21803 128Ave.
 Section 219 Floodplain Covenant
 Section 219 Geo-Tech Covenant

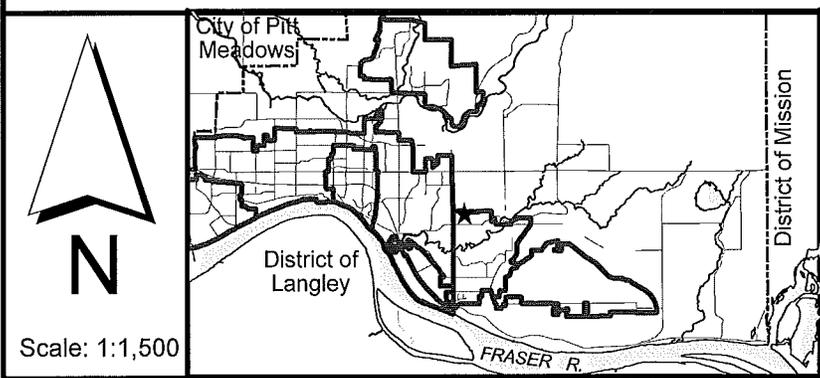
LICENCES, PERMITS & BYLAWS DEPT.

mapleridge.ca

FILE: Untitled
 DATE: Feb 6, 2018
 BY: SH



The City of Maple Ridge makes no guarantee regarding the accuracy or present status of the information shown on this map.



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11372 241A St

ENGINEERING DEPARTMENT

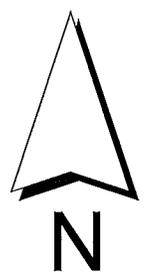
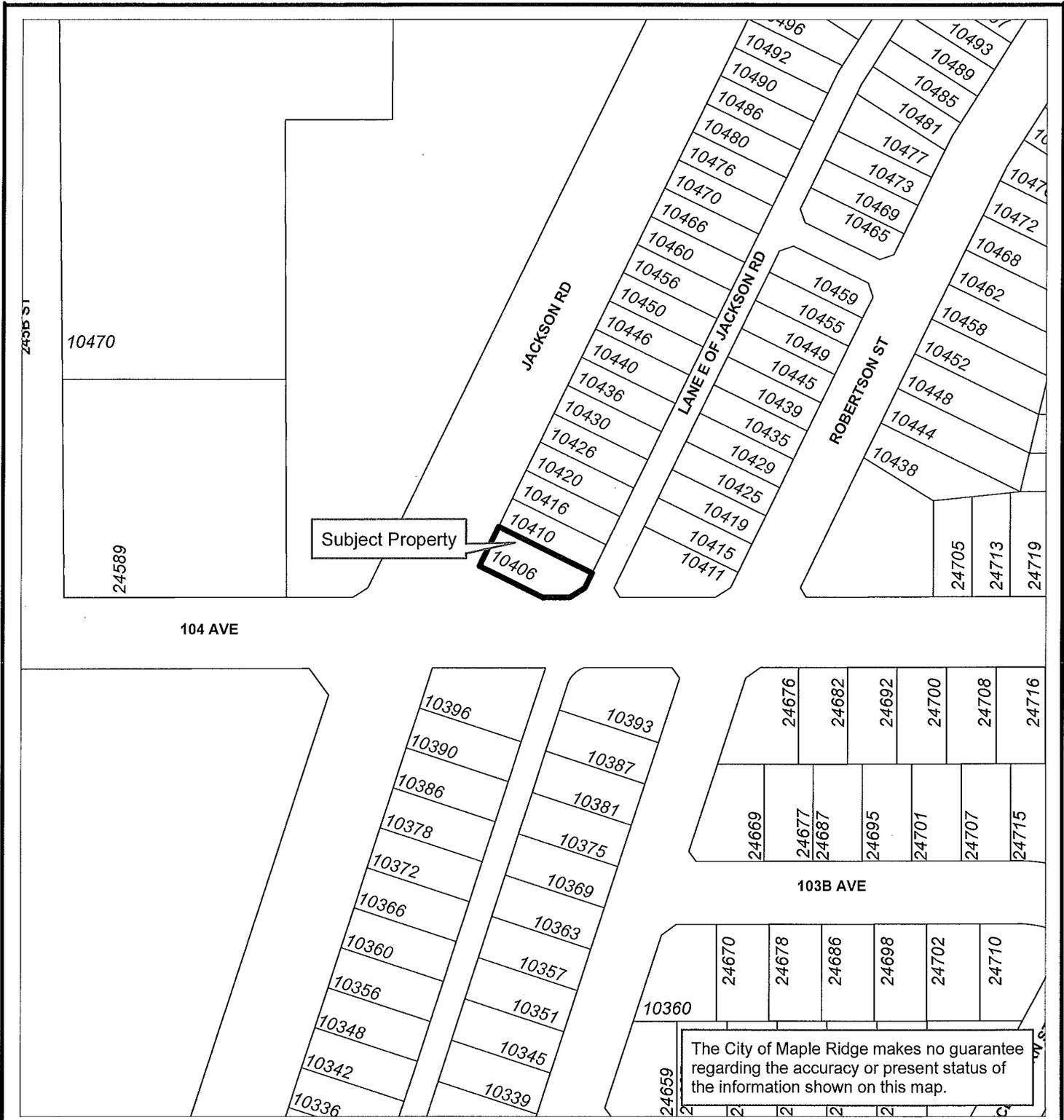


MAPLE RIDGE
British Columbia

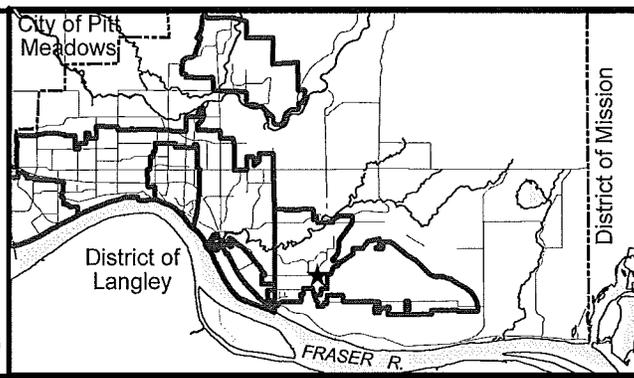
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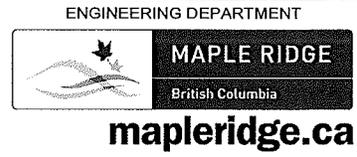
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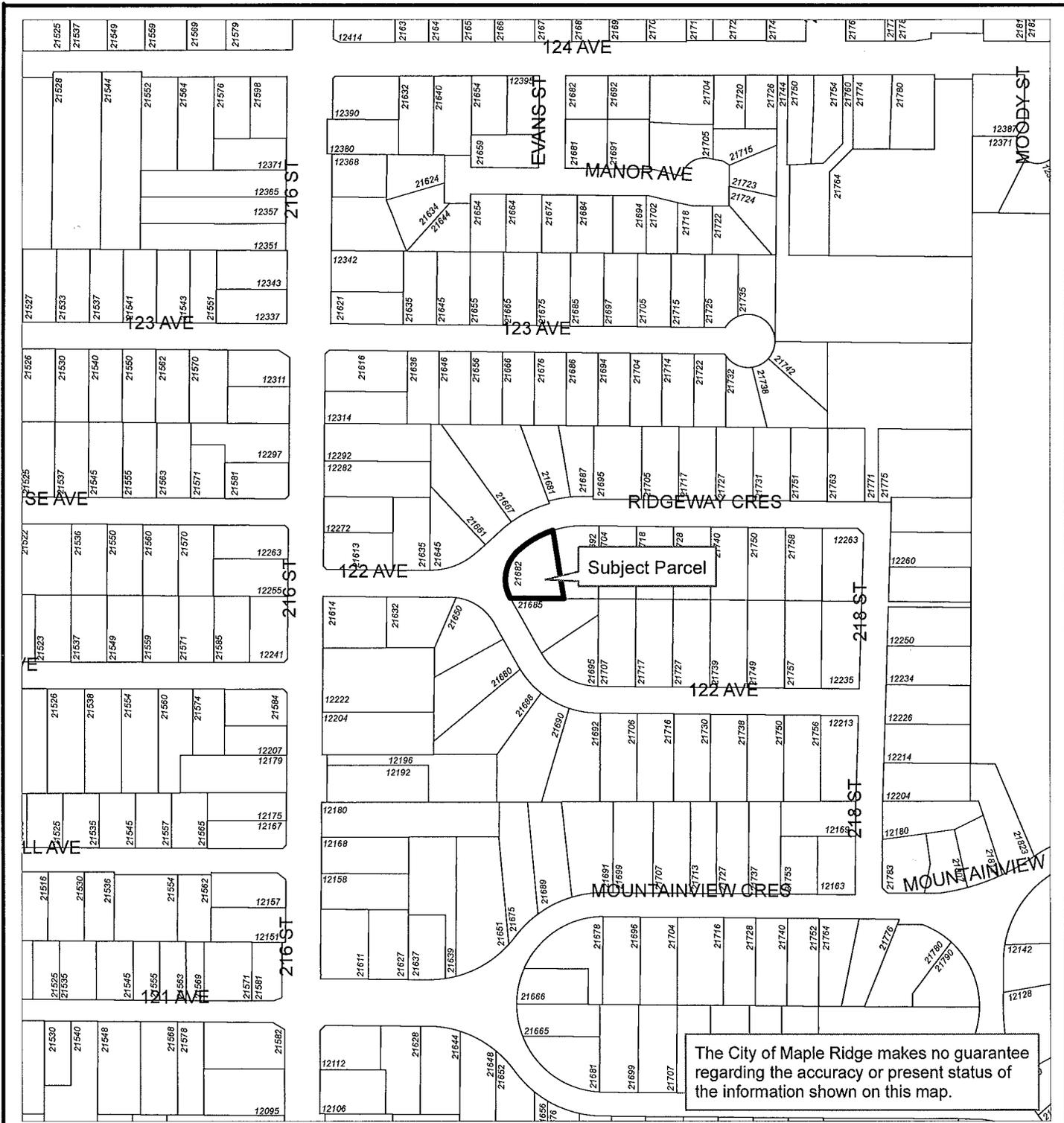


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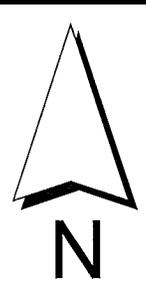


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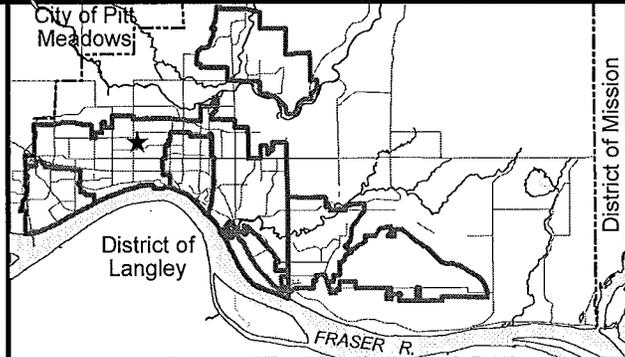
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The City of Maple Ridge makes no guarantee regarding the accuracy or present status of the information shown on this map.



Scale: 1:3,000



21682 Ridgeway Crescent
 Section 219 Covenant
 Storm Water Management/Maintenance

LICENCES, PERMITS & BYLAWS DEPT.



mapleridge.ca

FILE: Untitled
 DATE: Feb 6, 2018

BY: ML

701.2 Minutes of Meetings of Committees and Commissions of Council

City of Maple Ridge

SOCIAL POLICY ADVISORY COMMITTEE MEETING MINUTES

The Minutes of the Regular Meeting of the Social Policy Advisory Committee, held in the Blaney Room, at Maple Ridge City Hall, 1.1995 Haney Place, Maple Ridge, British Columbia, on Wednesday, May 3, 2017 at 7:00 pm

COMMITTEE MEMBERS PRESENT

Brenna Ayliffe	Fraser Health
Cathy Bennett	Member at Large
Candace Gordon	Maple Ridge-Pitt Meadows-Katzie Community Network
Councillor Masse	Council Liaison
Hannah Macdonald	Member at large – Youth Rep
Kathy Doull	Fraser Health – Alternate
Laura Butler	Member at Large
Mikayla Clayton	Youth Rep
Susan Carr	School District 42
Tarel Swansky	Member at Large
Vicki Kipps, Chair	Community Network

STAFF MEMBERS PRESENT

Shawn Matthewson	Staff Liaison / Social Planning Analyst
Sunny Schiller	Committee Clerk
Tony Cotroneo	Manager of Community Services

GUESTS

Catharine Hume	Co-Executive Director, RainCity Housing
----------------	---

REGRETS/ABSENTS

Annette Morgan	Seniors Network
Ineke Boekhorst	Downtown BIA / Friends in Need
Sgt. Brenda Gresiuk	RCMP
Mike Murray	School District #42 - Alternate

1. CALL TO ORDER AND INTRODUCTIONS

There being a quorum present, the Chair called the meeting to order at 7:03 pm and introductions were made.

2. AGENDA ADOPTION

R17-009

It was moved and seconded

That the agenda dated May 3, 2017 be adopted.

CARRIED

3. MINUTES APPROVAL

R17-010

It was moved and seconded

That the minutes dated March 1, 2017 be approved.

CARRIED

4. DELEGATIONS

4.1 Intensive Case Management Team - Fraser Health / Raincity Housing

Catharine Hume Co-Executive Director with RainCity Housing, made a presentation on the newly formed Intensive Case Management Team for Maple Ridge. Ms. Hume and Fraser Health staff answered questions from the Committee. A video of the presentation is available at:

<http://media.mapleridge.ca/Mediasite/Play/a3c9f93adeb24b799f2521dbdc4cf3f71d>

5. ROUNDTABLE

Susan Carr provided an update from the Safe Kids Team. The Opioid Working Group recently met.

Cathy Bennett reported on some new work she has recently undertaken.

Hannah Macdonald is glad to be at a SPAC meeting.

Brenna Ayliffe shared information on Fraser Health grants available to municipal governments and First Nations.

Kathy Doull reported Dr. Ingrid Tyler is the new Medical Health Officer for the area. Dr. Tyler has experience working in Maple Ridge. Ms. Doull shared details of "Rapid Response Nurse", a new Fraser Health initiative intended to provide quick at home visits to elderly patients with the goal of diverting people away from emergency rooms where possible.

Forrest Clayton reported on Youth Week, which included a Youth Talent Show and a Poetry Slam. WHOMP is coming up at the youth centre - WHOMP is an overnight event providing natural high activities for community youth. Youth are also currently working on the Home Show.

Tony Cotroneo provided additional information on the recent Opioid Overdose group meeting and shared that other communities are about the work being done in Maple Ridge. A report on the Strong Kids Team is going forward to Council this week.

Laura Butler reported the Ridge Meadows Hospital Foundation held their annual Spin-a-Thon event at Earth Day for the first time this year and raised \$7500. Ms. Butler reported that the ACT Arts Council is offering five \$1,500 grants for local Grade 12 students pursuing fine arts at the post secondary level. Ms. Butler really appreciated the presentation by Ms. Hume and is coming from a place of hopefulness.

Tarel Swansky encouraged members to spread the messages from the RainCity ICM Team presentation.

Candace Gordon provided a Golden Ears Feast update – grant application season is in full swing. The Farmers Market will start officially a week Saturday in Memorial Peace Park and will be there every Saturday until Thanksgiving. Ms. Gordon reported that Maple Ridge will be participating in the nutritional coupon program again this year. The program provides weekly coupons to participants which can be used at the Farmer's Market.

Councillor Masse shared that he has been investigating the possible correlation between rising economic prosperity and rising rates of homelessness. His research seems to support the idea of a connection but Councillor Masse has found that this doesn't seem to be recognized in many studies done on homelessness. The idea was discussed by the Committee. Ideas around this topic can be forwarded to Councillor Masse at rmasse@mapleridge.ca

Forrest Clayton raised the issue of available supports for minorities. The Staff Liaison will provide information on available resources.

Vicki Kipps reminded the group that the City is working on a Cultural Plan update. An online survey is available at <https://na1se.voxco.com/SE/114/MRCultPlan/> Members were encouraged to share the survey.

6. NEW & UNFINISHED BUSINESS

6.1 Social Planning Resources

The Staff Liaison reported Social Planning is prioritizing work plan items based on the recently approved budget. Direction from Council is being sought.

6.2 Metro Vancouver Homeless Count

The Staff Liaison shared preliminary results of the homeless count. Maple Ridge has received funding from the Real Estate Board that will allow a more in depth analysis of the homeless count data.

<http://www.metrovancouver.org/services/regional-planning/homelessness/HomelessnessPublications/2017MetroVancouverHomelessCountPreliminaryData.pdf>

Note: Tony Cotroneo left at 8:26 pm.

6.3 BC Family Demographics Infographics - SPARC BC and BC Council for Families

The Staff Liaison reported the Substance Abuse Committee worked with SPARC BC to produce a pictograph showing local demographic data and shared some of the results. The topic of statistics were discussed by the Committee.

<http://www.sparc.bc.ca/resources/bc-family-infographics/>

6.4 Healthy Built Environments from an Equity Lens-BCCDC

<http://www.bccdc.ca/resource-gallery/Documents/Educational%20Materials/EH/Equity%20BE%20Fact%20Sheet.pdf>

The Staff Liaison reported the Substance Abuse Committee has also worked on a report on creating Healthy Built Environments.

7. COMMITTEE UPDATES

7.1 Community Network

The Chair reported the CN hopes to work with the newly formed ICM Team. Ms. Kipps provided a CN update - the CN Facilitators Group have recently rededicated themselves to the role of advocacy; the CN focuses on strengthening the community and has a zero tolerance attitude towards violence; the CN hopes to participate in future community consultation processes. The Staff Liaison updated the Committee about a resolution passed at the February SPAC meeting in regards to reaching out to the provincial government about the proposed shelter.

7.2 Youth Strategy Update

A report will go forward to Council in May in regards to resources required to implement the Youth Strategy.

7.3 Update from the Opioid Overdose Working Group

Brenna Ayliffe reported the OOWG has held a forum in partnership with the Family Division of Practice targeted at local physicians and medical office staff. The forum was well received. The group is working with the Division of Family Practice to distribute naloxone kits to physicians. Wallet size cards have been created to provide information on substance abuse related resources. A poster campaign has been well received by local businesses. Future plans for the group were shared. Public Health has started a surge response, doing walk abouts in the community, handing out naloxone kits. This outreach initiative has been very well received. Kathy Doull shared that there is a focus at Fraser Health on creating a caring and compassionate community.

7.4 Youth Wellness Centre Update

The Chair reported the community has rallied to support the Youth Wellness Centre. The Chair explained that the provincial government has provided funding for the Centre however the vast majority of dollars that keep the program running come from local citizens and business. The program focuses on youth aged 8 – 24 years old and is expanding. Grant applications continue. Ms. Kipps thanked Mikayla Clayton for participating on the hiring panel.

8. CORRESPONDENCE – Nil

9. QUESTION PERIOD

10. ADJOURNMENT

It was moved and seconded that the meeting be adjourned at 9:04 pm.


Chair

/ss

1100 *Reports and Recommendations*



City of Maple Ridge

TO: Her Worship Mayor Nicole Read
and Members of Council
FROM: Chief Administrative Officer
MEETING DATE: February 13, 2018
FILE NO: 2017-574-AL
MEETING: Council
SUBJECT: Application to Exclude Land from the Agricultural Land Reserve
12791 232 Street

EXECUTIVE SUMMARY:

An application has been received under Section 30 (1) of the Agricultural Land Commission Act to exclude approximately 0.40 hectares (1 acre) of land from the Agricultural Land Reserve. The Applicant's submission conforms with the notice of application requirements of the Agricultural Land Commission.

In 2011, the Agricultural Land Commission (ALC) identified the subject property as a remnant parcel suitable for exclusion from the Agricultural Land Reserve (ALR). Consistent with Commission direction, the property owner has made this application to remove the property from the ALR. For a combination of reasons, including parcel size (less than 0.8 ha, or 2 acres), date of legal plan (prior to 1972), and having a separate title, the subject property is also exempt from the regulations of the Agricultural Land Commission¹.

The application has been received under Section 30 (1) of the *Agricultural Land Commission Act*. The applicant's submission conforms with the notice of application requirements of the ALC. As this application is consistent with the ALC's direction, it could be considered supportable. If excluded, the property will retain its agricultural designation in both the Official Community Plan (OCP) and Regional Growth Strategy (RGS). For this reason, the property could not be further developed without amending these municipal and regional plans.

Properties in this vicinity of the southwest corner of 232nd Street and 128th Avenue have been identified by Council as having employment generating potential. Any subsequent development proposal for this property will need to be reviewed in this context.

¹Link to Commission policy for exemption for small parcels:
https://www.alc.gov.bc.ca/assets/alc/assets/legislation-and-regulation/policies/alc_-_policy_p-02_-_parcels_less_than_2_acres.pdf

RECOMMENDATION:

The following resolutions are provided for Council's consideration:

- a) That the application not be authorized to go forward to the Agricultural Land Commission;
- b) That the application be authorized to go forward to the Agricultural Land Commission with a summary of Council's comments and the staff report.

DISCUSSION:

a) Background Context:

Applicant:	Paul Hayes
Legal Description:	Lot 44 Section 20 Township 12 NWD Plan 30199
OCP : Existing:	Agricultural
Zoning: Existing:	RS-2 (One Family Suburban Residential)
Surrounding Uses	
North:	Use: Suburban Residential
	Zone: RS-2 Suburban Residential
	Designation: Estate Suburban Residential
South:	Use: Rural Residential
	Zone: Split zoned RS-2 and RS-3
	Designation: Agricultural
East:	Use: Rural Residential
	Zone: RS-2 Suburban Residential
	Designation: Agricultural
West:	Use: Farm and residential
	Zone: Split zoned RS-2 and RS-3
	Designation: Agricultural
Existing Use of Property:	Vacant
Proposed Use of Property:	Not explicitly stated
Site Area:	0.4 hectares (1 acre)
Access:	232 nd Street

b) Project Description:

The subject property is zoned RS-2 (One Family Suburban Residential). The subject property is a corner lot with road frontage on both 232nd Street and 128th Avenue. The adjacent block of properties to the south and west of the subject properties have either been excluded or have been recommended for exclusion from the Agricultural Land Reserve by the Agricultural Land Commission. This exclusion application does not provide an explicit development proposal.

c) Planning Analysis:

On July 19, 2004, a report for processing exclusion applications was received by Council outlining legal implications and the local government's role in processing applications for exclusion from the Agricultural Land Reserve. Council resolved to consider the following options for referring applications to the Agricultural Land Commission:

- The application be authorized to go forward to the Agricultural Land Commission with no comment.
- The application be authorized to go forward to the Agricultural Land Commission with comments.
- The application be authorized to go forward to the Agricultural Land Commission with a recommendation to exclude the property with or without comments.
- The application be authorized to go forward to the Agricultural Land Commission with a recommendation to not exclude the property with or without comments.
- The application not be authorized to go forward to the Agricultural Land Commission.

The process for decision making on applications for exclusion from the Agricultural Land Reserve was further refined by Council at their February 14, 2005 Workshop. At that time, Council resolved that the process for referring applications for exclusion to the Agricultural Land Commission include the following options:

- a) *That the application not be authorized to go forward to the Agricultural Land Commission;*
- b) *That the application be authorized to go forward to the Agricultural Land Commission with a summary of Council's comments and the staff report.*

The above resolution forms the recommendations presented in this staff report.

Remnant Properties – Commission Resolution

In 2011, the Agricultural Land Commission identified certain properties within the City as appropriate for exclusion under ALC Resolution 2635/2011, made on October 27, 2011. This resolution invited the City to submit a local government application for exclusion for remnant areas “identified by the Commission as being unsuitable for agriculture”. The identification of these properties for exclusion stems from the Commission's interest in maintaining an Agricultural Land Reserve that accurately reflects agricultural capability and suitability of properties contained within it.

The subject property was included in the list of the remnant properties as suitable for exclusion from the ALR. Affected property owners were notified by the City of their potential for exclusion in correspondence dated September 9, 2013. At the time, the Commission anticipated but did not

require that the exclusion of these properties would proceed through a local government exclusion application. As an alternative, individual property owners have the right to pursue exclusion applications on their own.

The City of Maple Ridge recognizes the jurisdiction of the ALC for the ALR properties within City boundaries. Towards this end, Policy 6-5 of the OCP states the following:

Maple Ridge will collaborate with other agencies, such as the Agricultural Land Commission, the Ministry of Agriculture, and the Greater Vancouver Regional District to promote and foster agriculture.

In this instance, as the Agricultural Land Commission indicated support for its removal from the ALR under Commission Resolution, this application could be considered supportable.

Development Implications

The subject property is at the southwest corner of 128th and 232nd. The adjacent properties within this quadrant have either been removed from the Agricultural Land Reserve, or recommended for exclusion by the Agricultural Land Commission. The parcels that have been excluded are designated Urban in the Regional Growth Strategy yet retain their Agricultural designation in the Official Community Plan. For this reason, Council has the option to amend this land use designation for urban uses without first seeking Regional approvals.

The Maple Ridge Commercial and Industrial Strategy, endorsed by Council in August 2014, noted that this block of properties, comprising 20 to 24 hectares (50 to 60 acres), could have potential for light industrial and office park uses. These would be low impact uses that would be compatible in close proximity to residential uses. Recognizing this potential, on May 10, 2016, Council passed the following resolution:

That staff be directed to prepare an Official Community Plan Amending Bylaw to designate the lands identified in Strategy #4: 232 Street / 128th Avenue in the Commercial & Industrial Strategy: 2012-2042 (August 2014) "Industrial" for "Mixed Employment" use, allowing for a small amount of land along the western edge of the area to be designated "Urban Residential", to complete the 126B Avenue, 127 Place and 127th Avenue road network and provide a transition between existing residential and future employment land uses.

Any future development proposal, should this property be excluded, should be reviewed in this context. The subject property is strategically located at a busy intersection and could be considered for a range of uses. However, no rezoning of the subject property could take place without first amending its land use designation in an OCP amendment. A Regional Growth Strategy Amendment would also be required. By forwarding this application to the ALC, Council is under no obligation to approve any future applications for further development of the subject property.

d) Citizen Implications:

No comments have been received at the time of writing this report. If this application is forwarded to and approved by the ALC, the subject property would retain its agricultural designation and would be limited to the provisions of the existing RS-2 (One Family Suburban Residential) zone for subdivision requirements and land uses. Any rezoning application would be required to provide opportunities for public input.

Alternatives:

This application to exclude the subject property is consistent with ALC direction and is therefore supportable. However, Council has the option of denying this application from proceeding to the ALC.

CONCLUSION:

This application is for a property that is both exempt from the regulations of the Agricultural Land Commission and has been recommended for exclusion by the ALC. Based on Council direction, the surrounding properties may in future be developed for urban employment generating purposes. There may be similar future options for this strategically located property. The recommendation of this exclusion application is consistent with Council's direction.

"Original signed by Diana Hall"

**Prepared by: Diana Hall, MA, MCIP, RPP
Planner 2**

"Original signed by Christine Carter"

**Approved by: Christine Carter, M.PL, MCIP, RPP
Director of Planning**

"Original signed by David Pollock" for

**Approved by: Frank Quinn, MBA, P. Eng
GM: Public Works & Development Services**

"Original signed by Paul Gill"

**Concurrence: Paul Gill, CPA, CGA
Chief Administrative Officer**

The following appendices are attached hereto:

Appendix A – subject map

Appendix B – ortho map



Scale: 1:2,000

Legend

-  Stream
-  Ditch Centreline
-  Lake or Reservoir

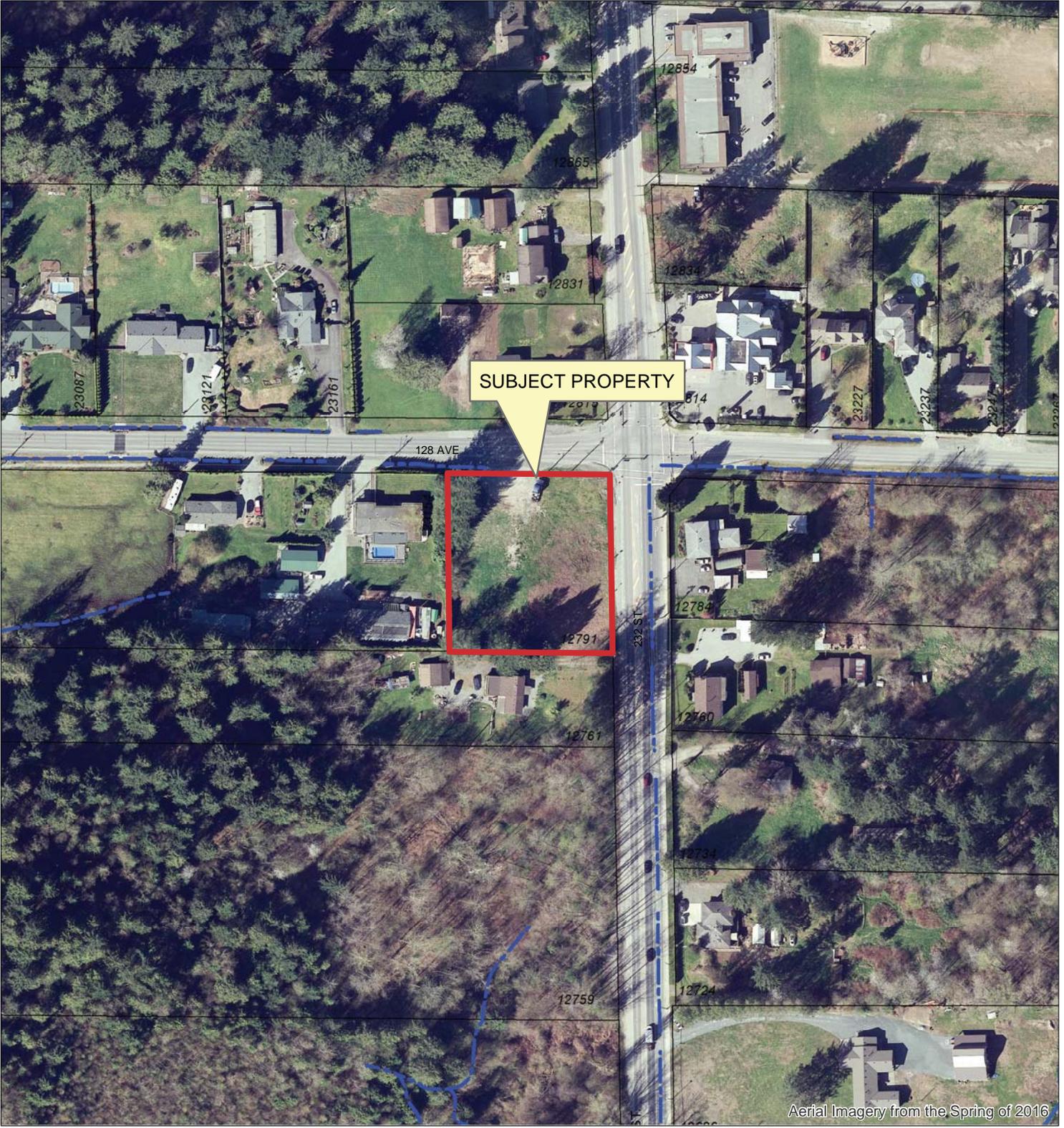
12791 232 STREET

PLANNING DEPARTMENT

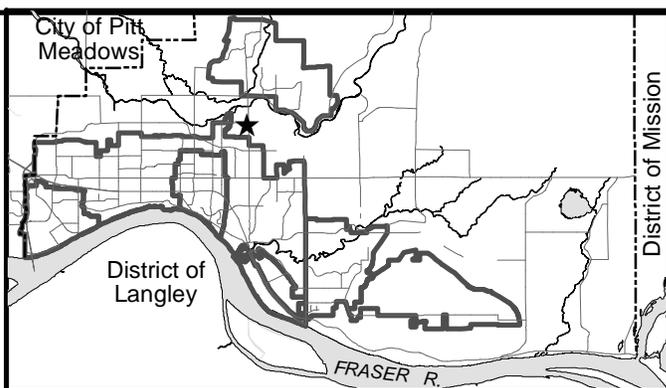


FILE: 2017-574-AL
DATE: Feb 6, 2018

BY: PC



Scale: 1:2,000



12791 232 STREET

PLANNING DEPARTMENT



mapleridge.ca

FILE: 2017-574-AL
DATE: Feb 6, 2018

BY: PC

TO: Her Worship Mayor Nicole Read
and Members of Council
FROM: Chief Administrative Officer
SUBJECT: **First and Second Reading**
Zone Amending Bylaw No. 7429-2018;
21322 121 Avenue

MEETING DATE: February 13, 2018
FILE NO: 2017-527-RZ
MEETING: Council

EXECUTIVE SUMMARY:

An application has been received to rezone the subject property located at 21322 121 Avenue from RS-1 (One Family Urban Residential) to R-1 (Residential District), to permit a future subdivision of approximately two single family lots.

This application is in compliance with the Official Community Plan.

Pursuant to Council policy, this application is subject to the Community Amenity Contribution Program, and a CAC contribution is required for the second lot at a value of \$5100.00.

The applicant is requesting that Council grant first and second reading together.

RECOMMENDATIONS:

- 1) That Zone Amending Bylaw No. 7429-2018 be given first and second reading, and be forwarded to Public Hearing;
- 2) That the following terms and conditions be met prior to final reading:
 - i) Road dedication on 121 Avenue as required;
 - ii) Registration of a Restrictive Covenant for Stormwater Management;
 - iii) Registration of a Tree Preservation Protection Covenant;
 - iv) Removal of existing buildings;
 - v) In addition to the site profile, a disclosure statement must be submitted by a Professional Engineer advising whether there is any evidence of underground fuel storage tanks on the subject property. If so, a Stage 1 Site Investigation Report is required to ensure that the subject property is not a contaminated site.
 - vi) In accordance with Council's Community Amenity Contribution (CAC) Program Policy 6.31 this application is subject to a CAC contribution.

DISCUSSION:

1) Background Context:

Applicant: True Light Building & Development Ltd

Legal Description: West 100 feet, Lot 3, District Lot 248, New Westminster District Plan 7499

OCP:

Existing: RES (Urban Residential)

Zoning:

Existing: RS-1 (One Family Urban Residential)

Proposed: R-1 (Residential District)

Surrounding Uses:

North:	Use:	Residential
	Zone:	RS-1 (One Family Urban Residential)
	Designation:	Urban Residential
South:	Use:	Park
	Zone:	RS-1 (One Family Urban Residential)
	Designation:	Park
East:	Use:	Residential
	Zone:	RS-1 (One Family Urban Residential)
	Designation:	Urban Residential
West:	Use:	Residential
	Zone:	RS-1 (One Family Urban Residential)
	Designation:	Urban Residential

Existing Use of Property: Single Family Residential

Site Area: 1020 m² (0.25 acre)

Access: 121 Avenue

Servicing: Urban or Rural Standard Urban Standard

Companion Applications: 2017-527-SD

2) Project Description:

The subject property located at 21322 121 Avenue is approximately 1020m² in area. The property is generally flat and currently bounded by single family residential properties to the north, east and west, and Lion's Park to the south. The subject property has access off of 121 Avenue to the north. (See Appendices A and B)

The application is proposing to rezone the subject property from RS-1 (One Family Urban Residential) to R-1 (Residential District), to permit future subdivision into two single family lots, not less than 462m². (See Appendix C) The lots are proposed to be accessed from 121 Avenue, which road is considered a Major Corridor. (See Appendix D)

3) Planning Analysis:

i) Official Community Plan (OCP):

The subject property is designated *Urban Residential* in the OCP. This land use designation permits a range of housing types within the Urban Area Boundary. Infill and densification may be possible based on compatibility and locational criteria on properties which can be fully serviced to municipal standards. The subject property has road frontage on an existing Major Corridor as identified in Figure 4 in the OCP and is therefore characterized as Major Corridor Residential.

The Urban Residential Major Corridor designation allows for ground-oriented housing forms, such as single detached dwellings, garden suites, duplexes, triplexes, fourplexes, townhouses, apartments, or small lot intensive residential, subject to compliance with Major Corridor Residential Infill policies.

The proposed rezoning to R-1 (Residential District) and two lot subdivision is in compliance with the land use designation.

ii) Zoning Bylaw:

The current application proposes to rezone the subject property from RS-1 (One Family Urban Residential) to R-1 (Residential District), to permit future subdivision into two single family lots. The proposed development meets the minimum zoning requirements for the R-1 (Residential District) zone, which include a minimum area of 371 m², a minimum width of 12 meters and a minimum depth of 24 meters.

iii) Advisory Design Panel:

Advisory Design Panel (ADP) review is not required for R-1 (Residential District) single family developments.

iv) Development Information Meeting:

Pursuant to Policy 6.20, a Development Information Meeting is not required, as the applicant is not proposing for 5 or more dwelling units, and an OCP amendment is not required.

v) Parkland Requirement:

As there will not be more than one additional lot, park dedication requirements of Section 510 of the *Local Government Act* do not apply.

4) Environmental Implications:

A survey has been provided, showing all trees on site. A Tree Inventory report is further required, to determine if a Tree Cutting Permit should be submitted, and which trees require a protection covenant.

5) Interdepartmental Implications:

i) Engineering Department:

The Engineering Department has reviewed the development plans and has provided a review dated January 02, 2018 together with a Preliminary Cost Estimate dated December 29, 2017. Road dedication is required, and in-trust contributions will be required at the Subdivision stage. A Rezoning Servicing Agreement is not required.

ii) **License, Permits and Bylaws Department:**

The property is located within the Fraser River Escarpment (FRE), therefore on-lot infiltration will not be permitted. A stormwater management plan has been provided, and a Registered Covenant for Stormwater Management is required as a condition of rezoning.

CONCLUSION:

It is recommended that first and second reading be given to Zone Amending Bylaw No. 7429-2018, and that application 2017-527-RZ be forwarded to Public Hearing.

“Original signed by Therese Melser”

Prepared by: Therese Melser
Planning Technician

“Original signed by Christine Carter”

Approved by: Christine Carter, M.PL, MCIP, RPP
Director of Planning

“Original signed by David Pollock” for

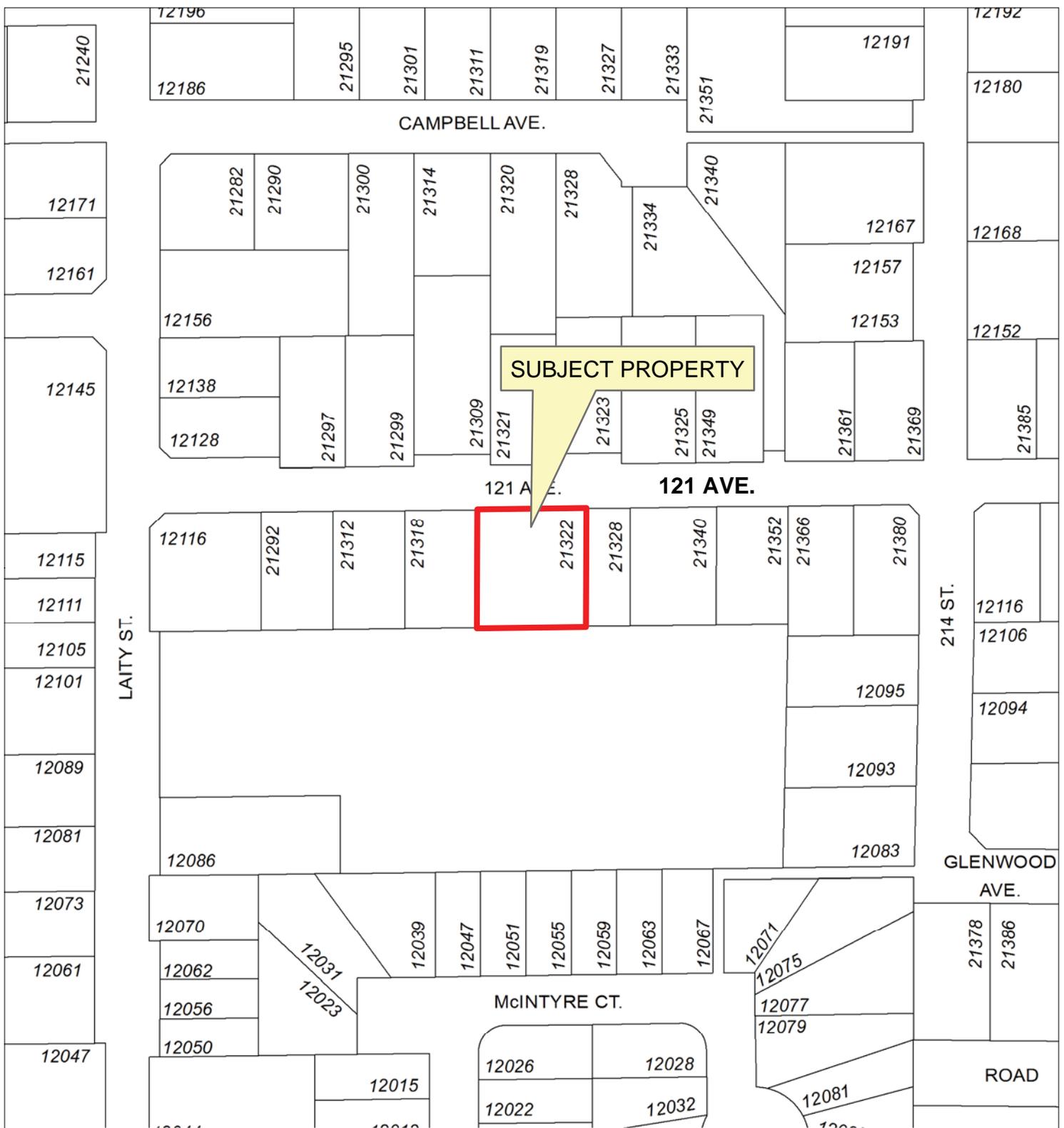
Approved by: Frank Quinn, MBA, P.Eng
GM: Public Works & Development Services

“Original signed by Paul Gill”

Concurrence: Paul Gill, CPA, CGA
Chief Administrative Officer

The following appendices are attached hereto:

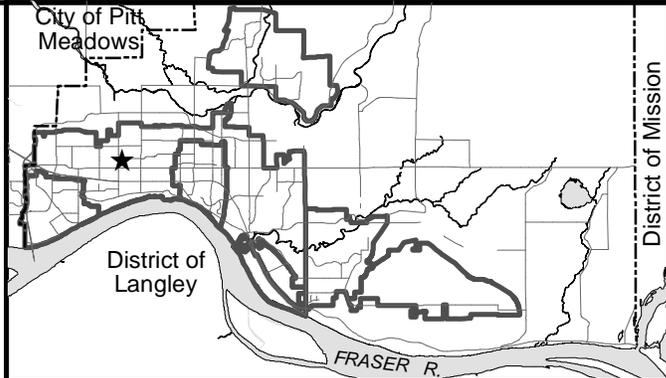
- Appendix A – Subject Map
- Appendix B – Ortho Map
- Appendix C – Zone Amending Bylaw No. 7429-2018
- Appendix D – Proposed Subdivision Plan



SUBJECT PROPERTY



Scale: 1:1,500



21322 122 Avenue

PLANNING DEPARTMENT



mapleridge.ca

2017-527-RZ
DATE: Nov 9, 2017

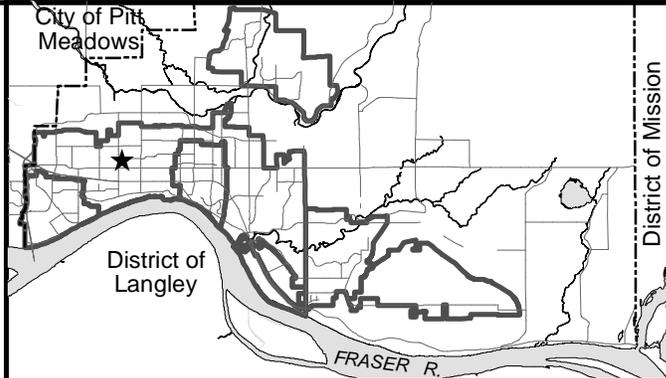
BY: JV



Aerial Imagery from the Spring of 2016



Scale: 1:1,500



21322 122 Avenue

PLANNING DEPARTMENT



mapleridge.ca

2017-527-RZ
DATE: Nov 9, 2017

BY: JV

LAITY STREET

LAITY STREET

121st Avenue

121st Avenue

STORMWATER MANAGEMENT PLAN
 TIER A-300mm TOPSOIL ON YARD AREAS
 TIER B- 1.25m3 ON LOT DETENTION STORAGE
 TIER C - SAFE DISCHARGE TO EX. 525Ø STORM SEWER

RE-USE EX. SAN S/C INSPECTION CHAMBER RIM ELEV=32.59 FOR LOT 1 RELOCATE I.C. TO NEW P/L SUBJECT TO VIDEO INSPECTION.

EX. WATER S/C TO BE PERM. DISCONNECTED BY CITY CREWS AT DEVELOPER'S EXPENSE.

Sanitary M/R Rim Elev=31.08
 # Riv=28.28 (250# Conc)
 E Riv=28.11 (250# Conc)

Storm M/R Rim Elev=31.13
 # Riv=31.35 (250# Conc)
 E Riv=31.27 (250# Conc)

Sanitary M/R Rim Elev=32.71
 W Riv=28.58 (250# Conc)
 E Riv=28.31 (250# Conc)
 S Riv=28.46 (400# Conc)

Storm M/R Rim Elev=32.38
 # Riv=30.88 (250# Conc)
 E Riv=31.01 (250# Conc)
 SE Riv=31.02 (150# Conc)

NEW 38mm WATER S/C TO LOTS 1&2 BY CITY CREWS AT DEVELOPER'S EXPENSE (TYP).

NEW ST. & SAN S/C FOR LOT 2 (TYP).

WALL TO MEANDER TO SAVE EX. TREES

Park

No	Date	Revision	BY

D.K. BOWINS & ASSOCIATES INC.
 8955 EMIRY STREET, MISSION, B.C.
 V4S 1A6 FAX: 604-826-4399, FAX: 604-826-3316
 EMAIL: dbowins@shaw.ca

Elevations Are Geodetic
 Referred to Monument: 84H0084
 Monument Elevation: 31.961m

EXISTING
 PROPOSED

STORM SEWER
 SANITARY SEWER
 WATER
 GAS
 W/M
 S/L
 B.C.H.
 B.C.T.
 CATCH BASIN
 WATER OR GAS VALVE

DITCH
 UTILITY POLE /ANCHOR
 FIRE HYDRANT
 IRON P/N
 BASEMENT ELEV.
 EDGE OF PAVEMENT
 FENCE
 SIDEWALK
 SURVEY MONUMENT
 SAN. INSPECTION CHAMBER
 STREET LIGHT

EDGE OF GRAVEL
 SLOPE
 SHORR
 HEDGE
 TREE
 BUILDING

LEFT T RIGHT
 HEDGE
 TREE

DRAWN AJD
 DESIGNED DKB
 CHECKED
 APPROVED
 FIELD BOOK
 SCALES HORIZ. 1:125
 VERT. -



CITY OF MAPLE RIDGE
 ENGINEERING DEPARTMENT

**SERVICING, LOT GRADING
 & STORMWATER MANAGEMENT**

Date NOV 2017
 SHEET 1 OF
 Dwg. No. 0

21322 121 STREET

This drawing and design is the property of D.K. BOWINS & ASSOCIATES Inc. and cannot be used, reused or reprinted without the written consent of said company.

City of Maple Ridge

TO: Her Worship Mayor Nicole Read
and Members of Council
FROM: Chief Administrative Officer
MEETING DATE: February 13, 2018
FILE NO: 2016-244-RZ
MEETING: Council
SUBJECT: Housing Agreement Bylaw No. 7434-2018
11184, 11154, and 11080 240 Street
First, Second, and Third Reading

EXECUTIVE SUMMARY:

The subject properties, located at 11184, 11154 240, and 11080 240 Street (see Appendix A), are subject to being rezoned to RM-1 (Townhouse Residential) and C-5 (Village Commercial). The Commercial portion of this development proposal will have 8 rental housing units on the second storey. A condition of the zoning application is that these rental dwelling units are secured as rental housing in perpetuity through a legal agreement.

To authorize the City to enter into a Housing Agreement, the attached authorizing bylaw (see Appendix B) is being brought forward to Council for first, second and third reading. A Public Hearing is not required. Once the other terms and conditions of application 2016-244-RZ are fulfilled by the applicant, this Housing Agreement bylaw will be brought forward for final reading at the same meeting as the final reading for Maple Ridge Zone Amending Bylaw No. 7434-2018.

RECOMMENDATIONS:

That 11184, 11154, and 11080 240 Street Housing Agreement Bylaw No. 7434-2018 be given first, second and third reading.

DISCUSSION:

a) Background Context:

Applicant:	Streetside Developments
Legal Description:	Lot: 9, Section: 10, Township: 12, Plan: NWP809, Lot: 1, Block: 9, Section: 10, Township: 12, Plan: NWP17613, Lot: 1, Section: 10, Township: 12, Plan: NWP17613
OCP:	
Existing:	MRES (Medium Density Residential), Commercial, Conservation
Proposed:	Medium Density Residential, Neighbourhood Commercial, Conservation
Zoning:	
Existing:	RS-3 (One Family Rural Residential)
Proposed:	RM-1 (Townhouse Residential), C-5 (Village Centre Commercial)

Surrounding Uses:

North:	Use:	Vacant
	Zone:	RS-3 (One Family Rural Residential)
	Designation:	Low Density Residential, Medium Density Residential, and Conservation
South:	Use:	2 properties, duplex and single family
	Zone:	RS-3 (One Family Rural Residential)
	Designation:	Low Medium Density Residential and Conservation
East:	Use:	18 properties, neighbourhood commercial and street townhouse residential
	Zone:	C-1 Neighbourhood Commercial and RST Street Townhouse Residential
	Designation:	Commercial and Urban Residential
West:	Use:	Vacant
	Zone:	RS-3 (One Family Rural Residential)
	Designation:	Institutional and Conservation.

Existing Use of Property:	1 single family house on one of the 3 parcels
Proposed Use of Property:	Commercial and Townhouse residential
Site Area:	4.5 HA. (11 acres)
Access:	112 th Avenue or 240 th Street
Servicing requirement:	Urban Standard
Companion Applications:	2016-244-DP (WPDP), 2016-244-DVP (setbacks), 2017-027-DP (Commercial DP), 2017-012-DP (MFDP)

b) Project Description:

Under Section 483 of the Local Government Act, the City may enter into Housing Agreements. These agreements may include terms and conditions agreed to by the City and a land owner regarding the occupancy of the housing units identified in such agreements, including the form of tenure of the housing units. Authorization to enter such agreements requires an authorizing bylaw.

The subject properties are being developed to accommodate a townhouse development and commercial building with second storey rental housing (8 units). A condition of the rezoning application is that the second storey rental housing units would be protected in perpetuity. This is consistent with Policy 3-32 of the Official Community Plan which states that *“Maple Ridge supports the provision of affordable, rental and special needs housing throughout the District.”*

The agreement to be authorized by this bylaw is appended with the authorizing bylaw to this report as Appendix B. It has been reviewed and accepted by the land owner.

In addition to the bylaw, the agreement will be registered as a restrictive covenant, and a notice of the Housing Agreement will be filed on Title by the City in the Land Title Office, in accordance with subsection 483 (5) of the Local Government Act.

To allow this rezoning application to proceed, the applicant has agreed to enter into a Housing Agreement to allow for the 8 rental housing dwelling units in this proposed development to be secured as rental accommodation. Provision of this rental housing will meet a recognized community need.

The Local Government Act requires an authorizing bylaw for a municipality to enter into such Housing Agreements. Therefore, Council is required to consider granting first, second and third reading for the 11184, 11154, and 11080 240 Street Housing Agreement Bylaw No. 7434-2018. Final adoption would be considered by Council at a later date, concurrently with final reading for Zone Amending bylaw 7276-2016 and OCP Amending Bylaw 7381-2016.

“Original signed by Chuck Goddard” for

Prepared by: Diana Hall, M.A., MCIP, RPP
Planner 2

“Original signed by Christine Carter”

Approved by: Christine Carter, M.PL, MCIP, RPP
Director of Planning

“Original signed by David Pollock” for

Approved by: Frank Quinn, MBA, P. Eng
GM: Public Works & Development Services

“Original signed by Paul Gill”

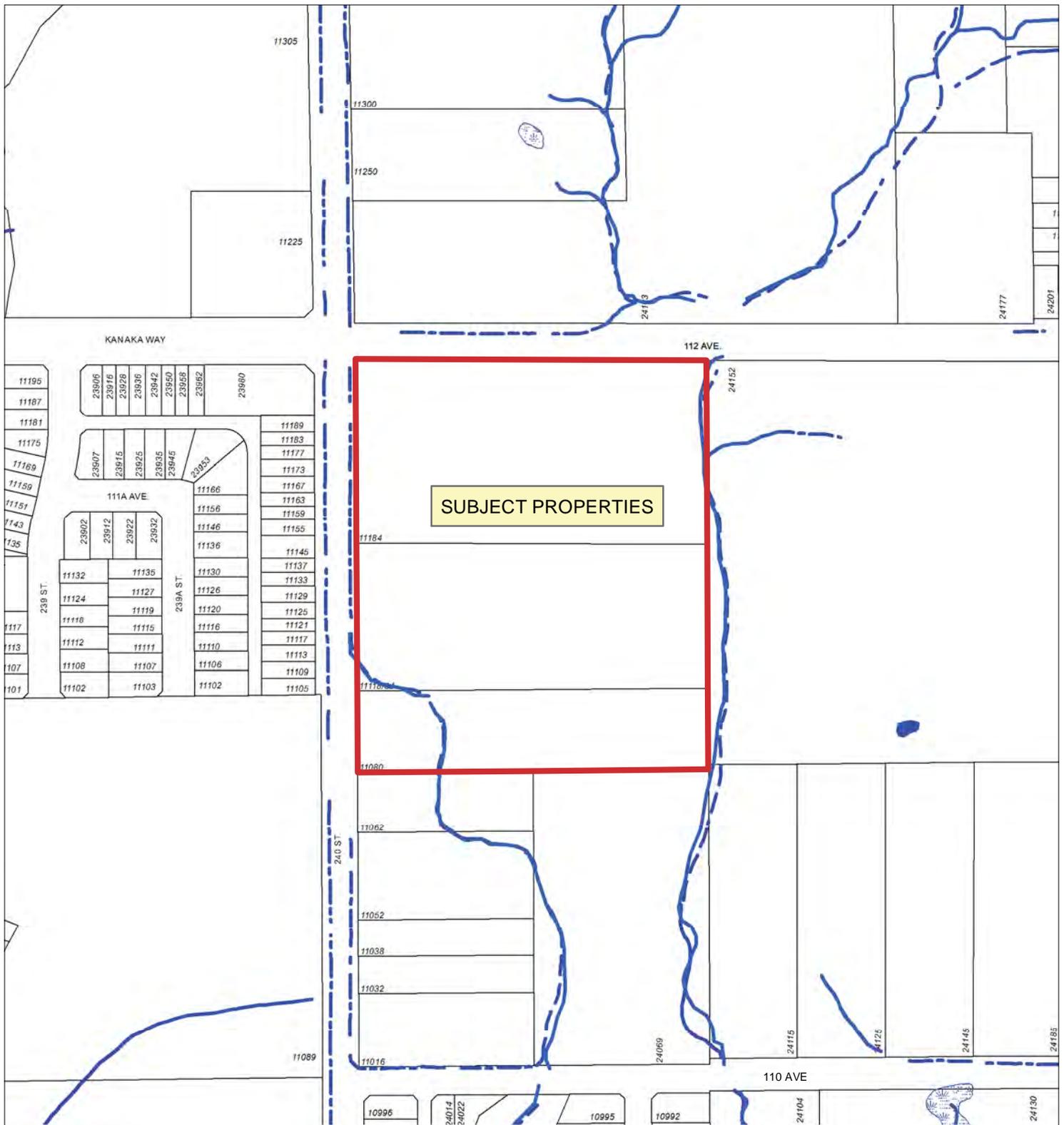
Concurrence: Paul Gill, CPA, CGA
Chief Administrative Officer

The following appendices are attached hereto:

Appendix A – Subject Map

Appendix B – Ortho Map

Appendix C – 11184, 11154, and 11080 240 Street Housing Agreement Bylaw No. 7434-2018



SUBJECT PROPERTIES



Scale: 1:3,000

Legend

-  Stream
-  Ditch Centreline
-  Edge of Marsh
-  Indefinite Creek
-  River Centreline
-  Lake or Reservoir
-  Marsh

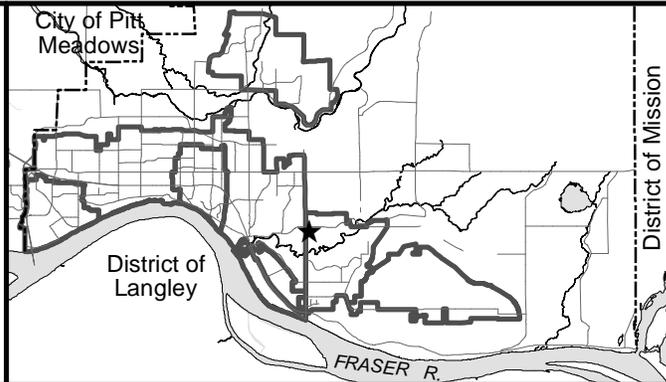
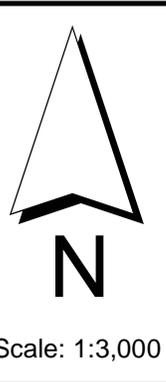
11080, 11154 & 11184 240 STREET

PLANNING DEPARTMENT



FILE: 2016-244-RZ
DATE: Jun 30, 2016

BY: PC



11080, 11154 & 11184 240 STREET

PLANNING DEPARTMENT



MAPLE RIDGE
British Columbia

mapleridge.ca

FILE: 2016-244-RZ
DATE: Jun 30, 2016
BY: PC

Your electronic signature is a representation that you are a subscriber as defined by the Land Title Act, RSBC 1996 c.250, and that you have applied your electronic signature in accordance with Section 168.3, and a true copy, or a copy of that true copy, is in your possession.



1. APPLICATION: (Name, address, phone number of applicant, applicant's solicitor or agent)

McQuarrie Hunter LLP, Barristers and Solicitors
15th Floor, Central City Tower
Suite 1500, 13450 102nd Ave.
Surrey BC V3T 5X3

Telephone: 604-581-7001
LTO Client Number: 11318
File Number: 180131/ac
Document: RC [Housing Agreement]

Deduct LTSA Fees? Yes

2. PARCEL IDENTIFIER AND LEGAL DESCRIPTION OF LAND:
[PID] [LEGAL DESCRIPTION]

SEE SCHEDULE

STC? YES

3. NATURE OF INTEREST

CHARGE NO.

ADDITIONAL INFORMATION

Restrictive Covenant
Priority Agreement

Page 9

4. TERMS: Part 2 of this instrument consists of (select one only)

(a) Filed Standard Charge Terms D.F. No.

(b) Express Charge Terms Annexed as Part 2

A selection of (a) includes any additional or modified terms referred to in Item 7 or in a schedule annexed to this instrument.

5. TRANSFEROR(S):

STREETSIDE DEVELOPMENTS (BC) LTD., INC. NO. BC0917495

6. TRANSFEREE(S): (including postal address(es) and postal code(s))

CITY OF MAPLE RIDGE

11995 HANEY PLACE

MAPLE RIDGE

V2X 6A9

BRITISH COLUMBIA

CANADA

7. ADDITIONAL OR MODIFIED TERMS:

8. EXECUTION(S): This instrument creates, assigns, modifies, enlarges, discharges or governs the priority of the interest(s) described in Item 3 and the Transferor(s) and every other signatory agree to be bound by this instrument, and acknowledge(s) receipt of a true copy of the filed standard charge terms, if any.

Officer Signature(s)

Transferor(s) Signature(s)

Wade Winkler
Barrister & Solicitor
15th Floor, Central City Tower
Suite 1500, 13450 102nd Ave.
Surrey, BC V3T 5X3

Execution Date		
Y	M	D
18	02	02

STREETSIDE DEVELOPMENTS
(BC) LTD. by its authorized
signatory(ies)

Print Name: MIKE GARRETT

Print Name: Gregory P. van Popta

as to the signature of Gregory P. van Popta only

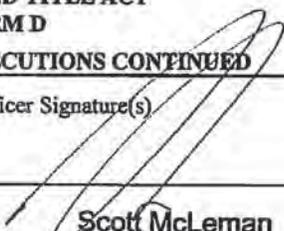
OFFICER CERTIFICATION:

Your signature constitutes a representation that you are a solicitor, notary public or other person authorized by the Evidence Act, R.S.B.C. 1996, c.124, to take affidavits for use in British Columbia and certifies the matters set out in Part 5 of the Land Title Act as they pertain to the execution of this instrument.

LAND TITLE ACT
FORM D

EXECUTIONS CONTINUED

Officer Signature(s)



Scott McLeman
Barrister and Solicitor
suite 1600, 421 7th Ave S.W.
Calgary, AB
T2P 4K9

Execution Date

Y	M	D
18	2	2
18		

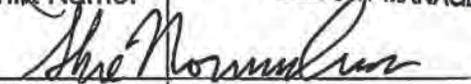
Transferor / Borrower / Party Signature(s)

THE TORONTO-DOMINION BANK by
its authorized signatory(ies):



JOANNE KULINSKI
ACCOUNT MANAGER

Print Name:



Print Name:

Shayne Normandeau
Manager

CITY OF MAPLE RIDGE by its
authorized signatory(ies):

Print Name:

Print Name:

OFFICER CERTIFICATION:

Your signature constitutes a representation that you are a solicitor, notary public or other person authorized by the *Evidence Act*, R.S.B.C. 1996, c.124, to take affidavits for use in British Columbia and certifies the matters set out in Part 5 of the *Land Title Act* as they pertain to the execution of this instrument.

2. PARCEL IDENTIFIER AND LEGAL DESCRIPTION OF LAND:
[PID] [LEGAL DESCRIPTION]

**008-039-291 SOUTH 150 FEET LOT 1 SECTION 10 TOWNSHIP 12
NEW WESTMINSTER DISTRICT PLAN 17613**

STC? YES

2. PARCEL IDENTIFIER AND LEGAL DESCRIPTION OF LAND:
[PID] [LEGAL DESCRIPTION]

**011-913-215 PARCEL "B" (REFERENCE PLAN 5589) LOT 9 SECTION 10 TOWNSHIP 12
NEW WESTMINSTER DISTRICT PLAN 809**

STC? YES

2. PARCEL IDENTIFIER AND LEGAL DESCRIPTION OF LAND:
[PID] [LEGAL DESCRIPTION]

**010-317-694 LOT 1 EXCEPT: SOUTH 150 FEET, SECTION 10 TOWNSHIP 12
NEW WESTMINSTER DISTRICT PLAN 17613**

STC? YES

TERMS OF INSTRUMENT- PART 2
SECTION 219 COVENANT AND HOUSING AGREEMENT
(2016-244-RZ)

BETWEEN:

STREETSIDE DEVELOPMENTS (BC) LTD. [INC. NO. BC0917495]
#310 5620 – 152nd Street, Surrey, BC V3S 3K2

(hereinafter called the "Covenantor")

OF THE FIRST PART

AND:

CITY OF MAPLE RIDGE, a Municipal Corporation under the *Local Government Act*, Chapter 290 of the Revised Statutes of British Columbia, 1979, having its municipal offices at 11995 Haney Place, in the City of Maple Ridge, in the Province of British Columbia V2X 6A9

(hereinafter called the "City")

OF THE SECOND PART

WHEREAS:

- A. The Covenantor is the registered owner of certain lands situated in the Municipality of Maple Ridge in the Province of British Columbia, and more particularly known and described as:

PID: 008-039-291

SOUTH 150 FEET LOT 1 SECTION 10 TOWNSHIP 12 NEW WESTMINSTER DISTRICT PLAN 17613

PID: 011-913-215

PARCEL "B" (REFERENCE PLAN 5589) LOT 9 SECTION 10 TOWNSHIP 12 NEW WESTMINSTER DISTRICT PLAN 809

PID: 010-317-694

LOT 1 EXCEPT: SOUTH 150 FEET, SECTION 10 TOWNSHIP 12 NEW WESTMINSTER DISTRICT PLAN 17613

(hereinafter, collectively, called the "Lands").

- B. The City is prepared to allow construction of a multi-family development with 138 Dwelling Units and 905.0 square metres of Commercial Space. Of the 138 Dwelling Units, the 8 Dwelling Units located above the Commercial Space will be Purpose Built Rental Housing Units.
- C. The Covenantor and the City wish to enter into this Agreement to restrict the use of the 8 Purpose Built Rental Housing Units to be constructed on the Lands, on the terms and conditions of this Agreement, to have effect as both a covenant under section 219 of the *Land Title Act* (British Columbia) and a housing agreement under section 483 of the *Local Government Act* (British Columbia).

- D. The City has adopted a bylaw under section 483 of the *Local Government Act* (British Columbia) to authorize this Agreement as a housing agreement.

NOW THEREFORE in consideration of the premises and the covenants herein contained, the payment of the sum of One Dollar (\$1.00) paid by the City to the Covenanter, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties covenant and agree, pursuant to section 483 of the *Local Government Act* (British Columbia) and section 219 of the *Land Title Act* (British Columbia) as follows:

Definitions

1. In this Agreement:
 - (a) "**Commercial Space**" means the +/- 905.0 square metres of commercial space that the City is prepared to allow construction of on the Lands;
 - (b) "**Dwelling Units**" means all residential dwelling units located or to be located on the Lands whether those dwelling units are lots or parcels, or parts or portions thereof, into which ownership or right of possession or occupation of the Lands may be subdivided (hereinafter defined) and includes single family detached dwellings, duplexes, townhouses, auxiliary residential dwelling units, rental apartments and strata lots in a building strata plan;
 - (c) "**Purpose Built Rental Housing Units**" means those of the Dwelling Units that are to be owned by a landlord who makes them available for rent to a tenant for residential use pursuant to tenancy agreement; In this Agreement, those 8 Dwelling Units constructed, or to be constructed above the Commercial Space are herein designated as the Purpose Built Rental Housing Units;
 - (d) "**Lands**" means the land described in Item 2 of the General Instrument Part 1, including any buildings now or hereafter located on the aforementioned land, and any part or a portion of such land or building into which said land or building is or may at any time be subdivided;
 - (e) "**Subdivide**" means to divide, apportion, consolidate or subdivide the Lands, or the ownership or right to possession or occupation of the Lands into two or more lots, parcels, parts, portions or shares, whether by plan, descriptive words or otherwise, under the *Land Title Act* (British Columbia) or the *Strata Property Act* (British Columbia), or otherwise, and includes the creation, conversion, organization or development of "cooperative interest" or "shared interest in land" as defined in the *Real Development Marketing Act* (British Columbia).

Use, Occupancy, Subdivision and No Separate Sale Restrictions

2. The Covenantor covenants and agrees with the City that the Lands and any of the Dwelling Units on, or to be constructed on, the Lands, shall be used and occupied only in strict accordance with the terms of the Agreement.
3. The 8 Dwelling Units constructed, or to be constructed above the Commercial Space are hereby designated as Purpose Built Rental Housing Units.

4. All Purpose Built Rental Housing Units shall only be used to provide rental accommodation and shall remain as rental accommodation in perpetuity.
5. All Purpose Built Rental Housing Units shall be rented only on a month to month basis or under a residential tenancy agreement having a fixed term not exceeding three years, including any rights of renewal.
6. No Purpose Built Rental Housing Units may be occupied except by an individual who occupies pursuant to a rental agreement that meets the requirements of section 5.
7. The Lands shall not be Subdivided, except by means of a strata plan under the *Strata Property Act* (British Columbia) that includes all of the Purpose Built Rental Housing Units within a single strata lot.

Specific Performance

8. The Covenantor agrees that because of the public interest in ensuring that all of the matters described in this Agreement are complied with, the public interest strongly favours the award of a prohibitory or mandatory injunction, or an order for specific performance or other specific relief, by the Supreme Court of British Columbia at the instance of the City, in the event of an actual or threatened breach of this Agreement.

Notice of Housing Agreement

9. For clarity, the Covenantor acknowledges and agrees that:
 - (a) this Agreement constitutes both a covenant under section 219 of the *Land Title Act* (British Columbia) and a Housing Agreement entered into under section 483 of the *Local Government Act* (British Columbia);
 - (b) the City is required to file a notice of Housing Agreement in the Land Title Office against title to the Lands; and
 - (c) once such a notice is filed, this Agreement binds all persons who acquire an interest in the Lands as a Housing Agreement under section 483 of the *Local Government Act*.

No Obligation to Enforce

10. The rights given to the City by this Agreement are permissive only and nothing in this Agreement imposes any legal duty of any kind on the City to anyone, or obliges the City to enforce this Agreement, to perform any act or to incur any expense in respect of this Agreement.

No Effect on Laws or Powers

11. This Agreement does not:
 - (a) affect or limit the discretion, rights, duties, or powers of the City or the Approving Officer for the City under the common law or any statute, bylaw, or other enactment,

nor does this Agreement date or give rise to, nor do the parties intend this Agreement to create any implied obligations concerning such discretionary rights, duties or powers;

- (b) affect or limit the common law or any statute, bylaw or other enactment applying to the Lands; or
- (c) relieve the owner from complying with any common law or any statute, regulation, bylaw or other enactment.

Indemnity

12. The Covenantor hereby releases the City, and indemnifies and saves the City harmless, from and against any and all actions, causes of actions, suits, claims (including claims for injurious affection), cost (including legal fees and disbursements), expenses, debts, demands, losses (including economic loss) and liabilities of whatsoever kind arising out of or in any way due or relating to the granting or existence of this Agreement, the restrictions or obligations contained in this Agreement or the performance or non-performance by the Covenantor of this Agreement that the City is or may become liable for, incur or suffer.

Priority

13. The Covenantor will do everything necessary, at the Covenantor's expense, to ensure that this Agreement is registered against title to the Lands in priority to all liens, charges and encumbrances registered or pending registration against title to the Lands, save and except those specifically approved in writing by the City and those in favour of the City.

Waiver

12. An alleged waiver of any breach of this Agreement is effective only if it is an express waiver in writing of the breach. A waiver of a breach of this Agreement does not operate as a waiver of any other breach of this Agreement.

Interpretation

13. In this Agreement:
- (a) reference to the singular includes a reference to the plural, and vice versa, unless the context requires otherwise;
 - (b) reference to a particular numbered section or article, or to a particular lettered Schedule, is a reference to the correspondingly numbered or lettered article, section or Schedule of this Agreement;
 - (c) article and section headings have been inserted for ease of reference only and are not to be used in interpreting this Agreement;
 - (d) the word "enactment" has the meaning given to it in the *Interpretation Act* (British Columbia) on the reference date of this Agreement;
 - (e) reference to any enactment is a reference to that enactment as consolidated,

revised, amended, re-enacted or replace, unless otherwise expressly provided;

- (f) reference to "party" or the "parties" is a reference to a party, or the parties, to this Agreement and their respective successors, assigns, trustees, administrators and receivers;
- (g) time is of the essence; and
- (h) reference to a "day", "month" or "year" is a reference to a calendar day, calendar month, or calendar year unless otherwise expressly provided.

Further Acts

- 14. The Covenantor will do everything reasonably necessary to give effect to the intent of this Agreement, including execution of further instruments.

Severance

- 15. If any part of this Agreement is held to be invalid, illegal or unenforceable by a court having the jurisdiction to do so, that part is to be considered to have been severed from the rest of this Agreement and the rest of this Agreement remains in force unaffected by that holding or by the severance of that part.

No Other Agreements

- 16. This Agreement is the entire agreement between the parties regarding its subject and it terminates and supersedes all other agreements and arrangements regarding its subject.

Enurement

- 17. This Agreement binds the parties to it and their respective successors, heirs, executors and administrators.

Deed and Contract

- 18. By executing and delivering this Agreement each of the parties-intends to create both a contract and a deed executed and delivered under seal.

As evidence of their agreement to be bound by this Agreement, the Covenantor and the City have executed the *Land Title Act* (British Columbia) Form C or D, as the case may be, attached to and forming part of this Agreement.

MEMORANDUM AS TO ENCUMBRANCES, LIENS AND INTERESTS

CHARGE IN FAVOUR OF THE TORONTO-DOMINION BANK, REGISTERED UNDER CA5142285 AND CA5142286.

C O N S E N T

THE TORONTO-DOMINION BANK, being the holder of the encumbrance or entitled to the lien or interest referred to in the memorandum above written, in consideration of **ONE (\$1.00) DOLLAR** and other good and valuable consideration (the receipt of which is hereby acknowledged), **hereby grants** the registration of the within Agreement priority over our interest in the said lands and covenants and agrees that the same shall be binding upon its interest in or charge upon the said lands and shall be an encumbrance upon the said lands prior to the above noted charge in the same manner and to the same effect as if it had been dated and registered prior to the said charge.

Executions: See Part 1

CANADA)
PROVINCE OF)
BRITISH COLUMBIA)

IN THE MATTER OF A HOUSING AGREEMENT
WITH THE CITY OF MAPLE RIDGE AND
("HOUSING AGREEMENT")

We Andy Lee, Assistant Secretary and Gregory van Popta, corporate solicitor of StreetSide Developments (BC) Ltd. (the "Company") of #310 5620-152 Street, Surrey, in the Province of British Columbia, V3S 3K2 do solemnly declare:

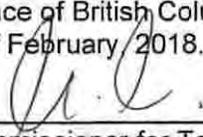
1. The Company is the owner of 11184, 11154 and 11080 240 Street, Maple Ridge, British Columbia (the "Multi-Family Development"), and we make this declaration to the best of our personal knowledge.
2. This declaration is made pursuant to the Housing Agreement in respect of securing Rental tenure in perpetuity.
3. All Purpose Built Rental Housing Units in the Multi-Family Development shall only be used to provide rental accommodation and shall remain as rental accommodation in perpetuity.
4. All Purpose Built Rental Housing Units shall be rented only on a month to month basis or under a residential tenancy agreement having a fixed term not exceeding three years, including any rights of renewal.
5. No Purpose Built Rental Housing Units may be occupied except by an individual who occupies pursuant to a rental agreement.
6. We confirm that the Company will comply with all of the obligations of the Owner (as defined in the Housing Agreement) under the Housing Agreement.
7. We make this solemn declaration, conscientiously believing it to be true and knowing that it is of the same force and effect as if make under oath and pursuant to the *Evidence Act* (British Columbia).

AND I make this solemn declaration conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath.

DECLARED before me at Surrey,)
Province of British Columbia, this 5)
day of February, 2018.)



Andy Lee



A Commissioner for Taking Affidavits within)
British Columbia.)



Gregory van Popta

Ashley Yvonne Cooper

Commissioner for Taking Affidavits for British Columbia
Expiry: 12/31/2020
McQuarrie Hunter LLP
Suite 1500, 13450 - 102 Avenue
Surrey, BC V3T 5X3
604.581.7001

as to the signature of
Gregory van Popta only

TO: Her Worship Mayor Nicole Read and Members of Council
FROM: Chief Administrative Officer
SUBJECT: Festival Grant Program Recommendations – Intake One

MEETING DATE: February 13, 2018
MEETING: Council

EXECUTIVE SUMMARY:

With the support provided by the City’s Festival Grant Program, 2017 was a stellar event year. The Program represents municipal support (financial and/or in-kind) to community groups that allows them to leverage additional support from sponsors, businesses, foundations and other levels of government through fundraising and other event revenue generating efforts.

Applications for festival support were reviewed by an internal Festival Grant Committee on January 16, 2018, and evaluated with reference to the benefit criteria outlined in the Festival Support Policy (“the Policy”). The financial documentation supplied by the applicants was also examined to ensure that event organizers had clearly demonstrated the need and justification for financial support. The Committee’s detailed recommendations for support allocations are outlined in the summary chart (Attachment 1).

Council recently expressed interest in having a conversation about how to continue to grow and improve festival offerings, and staff will be bringing this discussion forward in the next while.

RECOMMENDATION:

That festival support allocations totaling \$76,620 for May 1 to October 31, 2018, as outlined in Attachment 1 to the Festival Grant Program Recommendations – Intake One report dated February 13, 2018, be approved.

DISCUSSION:

a) Background Context:

The Festival Grant Committee reviewed the applications submitted to the annual Festival Support Grant Program using criteria outlined in the Festival Support Policy to ensure alignment of festivals with tourism, economic development and parks. The committee was comprised of parks, economic development and cultural services staff including Yvonne Chui, Manager of Arts & Community Connections; Kathryn Baird, Recreation Coordinator, Volunteers & Special Events; Valoree Richmond, Manager of Parks Planning & Operations; and Lino Siracusa, Manager of Economic Development. Applicants are mainly non-profit and/or charitable organizations in our community, or have a regional mandate that includes the delivery of services and programs in Maple Ridge.

Ten eligible community festival funding applications for events taking place May 1 to October 31 were reviewed, and a total amount of \$16,500 is recommended by the Committee for allocation to large, medium and small festivals. Of note, the Maple Ridge Caribbean Festival Society is recommended to maintain a \$7,000 grant that will still enable inclusion of some pre-event

performances downtown to replace the Canada 150 programming from last year, and small increases of \$200 each to GETI Society and Family Education & Support Centre's Multiculturalism Day to recognize their growing appeal, attendance numbers and need for logistical support. A new small grant request from the Ridge Meadows Multicultural Society for a Canada Day parade on July 1 will be integrated into the Canada Day civic event budget. The grant amount for The Emerald Pig Theatrical Society was maintained at the 2017 level as the Society will receive additional civic support through the Cultural Facilities Rental Grant Program for their production costs for the Bard on the Bandstand event.

2017 marked Canada's 150th anniversary of Confederation and was an opportunity to recognize the deep connection and long history of First Nations on their traditional territories. This included many free special events and activities held throughout the year that drew thousands of additional people to explore our community thanks to partial support from the Government of Canada, Province of BC, sponsorships and partnerships. It resulted in a banner year for special events and festivals with record attendance (close to 200,000 people attended, up 25%). In particular, the additional Canada 150 grant funding helped to enhance cultural programs and partnerships for civic signature events that were very well received by the community based on public feedback.

To maintain a similar level of program quality for 2018, Council approved an additional \$25,000 towards civic events for this calendar year. In consideration of this information, the Committee reviewed the three civic signature events and one partnership funding request, and a total amount of \$52,620 is recommended to be allocated towards Canada Day, Celebrate the Night & Fireworks, Remembrance Day and National Aboriginal Day. The growth of these special events will contribute towards further building Maple Ridge as a destination that is rich with cultural experiences and diverse activities for families and people of all ages, while building a positive reputation to attract new residents and businesses.

The Agricultural Association and Haney Farmers Market Society are under operating grant agreements in which their allocations through the festival grant program have been set through their respective agreements. The Agricultural Association was funded \$6000 for the annual Country Fest Fair that will include additional new activities to replace Canada 150 programming, and the Haney Farmers Market Society was funded \$1500.

In the grassroots and new events category, the Committee recognizes the increased production costs of events and recommends an increase from the \$300 maximum amount in this category to \$500 which reflects best practices in other municipalities with similar grant support programs. Staff review applications for grassroots and new events throughout the year and allocate funding on an on-going basis as per the Policy.

Based on previous year's grant requests, the Committee is recommending that \$14,143 be held back for the second intake of festival support grant applications for annual festivals, grassroots events and new events taking place between November 1, 2018 and April 30, 2019.

The Committee noted that community events are continuing to grow and develop in popularity and complexity while costs for insurance, traffic management, safety needs, public health and marketing continue to increase. Community groups are creative and innovative in their efforts to attract support from the community that includes volunteers, businesses and partners. The Festival Support Grant Program is a civic tool to build stronger community capacity, engagement and connections. Staff will be bringing a report forward to Council in the next while with suggestions and to dialogue on how to improve festival offerings.

b) Desired Outcome:

Community festivals provided by volunteer festival organizers are successful and effective, supporting opportunities for citizens to connect with, engage in, and contribute to a positive community. It is recognized that engaged citizens who are involved in planning special events and activities in their community tend to have an increased sense of belonging, pride and inclusion, and stronger interest to live, work and play in the community.

c) Strategic Alignment:

As per the Parks, Recreation and Culture Master Plan (2010), increasing the quality, scope and diversity of festivals and special events contributes towards recognizing Maple Ridge as a destination and community with rich arts and culture opportunities.

d) Business Plan/Financial Implications:

The recommended level of funding falls within the approved budget guidelines in the 2018-2022 Financial Plans and allows for the funding of new events as requests come forward throughout the year.

e) Policy Implications:

The recommendation aligns with the Festival Support Policy P100.

CONCLUSIONS:

An evaluation of all festival applications was conducted by the Festival Grant Committee, and the recommendation is that festivals receive the level of financial support as outlined in the Festival Grant Summary Chart – Intake One 2018, for a total of \$76,620 in the first intake. Maple Ridge continues to have a strong tradition of citizen support for festivals and special events that enhance quality of life, encourage community identity and spirit, enhance economic benefits, attract tourists and participants, develop volunteerism and demonstrate a sense of responsibility to the community. The Festival Grant Program recognizes and supports these volunteer contributions and the positive outcomes they achieve.

“Original signed by Yvonne Chui”

Prepared by: Yvonne Chui, Manager, Arts & Community Connections

“Original signed by Lino Siracusa”

Reviewed by: Lino Siracusa, Manager of Economic Development

“Original signed by Danielle Pope”

Reviewed by: Danielle Pope, Director of Recreation & Community Services

“Original signed by Kelly Swift”

Approved by: Kelly Swift, MBA, BGS
General Manager: Parks, Recreation & Culture

“Original signed by Paul Gill”

Concurrence: **Paul Gill, CPA, CGA**
Chief Administrative Officer

:yc

Attachments:

(1) Festival Grant Summary Chart - Intake One 2018

Festivals Grant Summary Chart - Intake One 2018

Festival Name/Organization	2018 Req.	2018 Recom.	Variance between 2017 App. & 2018 Recom.	2017 Approved	2016 Approved	2015 Approved
1st INTAKE FUNDING						
Large Festivals						
Caribbean Festival	\$8,000	\$7,000	\$0	\$7,000	\$5,788	\$5,000
Mid-Sized Festivals						
Bard on the Bandstand / Emerald Pig Theatrical Society	\$3,500	\$2,500	\$0	\$2,500	\$3,000	\$3,000
Children's Festival / Family Fest	\$2,500	\$2,000	\$0	\$2,000	\$2,000	\$2,000
GETI Fest	\$1,500	\$1,500	\$300	\$1,200	\$1,000	\$500
Rivers Day / Alouette River Management Society	\$1,500	\$1,500	\$0	\$1,500	\$1,500	\$1,500
Small Festivals						
Adstock	\$1,000	\$1,000	\$0	\$1,000	\$1,000	\$700
Multiculturalism Day / Family Education & Support Ctr	\$1,000	\$500	\$500	N/A	N/A	N/A
Music on the Wharf / Historical Society	\$500	\$500	\$0	\$500	\$500	N/A
Subtotal (Festival Applications)	\$19,500	\$16,500		\$15,700	\$14,788	\$12,700
Festivals Under Agreement Term Contract						
Country Fest - MRPM Agricultural Association	\$6,000	\$6,000	\$0	\$6,000	\$5,000	\$5,000
Haney Farmers Market	\$1,500	\$1,500	\$0	\$1,500	\$1,500	\$1,500
Subtotal (Agreements Term Contracts)	\$7,500	\$7,500		\$7,500	\$6,500	\$6,500
Civic Events and Partnerships						
Canada Day	\$35,000	\$24,120	\$12,500	\$11,620	\$6,800	\$4,300
Remembrance Day	\$3,000	\$3,000	\$0	\$3,000	\$2,500	\$1,500
Celebrate the Night	\$25,000	\$22,500	\$12,500	\$10,000	\$7,000	N/A
Aboriginal Day / National Indigenous Peoples Day	\$4,000	\$3,000	\$0	\$3,000	\$3,000	N/A
Subtotal (Civic Events and Partnerships)	\$67,000	\$52,620		\$27,620	\$19,300	\$5,800
GRAND TOTAL 1st Intake	\$94,000	\$76,620		\$50,820	\$40,588	\$25,000
PROJECTED ALLOCATIONS 2nd INTAKE						
Hold Back for Festival, Civic Events and Partnehips	\$9,500	\$9,500		\$9,500	\$8,500	\$7,500
Hold Back for Grassroots and New Events	\$4,000	\$4,643		\$3,500	\$6,800	\$6,100
PROJECTED Grand Total 2nd Intake June 2018	\$13,500	\$14,143		\$13,000	\$15,300	\$13,600
PROPOSED GRANT ALLOCATIONS						
Total Approved by Council for 1st intake	\$94,000	\$76,620		\$50,820	\$40,588	\$25,000
Total Recommended for 2nd intake	\$13,500	\$14,143		\$13,000	\$15,300	\$13,600
BUDGET (\$90,763 - APPROVED)	\$107,500	\$90,763		\$63,820	\$55,888	\$38,600

* means applicant was considered under Grassroots stream of this program.

TO: Her Worship Mayor Nicole Read
and Members of Council
MEETING DATE: February 13, 2018

FROM: Chief Administrative Officer
MEETING: Council

SUBJECT: Additional Electrical Access and Lighting in Memorial Peace Park

EXECUTIVE SUMMARY:

As a destination park and jewel in the downtown core, Memorial Peace Park attracts many people through community gatherings for special events, festivals, picnics, cultural and recreational programming, weddings and filming. Usage in the Park continues to increase as demonstrated by the attendance numbers every year. Programs and events have changed over the years and often times require access to electrical power and lighting. The current electrical and lighting availability is centred on the bandstand and west of the park towards 224th Street, which limits year-round use and access to the entire space. The addition of new electrical and lighting enhancements to the west side of the Park would benefit the community and improve the efficiency and usage of the overall site, while making the Park and downtown more attractive and vibrant by supporting the growth of special events and programs in 2018 and in the future.

RECOMMENDATION:

That \$70,000 be provided from the 2017 General Revenue annual surplus to fund new electrical and lighting enhancements in Memorial Peace Park.

DISCUSSION:

a) Background Context:

Maple Ridge hosts a diverse range of special events year-round which contributes to building civic pride and enhancing community engagement. In 2017, over sixty special events took place here with an estimated total of close to 200,000 people in attendance, which is an increase of 25% from 2016. The most popular locations for festivals and special events are Memorial Peace Park and Albion Fairgrounds.

With its centralized location in the town centre, Memorial Peace Park was developed to be a destination park and gathering space for the community. Over the past ten years, this vision has been realized with the growing use of this Park for all types of special events and programs, from cultural and recreational to private bookings and filming. As usage increases and more diverse requests are received throughout the year, there is a need to address some electrical improvements at this site. Currently, Memorial Peace Park has power available from the bandstand west towards 224th Street, which allows electrical access for

approximately half of the site. The other half on the east side towards the ACT Arts Centre was not wired with any electrical access. To make use of the east side of the Park, staff currently set up a number of electrical panels, and long lengths of cord are pulled from the bandstand. Although precautions such as cord covers and mats are in place, there is still risk of potential hazards. To improve usability, this location requires enhancements to the existing electrical and lighting amenities. These enhancements will improve user experience for festivals, special events, rentals and programming.

The work would involve cutting, pulling and covering new wiring from existing civic buildings, and the addition of a new electrical panel in the bandstand to service electrical kiosks and lighting. Each kiosk will contain a few plugs for 120v (20 amps) and one 240v (50 amps) in order to be flexible and accommodate both regular voltage needs and extra voltage for sound systems, lighting and food trucks. We anticipate the work can be completed by May for the busy event and program season, which would benefit the community and achieve our strategic goal to further enliven downtown.

b) Desired Outcome:

The electrical and lighting expansion will increase ease of access to electricity for event organizers, enhance the experience of the park for various users and visitors, and reduce the risk of trip and falls during community events. The improvements will also contribute to making the downtown more vibrant and attractive.

c) Strategic Alignment:

The work aligns with the Parks, Recreation and Culture Master Plan (2010) to provide indoor and outdoor recreation, cultural facilities and parks that serve a broad range of active living, customer and community needs. Increased use of Memorial Peace Park will contribute towards building Maple Ridge as a destination with diverse opportunities.

d) Citizen/Customer Implications:

The proposed electrical and lighting enhancements in Memorial Peace Park are the result of feedback from community partners and patrons to make the site more accessible and efficient.

e) Business Plan/Financial Implications:

Staff recommends that Council fund the new electrical and lighting enhancements using the 2017 General Revenue annual surplus in the amount of \$70,000.

CONCLUSIONS:

Memorial Peace Park is a busy, central park and gathering space for activities downtown. The proposed addition of new electrical and lighting enhancements for the Park would be a significant improvement for event organizers, programmers and renters as it would provide more flexibility and efficiency to use the site year-round. It would allow the City to meet any future requirements to fully utilize the space and further build the vibrancy in the town centre.

“Original signed by Yvonne Chui”

Prepared by: Yvonne Chui, Recreation Manager, Arts & Community Connections

“Original signed by Danielle Pope”

Reviewed by: Danielle Pope, Director of Recreation & Community Services

“Original signed by Trevor Thompson”

Reviewed by: Trevor Thompson, Interim Director of Finance

“Original signed by Kelly Swift”

Approved by: Kelly Swift, MBA, BGS
General Manager: Parks, Recreation & Culture

“Original signed by Paul Gill”

Concurrence: **Paul Gill, CPA, CGA**
Chief Administrative Officer

:yc



City of Maple Ridge

TO: Her Worship Mayor Nicole Read
and Members of Council

MEETING DATE: February 13, 2018

FROM: Chief Administrative Officer

MEETING: Council

SUBJECT: Invitation to Host the 2020, 2021 or 2022 55+ BC Games

EXECUTIVE SUMMARY:

Parks, Recreation & Culture (PRC) staff have reviewed the attached bid package for the 2020, 2021 or 2022 55+ BC Games. With the support of Ridge Meadows Seniors Society (RMSS), PRC is recommending that Council respectfully decline the invitation to bid on hosting the 2020, 2021 or 2022 55+ BC Games. The City's bid is unlikely to be successful due to the hotel accommodation requirements set out in the bid package.

RECOMMENDATION:

That the invitation received from the BC Seniors Games Society to bid on hosting the 2020, 2021 or 2022 55+ BC Games be respectfully declined.

DISCUSSION:

a) Background Context:

In January 2018, the City of Maple Ridge received correspondence from the BC Seniors Games Society inviting the City to bid on hosting the 2020, 2021 or 2022 55+ BC Games. Although the event is considerably smaller than the BC Summer Games which Maple Ridge will host in 2020, the hotel accommodation requirements are higher because athletes stay in hotels rather than schools. Hosting criteria within the 55+ BC Games bid package requires a minimum of 1500 hotel beds be available, whereas the Maple Ridge and Pitt Meadows 2015 Tourism review estimates that there are only 220 hotel beds available in these communities. Although the bid package further states that accommodation for the projected influx of 4,000 visitors can be within a 40 kilometer radius of the Games Village, bids that do not require participants to travel long distances for accommodation stand a much better chance of being successful. Furthermore, with participants and spectators staying outside the host community, economic benefits would be reduced.

With this in mind, and with the support of the RMSS Board, staff recommends declining the invitation to bid on hosting the 55+ BC Games at this time. The RMSS Board does, however, see significant benefits to hosting the Games in future should the opportunity arise and if hotel accommodation challenges are addressed.

b) Desired Outcome:

The desired outcome is to pursue viable event opportunities that align with Maple Ridge strategic directions and provide demonstrable benefits to citizens.

c) Strategic Alignment:

Hosting the 55+ BC Games in future would align with the City of Maple Ridge's Age Friendly Strategy and Sport and Physical Activity Strategy.

d) Alternatives:

If Council wishes to pursue this bid opportunity, and in the event of a successful bid, staff resources would be required to support event planning, anticipated to cost \$60,000.

CONCLUSIONS:

Maple Ridge has enjoyed the benefits of hosting provincial-level sporting events in the past, and looks forward to further benefits through hosting the 2020 BC Summer Games. Although the opportunity to host a 55+ BC Games event would enjoy tremendous support from seniors' sport organizations in the community, staff does not recommend proceeding with a bid as it is not likely to be successful due to the lack of hotel accommodation. It is therefore recommended that Council respectfully decline the opportunity to bid on hosting the 2020, 2021 or 2022 55+ BC Games.

"Original signed by Tony Cotroneo"

Prepared by: Tony Cotroneo, Recreation Manager, Community Services

"Original signed by Danielle Pope"

Reviewed by: Danielle Pope, Director Recreation & Community Services

"Original signed by Kelly Swift"

Approved by: Kelly Swift, MBA, BGS
General Manager: Parks, Recreation & Culture

"Original signed by Paul Gill"

Concurrence: Paul Gill, CPA, CGA, Chief Administrative Officer

Attachments:

(1) BC Seniors Games Society 2020, 2021, and 2022 55+ BC Games Bid Package



To: Potential Host Communities

On behalf of the BC Seniors Games Society (BCSGS), it is our pleasure to invite your community to host the 2020, 2021 or 2022 annual 55+ BC Games to be held in August or September of each year. Your community may bid on any or all of these Games, however, only one will be awarded.

In 2015, the Games were rebranded to the 55+ BC Games, however, the BC Seniors Games Society is the owner, producer and primary funding source for these Games.

The BCSGS has made some changes which will make hosting them more viable for smaller communities and reduce the workload. In order to reduce the financial and organization demands on a community, the BCSGS has implemented the following policies:

- Provide for a conference call for smaller communities who are considering submitting a bid to discuss how they can combine with neighbouring communities to make a submission
- Consult with communities to match the number of sports held to the venues available.
- Reduce the workload of the Host Society Sport Directorate by increased collaboration with the Provincial Sport Organizations (PSOs) with the BCSGS

The 55+ BC Games has become an Economic Tourism Event for any community. The last economic study was completed after the 2014 Games in Langley where 3,800 55+ residents of BC participated in 25 sports, leaving over \$3,100,000.00 in the business community of Langley.

The BC Seniors Games Society assists the Host Community and Volunteers by providing Event Management Services along with a portion of all Participant registration and sports fees. Additionally, the Ministry of Tourism, Arts and Culture provides \$85,000.00 in funding.

The deadline for the bid proposals is 12 noon on June 29, 2018 to be received at 47-654 N. Fraser Dr., Quesnel, BC, V2J 1Z6.

If you have any questions regarding the bid process, please contact one of the members of the Bid Committee or via email bid@55plusbcgames.org.

Bob Hesketh at 250.255.0181
Paul Kingan at 250.338.2137
Gordon Oates at 250.665.7434

We look forward to receiving your bid proposal.

Sincerely

BCSGS Bid Committee



2020, 2021 and 2022 Bid Package

The BC Seniors Games Society invites you to apply to host

The 2020 55+ BC Games

August 18 to 22
or August 25 to 29
or September 15 to 19

The 2021 55+ BC Games

August 17 to 21
or August 24 to 28
or September 14 to 18

The 2022 55+ BC Games

August 16 to 20
or August 23 to 27
or September 13 to 17

Email: bid@55plusbcgames.org
Website: www.55plusbcgames.org

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55+ BC Games

INTRODUCTION

Purpose

The BCSGS is an important member of the Provincial Sport Sector, supporting the *Active for Life* stage of the *Canadian Sport for Life* model in British Columbia by championing life-long participation and by providing Zone and Provincial level competitive opportunities that are distinct from the Masters' level sport competitions offered by Provincial Sport Organizations.

The BCSGS has carved out a unique niche within the sector by offering a multi-sport event "designed for seniors by seniors". The annual Games are widely recognized for being:

Friendly – offering lively competition in the spirit of fun and camaraderie.

Welcoming – presenting competitive opportunities that are inclusive of all levels and abilities.

Supportive - featuring modified competition rules, where appropriate, to accommodate 55+ participants.

Transformative - participants, volunteers and host communities come away from the Games experience with an inspiring image of what a healthy, active 55+ lifestyle can be in British Columbia.

Structure

There are two organizations involved in organizing the Games: The BC Seniors Games Society and the Host Society.

The BC Seniors Games Society (BCSGS)

The BCSGS is the Policy Governance Authority for the 55+ BC Games. It sets the Policies and Procedures under which the Games are run and oversees the rules for each sport. The BCSGS is a volunteer-led Registered Charitable Society that has representation from 12 Zones in the Province, as well as an elected Executive. BCSGS will provide Event Management.

The Host Society

Once the 55+ BC Games have been awarded to a community, an Organizing Committee must be formed and registered as a separate non-profit Society, and register for GST. The Host Community will establish this Society, which will operate on the basis of an agreement with the BCSGS. The Host Society will be led by a volunteer Board of Directors. The Host Society will employ an Operations Manager. The remuneration for this position and other employees will come from the budget of the Host Society.

Number of Participants and Sports

The 55+ BC Games could involve 3,500 to as many as 4,000 registered participants and supporters from across BC. These athletes will compete in 20 to 34 different sports over four days of competition to be held from Wednesday to Saturday of the Games week. Accreditation for some events takes place on the Tuesday (those that start on Wednesday) the balance accredits on Wednesday.

8 Ball	Fast Pitch	Snooker
Archery	Five Pin Bowling	Soccer - Men
Badminton	Floor Curling	Soccer - Women
Bocce	Golf	Squash
Bridge – Duplicate	Horseshoes	Stirling
Bridge – Social	Ice Curling	Swimming
Carpet Bowling	Ice Hockey - Men	Table Tennis
Cribbage	Ice Hockey – Women	Tennis
Cycling	Karate	Track & Field
Darts	Lawn Bowling	Trapshooting
Dragon Boat Racing	Mountain Bike Racing	Triathlon
Equestrian	Pickleball	Whist
	Slo-Pitch	

*All communities must choose a minimum of 20 sports from the above list. Sports may be deleted from the list if not chosen for 4 consecutive years.

Participants in the 55+ BC Games are responsible for their own travel to and from the Games. They are also responsible for their own accommodation expenses (hotels, motels, and campgrounds) and meal expenses while at the Games.

Financial Support

The Ministry of Tourism, Arts and Culture, through the Sport Branch, provides funding to the BCSGS, which in turn provides funding to the Host Society towards the successful operation of the 55+ BC Games. The BCSGS also provides to the Host Society, Registration Fees for its members who participate (including supporters) in the 55+ BC Games. Other funding for the Games includes municipal financing and support in-kind. Other funding sources include Host Society fund raising initiatives including Corporate Sponsorships and Friends of the Games.

• BCSGS Grant (See Note 1 below)	\$ 85,000.00
• BCSGS Legacy Grant	\$ 5,000.00
• Participant/Supporter Registration Fees (See Note 2 below)	\$ 105,000.00
• Sports Fees (paid by participants)	\$ 45,000.00
• Municipal Financial Support (not including support in kind) (see Note 3 below)	\$ 60,000.00
• Other funding sources	TBD
• Support in Kind (free rental of venue etc.) is estimated at	\$ 55,000.00

Note: 1 The BCSGS Grant represents Provincial Government funding provided by the Ministry of Tourism, Arts & Culture and is subject to change based on Provincial budgetary amounts.

- Note: 2** Participant registration fees (collected by the BCSGS), forwarded to the Host Community, can be budgeted based on an estimated 3,300 registered participants and 100 supporters. Should the actual number of registered participants or supporters change, the amount forwarded will increase or decrease by \$30.00 per participant or \$20.00 per supporter.
- Note: 3** Municipal Financial Support in excess of \$60,000 minimum stated above will be given favourable consideration during the Bid Evaluation process.

Financial Benefits to the Community

This occurs in two ways: the economic impact and the Games financial legacy

Economic Impact

Cumulative dollars spent in your community during the 55+ BC Games by:

- Participants and Supporters
- Spectators (including participants family members as well as friends who accompany the participants)
- BCSGS, officials and spouses, Corporate and Funding Partners and Friends of the Games representatives and invited guests
- Volunteers
- Host Society (approximate expenditure budget of \$390,000.00)

Dollars are spent on:

- Accommodation
- Meals
- Transportation (fuel, public transit, and taxis)
- Shopping (includes souvenirs)
- Entertainment (shows, movies, golf fees, cultural exhibits, etc.)
- Host Community needs (for ceremonies, administration, communications, security, lunch venues and Dance, etc.)

All of the above, and more, contribute to the financial success of each community's numerous businesses and other activities; i.e. – the Economic Impact.;

Many communities have the methodology to calculate the economic impact from hosting the 55+ BC Games. If not, or as an alternative, the Chamber of Commerce can assist by making available the Sports Tourism Economic Assessment Model (STEAM).

The Economic Impact completed after the Langley BC Seniors Games in 2014 showed a direct Economic Impact of \$3.1 million. In 2009 the Economic Impact on completion of the Richmond Seniors Games was \$2.1 million.

Games Financial Legacy

The excess of revenue over expenditures as set out in the audited financial statements becomes the financial legacy. The Legacy is distributed by the Host Society Legacy Committee in accordance with the BC Seniors Games Society's Legacy Policy. The Legacy Policy includes the provision that 50% of the Legacy be forwarded to the BC Seniors Games Society to go towards the staging of future annual 55+ BC Games. The Host Society's legacy will be spent primarily on the development of facilities or services for the 55+ population to promote an Active Healthy Lifestyle within the boundaries of the Host Society.

In 2016, Coquitlam reported a legacy of approximately \$60,000.00 which was divided amongst seven community organizations.

Insurance

The BCSGS carries some insurance that is used for the benefit of the Host Society. This is a \$10 million Commercial General Liability (CGL) policy and the Directors and Officers (D&O) Liability policy which provides coverage to the Host Society. There is also property insurance in place against theft, fire and damage of the travelling Games inventory. The Host Society is expected to acquire some additional insurance such as ICBC Third Party Legal Liability top up.

Volunteers

To stage a successful 55+ BC Games, the Host Society Board of Directors will need to recruit, train, and direct the efforts of approximately 1,200 community volunteers.

APPLICATION COMPONENTS

Bids are evaluated by a bid committee which takes into consideration the following components; the success of your bid depends upon all of these components being present.

Summary:

1. City Council Support
2. School Board Support if schools are used
3. Letters of support from community organizations
4. Information about your community
5. Accommodation Report
6. Core facilities Report
7. Venue Report
8. Venue Distances Report
9. Inclusive Language and Gender Policy commitment statement.

1) City Council Support

The application must contain an official document/formal letter of Resolution from City Council indicating support for the Bid Application. This resolution will include a minimum commitment of a \$60,000.00 financial contribution to the Host Society, in addition to at least \$55,000.00 of in-kind support.

Due to the magnitude of the 55+ BC Games, municipal support is critical to the success of the event. It is therefore important to indicate the level of financial and in-kind support your municipality is prepared to commit to the Host Society.

A sample of a city resolution is as follows:

“That the City of XXX applies for the 20XX 55+ BC Games.

That the City of XXX will commit to the Games a cash contribution of a minimum of \$60,000.00 as well as providing in-kind support of services and facilities with a deemed value of \$55,000.00 should the bid be successful.

The amount shown above as a cash contribution should be considered a minimum amount and favourable consideration will be given to those Bids where the amount exceeds the minimum.

2) School Board Support

If you plan to use School Board facilities or equipment you **must** submit a letter of confirmation/support from the Board.

3) Letters of Support

Include documented interest and support for hosting the 55+ BC Games from:

- Local service clubs
- Local seniors clubs
- Local sports organizations

4) Information about your Community

Please include in your bid:

- The population demographics as well as items of general interest about your community.
- The names and contact information of municipal government, recreation department, and school board representatives.
- Provide a list of major events (including provincial, national, and international sporting events where possible) hosted within the last five years and those awarded, but not yet hosted by your community. Please indicate the following for each event:
 - Name and date of the event
 - Participant numbers
 - Volunteer numbers
 - Approximate budget
- Include a community map with a central location identified as the Accreditation Centre or Games Hub and identify all the sport venues and accommodation sites.

5) Accommodations

The minimum requirement is 1,500 beds and 400 RV sites within a 40-km radius of the Games Village.

Details of available accommodations must be listed in a table format (template below) with columns for facility name, the distance to the Games Village and the number of beds/sites, and estimated average costs.

Distance from Accreditation Centre or Games Hub	Name of accommodation	Type	Number of beds/sites	Estimated Average cost of room / site
0-10 km				
11-15 km				
16-20 km				
21-25 km				
26-30 km				
31-35 km				
35-40 km				

Total number of beds _____

Total number of RV sites _____

Note: If two or more communities are submitting an application to co-host the Games please submit a table (using landscape layout if necessary) for each community showing the distance accommodations in that community are from the location of a major event (Games Hub, Accreditation Centre, Dance, Opening Ceremony, Closing Ceremony) to be held in that community.

Sample:

0-10Km	Best Western	Hotel	55	\$135
	Queen Elizabeth	Hotel	160	\$155
	Chateau Victoria	Hotel	95	\$195
	Fred's Inn	Motel	46	\$125
11-15Km	Marriott	Hotel	136	\$200
	Waddling Duck	Motel	55	\$ 99
	Percy's Campground	RV	38	\$ 25
	Georgia Hotel	Hotel	124	\$139
	Rose Cottage	BB	4	\$150

6) Core Event Venues

Your bid should include a list of the venues that will be used for the core events listed below. **Please provide initial letters of confirmation from each venue manager indicating their facility will be reserved for the duration of the Games.**

Accreditation Centre

Provide a list of potential facilities large enough to host the Accreditation Centre for the Tuesday and Wednesday of the Games for 3,500 to 4,000+ participants and supporters. The facility would allow space for a table for each sport (sports with a large number of participants may require 2 or 3 tables), 12 Zone tables and several tables for Accreditation volunteers.

Games Village

Previous Host Societies have elected to hold the Games Village in conjunction with the Accreditation Centre or in close proximity and provide a large enough space for artists, sponsors and exhibitors.

Ceremony Venue

Identify potential venues for the Opening and Closing Ceremonies, indicating indoor or outdoor seating capacities of these venues. Expect 2,000 to 2,500 at the Opening Ceremony on Wednesday evening. Previous Host Societies have chosen a facility for the Opening Ceremonies that does not conflict with the Track and Field event schedule. Approximately 400 will attend the Closing Ceremony. This could be an opportune time to hold the Volunteer Appreciation Event, thereby increasing the numbers for the Closing Ceremonies.

Medical Facility

Provide information on a potential Medical Clinic which should include the provision for first aid at all competition venues and details of the local community health care facilities. The temporary Games Medical Clinic is established in an accessible venue, staffed on a volunteer basis and is intended to meet the medical needs of participants while relieving the pressure on existing community health care system.

Food Services

Food vendors will be located at all sport venues to supply adequate healthy food at a reasonable price for lunches (identifying the special diets that may be needed e.g. diabetic, vegetarian) for all participants Wednesday, Thursday, Friday and Saturday. The facility for the Dance must be large enough to facilitate an area for snacks, a no host bar, tables and chairs with an area for dancing to accommodate approximately 2,500 Participants.

Other than these requirements, participants are responsible for their own meals.

7) Venue Report and Relevant Information

The bid document is about demonstrating the venue/facility capacity available in each community to host certain sports. The Host Society and Sport Directorate, once assembled, will conduct a thorough sport selection process to determine the sports that will run in these Games in consultation with the Event Managers (a minimum of 20 sports from the BCSGS approved list of sports is required).

In order to assist this process, you are asked to supply the details of all the venues in your community that could host the sports listed on the **Venue Report Form** for sports in the 55+ BC Games (page 13)

In order to make it possible for communities in all regions of the Province to host the Games, the BCSGS is prepared to consider using facilities that do not meet the minimum requirements.

The Bid Evaluation Committee will review the Venue Report to see if your community is able to host a viable Games.

Week at a Glance

Tuesday

Accreditation for sports that begin on Wednesday
Games Village open with Sponsor's Displays and Souvenir Sales

Wednesday

Accreditation for the balance of the sports that begin on Thursday.
Games Village open with Sponsors' Displays and Souvenir Sales
Some sports commence
Opening Ceremonies

Thursday

All sports in competition
BCSGS Annual General Meeting
Host Society Special Event

Friday

All sports in competition
Dance

Saturday

Competition Winds Up
Closing Ceremonies

Minimum Venue Requirements for Sports in the 55+ BC Games

Each venue must have adequate parking, room for spectators, washroom facilities and where ever possible be wheelchair accessible

SPORTS	MINIMUM FACILITY REQUIREMENT Additional details for each sport can be found in the Sport Specific Rules on the 55+ BC Games website www.55plusbcgames.org	SHOULD ACCOMMODATE at LEAST
8-Ball	<ul style="list-style-type: none"> 6 tables required, table size will be 4'x8' 	New Sport
Archery	<ul style="list-style-type: none"> Flat sport field at least 100m x 85m with facilities to accommodate 900 placement and 2x20 animal targets, unmarked distances in a 3D flat round 	60
Badminton	<ul style="list-style-type: none"> Gymnasium(s), with a minimum of 10 courts - 20' x 44' (6.1m x 13.4m) for each court A minimum of 3' and maximum of 5' of clearance should surround each entire court Lines on the floor should be marked in white or yellow and be 40 mm wide Hardwood floor Standard holes in floor for nets Stage or other adjacent area for officials and draw desk (10' x 10' area) Ceiling height should be between 20' to 30' Ceiling and walls preferably green in colour, grey or blue acceptable Outside windows need to be covered; lights are not to hang below 20' above the height of the court Temperature of gymnasium should be between 60 to 65 degrees Fahrenheit 	200
Bocce	<ul style="list-style-type: none"> 2 regulation size courts 	36
Bridge, Duplicate	<ul style="list-style-type: none"> 10 tables Bright lighting 	40
Bridge, Social	<ul style="list-style-type: none"> 10 tables Bright lighting 	24
Carpet Bowling	<ul style="list-style-type: none"> Space to accommodate 12 - 16 carpets Carpets are 30 feet long and 4.5 feet wide There should be space to walk between carpets The floor surface must be level 	80
Cribbage	<ul style="list-style-type: none"> 25 tables Bright lighting 	115
Cycling	<ul style="list-style-type: none"> Time trial requires a 16 km loop (start and finish at the same place) Road race is 40, 50 and 60 km in length The hill climb is 2 to 3 km in length and should be a grade of 6% to 9% 	110
Darts	<ul style="list-style-type: none"> Space to accommodate 40 dartboards Boards are fixed at a height of 5'8" from centre point to the floor The throwing line should be 7' 9 1/4" from the face of the board Adjacent boards should have at least 10' between centre spots Bright lighting 	110
Dragon Boat	<ul style="list-style-type: none"> Park space for approximately 13 to 20 teams (350 to 500 participants) Docks or Sandy Beach for crew launching area for 4 dragon boats (200 ft. long) Space also to accommodate individual team tents Access to electric power 	350 - 500

SPORTS	MINIMUM FACILITY REQUIREMENT Additional details for each sport can be found in the Sport Specific Rules on the 55+ BC Games website www.55plusbcgames.org	SHOULD ACCOMMODATE at LEAST
Equestrian	<ul style="list-style-type: none"> Two rings to accommodate selected disciplines (same size if possible) A smaller warm up ring 	40
Fastpitch	<ul style="list-style-type: none"> 4 regulation diamonds preferable with skinned infield The field should be fenced in with a radius distance of 275 to 300 feet Bases will be 60 feet apart for all competitions Pitching distance is 40 – 43 feet 	New Sport
Five Pin Bowling	<ul style="list-style-type: none"> 12 Lanes – could be in two facilities 	120
Floor Curling	<ul style="list-style-type: none"> Space that is able to accommodate a minimum of six rinks Floor surface of hardwood, linoleum, well laid tile or smooth cement floors Rinks are 36 feet long and 8 feet wide with a minimum of 4 feet between rinks An additional 8' on each end is required for delivery areas and players seating 	70
Golf	<ul style="list-style-type: none"> 2 – 18-hole courses 100% use of shared power carts 	260
Horseshoes	<ul style="list-style-type: none"> 8 -10 pitches Must be able to accommodate 30' and 40' distances 	60
Ice Curling	<ul style="list-style-type: none"> 8 sheets 	125
Ice Hockey	<ul style="list-style-type: none"> 3 Regulation size Ice Hockey Rinks (Men) 1 Regulation size Ice Hockey Rink (Women) 	350
Karate	<ul style="list-style-type: none"> Space to accommodate 3 rings 10 meters x 10 meters 6 to 8 tables and 60 chairs 	New Sport
Lawn Bowling	<ul style="list-style-type: none"> 6 regulation size Greens Clubhouse 	50
Mountain Bike	<ul style="list-style-type: none"> "Senior Friendly" course i.e. no jumps, drop-offs, logs, steep descents, water/mud holes or narrow passages between trees Cross-Country/Off Road course Hill Climb course of approximately 2 km BMX berm track 	20
Pickleball	<ul style="list-style-type: none"> Minimum of 8 courts The court dimensions are identical to a doubles badminton court. The court dimensions are 20' x 44' for both doubles and singles The net is hung 36" on each end of the court and 34" in the middle A non-volley zone extends 7' A backspace minimum of 18' and side space of 12' Pickleball can be easily adapted to any small size, indoor or outdoor hard surface such as badminton courts or tennis courts 	300
Slo-Pitch	<ul style="list-style-type: none"> 6 to 8 diamonds, with grass infields preferred and a radius distance of 275 to 300 feet is preferred The field should be fenced in Bases will be 65 feet apart for all competitions The pitching distance is 50 to 65 feet Facility to include umpires change room, scoreboards and team dugouts / seating for teams 	470
Snooker	<ul style="list-style-type: none"> 6 tables required, table size may either be 6'x12' or 5'x10' or a mixture of both sizes according to local availability 	30
Soccer - Men	<ul style="list-style-type: none"> 4 Regulation Soccer Fields 	300
Soccer - Women	<ul style="list-style-type: none"> 2 Modified Soccer Pitches – 75 yards by 50 yards 	New Sport

SPORTS	MINIMUM FACILITY REQUIREMENT Additional details for each sport can be found in the Sport Specific Rules on the 55+ BC Games website www.55plusbcgames.org	SHOULD ACCOMMODATE at LEAST
Squash	<ul style="list-style-type: none"> • 2 Regulation Squash Courts • The floor area (playing area) of one singles court is 9.75m x 6.40m. This is 62.4 square m. The minimum height (from floor to ceiling or to anything that projects from the ceiling such as lights, air conditioning ducts, fans, beams etc.) is 5.64m 	New Sport
Stirling Swimming	<ul style="list-style-type: none"> • 2 sheets of regulation curling ice • Minimum 25-meter pool (indoor pool only) • Minimum depth of 1.2 meters at the shallow end • Minimum of 6 lanes • Able to accommodate starting blocks • Facility to include at least 2 change rooms with showers, official's room, marshalling area, and public-address system 	New Sport 140
Table Tennis	<ul style="list-style-type: none"> • Gymnasium or other large room • Able to accommodate a minimum of 12 – 14 regulation table tennis tables • Floor space must allow for a minimum of 12 meters long by 6 meters wide by 4 meters high per table • Lights must be at least 4 meters above the floor and provide 60-foot candles of power at the playing surface • A separate room is needed for Officials • A public address system 	150
Tennis	<ul style="list-style-type: none"> • Minimum of 12 courts • The size of the playing surface for singles is 27' x 78' • The playing surface for doubles 36' x 78' • A backspace minimum of 18' and side space of 12' • The preferred playing surface is plexi pave or equivalent. 	150
Track & Field	<ul style="list-style-type: none"> • 6 or 8 lane certified 400 meter track (rubberized surface preferred) • Approved long jump and high jump pits • Space for throwing events - shot put area, discus throw area with a caged shot put area and a secured javelin area • 10 km run course out of the stadium with no uneven surfaces • Public address system • A separate room for Officials • Storage of equipment • Competition warm-up area 	250
Trapshooting	<ul style="list-style-type: none"> • 2 fully-equipped trap stations with separate machines. Venue to be approved by the British Columbia Trap Shooting Association 	New sport
Triathlon	<ul style="list-style-type: none"> • A pool or 500m open water swim area • A road way to hold a 10k bike ride, presumably 5k in each direction • A 2.5k run area, presumably 1.25k in each direction 	New sport
Whist	<ul style="list-style-type: none"> • 15 tables 	30

Facility requirements are accurate at time of printing. Changes may be necessary due to unforeseen circumstances. Sports may be deleted from the list if not chosen for 4 consecutive years.

The BCSGS is aware that the requirement for venues is substantial in order to host these Games. Therefore, bidding communities can consider using facilities from neighbouring communities (within 40 km of Games Village) as part of the bid document.

Please include a letter from the owner or manager stating that the facility will be reserved for the duration of the Games.

Example: *I am the Facility Manager responsible for bookings at this facility. I confirm that our organization is in support of our community's bid to host the 20XX 55+ BC Games and this facility will be reserved for the competition. The facility meets the Minimum Facility Requirement.*

Venue Report Form for Sports in the 55+ BC Games

If they are available, list more than one venue for each sport

SPORTS	Give Venue Name and Address	Meets Minimum criteria Y/ N	Letter of Support	If NO Explain deficiency
8-Ball	Name: Address:			
Archery	Name: Address:			
Badminton	Name: Address:			
Bocce Bridge: - Duplicate - Social Carpet Bowling Cribbage Cycling Darts Dragon Boat Racing Equestrian Fastpitch Five Pin Bowling Floor Curling Golf Venue # 1 Golf Venue # 2 Horseshoes Ice Curling Ice Hockey - Men Ice Hockey - Women Karate Lawn Bowling Mountain Bike Pickleball Slo-Pitch Snooker Squash Soccer - Men Soccer - Women Stirling Swimming Table Tennis Tennis Track & Field Trapshooting Triathlon Whist				

Host Society must pick a minimum of 20 sports.

Distance from the Accreditation Centre or Games Hub to each Venue

VENUE	<10km	11-15km	16- 20km	21-25km	26-30km	31-35km	>35km
	=====	=====	=====	=====	=====	=====	=====
total							

Note:

If two or more communities are co-hosting the Games submit a table for each community showing the venue distance from the location of a major event (Games Village, Accreditation Centre, Friday Dance, Opening Ceremony, Closing Ceremony) to be held in that community

Example of Distance from the Accreditation Centre or Games Hub to Each Venue Table

VENUE	<10km	11-15km	16- 20km	21-25km	26-30km	31-35km	>35km
Memorial Arena	X						
Finlayson Park					X		
Ted's 5 Pin						X	
Glasgow Park	X						
South Bank School		X					
West High School		X					
Wimbledon Courts				X			
Veterans Hall			X				
Legion Hall	X						
	=====	=====	=====	=====	=====	=====	=====
total	3	2	1	1	1	1	0

8) Number of Participants by Sport 2014-2017

Event	2014 Langley		2015 North Vancouver		2016 Coquitlam		2017 Vernon	
	Participants	Zones	Participants	Zones	Participants	Zones	Participants	Zones
8-Ball ◇								
Archery	44	9	45	10	40	8	49	10
Badminton	211	6	179	7	204	8	124	8
Bocce	32	6	NH		NH		27	5
Bridge	64	8	47	6	52	7	42	5
Carpet Bowling	73	11	50	6	68	9	60	9
Cribbage	112	12	72	10	68	11	118	12
Cycling	108	11	91	11	68	11	86	11
Darts	103	10	85	8	85	9	107	9
Dragon Boat	326	9	505	10	357	7	367	7
Equestrian	37	7	17	3	NH		85	12
Fast Pitch **								
Five Pin Bowling	116	11	83	8	92	9	105	11
Floor Curling	63	9	41	6	42	7	78	7
Golf	272	12	200	11	179	11	219	12
Horseshoes	52	9	19	6	NH		35	7
Ice Curling	124	12	121	10	112	9	132	10
Ice Hockey – Men	337	8	275	9	323	9	444	11
Ice Hockey – Women ◇								
Karate **								
Lawn Bowling	47	8	33	6	49	6	42	6
Mountain Bike			NH		NH		19	5
Pickleball	216	8	182	9	270	8	286	10
Slo-Pitch	465	9	432	9	248	7	223	8
Snooker	NH		NH		NH			
Soccer- Men	301	8	263	9	269	9	236	6
Soccer – Women **							32	6
Squash **							8	3
Stirling ◇								
Swimming	134	10	112	11	116	11	110	9
Table Tennis	137	7	113	8	125	6	100	9
Tennis	144	8	124	9	97	8	122	10
Track & Field	243	11	217	12	237	12	209	12
Trapshooting ◇								
Triathlon ◇								
Whist	36	5	20	3	32	4	20	4
	=====		=====		=====		=====	
TOTAL	3796		3326		3133		3583	

NH - Not Held

** New sports starting 2017

◇ New sports available in 2018

9) Inclusive Language and Gender Policy

BCSGS believes in the power of sport to bring communities and individuals together. As such, BCSGS is committed to providing a safe and inclusive environment for participation in sport whether that is on the playing field or in the boardroom. We welcome participation by all persons regardless of their gender, sexual orientation, gender identity, or physical challenges. We believe in fostering an environment of respect for the cultural diversity of all British Columbians.

BCSGS requires that all Host Communities will provide opportunities for participation as per the following Policies.

1. The Host Community will demonstrate a commitment to gender equality and representation that reflects the diversity of the community in the following areas:
 - a) The composition of the Host Society Board of Directors and selection of Committee Chairs;
 - b) Employment opportunities;
 - c) Volunteer recruitment.
2. The use of language that is both gender neutral and sensitive to cultural diversity in all publications and documents.
3. The Protocol section of the 55+ BC Games guidelines will include the following statement:

The Directors will demonstrate a commitment to gender equality and representation that reflects the diversity of the community when selecting the Chairs and will encourage their Chairs to show this same commitment in the recruitment in their volunteers.

BID SUBMISSION INFORMATION

Who do I send my bid to?

Please send your Bid Application for the 55+ BC Games to:
Bid Committee
BC Seniors Games Society
47-654 N. Fraser Dr.
Quesnel, BC V2J 1Z6

Please refer to the checklist on page 18 when compiling your application.

How many copies of the bid should I enclose?

Please forward five copies of your Bid Application.

What is the process for determining a winning community?

All Bid Applications will be reviewed by the BCSGS Bid Committee.

Can two or more communities submit a joint bid?

Yes, provided all communities involved and school district, if relevant, sign a formal Letter of Resolution indicating support for the Bid Document. (see City Council support on Page 4).

Who should I call if I have more questions about putting together a bid?

Please contact:
Bob Hesketh at 250.255.0181
Paul Kingan at 250.338.2137
Gordon Oates at 250.665.7434

Or via email bid@55plusbcgames.org.

What is the deadline date for Bid Application submissions?

June 29, 2018 at 12 noon

For more information on the 55+ BC Games check out the web site:
www.55plusbcgames.org.

APPLICATION SUBMISSION FORMAT AND CHECK LIST

please place this at the **front** of your bid application

Please place the components of your application in the order listed below when compiling your application. It will greatly assist the people assessing your application. Failure to include requested information can hinder the success of your application.

You are welcome to add any other information in support of your application. Such information may be placed in any location you think appropriate.

ORDER OF CONTENTS	ITEMS	CHECK LIST
1. Local support	Resolution from the City Council supporting the bid including \$ amount	
	Letter from School Board if using their facilities or equipment	
	Letters of support from community organizations	
2. Information about your community	Details of population demographics	
	List of past and future major events	
	Community map showing venue and accommodation locations	
3. Accommodations	Accommodations Table	
4. Core facilities	Details of Accreditation Centre, Opening and Closing Ceremony venue(s), Medical Facility, Food Services	
5. Venue Report	Venue Report Form supported by a letter from the owner/manager of each sport facility your community hopes to use for the Games, stating that their facility will be reserved for the Games.	
6. Distance Report	Distance from Accreditation Centre or Games Hub to each venue	

Appendix 1

History of Host Communities with Total Number of Registrants

The Games have been or will be hosted by the following communities:

1988	Vernon	650	2005	Cowichan	3056
1989	Trail	1000	2006	Abbotsford	2938
1990	Comox Valley	1400	2007	Nanaimo	3575
1991	Coquitlam	1750	2008	Prince George	2561
1992	Dawson Creek	1450	2009	Richmond	3865
1993	Cranbrook	1723	2010	Comox Valley and Campbell River	3518
1994	Prince Rupert	1275	2011	West Kootenay	3186
1995	Oliver/Osoyoos	2032	2012	Burnaby	3652
1996	Kamloops	2150	2013	Kamloops	3745
1997	New Westminster	2097	2014	Langley City and Township	3940
1998	Port Alberni	1935	2015	North Vancouver	3397
1999	Elk Valley	1878	2016	Coquitlam	3198
2000	Kelowna	2475	2017	Vernon & Area	3583
2001	Surrey	2722	2018	Kimberley/Cranbrook	
2002	Prince George	2487	2019	Kelowna	
2003	Chilliwack	2656			
2004	Penticton	3258			

TO: Her Worship Mayor Nicole Read
and Members of Council **MEETING DATE:** February 13, 2018
FILE NO:

FROM: Chief Administrative Officer **MEETING:** Council

SUBJECT: Draft Tourism Strategy

EXECUTIVE SUMMARY:

This report will provide Council with an update of the work relating to the Draft Tourism Strategy, tourism development and marketing initiatives undertaken this past year and proposed actions for 2018.

In February of 2017, Council resolved,

“That the Draft Tourism Strategy be accepted for stakeholder and public consultations, and that staff be directed to bring the final Tourism Strategy to Council for consideration during Business Planning”.

The Draft Tourism Strategy has been refined in view of the public consultation that was undertaken which included input from Katzie and Kwantlen First Nations. Consultation with Maple Ridge hotels is ongoing. Support from the local hotels is required to implement the Municipal and Regional District Tax (MRDT, or hotel room tax). Over the last couple of years, since tourism services were brought in-house, significant progress has been made to build a modest tourism program. The Tourism Task Force of the Economic Development Committee has been highly engaged in supporting the development of the strategy. The Tourism Strategy was developed in collaboration with the Maple Ridge Cultural Plan, which will be coming forward to Council shortly. The Tourism Strategy supports recommendations within the Cultural Plan in order to leverage local cultural opportunities to achieve Tourism Strategic goals.

The allocation of \$60,000 to Tourism Coordination, contained in the 2018-2022 Financial Plan, combined with on-going tourism funding of \$35,000 permits the delivery of a modest City directed tourism program. These funds can be leveraged to access Destination BC, and other participant funding for a total budget in the order of \$100,000 to \$120,000. Should the hotels support the Tourism Strategy, the implementation of the MRDT could increase the budget to \$180,000 in the future. A modest tourism program can be delivered either with or without the introduction of the MRDT.

RECOMMENDATION(S):

That the Draft Tourism Strategy be received into the record and that the final Tourism Strategy reflecting Council feedback be brought forward for consideration and approval at a future Council meeting.

DISCUSSION:

1. Background

Tourism is one of the fastest growing economic sectors in British Columbia. According to Destinations BC, tourism is outpacing forestry, agriculture and fishing as a leading industry for the province. It is estimated that tourism currently contributes over \$41 million to the Maple Ridge economy.

In determining which sectors to focus on in the pursuit of economic development, it is important for communities to build on their competitive advantages. Tourism could be one of our focus areas as it can provide meaningful jobs within existing zoning and is not dependant on employment lands that we lack. Even though we have many natural, heritage, cultural, and agro-food based assets which would support tourism, our tourism initiatives have lacked focus and coordination. Further, there has been little if any engagement with the Katzie and Kwantlen First Nations, who have lived on these lands since time immemorial and have much to offer.

Up until 2015, Maple Ridge and Pitt Meadows pursued a partnership and a joint tourism services delivery model. In 2016 the partnership was dissolved and Maple Ridge started to provide a basic level of tourism services on its own. A budget of \$35,000 was provided with a modest amount of staff support and the following results were achieved:

- ✓ Provision of self-help tourism information racks in the Economic Development office and the library,
- ✓ A comprehensive tourism section on the City's web site,
- ✓ Participation in regional tourism programs (Circle Farm Tour and Scenic 7 programs),
- ✓ Social-media content development,
- ✓ Ad hoc marketing initiatives.

In 2017, one-time funding in the amount of \$60,000 was provided by Council for the preparation of a Tourism Strategy, and to enhance some existing tourism initiatives: better alignment of social media, visitor survey work and a preparation of a tourism video.

The draft strategy, prepared under the guidance of the Tourism Task Force, is attached as Appendix 1. It identifies the deliverables of a comprehensive tourism program as well as a more modest one. The level of funding to implement the strategy is also identified. A hotel tax, also known as MRDT (Municipal and Regional District Tax) is an important source of funding, particularly for communities that have a large base of hotel rooms. To date, there has been some resistance from local hoteliers to implement such a tax. If we are not successful in gaining support from the hoteliers, a more modest tourism program can be implemented with the City funding that is budgeted. The strategies may have to be modified or reprioritized to meet the level of funding provided and the time line to implement them may need to be extended.

2 Draft Tourism Strategy

The main beneficiaries of the Draft Tourism Strategy are the citizens of Maple Ridge as the strategy supports the creation of a complete community. The strategy recommends enhancing experiences in Maple Ridge and offers action plans to develop new products and promote amenities available to the community and visitors. Our citizens will benefit from this, as they will have the greatest access to the amenities that are available and developed. The strategy also aligns with the broader economic development mandate by enhancing opportunities for local employment, encouraging residents to participate in creating tourism oriented businesses and providing strategies for visitor spending.

The vision statement adopted in the strategy is:

Maple Ridge's remarkable outdoor, rural and cultural experiences offer residents and visitors the opportunity to experience and share stories of our vibrant city centre and agricultural surroundings, set amongst historic rivers and spectacular mountains.

Tourism in Maple Ridge contributes to a vibrant, sustainable economy providing opportunities for local employment and entrepreneurship while contributing to the livability and attractiveness of the City for residents.

Its key objectives are:

Objective #1 – Destination Marketing

We will conduct effective destination marketing in target markets with a focus on generating incremental overnight stays in paid accommodation

*Objective #2 – Destination Development - Tourism Experience
Attraction/Retention/Expansion and the Delivery of Remarkable Experiences*

We will encourage investment in tourism businesses and visitor/resident experiences to support longer lengths of stay and increased spending. We will support all visitor experiences in Maple Ridge in the quest to be 'remarkable'.

The Draft Tourism Strategy also supports:

- Creating a brand based on nature and an active outdoor lifestyle supporting active living and attraction of new residents,
- Parks Master Plan, Downtown Maple Ridge Business Improvement Association and Community Events Strategy and the Cultural Plan,
- Developing authentic collaborations and partnerships with First Nations,
- Leveraging history, culture and agri-businesses, food and beverage activities,
- Fostering community pride.

The Draft Tourism Strategy has been refined to include findings from ongoing public consultations including Katzie and Kwantlen First Nations, and aligns with Destinations BC and the Ministry of Finance requirements for implementation of the MRDT. It covers a five year period, consistent with the length of time that the MRDT bylaw would require, and contains an Implementation Strategy and detailed Action Plans for the first 12 to 24 months commencing in 2018.

The Draft Tourism Strategy assumes that the MRDT will be introduced in 2019 with a total budget of \$180,000 with a 2% MRDT. It also recognizes that, in the event that the MRDT is not supported by the hoteliers, the strategy can still be implemented with the budget allocated by the City of \$95,000 and co-operative funding estimated to be up to \$35,000 for a total annual budget of about \$120,000.

The Draft Tourism Strategy recommends a Governance Structure for a Tourism Advisory Committee (TAC,) appointed by Council, composed of eleven members: 3 from hotels, 2 First Nations (Katzie and Kwantlen), and 6 based on skills relating to arts, culture, outdoor activities, retail, food and beverage and sports tourism. In addition the TAC would include liaisons from Council, Economic Development, the Chamber of Commerce and the BIA. Despite the fact that the hoteliers have not supported the MRDT to date, we are of the opinion that they should be invited to be part of the TAC, in an effort to gain their input and support.

3 Tourism Priorities for 2018

The focus for 2018 will be to build foundational pieces that will support development of attractions and events for the benefit of residents and visitors alike. The Economic Development office will engage a part-time professional Tourism Coordinator who will encourage forging relations among the tourism community so that they can engage in cooperative marketing programs and leverage activities of Destination BC. The Tourism Coordinator will also be responsible for delivering specific initiatives, described below which can be fine-tuned through consultation with the TAC.

The following are some specific initiatives which can be pursued:

- Developing the By-law to establish a Tourism Advisory Committee (TAC) and engaging qualified persons to participate on the TAC, ,
- Continuing to augment the on-line tourism information profiles, building social media partnerships and programs using #DiscoverMapleRidge,
- Refining the tourism video and using this for tourism and other appropriate City communications initiatives,
- Develop on-line Cycling Guide that will include a variety of tours on roads through the community and off-road options,
- Enhancing marketing and seeking additional content for new and existing events,
- Develop a co-op Visitors Guide in print and on-line format,
- Support Parks Recreation and Culture in the development of a Trails map,
- Support the roll-out of the Cultural Plan,
- Support early marketing efforts relating to the 2020 BC Summer Games,
- Engage with Katzie and Kwantlen First Nations on authentic aboriginal initiatives that support tourism (e.g. enhancing Whonnock Lakes tours),
- Undertake a needs assessment on way-finding for future enhancements.

4 Public Consultations

The Tourism Strategy for Maple Ridge is founded on an engagement process with local and regional tourism operators, arts and culture organizations, attractions and agro-tourism businesses, visitors to Golden Ears Park and residents. The following engagement strategies were pursued in order to ensure a diversity of viewpoints and a variety of times/formats for participation:

- One on one interviews in person and via telephone throughout the entire planning process,
- Monthly Tourism Task Force meetings held from Spring 2016 to December 2017,
- Community Tourism Forums held on June 12th and June 19th in which over 80 persons participated,
- Display at the Farmers Market in September 2017,
- Telephone surveys of the community's perception of the Tourism Strategy and the Cultural Plan.
 - The City engaged Nordicity as the consultancy to administer this survey as a neutral, independent third party. Over the period of 44 days (from May 1st to June 13th) the survey captured information from 559 respondents. The survey encouraged a broad canvassing of opinions on key issues related directly to the City of Maple Ridge's planning mandate, designed to guide the City and community's role and investment in cultural services and tourism marketing and development over the next ten years. In summary, the highest priorities respondents articulated for tourism are support and promotion of festivals, special events and cultural activities, and, developing natural and outdoor amenities.
- Survey of visitors at Golden Ears Park in August.
 - Though not a scientific survey, the results were useful in helping to shape the strategy. Over the course of the two-day interview schedule, the number of surveys were categorized as follows; Aug 23, 242 surveys; 52 parties surveyed were local residents

and 190 parties were out-of-town visitors; Aug 26, 1220 individuals; 272 individuals were local and 948 individuals were out-of-town visitors.

- Visitors from communities south of the Fraser River make up the highest concentration of visitors to the park, both in the day-use area and camping area.
- 22% of the visitors to the park are local residents, 32% of the visitors to the park are from the south of the Fraser River and 17% of visitors were from Vancouver/Richmond.
- 59% of visitors to the park stopped for services in the City of Maple Ridge, 52% of visitors to the park stopped for groceries/picnic items on route to the park and 44% of visitors will include a stop in Maple Ridge on their way back to their place of origin.
- Many of the respondents asked questions about the park, the community and region, enabling the opportunity to provide visitors with guides, maps and other information tools.

CONCLUSION:

Tourism is one of the leading economic sectors in British Columbia. Maple Ridge can continue to build a modest but effective tourism program that aligns with the City's broader economic and community development objectives. The Draft Tourism Strategy offers a guide for tourism development and can be implemented with or without the introduction of the MRDT. The Tourism Task Force has been instrumental in helping to shape the strategy, and moving forward a new Tourism Advisory Committee can support the implementation of the Tourism Strategy. Council's input is required at this time to complete the strategy and set direction for the provision of tourism services.

"Original signed by Lino Siracusa"

Prepared by: Lino Siracusa
Manager of Economic Development

"Original signed by Kelly Swift"

Concurrence by: Kelly Swift
General Manager, Parks Recreation and Culture

"Original signed by Paul Gill"

Approved by: Paul Gill
Chief Administrative Officer

Att: Appendix 1 – Draft Tourism Strategy



Maple Ridge Five-Year Tourism Strategy December 2017





Acknowledgements

We would like to acknowledge that the City of Maple Ridge lies within the traditional and unceded territories of the Katzie and Kwantlen First Nations. We recognize and respect that the authentic cultural experiences that these Nations may wish to share with visitors and residents of Maple Ridge must first be determined by these community members, elders and families themselves and that there are areas of these territories, stories and rituals that are sacred and spiritual places/traditions that are not appropriately shared outside of First Nations communities. We will take our guidance related to this from the Katzie and Kwantlen people.

We will continue to build relationships with the Katzie and Kwantlen leadership and community members and hope to provide support as appropriate as their tourism aspirations evolve and grow into market-ready and export-ready experiences. The desire to work together, respectfully for mutual community benefit will guide our interactions.

We would also like to acknowledge that the following five-year tourism strategy and one-year tactical plan was developed with extensive input from the tourism stakeholders and residents of the Maple Ridge. The community's willingness to come together to share ideas and forge a direction for tourism is acknowledged and appreciated.

This strategy was created with Maple Ridge's residents as the primary beneficiary. Tourism attractions, enhanced amenities, and events that attract visitors are also available to residents to enjoy. Marketing and promoting Maple Ridge as a destination also ensures that community attributes are brought to the attention of locals, creating further pride in the community.

Acknowledgements - cont'd

The Tourism Task Force has invested many volunteer hours deliberating a tourism vision, objectives and priority strategies. Members of the Tourism Task Force are:

Name	Organization
Alex Wells	Economic Development Committee (EDC) – Independent
April Nickerson	Ridge Wilderness
Brenda Fernie	Seyem' Qwantlen Business Group
Charles Cantos	ATL Health & Wellness Enterprises
Chris Laing	Stand-up Paddle Boarding Maple Ridge
Chrislana Gregory	EDC – Independent
Cindy Stevenson	Once Upon a Tea Leaf
Deddy Geese	Uniglobe Travel
Dianne Stoesz	Haney Horseman
Eileen Dwiles	Haney Farmers' Market
Emma Davison	Golden Ears Cheesecrafters
Erica Williams	Heritage Commission
Graham Vanstone	Ridge Meadows Home Show
Heather Gill	Stand-up Paddle Boarding Maple Ridge
Jackie Chow	HUB Cycling – Maple Ridge Pitt Meadows Chapter
Jayne Gabriel-Chan	Seyem 'Qwantlen Business Group
Josef Lara	EDC, Chair – Big Bang Services
Kaila Klassen	Chances
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Karen Hansen	Strategic Economic Initiatives - City of Maple Ridge
Karen Pighin	The ACT
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Liz Smith	Malcolm Knapp Research Forest
Nicole Archer	EDC – Task Force Chair, Manager, Valley Fair Mall
Nicole Driedger	ARMS
Russell Irvine	Community Heritage Committee
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Vicki McLeod	Main Street Communications
Yvonne Chui	Manager, Arts and Community Connections - City of Maple Ridge

Lino Siracusa and Karen Hansen of Maple Ridge's Economic Initiatives team provided valuable guidance throughout the planning process. It has been a privilege to work together with everyone in Maple Ridge. Thank you.

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Throughout the plan, the following acronyms have been employed:

DMO – Destination Marketing/Management Organization
RDMO – Regional Destination Marketing/Management Organization
MRDT – Municipal & Regional District Tax
EDC – Economic Development Committee
TAC – Tourism Advisory Committee

Planning Process

The following five-year tourism strategy for Maple Ridge is founded on an engagement process with local and regional tourism operators, arts and culture organizations and local government in order to both secure the benefit of their knowledge and experience and to build support and ownership for plan implementation. In order to ensure a diversity of viewpoints and a variety of times/formats for participation, the following engagement strategies were employed:

- One on one interviews in person and via telephone throughout the entire planning process
- Tourism Task Force meetings held on April 6, May 18 and June 8, 2017
- Community Tourism Forums held on June 12th and June 19th



As well, several tourism related questions were included in the community survey conducted as part of cultural planning for the City of Maple Ridge.

In addition to the wealth of ideas and knowledge offered by participants in these sessions, the consulting team spent many days 'on the ground' experiencing Maple Ridge from a visitor's perspective.

The recommendations related to the governance and funding model for tourism services delivery that will best serve Maple Ridge are informed by a review of better practices throughout the Province. The definition of Maple Ridge's highest return target markets benefited from the market research made available by Destination BC.

The resulting five-year tourism strategy for Maple Ridge is intended to benefit both residents and local businesses that service visitors. The recommended strategies that enhance experiences and amenities increase the livability of the community for residents, making the destination more enjoyable for visitors. New residents are typically visitors first and this strategy supports the broader economic development mandate of Maple Ridge by creating enhanced opportunity for local employment and by encouraging residents to 'bring their imagination home' and see Maple Ridge as a place for business start-ups and entrepreneurship as well as a home base for a daily commute.

The strategy is structured as follows:

- A Vision for Tourism in Maple Ridge
- Tourism Objectives
- Guiding Principles for Tourism Services Delivery
- Recommended Governance Model and Structure
- Mission of the Proposed Tourism Advisory Committee
- Recommended Funding Model
- Maple Ridge's Unique Selling Proposition and Target Markets

- Recommended Strategies
 - Immediate
 - Year 1
 - Years 2 – 5

Appendices:

- A – Understanding the Visitor Economy
- B – Net Promoter Score
- C – Market Research – The Tourism Opportunity
- D – Maple Ridge – Current Situation Analysis
- E - Strengths/Weaknesses/Opportunities/Threats for Tourism in Maple Ridge
- F - Tourism Forum Notes
- G – Visitor Survey – Golden Ears Provincial Park August 2017

A Vision for Tourism in Maple Ridge

During the Tourism Task Force meeting held on June 8th, participants reviewed and agreed on many elements of a vision for tourism in Maple Ridge. These key vision elements include:

- Year round visitor economy contributing to the community’s economic health and quality of life for residents
- Tourism that is vibrant and sustainable – a vital element of the local economy that is respectful of environmental and social values
- Tourism is community-driven resulting in strong resident support for the industry and recognition of the value of tourism
- Tourism opportunities that provide value to both residents and visitors recognizing that a great place to visit, is also often a great place to live

Based on the recent discussions, the vision statement that was proposed in the 2016 tourism strategy has been revised to the following two-part statement:

Maple Ridge’s remarkable outdoor, rural and cultural experiences offers residents and visitors the opportunity to experience and share stories of our vibrant city centre and agricultural surroundings, set amongst historic rivers and spectacular mountains.

Tourism in Maple Ridge contributes to a vibrant, sustainable economy providing opportunities for local employment and entrepreneurship while contributing to the livability and attractiveness of the City for residents.

Tourism Objectives

Discipline and focus will be required to build momentum and achieve progress towards this vision for tourism in Maple Ridge. To provide this clarity for both planning and implementation, the following tourism objectives are recommended:

Objective #1 – Destination Marketing

We will conduct effective destination marketing in target markets with a focus on generating incremental overnight stays in paid accommodation

Marketing Maple Ridge as an overnight destination in the highest return target markets is a priority as this will lead to:

- Growing awareness of Maple Ridge as a destination of choice
- Increasing visitation
- Longer lengths of stay
- Increasing occupancy levels and higher average daily rates in paid accommodation
- Greater visitor spending in all local businesses.

The recommended tourism objectives (the outcomes to be achieved) associated with this goal statement are as follows:

- Increase in average length of stay and average daily spend in Maple Ridge
- Improved shoulder season occupancy rates
- Growth in the overall value of the visitor economy in Maple Ridge
- If enacted, annual growth in baseline Municipal & Regional District Tax (MRDT) revenues.

Objective #2 – Destination Development - Tourism Experience

Attraction/Retention/Expansion and the Delivery of Remarkable Experiences

We will encourage investment in tourism businesses and visitor/resident experiences to support longer lengths of stay and increased spending. We will support all visitor experiences in Maple Ridge in the quest to be ‘remarkable’.

The City of Maple Ridge through its Economic Development team has been investing in tourism and will continue to be involved in plan implementation, with more focus on experience attraction and destination development. The City of Maple Ridge and the Economic Development team will:

- Provide appropriate support for and work to attract an increasing breadth and depth of compelling visitor experiences offered by the private and not-for-profit sectors
- Invest in the necessary infrastructure and amenities for residents that also serve to encourage longer lengths of stay, repeat visitation and favourable referrals by visitors
- Be a conduit for information sharing and communication between tourism stakeholders, residents and the City
- Share information with residents to educate and encourage everyone in Maple Ridge to become a visitor ‘ambassador’.

The recommended tourism objectives associated with this goal statement are as follows:

- Increase in tourism business attraction/growth of existing businesses and local tourism employment
- Investment in infrastructure and amenities (e.g. multi-use trails etc.) that enhance resident/visitor experience
- Increase in resident support for tourism in Maple Ridge
- Increase in Net Promoter Score (as a tool for measuring satisfaction with the overall experience – see Appendix B for more details).

Guiding Principles for Tourism Services Delivery

Maple Ridge has had a challenging history of tourism services delivery. Until recently, tourism services delivery in Maple Ridge was executed together with the City of Pitt Meadows. Several attempts have been made in the past in Maple Ridge and Pitt Meadows to secure support from the accommodation sector for the Municipal and Regional District Tax (MRDT).

It is recognized this strategy if focused on a destination that is on the unceded territory of the Katzie and Kwantlen First Nations. Much of the area's tourism development has occurred with little engagement with the Katzie and Kwantlen First Nations who have lived on these lands since time immemorial. Genuine effort must be made to engage respectfully with First Nations, support their efforts for cultural sharing and renewal and their pursuit of economic development opportunities where and when they decide it is appropriate.

With the leadership of the Tourism Task Force and of the City through the Economic Development team, Maple Ridge has now decided to undertake tourism marketing on its own. Once established, opportunities to partner with Pitt Meadows and others for mutual benefit will be revisited. Moving forward, all stakeholders agree that it is critically important for those involved with achieving Maple Ridge's tourism vision to embrace the following guiding principles:

Tourism in Maple Ridge will be governed in a manner that is:

- ***Open and Transparent***
- ***Accountable***
- ***Strategic and Results-Driven***
- ***Flexible and Responsive***
- ***Inclusive and Approachable***
- ***Collaborative***
- ***Innovative***
- ***Efficient and Effective***

It is recommended that these guiding principles serve as a 'touchstone' for all those contributing to the success of Maple Ridge's visitor economy. Regular and consistent communication to residents and tourism business stakeholders will be crucial for success and engagement.

Community Support for Tourism

Cultural Plan Survey

In 2017, the City of Maple Ridge began developing a ten-year Cultural Plan, in addition to a five-year Tourism Strategy. These documents are designed to guide the City and community's role and investment in cultural services and tourism marketing and development. In order to obtain the community's feedback on the direction and priorities for the future to build a vibrant community for everyone who lives, works and plays in Maple Ridge, a survey was made available to all residents. The City engaged the consultancy Nordicity to administer this survey as a neutral, independent third party.

Over the period of 44 days (from May 1st to June 13th) the survey captured information from 559 respondents who provided at least basic profile information¹. The survey encouraged a broad canvassing of opinions on key issues related directly to the City of Maple Ridge's planning mandate, designed to guide the City and community's role and investment in cultural services and tourism marketing and development over the next ten years.

In summary, the highest priorities respondents articulated for tourism are support and promotion of festivals, special events and cultural activities, and, developing natural and outdoor amenities. Although still marked as a high priority, partnering with business and investors with goal of creating new amenities and attractions ranked lowest for respondents. In terms of the food culture, several respondents suggested that the City focus on leveraging agritourism to further develop the food culture in Maple Ridge. Some of the ideas put forward by respondents included: more food and drink festivals, fresh and local tasting experiences (food or drink tours) and promoting locally owned/sourced food and beverage establishments.

Numerous respondents indicated that Maple Ridge's diverse history and (related) museum are currently undervalued and should be featured more prominently.

The Maple Ridge Cultural Plan highlights several opportunities that can work in tandem with tourism priorities: a walkable town centre, acknowledging the deep culture of settlement history, furthering relationships with Kwantlen and Katzie First Nations, promoting festivals and events, and capitalizing on agricultural opportunities.

Tourism Forums

Two Tourism Forums were held and were open to the public in order to share information about the tourism strategy and to obtain feedback from Maple Ridge residents. Forums were promoted through municipal communication channels, local media, industry partners and the Tourism Task Force.

Both forums featured guest speakers and provided an opportunity for the audience to share their thoughts on the following questions:

- What do you consider to be the best tourism experiences for Maple Ridge?
- Is there anything that could be enhanced to improve the Maple Ridge experience?
- What opportunities should Maple Ridge explore first to grow visitation outside of the summer season?
- What longer-term opportunities should be pursued?
- What are the constraints to growing the tourism economy in Maple Ridge that should be addressed in the short-term? In the long-term?
- How would the community of Maple Ridge benefit from growth in tourism (the visitor economy)?

Monday June 12th at The ACT

6pm to 8:30pm

This forum was based on Adventure Tourism and Cycling and featured two guest speakers:

- Sam Waddington, Chilliwack City Councillor/owner of Mt. Waddington's Outdoors store
- Richard Campbell, BC Cycling Coalition

The session welcomed 37 attendees.

¹ Note, as respondents were not required to answer every question, the total number of responses (or "n value") varies between questions.

Monday June 19th at the Maple Ridge Library
6pm to 8:30pm

This forum was based on Arts, Festivals & Events, Heritage, Aboriginal Tourism and Agritourism (Circle Farm Tours) and featured two guest speakers:

- Will Harding, Aboriginal Tourism BC Director of Marketing & Sales
- Allison Colthorp, Tourism Chilliwack Executive Director

The session welcomed 16 attendees.

Both sessions resulted in very good input from the residents, Task Force members and business owners in attendance. Summary notes from these two events are included as Appendix D.

Recommended Funding Model

Sustainable funding is needed to implement Maple Ridge’s tourism strategy. Measurable progress against the two identified objectives and the larger vision can only be made with consistent, impactful messaging into target markets. Historically, tourism funding has been sourced entirely from the municipal budget of the City of Maple Ridge. Given the City’s many responsibilities and its overarching mandate to service the needs of residents, a modest annual budget of \$35,000 has been allocated specifically to tourism initiatives. For 2017 an additional \$90,000 was allocated to tourism for the purpose of a temporary tourism coordinator and a hotel feasibility study (\$60,000 + \$30,000 respectively).

A request to the City to maintain the \$60,000 contribution for a tourism coordinator and \$35,000 for marketing, totaling \$475,000 over the five-year period was accepted on November 28, 2017. While the City’s recognition of tourism as an important element of its economic mix and a contributor to general livability for residents is commendable, this budget places Maple Ridge at a competitive disadvantage relative to other communities that offer similar types of experiences to visitors. This contribution would be best matched by a contribution from the local tourism industry.

In British Columbia today, more than 50 communities have secured the support of their accommodation sector for application of the 2% or 3% MRDT. The MRDT is added to the guest folio at check out and is returned to the community for investment in destination marketing. Additional information on the MRDT program can be found at www.destinationbc.ca/BC-Tourism-Industry/Municipal-and-Regional-District-Tax-Program.aspx.

By way of comparison, other communities in British Columbia are accessing the following resources:

Community	Estimated MRDT
Maple Ridge	N/A
Chilliwack	\$275,000
Abbotsford	\$250,000
Squamish	\$190,000
Nelson Kootenay Lake	\$300,000

Discussions with the accommodation sector in Maple Ridge are ongoing and it is the intention of the tourism strategy that follows to clearly demonstrate value to the sector in a manner that secures

their support for the application of MRDT in Maple Ridge. However, recognizing that these discussions will take further time and that once support is in place, there is still a nine to twelve month processing time to enact the MRDT, the recommended tourism strategies for Maple Ridge have been categorized as:

- Immediate (2018)
- Year 1 – (12 – 24 months or upon commencement of MRDT collection)
- Years 2-5

Other communities that have supported application of the MRDT and strategically invested funds in tourism promotion and development have experienced significant growth. An easily monitored measure of this return on investment is growth in the MRDT itself. A sample of community DMOs collecting the MRDT report the following growth:

Community	Reporting Period	Growth in MRDT Experienced
Vernon	2010-2015	114% (\$286,000-\$616,000)
Tofino	2011 – 2015	36.8% (\$680,000-\$930,000)
Squamish	2014-2015	21% (\$149,000-\$180,000)

According to MRDT legislation, the baseline level of City investment must be maintained (i.e. the MRDT cannot replace this core funding). The estimate of the funds that could be generated by application of the MRDT collected on guest folios of all properties in Maple Ridge having four or more rooms available for nightly rental is as follows:

2% MRDT rate:

121 rooms x \$95 nightly rate x 60% (average occupancy) x 365 nights x 2% = \$50,348

3% MRDT rate*:

121 rooms x \$95 nightly rate x 60% (average occupancy) x 365 nights x 2.8% = \$70,487

The combination of continued City funding and application of a 2% MRDT would provide core funding for tourism promotion and visitor servicing. Typically, other businesses (restaurants, retail, attractions/activities) are also given the opportunity to contribute financially to cooperative marketing programs. This cooperative marketing, along with leveraged funding available through Destination BC is estimated to be an additional \$35,000.

Therefore, if 2% MRDT is collected, the annual budget available to implement the recommended strategies could be ~\$180,000:

\$60,000 City Contribution for tourism coordinator

\$50,000 2% MRDT collection

\$35,000 City contribution

\$35,000 in leveraged cooperative marketing – Destination BC / stakeholder contributions

Total: \$180,000

Therefore, if 3% MRDT is collected, the annual budget available to implement the recommended strategies could be ~\$200,000:

\$60,000 City Contribution for tourism coordinator

\$70,000 2% MRDT collection

\$35,000 City contribution

\$35,000 in leveraged cooperative marketing – Destination BC / stakeholder contributions

Total: \$200,000

*Note: Communities opting to collect the 3% MRDT contribute 0.2 percentage points to a Provincial Tourism Events Program designed to support bids/hosting of events having provincial significance.

In-kind support from the City is contemplated with respect to office space, accounting/bookkeeping services, technology services so that the maximum investment can be made in marketing and visitor servicing activities.

The City additionally will continue to make investments in infrastructure, festivals and events that benefit both residents and visitors in keeping with its other planning processes such as the Cultural Plan and the Parks Master Plan.

This core funding and in-kind support can be further leveraged with various partners where mutual benefit will be derived. These partners include:

- Regional partners who similarly would have the opportunity to 'buy in' to select initiatives where promotion of the greater regional experience would have more impact in target markets (e.g. Pitt Meadows, Mission, Fraser Valley, etc.)
- Provincial sector partners (Mountain Biking BC, Ale Trail, BC Lodging and Campground Association, Aboriginal Tourism BC, etc.)
- BC Parks
- Destination BC (open pool cooperative funding opportunities)
- Granting authorities (Summer Student Employment grants, etc.)
- Government of Canada

Should support for the MRDT not yet be forthcoming in Maple Ridge, the recommended strategies that follow below will remain relevant although their implementation will require a longer investment horizon. As part of the journey towards this support from the accommodation sector, it may be necessary to design and offer a number of voluntary cooperative marketing programs first in which the properties are offered the option to 'buy-in' to a marketing campaign. Having voluntarily participated in a number of successful promotional campaigns, they may be more receptive and willing to consider application of the 2% MRDT on an ongoing basis.

Recommended Governance Model

An effective, well-governed structure to lead tourism in Maple Ridge is essential to achieving the vision and tourism objectives noted above. As the City of Maple Ridge is currently the only funding contributor, it is logical that governance in the immediate future resides within the City and Economic Development. In order to support their decision-making process, the continued guidance and direction of the Tourism Task Force is recommended. The role of the Task Force can now

evolve to one of an ongoing nature – an Advisory Committee (or Commission) rather than a limited life Task Force.

Membership on the Tourism Advisory Committee (TAC) should be reviewed to include the wide range of experiential offerings in Maple Ridge including outdoor adventure, arts/culture/heritage, festivals/events, accommodations, restaurants, retail sector as well as the ideas of the BIA and Chamber of Commerce. This private sector knowledge and market intelligence is essential to strategic decision-making and provides an important link between tourism businesses and City staff and elected leaders.

Moving forward, the recommended governance model for destination marketing and management in Maple Ridge is as follows:

- Governing authority is the City of Maple Ridge who adopts a 5-year rolling tourism strategy and annual marketing plan upon the recommendation of the Tourism Advisory Committee
- Eleven member Tourism Advisory Committee (TAC) by appointment of City Council:
 - Accommodation providers (3 seats)
 - First Nations representation from Katzie and Kwantlen (2 seats)
 - 6 additional seats chosen following a skills-based public application process with seats intending to capture broad representation from
 - Arts, culture, heritage, festivals/events
 - Restaurants/retail
 - Activity operators
 - Agri-tourism operators
 - Sport tourism
 - Non-voting liaison seats would be available to:
 - City staff – Economic Development – 1 seat appointed
 - Chamber of Commerce – 1 seat appointed
 - Business Improvement Area – 1 seat appointed
- Implementation of the Tourism Advisory Committee recommended and Council approved, tourism strategy and annual marketing plan by Economic Development staff/contractors
- Regular reporting of results against approved plan to occur formally to Council (semi-annually) along with frequent communication to all tourism stakeholders and interested residents
- Frequent informal feedback from residents/tourism businesses throughout the year along with annual formal Open House opportunities to present past successes/lessons and receive input on future priorities.

This model is felt to best reflect the following principles agreed to be critical to Maple Ridge's success moving forward:

- Utilize open and transparent public process
 - The recommended tourism strategy and annual marketing plan will be presented by the Tourism Advisory Committee to Council in a public meeting and as documents of public record, available to any and all to review
 - Regular reporting of progress and results achieved will also formally occur at scheduled Council meetings and be publicly available

- Leverage private sector knowledge and expertise in destination marketing
 - The Tourism Advisory Committee members will be selected based upon an open and public application process in response to a desired set of skills and representation – applicants will submit their resume detailing their experience in destination marketing, tourism services delivery, strategic leadership etc. and selection will be made to secure a breadth of representation across all sectors of the tourism industry that contribute to the visitor experience in Maple Ridge
- Balance interests of stakeholders and accountability to funders
 - The composition of the Tourism Advisory Committee recognizes the important commitment that the accommodation sector is being asked to make to the growth of the visitor economy in Maple Ridge via their support for the Municipal & Regional District Tax and ensures that their views related to tourism strategy and annual marketing initiatives can be clearly articulated and embedded in recommended strategies and resource allocations
 - The liaison seat on the Tourism Advisory Committee for the City’s Economic Development Manager and the vesting of final governance authority in Mayor and Council recognizes the equally significant financial contribution to destination management made by the City and its taxpayers.

As discussions with the accommodation sector continue, this recommended governance model will be reviewed and may be adjusted. As a condition of their support, the accommodation sector may require that the destination marketing funds derived from MRDT be managed outside of local government through a not-for-profit Society with an independent Board of Directors. Better practices around the Province indicate that the composition of such a Board would likely being similar to that recommended for the TAC. Should this modification to the governance model be required as a condition of their MRDT support, the City, in recognition of its financial contribution to destination marketing (now being made to and governed by the Society) would also participate on this Board of Directors through Council appointments to hold the number of seats allocated to municipal representatives.

Mission of the Proposed Tourism Advisory Committee

The key elements of the mission of the Tourism Advisory Committee working together with the City of Maple Ridge were identified through the stakeholder engagement process as follows:

- Build awareness and motivate travel to Maple Ridge as a year round preferred multi-night destination in target markets
- Support the enhancement of visitor amenities and infrastructure working in partnership with the City and others
- Develop mutually beneficial partnerships and collaborations
- Build pride, among the residents, about living in and visiting Maple Ridge
- Engage in two-way communication with residents, stakeholders and partners that is frequent, open and honest
- Provide leadership and strategic thinking to Maple Ridge’s tourism industry.

The recommended mission statement for the Tourism Advisory Committee is as follows:

The role of the Maple Ridge Tourism Advisory Committee is to:

Increase awareness of Maple Ridge as an overnight destination of choice in identified target markets

Support local businesses that service travellers with training and education related to the delivery of remarkable experiences

Establish relationships and partnerships within and beyond Maple Ridge that are both respectful and mutually beneficial

Maple Ridge's Unique Selling Proposition and Target Markets

Based upon a review of available market research, Maple Ridge's current situation analysis and knowledge of the strengths, weaknesses, opportunities and threats for tourism in Maple Ridge, the following elements of the visitor experience should be considered as foundational to Maple Ridge's unique selling proposition and be embedded in some form in all messaging:

- Outdoor adventure is right here – from safe and easy family-friendly hikes to backcountry touring of an expansive wilderness – Maple Ridge is easily accessible for visitors and residents of the Lower Mainland
- Agricultural tourism options are abundant in Maple Ridge – options may appeal to those seeking farm to table experiences, family outings, farm-themed weddings, etc.
- Urban centre – Maple Ridge has a walkable urban centre/cultural hub that could be even further enhanced with improvements to lighting, pedestrian areas and public entertainment gathering spots, including car-free events
- Home of the Katzie and Kwantlen First Nations – living and vibrant communities with unique cultures and stories to share
- Value – Maple Ridge accommodation offers excellent value to travellers while being only 45 minutes from downtown Vancouver attractions/amenities

There are other destinations that offer similar experiences but Maple Ridge’s location, mountains, urban centre, authentic First Nations culture and agricultural experiences offer a unique mix:

Community	Proximity to Vancouver	Scenic Mountains	Agricultural product	Walkable Urban Centre	First Nations Culture	Notes:
Maple Ridge	1 hour	X	X	X	X	More work required to improve pedestrian friendly-nature of gathering spots
Squamish	1 hour +	X			X	Limited Main Street exists, with proposed future downtown waterfront development
Abbotsford	1.5 hours	X	X		X	Distinct, spread out neighbourhoods

Markets that should be targeted and offered specific Maple Ridge experiences so as to achieve the objective of increasing overnight visitation, length of stay and visitor spending throughout the year include the following:

Target Market	Maple Ridge Experience	Key Message Elements
Weddings – Lower Mainland	Incredible scenery; all the services and amenities needed for a successful day; excellent value	Picture perfect weddings in Maple Ridge – every service available – every detail taken care of
Small Meetings/Conferences – Lower Mainland	Accommodation/dining/meeting space – at great value	Maple Ridge meetings – big city service without the big city cost
Family Vacations – Lower Mainland market	Memorable family experiences –dike hikes, horseback riding, camping, fun at the lake, farm experiences and exceptional value	All the ingredients for your family vacation are all here – suggested itineraries including access options, range of places to stay, family friendly activities
Hiking	Trails for all skill levels from peaceful dike walks, to easy	Make Maple Ridge your base for your next hiking

	hikes around Whonnock Lake to multi-day backcountry hiking/mountaineering In Golden Ears Provincial Park	adventure. Great value accommodations, all the comforts, services and amenities you need and a great range of dining and shopping options
Road Cycling – Lower Mainland	Ride Port Coquitlam – Pitt Meadows – Maple Ridge road; overnight in Maple Ridge – return next day	Long rides without intersections through scenic countryside/mountain backdrops
Mountain bikers – BC resident market	Part of Fraser Valley Mountain Biking experience	Make Maple Ridge your base to explore mountain biking trails throughout the Fraser Valley
Regional and Provincial Sport Tourism Event Organizers	Local clubs combine with sport tourism infrastructure + accommodation, dining, retail experiences	Maple Ridge has the facilities and amenities to host successful tournaments, races and other sporting events
Festival and Event Goers – Regional Drive Markets	Heritage, culture, live entertainment, family fun at signature events such as Caribbean Fest, Country Fest, weekly Haney Farmers’ Market, summer programming a Memorial Peach park, Festival of BC Films, Golden Harvest – Taste of Maple Ridge	Maple Ridge getaway – enjoy art, culture, live entertainment
Touring Travellers – all geographic markets	Year-round touring market can use Maple Ridge as a base for overnight stay to experience entire area – feature accommodation and close proximity to Golden Ears and other outdoor and cultural experiences	Provincial Park, scenery and local hospitality

Target markets can also be defined by their psychographic traits. The Explorer Quotient (EQ) is a tool developed by Destination Canada to assist communities and businesses in understanding the psychographics of travellers – the reasons why they travel and the types of experiences they seek. This behavioral knowledge assists in identifying the types of travellers best suited to the product/experience being offered.

Traveller ‘types’ are defined and the destination or business is able to match the ‘type’ with the experiences they offer as a way of focusing marketing efforts on best potential customers and

defining the nature of messaging/media tools that will reach and resonate with them. Additional information is available through Destination BC and on-line at www.en.destinationcanada.com. Destination Canada has identified the following Explorer Types as most attractive for the Canadian marketplace. Destination BC has confirmed that these markets are most relevant provincially:

- Free Spirits
- Cultural Explorers
- Authentic Experiencers

Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.

Many of BC's current visitors are Gentle Explorers. Gentle Explorers like returning to past destinations and enjoy the security of familiar surroundings. They seek the most comfortable places and avoid the unknown. They prefer well-organized travel packages and guided tours that care of all the details. They value comfort, structure and luxury.

Maple Ridge's current visitor experiences would appear to best meet the experiential needs of Cultural Explorers and Authentic Experiencers.

As marketing efforts progress and specific campaigns are formulated and launched, they should be informed by the additional psychographic intelligence available from the EQ program and data collection in the Maple Ridge area. In particular, where a database of visitor postal codes can be aggregated, resources invested in a PRIZM5 analysis offered through Environics Analytics can provide invaluable insight into current visitor profiles.

Recommended Strategies

The following table summarizes the recommended strategies to achieve Maple Ridge's tourism objectives and vision. Further detail for each strategy is provided below.

These strategies provide opportunities for alignment with existing City resources and budgets in Parks Recreation and Culture and other departments (e.g. a trail plan will be led by Parks but will support tourism and should include a tourism component)

Strategies related to objective #1 – Destination Marketing are colour-coded green; strategies related to objective #2 – Destination Development are colour-coded gold.

Objective #1 – Destination Marketing

We will conduct effective destination marketing in target markets with a focus on generating incremental overnight stays in paid accommodation

Objective #2 – Destination Development - Tourism Experience

Attraction/Retention/Expansion and the Delivery of Remarkable Experiences

We will encourage investment in tourism businesses and visitor/resident experiences to support longer lengths of stay and increased spending. We will support all visitor experiences in Maple Ridge in the quest to be ‘remarkable’.

Funding available to implement these strategies is estimated to be as follows:

2018: City of Maple Ridge funding only – core funding of \$35,000 for marketing and \$60K for tourism coordination supplemented with cooperative marketing investments by local tourism businesses of \$5,000 = \$10,000 total

Year 2: Upon commencement of a 2% MRDT – combined MRDT funds/City funding/cooperative marketing investments and increased leveraged dollars = \$180,000 total

2018 implementation refers to the next year, while the decision regarding MRDT is made. Year 2 budget begins assuming MRDT collection begins. The budget is based on 2% MRDT collection. If 3% is collected, additional budget is available for marketing, content curation, and leveraging marketing dollars.

Target Market	Strategy	Funding	2018	Year 2 Budget	Years 3-5 Annual Budget
All Markets	Conduct visitor survey at Golden Ears Park understand current visitation, motivators, perceptions, opportunities, etc. Conduct additional primary market research in years 2-5 to understand current visitation, motivators, perceptions, level of satisfaction and gaps	Core	\$5,000	\$,0	\$0
Lower Mainland Weddings Market	Weddings - Design and publish an on-line guide to weddings in Maple Ridge with stunning photography and a list of service providers. Maintain guide by refreshing imagery. Consider attending select weddings shows in years 2-5.	Core + Cooperative Marketing / Advertising Sales	\$5,000	\$5,000	\$5,000

Lower Mainland – Small Conferences Market	Meetings / Conferences - Design and publish an on-line guide to meetings in Maple Ridge with stunning photography and a list of service providers. Maintain guide by refreshing imagery. Consider attending consumer shows in years 2-5.	Core + Cooperative Marketing / Advertising Sales	\$5,000	\$10,000	\$10,000
Regional / Provincial Sport Tourism	Sport Tourism - Work with local sports clubs to identify and bid for regional and provincial tournaments in fall/winter/spring 2017 including development of special offers/promotions to attendees featuring reasons to come early/stay tournaments in fall/winter/spring 2017 including development of special offers/promotions to later and experience Maple Ridge	Core	Contractor/ Staff Time	\$10,000	\$10,000
Lower Mainland Cycling Enthusiasts (Road and Mountain Biking)	Cycling - Design and promote a Maple Ridge Cycling Guide showcasing trail networks and nearby attractions (restaurants, accommodations); include multi-day itineraries that combine Maple Ridge with neighbouring trail networks in Pitt Meadows and Port Coquitlam; feature on existing website and partner websites (Cyclo Touring BC; Mountain Biking BC etc.)	Core + Contributions from Neighbouring Communities – Possible Destination BC Open Pool application in November 2017	\$5,000	\$5,000	\$5,000
All markets	Partnership Marketing – Participate in partnership programs and enhance Maple Ridge profile on existing marketing platforms such as www.hellobc.com , www.mountainbikingbc.ca , www.scenic7bc.com , www.viasport.ca	Core	\$10,000	\$10,000	\$15,000
All Markets	Online Marketing Tools - Content acquisition and curation for all social media channels/ Maintain and enhance web presence	Core	\$10,000	\$10,000	\$25,000
All Markets	Collateral - Produce 2018 Visitor Guide	Core + advertising sales revenue	Breakeven with advertising	Breakeven advertising sale	Breakeven with advertising

			sales		sales
All Markets	Undertake brand development and roll/out – implementation and integration into all activities	Core + MRDT	-	\$30,000	\$10,000
All Markets	Secure imagery/videography content and curate for use in social media channels	Core + MRDT	-	\$ 10,000	\$10,000
All Markets	Actively engage with social media influencers in each target market (host bloggers, Instagrammers, etc.)	Core + MRDT	\$5,000	\$ 5,000	\$5,000
All Markets	Continue to enhance website content, incorporate search engine optimization; geo-targeted advertising	Core + MRDT		\$10,000	\$10,000
All markets	Design and activate visitor servicing program ; rejoin DBC network; mobile visitor servicing options	Apply for Innovation Funding	Staff Time	\$20,000	\$20,000
All Markets	Consider visitor perspective and experiential quality in all ongoing investments in municipal infrastructure (roads, parks, trails, recreation facilities etc.)	Core	Staff Time	Staff Time	Staff Time
Arts, Culture & Heritage enthusiasts – Cultural Explorers	Support Arts/Culture/Heritage events that motivate travel with marketing and promotion including overnight itineraries to encourage longer lengths of stay	Core + MRDT		Staff time	Staff time
Festival & Event Goers	Invest in existing and/or create new signature events with depth of programming content and quality that motivates travel with a focus on shoulder season e.g. Slow Food Cycle Tour	Core +MRDT		Staff Time	Staff Time
Cultural Explorers, Authentic Experiences	Continue to build relationships and offer market intelligence to support the development of authentic Aboriginal cultural tourism experiences by the Katzie and Kwantlen First Nations	Core		Staff Time	Staff Time
Cultural Explorers	Expand depth of agri-tourism offerings in Maple Ridge	Core		\$3,000	\$3,000
All Markets	Participate in an update to the signage / wayfinding strategy and represent the perspective and needs of the visitor	Core		Staff Time	Staff Time

Outdoor Enthusiasts	Conduct a Whonnock Lake Master Plan			Staff Time	-
Outdoor Enthusiasts	Participate in a Trails Master Plan that considers strategic connections, interconnectivity amongst communities and supports trail based/cycling visitation to Maple Ridge	Core		Staff Time	Staff Time
Maple Ridge Tourism Businesses	Invest in experiential quality – training, education – participate in DBC <i>Remarkable Experiences</i> program / Share Destination BC <i>Tourism Business Essentials</i> guides and host workshop	Core +MRDT		\$ 3,000	\$3,000
Residents	Leverage the VFR (visiting friends/ relatives segment)		\$3,000	\$2,000	\$2,000
Internal audience	Analyze the role that Airbnb and short term rentals might play in tourism and community economic development	Core		Staff Time	Staff Time
Internal audience	Communicate progress/successes/ lessons learned from implementation of immediate strategies with residents and tourism business operators	Core	Staff Time	\$2,000	\$2,000
Outdoor Enthusiasts	Encourage recreation equipment rentals	Core		Staff Time	Staff Time
Outdoor Enthusiasts /Cultural Explorers	Continue to invest in and promote interesting geo-caching sites in locations of heritage significance	Core		Staff Time	Staff Time
Cultural Explorers	Support City efforts to develop a “Points of Pride” program that provides markers for key locations of interest in the community (including heritage markers)	Core		Staff Time	Staff Time
Meetings/Conference	Support City efforts related to attraction of an accommodation partner to Town Centre	Core		Staff Time	Staff Time
Outdoor Enthusiasts	Participate in discussions related to additional camping capacity (both provincially and municipally)	Core		Staff Time	Staff Time
Cultural Explorers	Participate in discussions related to development of additional tourist accommodation in rural areas	Core		Staff Time	Staff Time

All Markets	Support City investments in downtown vibrancy including: <ul style="list-style-type: none"> Daytime family activities (roaming entertainers, temporary installations and public art) Night time entertainment district (create entertainment district: patio dining; evening programming) Pedestrian oriented areas (adding crosswalks, sidewalks and separated bike lanes) Enhanced lighting and design	Core		Staff Time	Staff Time
All Markets	Support implementation of Signage and Wayfinding strategy	Core		Staff Time	Staff Time
Outdoor Enthusiasts	Support implementation of Trails Master Plan	Core		Staff Time	Staff Time
	Total Destination Marketing		\$45,000	\$105,000	\$105,000
	Total Destination Experience		\$3,000	\$30,000	\$30,000
	Tourism Coordinator		\$47,000	\$45,000	\$45,000
	Total Budget		\$95,000	\$180,000	\$180,000
	Office/Overhead		In kind from City	In kind from City	In kind from City

Detailed activities for each of the immediate and Year 1 strategies follow. Details for Years 2 and beyond will be determined at that time.

Detailed Destination Marketing Strategies – Immediate (next 12-18 months)

Description	Primary Market Research
Specific Initiatives/Actions	a. Conduct intercept survey at Golden Ears Park to understand current visitors - who is coming today, what motivates them, what influences them, what do they know about Maple Ridge and how they could be motivated to return, stay longer, come in the shoulder season etc.
Rationale/Objectives	Primary market research enhances understanding of visitor perceptions and destination performance allowing fine-tuning of strategic investments
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Maple Ridge tourism stakeholders
Timing	2018
Budget	2018 - \$5,000

Measuring Success	Primary market research available to inform future planning and marketing efforts Growth in value of visitor economy in Maple Ridge
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Description	Weddings - Design and publish an on-line guide to weddings in Maple Ridge with stunning photography and a list of service providers
Specific Initiatives/Actions	<p>a. Develop promotional materials and resources for wedding planners and brides (online list of resources for wedding planners – farm and city venues, photographers, caterers, etc.)</p> <p>Using the City of Maple Ridge online business listing, create list of wedding-related businesses on tourism website, for ease of wedding planning. Ensure on-brand imagery accompanies this section of tourism website.</p> <p>b. Develop weddings market strategy (consumer show attendance, publications targeted for media coverage, etc.)</p> <p>Work with wedding market stakeholders (accommodations, venues, photographers, etc.) to determine cooperative Weddings in Maple Ridge marketing tactics. (e.g. www.vancouverweddingshows.com/becoming-an-exhibitor)</p>
Rationale/Objectives	Maple Ridge’s unique selling proposition revolves around its agricultural/mountain offerings next to urban centre, just one hour away from Vancouver. This provides an ideal setting for cost-effective, farm and/or mountain-themed, short-haul destination weddings from the Vancouver market.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Tourism stakeholders – cooperative marketing/pay to play opportunities
Timing	2018: promotional materials designed/produced Year 2: Wedding sub-strategy development and commence implementation Years 3-5: ongoing implementation
Budget	2018 - \$5,000; Years 2-5 - \$5,000
Measuring Success	<ul style="list-style-type: none"> • Social media engagement • Wedding bookings through partners (accommodation providers, venues, etc.) • Consumer show attendance/leads generated

Description	Meetings and Conferences - Design and publish an on-line guide to meetings in Maple Ridge with stunning photography and a list of service providers
Specific Initiatives/Actions	<p>a. Develop promotional materials and resources for event planners (online list of resources for event planners – forest and city venues including capacities, floorplans, audio-visual suppliers, caterers, etc.)</p> <p>Using the City of Maple Ridge online business listing, create list of meeting/conference-related businesses on tourism website, for ease of meetings/conference planning. Ensure on-brand imagery accompanies this section of tourism website.</p> <p>Examples: www.tourismvancouver.com/meetings www.visitrichmond.bc.ca/meetings-groups/meetings-and-events</p> <p>b. Develop small meetings/retreats market strategy (publications in which to secure editorial coverage, etc.)</p> <p>Work with meeting market stakeholders (accommodations, venues) to determine cooperative Meetings in Maple Ridge marketing tactics. Work with local government, health care providers, arts, heritage, agritourism, etc. stakeholders to develop a list of potential associations, organizations that host conferences.</p> <p>a. Engage local stakeholders (Loon Lake Lodge, hotel partners, etc.) in discussions on cooperative marketing opportunities and meeting/conference leads, including pre-post opportunities, such as the IOCongress 2018.</p> <p>Vancouver is welcoming ornithologists from around the world on behalf of the International Ornithologists' Union to the 27th International Ornithological Congress (IOCongress2018). The IOCongress2018 Planning Committee is seeking 1-day tour options during the congress as well as longer (multi-day tour options). www.iocongress2018.com/congress-tours</p>
Rationale/Objectives	Maple Ridge's unique selling proposition revolves around its agricultural/mountain offerings next to urban centre, just one hour away from Vancouver and from the international airport. This provides an ideal setting for cost-effective, meetings and conferences.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Tourism stakeholders – cooperative marketing/pay to play opportunities

Timing	2018: design/produce promotional materials Year 2 – meetings/conference sub-strategy development and commence implementation Years 3-5: continued implementation
Budget	2018 - \$5,000 ; Years 2-5 - \$10,000
Measuring Success	Social media engagement Meeting bookings through partners (accommodation providers, venues, etc.)

Description	Sport Tourism - Work with local sports clubs to identify and bid for regional and provincial tournaments in fall/winter/spring 2018 including development of special offers/promotions to attendees featuring reasons to come early/stay later and experience Maple Ridge
Specific Initiatives/Actions	<p>Ensure Maple Ridge content on www.viasport.ca is accurate and up to date and apply for grant assistance as appropriate and available</p> <p>Provide support to local sports clubs and assistance in bid identification and submission preparation</p> <p>Develop readily customizable flatsheets featuring all local services and amenities for attendees and participants</p> <p>Promote pre-event training opportunities</p> <p>For larger scale events, make available special offers and assist in creating participant welcome package that features dining, shopping, extend your stay offers to maximize attendee length of stay, spending and intention to return</p> <p>Create database of attendees and promote ‘come again’ packages to encourage return visitation</p> <p>Collaborate with other BC communities (Kamloops, Langley, Trail etc.) to re-energize and leverage information and resources on previous provincial sport hosting website</p> <p>Join Canadian Sport Tourism Alliance (CSTA); attend annual conference</p> <p>Work with Sport BC to prepare for the 2020 BC Summer Games</p>
Rationale/Objectives	Maple Ridge has a deep sport tradition and facilities capable of hosting regional and provincial events. New and improved facilities will help support sports tourism. Every

	additional event hosted will contribute to overnight stays, retail and restaurant spending and offers a significant return to all tourism businesses at all times of year, and particularly in shoulder season.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Province of BC recently launched their event hosting resources and associated financial support www.gov.bc.ca/eventhosting
Timing	Immediate and Ongoing
Budget	2018 - \$0 (staff time); Years 2-5 - \$10,000
Measuring Success	Number of sport tourism events hosted Size of database of attendees/participants for future marketing Growth in value of tourism in Maple Ridge

Description	Cycling - Design and promote a Maple Ridge Cycling Guide showcasing trail networks and nearby attractions (restaurants, accommodations); include multi-day itineraries that combine Maple Ridge with neighbouring trail networks in Pitt Meadows and Port Coquitlam; feature on existing website and partner websites (Cyclo Touring BC; Mountain Biking BC etc.)
Specific Initiatives/Actions	Convene cycling clubs/enthusiasts in Maple Ridge and together with City staff (Parks/Recreation), design a cycling guide Collaborate with neighbouring communities to showcase connections/trails/routes Identify transportation/access points, restaurants, cafés, places to stay, First Nation place names etc. Suggest multi-day itineraries and promote via social media channels Create a cycling sub-strategy for implementation in Year 1 Secure and utilize on-brand imagery
Rationale/Objectives	There are many cycling enthusiasts in the Lower Mainland and Fraser Valley and the cycling season is virtually 12 months long. Current information regarding trails and cycling experiences in Maple Ridge is difficult to find and often inaccurate (horse trail routes rather than cycling routes). A clear cycling guide with compelling imagery and suggested multi-day itineraries through Maple Ridge and neighbouring communities that is promoted through social media channels and other means will grow visitation from this sector.
Responsibility	Tourism Advisory Committee/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Tourism stakeholders – cooperative marketing/pay to play opportunities
Timing	2018 – design and produce cycling guide Year 2 – cycling sub-strategy development and commence

	implementation Years 3-5: continued implementation
Budget	2018 - \$5,000; Years 2-5 - \$5,000
Measuring Success	Increase in overnight stays by cyclists Increase in overall value of tourism economy in Maple Ridge

Description	Partnership Marketing - Enhance Maple Ridge profile on existing marketing platforms such as www.hellobc.com, www.mountainbikingbc.ca www.scenic7bc.com www.viasport.ca
Specific Initiatives/Actions	<p>Destination BC: Maximize www.hellobc.com – work with the Destination BC Travel Information Management team to ensure Maple Ridge content is up to date and reflective of branding, messaging and unique selling proposition.</p> <p>Explore the opportunity of working with the Consumer Marketing team to develop potential content ideas for a series of Maple Ridge related eDMs to be sent out to those consumers in Destination BC’s database that indicated hiking, biking, agri-tourism, etc. are of primary interest</p> <p>Engage with Destination BC’s social media channels www.destinationbc.ca/Programs/Consumer-and-Industry/Social-Media.aspx</p> <p>Ensure all Maple Ridge events on listed on HelloBC event listings site. www.tourismbc.net/dms/secure/default.aspx Make all stakeholders aware of the reach of the provincial marketing website and the efforts made to ensure Maple Ridge representation on all marketing channels. Currently four events are listed: Canada Day celebrations, Haney Farmer’s Market, Caribbean Festival and Celebrate the Night. www.hellobc.com/maple-ridge/things-to-do/festivals-events/all-events.aspx</p> <p>Existing cooperative marketing partnerships: Maximize partnerships and update imagery/branding with Scenic 7 and Circle Farm Tours. Create regional cooperative marketing programs together with neighbouring communities as appropriate where a broader regional message is more impactful with targeted travellers (e.g. cycling).</p> <p>Meet with all key marketing partners (Destination BC, Scenic 7, Circle Farm Tours) to share target markets, key messages</p>

	<p>and brand imagery and to ensure Maple Ridge is appropriately represented in partner destination marketing efforts.</p> <p>Visitor Centres - Partnerships with Visitor Centres are also important. Front-line staff in surrounding Visitor Centres should be knowledgeable about Maple Ridge.</p> <p>Other Partners: ParkBus – in partnership with BC Parks, ParkBus offers scheduled bus service from Vancouver to Golden Ears Park. An opportunity exists to explore marketing opportunities to ensure visitors to park learn more about Maple Ridge. www.parkbus.ca/goldenears</p> <p>BC Ale Trail - representing craft brewing sector – two Maple Ridge businesses currently on the website bcaletrail.ca</p> <p>Mountain Biking BC – explore membership in Mountain Bike BC and receive community profile on website and participate in media trips, social media engagement, etc. www.mountainbikingbc.ca</p> <p>Camping/RV sector - enhance content related to Maple Ridge camping experiences www.campingrvbc.com www.gocampingbc.com www.camping.bc.ca</p> <p>Aboriginal Tourism BC – explore Associate Stakeholder membership (\$99/year) to become more engaged with the organization and the tourism business support opportunities www.aboriginalbc.com/corporate</p> <p>Film Commission – continue to work closely with scouts/location to maximize market exposure associated with various film/TV productions www.creativebc.com</p> <p>BC Parks – explore the idea of providing “Where to Shop” or “Things to Do” in Maple Ridge when campers reserve their site at Golden Ears Park www.env.gov.bc.ca/bcparks/explore/parkpgs/golden_ears</p>
Rationale/Objectives	Leveraging resources with other communities and organizations for mutual benefit is necessary with limited funds for marketing and promotion.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging	Other communities, organizations as listed

Opportunities	
Timing	2018 – continued participation in Scenic 7 and Circle Farm Tour; update www.hellobc.com content Year 2 – explore new partnership opportunities noted above Years 3-5 – continued partnership investments
Budget	2018 - \$10,000; Year 2 - \$10,000; Year 3 - \$15,000
Measuring Success	Number of collaborative marketing initiatives executed Growth in value of tourism in Maple Ridge

Description	Online Marketing Tools - Content acquisition and curation for all social media channels/ Maintain and enhance web presence
Specific Initiatives/Actions	<p>a. Engage residents and influencers in sharing their images and using #DiscoverMapleRidge</p> <p>b. Maintain existing website - update content/imagery, add itineraries on existing City hosted website</p> <p>c. Develop an interactive website showcasing range of experiences – allowing visitors to ‘click’ on their passion to see range of options and itineraries in the area</p> <p>d. Develop several suggested itineraries along various themes for inclusion on website and in social media posts in order to showcase the many reasons to visit Maple Ridge and stay overnight</p> <p>e. Improve existing City website as an interim measure while undertaking the design of a new standalone tourism website. Transfer website content from www.mapleridge.ca/330/Tourism to www.discovermapleridge.ca and enhance with content specific to target markets (keeping in mind key words/links etc. that will drive high organic search engine placement). Navigation and imagery should reflect target segments/travel motivators and overall brand and messaging. Ensure website is mobile device friendly.</p> <p>Redesign should consider:</p> <ul style="list-style-type: none"> • Home page: “What’s your passion?” – click through directly to hiking, festivals, etc. rather than more generic navigation that lists activities available • Additional photography/videography to convey emotional appeal of experiences • Third party endorsements of experiences • Inclusion of history – First Nations history and place names as well as agricultural history • Suggested itineraries • Package opportunities • Circle routes • Build Your Own Itinerary • Trail maps, cycling maps

	<ul style="list-style-type: none"> • Blog content <p>Utilize Google Analytics to understand website statistics e.g. referral source, unique visits, length of stay; pages visited; page visit duration etc.</p> <ol style="list-style-type: none"> f. Develop Social media campaigns using key words/geotargeting/unique Maple Ridge hashtag g. Grow audience in social media such as Facebook, YouTube, Twitter and Instagram with frequently updated and relevant information that, in particular, appeals to target markets (including What’s Happening this Week). Follow others with large followings and contribute to their conversations. Commission additional social media content (blog stories, vignettes etc.) regularly to keep followers engaged. Ensure integration of social media tools on website. h. Set up Hootsuite account to monitor Maple Ridge tourism social media channels and #DiscoverMaple Ridge hashtag. Set up groups (arts, sport, heritage, accommodations, etc.) within Hootsuite to more easily track and share local tourism business social media posts. Tag all partners in posts to ensure more reach. i. Maintain connections with Destination BC and other DMO social media feeds (Fraser Valley and lower mainland DMOs). See How to Engage with Destination BC’s Social Media Channels for more information. j. Introduce a website blog with ‘must do’s; highlights of recent trips – integrate with Instagram photo’s/stories similar to highly successful campaign ‘Whistler Unfiltered’ see www.origindesign.ca/instagram-powers-tourism-whistler’s-whistlerunfiltered-campaign k. Develop and promote itineraries, for both passion-based (hiking, family activities for young children, cycling, agritourism etc.), and length of time available (half-day, 1-day, 2-3 days). l. Build an opt-in email database which records activities of interest and begin series of email campaigns with suggested itineraries matching indicated interests m. Secure editorial coverage in key target markets (print and digital) featuring suggested itineraries n. Consider introducing contests and build a database for future direct marketing efforts. (See Camping and RV BC “It’s my camping story blog contest” as an example - www.campingrvbc.com/contest
Rationale/Objectives	<p>Integrated online marketing campaigns that include contesting, paid advertising, email opt-ins etc. and participation in social media that accesses target markets and can create ‘viral’ excitement about travel experiences in Maple Ridge.</p> <p>High quality experiential photography and videography will</p>

	allow potential visitors to see themselves 'in the activity' and motivate participation.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Destination BC has commissioned new 'on brand' imagery and videography all tourism regions. This new inventory should be reviewed first to determine 'gaps' for Maple Ridge. A potential partnership with neighbouring communities with application to DBC 'open pool' can be considered to secure imagery/ videography not yet available.
Timing	2018e – Encourage local residents to share their Maple Ridge images; update content on current website with new images, suggested itineraries etc. (continue hosting on City platform) Year 2 – Content acquisition/curation and social media campaigns; design/launch new interactive website Years 3-5 – continued content acquisition/curation, social media campaigns, updates to website
Budget	2018: \$5,000; Year 2 - \$10,000; Year 3- \$25,000
Measuring Success	Variety of 'on brand' images representing Maple Ridge experiences for target markets Number of unique website visits Instagram images Number of referrals to stakeholder websites Size of subscribed email database for future direct marketing Contest participation rates Social media 'Likes'/'Follows' and reach Blog engagement

Description	Collateral - Produce 2018 Visitor Guide
Specific Initiatives/Actions	Continue to produce a Visitors' Guide showcasing the many reasons to visit Maple Ridge Incorporate as a downloadable pdf on website Distribute print version in key locations (e.g. Park Bus) Upon completion of branding review – revisit design and imagery to ensure on-brand
Rationale/Objectives	Many travellers still reference a Visitors' Guide to inform their decision making both during the planning stage and while en route
Responsibility	TAC/Tourism Contractor/City
Partnerships/Leveraging Opportunities	Advertising Sales
Timing	Immediate and ongoing
Budget	Breakeven with advertising sales
Measuring Success	Increase in average length of stay Increase in overall value of tourism economy in Maple Ridge

Description	Actively engage with social media influencers in each target market (host bloggers, Instagrammers, etc.)
Specific Initiatives/Actions	<p>Identify key influencers (local celebrity personas; leading photographers; bloggers in agri-tourism/culinary/field to table, weddings, etc.)</p> <p>Engage in and contribute to their social media dialogue</p> <p>Invite select influencers to visit and experience Maple Ridge – host and showcase</p>
Rationale/Objectives	Social media influencers and their opinions are valued by travellers and have more credibility than paid channels
Responsibility	TAC/Tourism Contractor/City
Partnerships/Leveraging Opportunities	Possible multi-community fam tour funded together with DBC
Timing	2018 and ongoing
Budget	2018 - \$5,000; Years 2-3 \$5,000
Measuring Success	Social media impressions

Detailed Destination Development Strategies – 2018

Description	Visitor Services – Design and activate visitor services program - rejoin DBC network
Specific Initiatives/Actions	<p>Rejoin official Destination BC Visitor Centre network (must meet minimum hours of operation and training requirements but can co-locate with City staff)</p> <p>Apply for DBC Innovation funding to support provision of mobile visitor services at key locations such as Golden Ears Provincial Park (800,000 visitors per year); Park Bus Ambassadors; have presence at signature events in order to showcase Maple Ridge businesses and reasons to venture into Maple Ridge/stay longer;</p> <p>Build local volunteer ambassador base among residents – ‘Ask a Local’ program (in return for volunteer perks such as event attendance; recreation passes etc.)</p> <p>Research mobile visitor servicing program possibilities and self-service kiosks for high-traffic areas; Mobile visitor servicing could be via a vehicle, trailer, branded tent, etc.</p> <p>Have tourism staff presence at key locations and events where visitors congregate (sport tournaments, festivals, Haney Farmers Market, etc.)</p> <p>Review transferable lessons available from other communities that have participated in Destination BC</p>

	<p>Remarkable Experiences projects to inform direction for future visitor servicing in Maple Ridge</p> <p>Connect with BC Parks Visitor Services and Community Engagement Manager to discuss ideas/options for mobile visitor servicing.</p>
Rationale/Objectives	Maple Ridge receives many day visitors who may be unaware of the many reasons to venture further in/around Maple Ridge and ideally stay overnight. Rather than requiring them to go to a 'bricks and mortar' Visitor Centre, a program to meet the visitor where they are and engage them will provide information and value.
Responsibility	TAC/Tourism Coordinator/City
Partnerships/Leveraging Opportunities	DBC Innovation Funding; Summer Student Jobs Programs/Grants
Timing	<p>2018 – rejoin DBC official network using an existing City location that is already staffed; provide annual plan to DBC and meet training and hours of operation requirements; Plan mobile visitor servicing and apply for Innovation Funding in November 2017</p> <p>2018 – Activate mobile visitor servicing program</p>
Budget	2018 – staff time only; Year 2-5 - \$20,000 for mobile visitor servicing/volunteer ambassador program
Measuring Success	<p>Number of visitors intercepted/engaged</p> <p>Resident volunteer ambassador program launched</p> <p>Average length of stay in Maple Ridge extended</p>

Description	Destination Enhancement - consider visitor perspective and experiential quality in all ongoing investments in municipal infrastructure (roads, parks, trails, recreation facilities etc.)
Specific Initiatives/Actions	<p>Present Tourism Strategy to all Managers/City Managers at City of Maple Ridge to build knowledge and educate that all City departments are part of 'tourism' – all have the ability to enhance/detract from a visitor experience</p> <p>Identify specific initiatives underway (Parks/Trails planning; Public Art; downtown revitalization; road widening etc. etc.) that would benefit from a visitor perspective</p> <p>Engage in each of these initiatives at the planning stage to incorporate 'visitor lens'</p>
Rationale/Objectives	The City of Maple Ridge is already making significant capital investments for the benefit of its residents – these investments can be considered from the perspective of the visitor as well to ensure they serve both markets (resident and visitor) optimally
Responsibility	Economic Development team

Partnerships/Leveraging Opportunities	All City departments
Timing	2018 and ongoing
Budget	Staff time only
Measuring Success	Visitor perspective considered in project planning

Description	Leverage VFR (visiting friends/relatives) segment
Specific Initiatives/Actions	<ul style="list-style-type: none"> a. Educate locals on places to stay/things to do through city website/ mailouts/municipal communication channels b. Promote us of #DiscoverMapleRidge hashtag. Develop contest or promotion to encourage residents to share images/videos from the destination on social media c. Promote website, itineraries, etc. for residents to be the best hosts for visiting guests.
Rationale/Objectives	Maple Ridge’s residents need to be ambassadors for the destination and to be encouraging friends/relatives to visit and to explore.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Tourism stakeholders
Timing	2018 and ongoing
Budget	2018 - \$3,000
Measuring Success	<ul style="list-style-type: none"> • Social media engagement • Number of resident communiques

Description	Communicate progress/successes/ lessons learned from implementation of immediate strategies with residents and tourism business operators
Specific Initiatives/Actions	<ul style="list-style-type: none"> a. Create and distribute quarterly e-news to businesses to increase understanding of tourism marketing opportunities and successes amongst tourism businesses b. One-page email highlighting recent/upcoming marketing campaigns, website/social media/hashtag stats, Maple Ridge travel stories in the media, contests, etc. c. Educate all residents on the value of the local tourism economy and develop their appreciation of their contribution to the visitor experience d. Incorporate tourism updates/stories into municipal communication channels e. Celebrate Tourism Week each year in June f. Create ‘tourist in your own town’ programs for locals to experience Maple Ridge restaurants, shops, attractions g. Hold annual Tourism Open House to communicate successes and seek input into strategic plan/tactical plan updates
Rationale/Objectives	Both resident and business stakeholder support for tourism

	initiatives is essential for long-term success.
Lead Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships and Leveraging Opportunities	Chamber of Commerce, BIA
Timing	2018 and ongoing
Budget	2018 \$0 (staff time)
Measuring Success	<ul style="list-style-type: none"> Increased support for tourism in Maple Ridge

Detailed Destination Marketing Strategies – Year Two (commencement of MRDT)

The Year Two strategies are considered incremental to the immediate efforts identified above, which should also continue:

Description	Primary Market Research
Specific Initiatives/Actions	<ul style="list-style-type: none"> b. Endeavour to further understand who is coming today, what motivates them, what influences them and how they could be motivated to return, stay longer, come in the shoulder season etc. c. Conduct annual visitor intercept survey – Golden Ears Park and/or during festivals/events d. Utilize tools such as Explorer Quotient e. Develop a database of visitor postal codes and invest in Prizm5 data analysis
Rationale/Objectives	Primary market research enhances understanding of visitor perceptions and destination performance allowing fine-tuning of strategic investments
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Maple Ridge tourism stakeholders
Timing	Years 3 and every two to three years thereafter to update
Budget	Year 3 - \$15,000
Measuring Success	<p>Primary market research available to inform future planning and marketing efforts</p> <p>Growth in value of visitor economy in Maple Ridge</p>

Description	Engage with the Maple Ridge community and create/launch a market-research informed destination brand/identity
Specific Initiatives/Actions	<ul style="list-style-type: none"> a. Engage brand development consultant and work closely with community define the Maple Ridge ‘personality’ as expressed by the community itself b. Work together with consultant and with City of Maple Ridge, key stakeholders and a consultant/designer to develop a compelling brand identity that captures unique selling proposition of the area from a visitors’

	<p>perspective. This identity should leverage the iconic and inimitable found only in Maple Ridge. Include consideration of various naming conventions as well as brand attributes.</p> <p>c. Develop several preferred options and review with tourism stakeholders and community at large. Share brand identity with tourism operators to ensure an understanding of brand positioning and how they can align their efforts.</p> <p>d. Build knowledge and understanding of the Canada brand and the British Columbia brand. For maximum impact, ensure brand identity is aligned with provincial brand managed by Destination BC.</p> <p>Destination BC brand video: www.youtube.com/watch?v=72lrLltoA7w&feature=youtu.be</p> <p>e. Commission primary market research in existing and potential target markets to understand brand attributes that will resonate with these markets and motivate/create urgency to travel</p> <p>f. Launch and embed brand attributes, key messaging and identity in all destination development and marketing efforts</p> <p>g. Develop brand standards manual for approved identity to provide guidance to all those authorized to use brand</p>
Rationale/Objectives	Maple Ridge does not have a compelling and memorable brand identity. While an identity alone will not increase visitation, it is an important tool to build awareness and convey the area's unique selling proposition to those considering travel.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Tourism stakeholders, Residents of Maple Ridge
Timing	Year 2
Budget	Year 2 - \$30,000 ; Year 3 - \$10,000
Measuring Success	Research informed, community supported brand identity for Maple Ridge ready for launch in 2017

Description	Secure additional imagery/videography content and curate for use in social media channels
Specific Initiatives/Actions	<p>Consider a variety of means to secure images/video including contracted photographers/videographers; photo contests;</p> <p>Activate preferred means and secure continual 'stream' of content to be shared with target audiences</p> <p>Secure high-quality on-brand experiential photography and videography that captures compelling images for each market segment targeted and is aligned with provincial</p>

	branding. Destination BC brand video: www.youtube.com/watch?v=72lrLtoA7w&feature=youtu.be
Rationale/Objectives	The pace of content consumption on social media is rapid and to keep potential travellers engaged, images and video content must be updated frequently
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Maple Ridge tourism stakeholders; consider participation in multi-community Open Pool application to hire professional photographers/videographers
Timing	Years 2 and ongoing
Budget	Year 2 - \$10,000; Year 3 - \$10,000
Measuring Success	Social media following/impressions

Description	Continue to constantly enhance website content, incorporate search engine optimization; advertising
Specific Initiatives/Actions	Continue to invest in website improvements and content updates Ensure key word search terms are embedded in content to garner high organic search engine placement Utilize geo-targeted advertising on key words (e.g. Lower Mainland market searching on 'weddings') to promote Maple Ridge as an option for consideration
Rationale/Objectives	Research confirms that travellers increasingly use the web to plan their itineraries – content must be fresh and engaging and must also be easily found. Geo targeted advertising ensures high return on investment.
Responsibility	TAC/Tourism Coordinator/City
Partnerships/Leveraging Opportunities	
Timing	Year 2 and ongoing
Budget	\$10,000
Measuring Success	Website analytics

Description	Consider attending select weddings shows in the Lower Mainland
Specific Initiatives/Actions	Review various wedding shows focused on the consumer including their attendance demographics and cost structure Discuss and review options with Maple Ridge wedding service providers (venues, caterers, photographers) If stakeholder interest is strong, create a 'Team Maple Ridge' approach to wedding show participation to maximize impact – pay to play basis
Rationale/Objectives	Consumer show attendance as an exhibitor can provide access to a qualified group of motivated travellers

Responsibility	TAC/Tourism Coordinator/City
Partnerships/Leveraging Opportunities	Maple Ridge Tourism stakeholders
Timing	Year 2 and ongoing if results warrant continuation
Budget	Year 2 - \$2,000
Measuring Success	<ul style="list-style-type: none"> • Qualified leads • Number of weddings held in Maple Ridge

Detailed Destination Development Strategies – Year Two (commencement of MRDT)

Description	Support Arts/Culture/Heritage events that motivate travel with marketing and promotion including overnight itineraries to encourage longer lengths of stay
Specific Initiatives/Actions	<ol style="list-style-type: none"> Improve inventory of festivals/events for inclusion on website Festival/events inventory can be used for website listing, developing social media calendar and populating “What’s On” weekly flatsheet for stakeholders Promote existing festivals and events on website through social media and as part of suggested itineraries Ensure all festivals are listed and updated on Hellobc.com Incorporate Maple Ridge brand, imagery and hashtag into all festival/event promotions Increase the number of festivals and associated opportunities for visitor spending
Rationale/Objectives	Arts/culture/heritage events in Maple Ridge help define the community and provide reasons to visit and a foundation for the creation of an overnight stay
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Festival and event organizers
Timing	2018 – inventory creation Years 2-5 – promotions
Budget	2018 - TBD
Measuring Success	<ul style="list-style-type: none"> • Social media engagement • Festival/event inventory completion

Description	Invest in existing and/or create new signature events with depth of programming content and quality that motivates travel with a focus on shoulder season
Specific Initiatives/Actions	Engage with local businesses/residents to define ‘need’ period and brainstorm possible events that are authentic to Maple Ridge

	Review models of delivery – community owned and produced – community owned and professionally produced – third party owned and produced Create a signature festival strategy and business plan to support funding applications
Rationale/Objectives	A ‘signature’ event can be the first reason to visit Maple Ridge and can lead to return visits both for the event and at other times of year
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Third party event producers
Timing	Year 1 – Engage with local businesses/community to define the ‘signature’ event to be enhanced or created Years 2 - 5 – Deliver and continually improve the event incorporating new elements, expanding and enhancing the scope/scale of programming
Budget	2018 - \$0 (staff time)
Measuring Success	<ul style="list-style-type: none"> Signature event defined for Year 2 launch

Description	Continue to build relationships and offer market intelligence to support the development of authentic Aboriginal cultural tourism experiences by the Katzie and Kwantlen First Nations
Specific Initiatives/Actions	Meet with Katzie and Kwantlen representatives to discuss tourism opportunity Consider establishing a Memorandum of Understanding to support the development of authentic Aboriginal cultural experiences in Maple Ridge Liaise with Aboriginal Tourism BC (AtBC) and make necessary introductions to access support available through AtBC Provide relevant market research/intelligence to support Katzie and Kwantlen community discussions regarding their interest and willingness to engage with visitors Provide support and assist with business plans/feasibility studies for proposed business ventures, if requested
Rationale/Objectives	Many travellers are seeking authentic Aboriginal cultural experiences. If Maple Ridge works together with the Katzie and Kwantlen First Nations and supports their launch of new experiences, this will give many travelling segments a specific reason to stop and potentially stay in Maple Ridge.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	Katzie First Nation; Kwantlen First Nations; AtBC
Timing	2018 – relationship building; possible MOU Years 2-5 – ongoing support

Budget	2018 - \$0 (staff time)
Measuring Success	New Aboriginal cultural experiences launched in Maple Ridge

Description	Expand depth of agritourism offerings in Maple Ridge and promote all agritourism experiences
Specific Initiatives/Actions	<ul style="list-style-type: none"> a. Highlight farm to table experiences in town (campaign development for existing Golden Harvest event) www.theactmapleridge.org/buy-tickets/other-presentations/golden-harvest b. Support Agricultural Land Reserve (ALR) events (promote use of ALR land for farm to table events, such as farm weddings or socials, farm tour cycle events, barn dances, etc.) c. Connect with ALR stakeholders currently hosting, or interested in hosting, events to explore cooperative marketing opportunities. d. Continue to work with regional partners on cooperative marketing programs for agritourism sector (Circle Farm Tour, Scenic 7, BC Ale Trail, etc.) e. Design and implement Maple Ridge specific agritourism promotions with local businesses
Rationale/Objectives	Maple Ridge's unique selling proposition revolves around its mountains, its agricultural offerings and its proximity to an urban centre, just one hour away from Vancouver. However, a greater number of agritourism experiences would be beneficial to create motivation for travel and overnight stays. Encouraging new agritourism experiences to open and continuing to support existing businesses will eventually create this density of experiences.
Responsibility	TAC/Tourism Contractor/City of Maple Ridge Economic Development
Partnerships/Leveraging Opportunities	Agritourism businesses Fraser Valley Circle Farm Tour
Timing	Year 2 and ongoing
Budget	Year 2 - \$3,000
Measuring Success	Number of agritourism experiences in Maple Ridge Cooperative marketing investment

Description	Participate in an update to the signage/wayfinding strategy and represent the perspective and needs of the visitor
Specific Initiatives/Actions	Contribute to City led review of wayfinding and signage throughout Maple Ridge
Rationale/Objectives	Signage and wayfinding contribute to the overall quality of the visitor experience
Responsibility	TAC/Tourism Contractor/City of Maple Ridge

Partnerships/Leveraging Opportunities	City of Maple Ridge
Timing	As dictated by process
Budget	2018 - \$0 (staff time)
Measuring Success	Visitor friendly signage and wayfinding throughout Maple Ridge

Description	Preparation of a Whonnock Lake Master Plan
Specific Initiatives/Actions	Conduct a Master Plan that provides a comprehensive long-range vision for Whonnock Lake recreation area
Rationale/Objectives	Providing additional recreational opportunities for both residents and visitors
Responsibility	City of Maple Ridge
Partnerships/Leveraging Opportunities	TAC/Tourism Coordinator
Timing	As dictated by City-led review process
Budget	2018 -\$0 (staff time)
Measuring Success	Implementation of master plan

Description	Participate in a Trails Master Plan that considers strategic connections, interconnectivity amongst communities and supports trail based/cycling visitation to Maple Ridge
Specific Initiatives/Actions	Contribute to City led review of trails throughout Maple Ridge
Rationale/Objectives	Trails are often motivators to travel and the quality and variety of trails will contribute to the overall quality of the visitor experience
Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships/Leveraging Opportunities	City of Maple Ridge
Timing	As dictated by City-led review process
Budget	2018 - \$0 (staff time)
Measuring Success	Trail network within Maple Ridge and connected to neighbouring communities that is highly rated by visitors and is becoming a travel motivator

Description	Invest in the experiential quality offered to visitors
Specific Initiatives/Actions	<ul style="list-style-type: none"> a. Offer industry training to all businesses (i.e. Destination BC – <i>Tourism Business Essentials</i> guide and workshop) b. Work with Destination BC to offer <u>WorldHost@</u> training program to Maple Ridge businesses that focuses on providing exceptional visitor experiences c. Use the Destination BC market-ready checklist as a starting place and further enhance with specific standards and best practices related to Maple Ridge: www.destinationbc.ca/Resources/Tourism-Planning-Resources/Market-Ready-Standards.aspx. This tool will

	<p>help to build understanding of ‘market-ready’ and ‘export-ready’ product standards and experiential requirements. Develop a self-assessment checklist for ‘market-ready’ and ‘export-ready’ standards and best practice to be used by local businesses.</p> <p>d. Promote <u>Tourism Business Essentials</u> educational tools and online resources available through Destination BC at no charge to local businesses. Offer Online Reputation Management workshop to all businesses</p> <p>e. Ensure local tourism operators are on TripAdvisor and encourage them to actively manage their online reputation. www.destinationbc.ca/getattachment/Programs/Guides-Workshops-and-Webinars/Guides/Tourism-Business-Essentials-Guides/TBE-Guide-Online-Reputation-Management-2nd-Edition-Sep-2014-(2).pdf.aspx</p> <p>f. Request to be part of Destination BC’s Remarkable Experiences program www.destinationbc.ca/Programs/Regions-Communities-and-Sectors/Sector-Tourism-Programs.aspx</p> <p>g. Encourage cross-promotion amongst tourism businesses</p> <p>h. Develop and distribute ‘What’s On’ weekly flatsheet/central calendar to educate business owners and residents. This is intended to influence hours of operation to accommodate visitor needs, while encouraging cross-promotion amongst tourism businesses</p> <p>i. Advocate for government investments in infrastructure improvements</p>
Rationale/Objectives	Enhanced market knowledge and service/training levels will continue to improve the visitor experience creating ‘remarkable experiences’ that are favorably reviewed on third party platforms and shared across social networks thereby encouraging new and repeat visitation
Lead Responsibility	TAC/Tourism Contractor/City of Maple Ridge
Partnerships and Leveraging Opportunities	Destination BC; Chamber of Commerce; City of Maple Ridge / Economic Development
Timing	Years 2 and ongoing
Budget	Year 2 - \$3,000
Measuring Success	<ul style="list-style-type: none"> • Number of participants in training programs • Number of members utilizing on-line training resources

Description	Analyze the role that Airbnb and short term rentals might play in tourism and community economic development
Specific Initiatives/Actions	<p>Review policy direction/better practices of other destinations in BC, Canada and North America</p> <p>Review Maple Ridge presence on sharing platforms like AirBnB, VRBO etc.</p> <p>Draft municipal policy for consideration by Mayor and</p>

	Council
Rationale/Objectives	The sharing economy creates both opportunities and risks that should be understood and proactively managed by a destination
Responsibility	Economic Deveopment/City Planning Department
Partnerships/Leveraging Opportunities	City staff
Timing	Year 2 – policy review Year 2 – draft Maple Ridge policy
Budget	Year 1 - \$0 (staff time)
Measuring Success	Policy review complete Maple Ridge specific policy in place

Appendix A – Understanding the Visitor Economy

Phil Reddy Tourism Strategy Manager Northwest Regional Development Agency 2006

© Culture Northwest 2006

Summary

In this report, Phil Reddy, the Tourism Strategy Manager for the Northwest Development Agency reflects on the meaning of the term 'Visitor Economy', a term that is increasingly being used as a replacement for 'Tourism'.

This report builds on the experience gained in the Northwest and draws on the debate amongst academic researchers, regional tourism and visitor economy leaders and officers and cultural sector research specialists which took place at:

'Convergence: culture, knowledge and the visitor economy in the North West' – a joint think tank event between the Culture Observatory Intelligence Network, North West Universities Association and Northwest Regional Development Agency on 26 January 2006, Lancaster University.

This report suggests that these two terms mean different but complementary things, and puts forward a working definition of the visitor economy. It emphasizes the importance of those managing destinations having a really good understanding of their visitors if they are to meet expectations. Knowing your customers enables you to design products, services and experiences that they will value, and therefore pay for. The idea that we have the ability to design destinations in a conscious way to meet visitors' expectations is not a novel one, but it is not an idea, or a capacity, that is widely acknowledged or used at the level of a destination. The implications of this bear particularly on tourist boards, but also on local authorities; from being more concerned with promotion (their traditional territory), tourist boards become much more focused on strategic issues of product development. In turn, this new paradigm requires a very different set of skills to those they traditionally possess. The report concludes by emphasising that the many different actors involved in the visitor economy need to work together to achieve the goal that the Regional Development Agency is pursuing; of raising the gross value added that this sector of the economy generates.

Introduction

The tourism strategy for the northwest of England is based on a vision of the region becoming the best destination for visitors in the country. Quite what being best means is not spelt out, but it is clear that the quality of the experience that the region's destinations offer to their visitors is a critical factor in making them and the region, the best. Visitors' experiences of any trip start well before the journey and cover many different elements, with many different contributors. Many of those who contribute to the quality of the experience will not regard themselves as being in the tourism sector, and much of what visitors experience is also open to a wider public. Having a clear understanding of what we mean by the visitor economy and the roles of the different organisations

in supporting this, will help everyone to deliver the quality of experience we aim to provide. Just like a good private sector, customer focused business, destinations need to design and plan their visitor focused offer with a strong sense of purpose, and with a clear idea of the visitors they seek.

Understanding the Visitor Economy

The term Visitor Economy is increasingly being used by those involved in developing tourism, and in the marketing of Britain and England as tourism destinations. There is an immediate appeal to the term; the word 'visitor' is a simpler and more inclusive one than either tourism or tourist, while the reference to economy focuses attention on the importance and perhaps seriousness of what is referred to. But to what extent is the term Visitor Economy synonymous with that of Tourism?

Do we need both terms if they are the same? If they mean different things, then how do they differ?

Tourism is defined by the UN World Tourism Organisation, but who is responsible for defining Visitor Economy?

The UN World Tourism Organisation definition reads:

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

The decision on whether an individual is, or is not a tourist can be a complex and difficult one to make, though this is by no means always the case. In general, we all recognise that overnight visitors are tourists, and we know that many overnight visitors, particularly in our cities, are business visitors, without knowing enough about them, as distinct from leisure visitors. The real difficulty is in deciding if day visitors are tourists or not. Many day visitors can be properly classified as tourist, but the survey data we have is weak; there is an urgent need for improvement here.

The definition of tourism, and therefore of tourists, matters because without it, there is no possibility of being able to count the money they spend. Tourist expenditure is money spent by, or on behalf of, the tourist before, during and after a tourist trip. Yet tourism is of interest to the Northwest Development Agency, to Local Authorities and to the Government principally because of its economic value; it generates GVA, it provides employment and supports businesses that are important to resident communities, it produces tax revenues, and it has a significant impact on the balance of payments. Given the role of airplanes in global warming and the large numbers of UK residents that fly out of the UK, tourism is increasingly significant in this context too.

All tourists are visitors, but not all visitors are tourists. Current usage is to regard Visitor Economy as synonymous with Tourism, but do we need two terms that mean the same thing? Does using a different term with the same meaning as the one it replaces, help in terms of our policies and actions? Despite its increasingly wide use, the term visitor economy does not have an accepted definition. But if it were to be given a distinct meaning, could we use the term Visitor Economy to broaden our thinking, and to help clarify understanding?

Tourism is well enough defined, and given its international definition, it is not within the power of regional or national organisations alone to change that definition, though there is a degree of choice available when it comes to the interpretation, particularly with respect to day visitors. Tourism is

an economic activity that the Northwest recognises as important. It is the Northwest Development Agencies job to create the conditions that support the growth of that economic activity; that can mean more people, it certainly means more expenditure.

Tourism is an economic activity; it describes tangible, quantifiable, transactional events, but a successful tourism sector depends upon much that is intangible and qualitative in nature. Tourism depends on the qualities of place in particular. Clearly, no matter how good an individual tourism business, it will not thrive as well in a place that is of lower quality, as it would in the best. The opportunities to both attract more customers, and to add value, and therefore generate higher spending, are both dependent on the quality of the broader environment.

The Concept of the Visitor Economy

The Concept of the Visitor Economy, as defined in this report, recognises the importance of the more qualitative factors and of the wider set of individuals and organisations, to the success of the destination. At the core of the concept of the visitor economy is the economic activity of visitors, but its meaning is broader than this, embracing all of the elements that make for a successful visitor destination, it covers:

- . All of the things that attract visitors; this means the diverse range of destinations of the region, the natural environment, the heritage and culture, iconic buildings, the retail, sport, leisure and cultural facilities, food, gardens, the events, the scenery; all the things that make the place special, distinctive and capable of engendering pride and interest and a place worth experiencing.
- . The infrastructure that helps to reinforce and shape the sense of place and make it an easy place to visit; the signs, the transport, parking and orientation, interpretation, public space, amenities, etc.
- . The services that cater for the needs of visitors (and of residents), that create economic and social activity and increase spending; including the hotels and bars, pubs and restaurants, galleries, the everyday events and the day-to-day services that make the place clean, safe and welcoming. To create a successful visitor economy, it is necessary to manage all of the components in an integrated and long-term way, with a clear focus on the needs of the visitors the destination is seeking to attract. That focus should be summarised in a destination brand, which should capture and summarise all of the experiences within the destination and presents these to the market in a way that influences perceptions and expectations, and persuades people that they are worth trying. A successful brand gives shape and voice to ambition, improves perceptions and, importantly, promises what can be delivered. **Tourism versus Visitor Economy** The important distinction here is between the person-centred concept of a 'tourist', which is defined so as to allow the measurement of the economic activity of that person, and the place-centred concept of the 'visitor economy', which is concerned with the whole environment within which tourists, and other visitors, act. To use a simple analogy, the visitor economy refers to the coral reef, while tourism refers to a specific group of fish that visit the reef. The value of thinking about the visitor economy is that it legitimises, and gives coherence to, a policy interest in all of the areas identified above: the things that attract visitors; the infrastructure that supports their visit, and; the services provided to them. In thinking about the Visitor Economy, the starting point should be the quality of experience that we provide, but the scope of our interest is not limited by the need to define who is or is not a tourist at any point in time; it therefore

embraces both tourists and non-tourists. The quality of the visitor economy matters to tourism and to tourists, as well as to visitors more generally. It also matters to the wider economic and social success of the destination and the region. High quality places help to attract and retain higher level, more economically productive businesses and workers, as well as being attractive to visitors. Understanding our Visitors From the point of view of the Northwest Development Agency, it is the economic value of visitors and the visitor economy that is of interest. The goal is to be the best visitor destination, but the reason for this is to generate wealth. Simply providing attractive environments or experiences is not enough if there is no economic value generated. We want visitors who will spend money. We need a good understanding of our visitors and potential visitors; the better we understand this, the better will be our ability to design experiences that succeed in attracting the visitors we want. In particular, we need to understand how we can increase the likelihood of visitors spending money willingly, which means providing them with experiences they enjoy and value. None of this is new or surprising; good, customer-focused companies in the private sector understand this well and act accordingly and the competitive pressures between companies drive innovation and growth. To an extent, the same pressures also apply in the visitor economy; particularly when it comes to the major hotel chains that clearly compete with each other. It happens to a lesser extent in other parts of the visitor economy, and, I would suggest, almost not at all when it comes to the level of destinations.

One way of increasing our understanding of visitors is by grouping similar people together; clearly not all visitors are the same, so it makes sense to look for common characteristics between different groups. Segmenting the UK visitor population into distinct groups that share important characteristics helps us to increase our understanding of them. There are many ways of doing this; age, sex, social class, and post code are all obvious. We also segment people on the basis of what they have done in the past. The purpose of doing this is less about promotion, than about taking control of our visitor economy by actively shaping this to suit the visitors we want.

VisitBritain has decided to use the Ark Leisure segmentation model, a values based model, which recognises that many different criteria determine customer behaviour, and which seeks to identify the issues that matter most. These multi-dimensional criteria encompass attitudes, beliefs and values; they are used by the model to group consumers into eight main segments. By getting a better understanding of these criteria and the way different consumer segments operate, VisitBritain is starting to build up deeper insights into what really underpins customer decisions and actions.

The NWDA has recently commissioned research into the day visitor behaviour of people in the region, using the same segmentation model. The insights gained from this, the work of VisitBritain, and other work can help us to shape our places, so that they are more likely to succeed in generating and sustaining growth. The goal is growth in value rather than volume; a better understanding of consumer behaviour helps us to focus on growing value. Using these and other insights should enable us to take control of our future with more confidence, helping us to design and create destinations that will offer the experiences that visitors of the future will want.

VisitScotland's recently published strategy for tourism estimates that gross tourism revenues could increase by 50% by 2015. They believe that this is likely to be driven by an increase in visitor numbers of perhaps 20% by 2015, with the rest of the growth coming from increased spend per head as they get better at offering a wider variety of experiences and products to meet visitors' expectations. They point out that visitors to Austria now, spend half as much again per head as they

do in Scotland.

The Implications for Local Authorities, Tourist Boards and Others

The Lyons Inquiry into Local Government emphasises the strategic role of local government in “place-shaping”. This encompasses, among other things: building and shaping local identity and; working to make the local economy more successful, to support the creation of new businesses and jobs in the area, including through making the area attractive to new investment and skilled workers, and helping to manage economic change. Lyons suggests that there are a range of actions which councils need to undertake to engage successfully in place-shaping, including: good leadership; building coalitions and consensus about the direction of travel with other agencies and the private sector; effective public and community engagement, and; effective use of legislative powers.

Local Authorities have vital place-shaping roles, and need to carry out these roles using the best advice and information and with a clear strategic focus. The role of Local Authorities is less about attracting visitors, and more about shaping places that will meet or exceed their expectations, working with Tourist Boards and with other stakeholders in the visitor economy. The management of the visitor economy should become a core, mainstream interest for local authorities within the broader context of place-shaping; this is in contrast to the far more common approach that sees tourism as peripheral activity, with a focus on promotion and on the provision of information.

In this context, tourist boards provide expertise in destination development and act as agents of the NWDA in delivering the objectives of the Regional Economic Strategy and the Regional Tourism Strategy. The role of tourist boards is to work with local authorities, to provide advice and expertise, to shape and deliver the brand, and to deliver the right groups of visitors through appropriate promotional activity. In addition, tourist boards continue to have a role as a key interface with tourism sector businesses, especially those within the accommodation sub-sector, and as a provider of channels to market for businesses. These are roles they are familiar with and carry out well.

For both local authorities and tourist boards, the strategic visitor economy roles described involve a new approach, and new skills, with a focus on leading the process of change, and working with others to develop, and help deliver shared visions of the future. The Destination Management Planning process now being used in the Northwest is intended to support the achievement of this.

Conclusion

Tourism is a necessary and valuable concept, but it is not sufficient to encompass the broader space about which we need to think and in which we need to act if we are to succeed in our ambition to be the best destination in the country. The visitor economy can be used to describe the space in which we need to operate. Mapping and understanding the visitor economy will help to identify who owns the different elements within that space; show how the different elements interact, and; define directions of travel and responsibilities for action. Such mapping, and the partnerships that arise from this, are essential to the success we seek.

Tourist Boards and Local Authorities need to work together, and with other stakeholders in the visitor economy, to develop achievable visions for the future that are consistent with both the Regional Economic Strategy and with the Regional Tourism Strategy.

The NWDA has a strategic role, expressed through the strategies it helps to create, through its role in shaping regional and sub-regional structures, and through the investments it makes. Local authorities are vital place-shapers. Tourist boards are experts in destination management. The cultural communities are owners of, and key contributors to the visitor economy. And of course, the private sector is essential.

The new tourism and economic structures in the region support and strengthen our ability to think strategically, to set clear goals, and to act within a shared framework. Doing this with a clear sense of what we mean by the visitor economy, and of its wider importance, will mean we have the best chance of creating the economic success we all seek.

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Appendix B – Net Promoter Score

The Net Promoter Score (NPS), developed by Frederick Reichheld and Bain & Company in 2002, is a simple metric that helps organizations monitor the engagement of their customers. It reflects the likelihood that customers will recommend a product/ company/place to friends, family or colleagues.

In the context of the tourism industry, NPS is based on responses to the question, “How likely are you to recommend [British Columbia] as a travel destination to a friend, family member or colleague?” Responses are scored from 0 = “not at all likely” to 10 = “extremely likely”. Respondents are divided into three categories:

- **Detractors** (scores of 0 to 6): Unhappy visitors, unlikely to tell others to visit and might even damage the reputation of a destination through negative word of mouth.
- **Passives** (scores of 7 or 8): Marginally satisfied visitors not excited enough to tell others about their travel experience.
- **Promoters** (scores of 9 or 10): Loyal enthusiasts likely to return and rave about their travel experience.

NPS is calculated by subtracting the percentage of detractors from the percentage of promoters.



The intention to recommend a travel destination, reported by the NPS, is a proxy measure of overall satisfaction with the travel experience. Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit to Maple Ridge. And word of mouth advocacy, either face-to-face or through social media, is critical for attracting first time visitors to Maple Ridge.

NPS is regarded by researchers as the question that best predicts the future growth of customer

centric businesses like the tourism industry. Many tourism businesses and destination management organizations, including Destination Canada and Destination BC, are also measuring NPS to help monitor and measure efforts to improve customer loyalty.

The original research that developed NPS is described in an article by Frederick F. Reichheld in the Harvard Business Review: <https://hbr.org/2003/12/the-one-number-you-need-to-grow>.

Appendix C – Market Research – The Tourism Opportunity

A wide range of market intelligence available through Destination BC was reviewed to inform the development of a five-year tourism strategy for Maple Ridge including:

- Tourism Indicators – February 2016
- Value of Tourism in British Columbia 2014 - February 2016
- Vancouver, Coast and Mountains Regional Profile – January 2015
- Market Profiles (2012/2013) – October 2014
- Activity Sector Profiles

Copies of these research reports are available on www.destinationbc.ca/Research.aspx. Highlights from this market research and implications for Maple Ridge follow:

Sector/Market Implications

The review of market research confirms that Maple Ridge has a range of experiences to offer visitors from a variety of geographic markets who participate in a variety of activities. The destination offers year-round outdoor activities for all ages and skill levels which, when combined with easy access from the lower mainland and Fraser Valley, quality amenities and authentic culture create compelling reasons to travel and stay here as a vacation destination or spend an overnight as part of a longer touring itinerary. Further, the sports facilities and infrastructure found in Maple Ridge are capable of attracting and hosting a variety of regional and provincial tournaments and events, including the upcoming [2020 BC Summer Games](#).

However, this wealth of experiences also creates a challenge for Maple Ridge. As a destination, Maple Ridge must precisely define and target its markets with clear and compelling messaging (narrative and imagery). Messaging that Maple Ridge ‘has it all’ or ‘has something to do year round’ will not sufficiently amplify above the noise of the competition. By the same token, focusing exclusively on one core travel motivating activity such as hiking limits a vast market opportunity for a wide range of travellers having different travel motivations.

Therefore, the execution of all recommended marketing strategies must consider each market being targeted with specific information for each of them. This tactical execution can still occur under an ‘umbrella’ brand for Maple Ridge that captures the unique ‘essence’ of the place and experience. As noted by Phil Reddy (Appendix A):

“.....a destination brand...should capture and summarise all of the experiences within the destination and present these to the market in a way that influences perceptions and expectations, and persuades people that they are worth trying. A successful brand gives shape and voice to ambition, improves perceptions and, importantly, promises what can be delivered.”²

A further implication of this research and the need to speak to various markets in very specific and distinct ways, is that marketing efforts should be weighted towards lower cost web/social media/technology based approaches rather than more traditional print collateral and advertising to permit cost-effective customization.

² Culture Northwest 2006, Phil Reddy, Tourism Development Manager, Northwest Development Agency

This is supported by research conducted by Destination Marketing Association International (DMAI) in their study *Destination Next*, 2014 where significant trends in destination marketing were identified.³ Extracts from the top 20 trends in destination marketing that are relevant to Maple Ridge are:

- Social media prominence in reaching the travel market
- Mobile platforms and apps becoming the primary engagement platform for travellers
- Customers increasingly seeking a personalized travel experience
- Smart technology creating new opportunities for innovative new services and processes
- Travellers demanding more information, control, interaction and personalization
- Geo-targeting and localization becoming more prevalent
- Customers increasingly looking for a travel experience that allows them to experience a locals way of life
- Technology enabling faster decision-making by customers, thereby increasing business to a destination
- Consumers becoming increasingly comfortable with ordering products online
- The brand of a destination becoming a more important factor in travel decisions to consumers
- Short-stay trips and mini vacations becoming increasingly popular
- More third-party information providers aggregating content about destinations
- Peer-to-peer buyer influence driving customer purchases
- Customers increasingly going direct to suppliers for goods and services

There are also some clear challenges for Maple Ridge. Its proximity to the Lower Mainland means that much visitation will be day-trippers who return home at night. If the goals related to growing accommodation occupancy and yield on a year-round basis are to be achieved, there must be a focus on travellers who are motivated to stay overnight – for weddings, small conferences, sport tournaments or because the nature of the outdoor or cultural experiences on offer in Maple Ridge are sufficiently compelling to warrant a multi-night stay.

From the perspective of target markets for Maple Ridge, the implications of this market research for the tourism strategy are as follows:

- The majority of visitors to Maple Ridge are from British Columbia itself (Vancouver Island/Lower Mainland/Vancouver Coast & Mountains) followed by Alberta/Ontario
- Maple Ridge experiences seem to fit best with the Authentic Experiencers and Cultural Explorer traveller types defined by the Explorer Quotient tool utilized by Destination BC
- BC Residents are an attractive target market for Maple Ridge – their younger demographic will appreciate the wealth of outdoor activities accessible from Maple Ridge
- BC Residents are also most likely to travel throughout the year and venture into all regions of the Province
- Touring travellers interest in visiting parks, natural wonders and heritage sites would indicate an opportunity for Maple Ridge
- Canadian hiking travellers represent a good segment for the Maple Ridge – especially those based in BC and Alberta. Their interests are consistent with the product offered in and around the area and they have above average income and education

³ Destination Next, A Strategic Road Map for the Next Generation of Global Destination Marketing – Phase I, Destination Marketing International Association, 2014

- Travellers motivated by mountain biking and road cycling represent a potential target market for Maple Ridge particularly when experiences are combined along a circle route that encompasses the Fraser Valley; Slow Food Cycle tours such as www.fraservalleycycletours.com or www.tourismpembertonbc.com/news-and-events/events/slow-food-cycle-sunday
- Regional and provincial sport events will find the facilities, services and amenities they need in Maple Ridge to host a successful event
- Meetings and events capacity in Maple Ridge is limited but sufficient to target regional scale meetings
- Maple Ridge offers a scenic locale for weddings priced far more affordably than elsewhere in the Lower Mainland

Macro Environment

- Tourism is an international industry
- British Columbia's product offerings are in demand but the Province is a relatively small player in the growing, highly competitive international environment
- In the short term, tourism performance can be volatile as it is highly tied to uncontrollable events, such as weather conditions or rapid changes in security and economic events
- In the long term, healthy growth is forecasted – UNWTO forecasts global growth in international tourist arrivals annually until 2030⁴

Consumer & Travel Trends

- Fluctuating world economy continues to create uncertainty resulting in continued lower levels of consumer confidence/outlook and impact on discretionary spending; some signs of increasing consumer confidence arising from positive outlook for US economy
- Declining fuel prices increase the affordability of drive vacations and support the potential for increasing travel from the drive markets such as BC, AB and the United States
- Recent declines in the value of the Canadian dollar increase the attractiveness of Canada to US travellers and support Canadian travellers vacationing at home
- All things considered, travel interest is on the rise

BC Tourism Trends

Tourism Indicators report the following⁵:

British Columbia's tourism industry had an exceptional year in 2016, with a total of 5,532,065 overnight international visitor arrivals to the province, including 3,620,975 visitors from the US, 1,200,481 from Asia Pacific, and 535,238 visitors from Europe. International visitor arrivals were up 12.3% over 2015. This means an additional 605,918 visitors from international markets arrived in BC in 2016 over the previous year.

BC saw increases from key markets, such as Mexico (up 33.4%); Australia (21.1%); China (18.2%); United Kingdom (17.3%) & India (9.9%). The strong growth in the tourism sector can be linked to a number of factors, including the marketing efforts of Destination BC and our industry partners, increased number of direct flights, and the easing of visa restrictions.

⁴ Tourism Towards 2030, World Tourism Organization UNWTO, 2011

⁵ Destination BC Tourism Indicators and Value of Tourism – www.destinationbc.ca/research.aspx

The beginning of 2017 showed an increase of 9.9% in overnight entries to Canada and 9.2% to BC for January 2017. BC had an impressive increase of 33.4% in entries from Asia/Pacific countries.

- 2015 Value of Tourism Snapshot reports that the tourism industry generated \$15.7 billion in revenue, a 5.3% increase over 2014 and a 37.3% increase over 2005
- While BC residents spend less per visit, they still represent an attractive target market because they:
 - Experience less volatile travel patterns
 - Travel year-round
 - Accept varying qualities of facilities
 - Are willing to explore the Province

Vancouver, Coast and Mountains – Regional Profile (2014)⁶

In 2012, overnight tourism in British Columbia generated 17.9 million person-visits and \$8.6 billion in related spending. The Vancouver, Coast and Mountains tourism region represents 43% of provincial overnight visitation and 57% of related spending.

The Vancouver Island tourism region received approximately 8.2 million overnight person-visits in 2012 and generated over \$4.7 billion in related spending. British Columbia residents make up the largest share of overnight visitation (45%), but has a much lower spending (22%) compared to other tourism regions. In addition, the region has the largest market share of Washington and Californian travellers compared to other regions.

The top five markets by area of origin for the region are:

	Area of Origin	Share of Visitation	Share of Spending
1	British Columbia	45%	22%
2	Washington	10%	6%
3	Alberta	6%	6%
4	Ontario	5%	9%
5	California	4%	5%

On average, domestic travel parties to the Vancouver, Coast and Mountains tourism region stayed 3.4 nights and spent \$155 per night during their trip. US travel parties stayed 3.6 nights and spent \$236 per night during their trip. Other international travel parties (excluding the US) stayed 13.6 nights and spent \$126 per night during their trip in the region.

Same day travellers accounted for 49% of visitor volume and 16% of visitor expenditures – overnight visitors accounted for 51% of visitor volume and 84% of visitor expenditures.

Most people travelled in the Vancouver, Coast and Mountains tourism region during the peak summer months of July to September, but the proportions were more evenly distributed in all quarters for all markets of origin compared to other tourism regions. More travellers visited the

⁶ Destination BC – Vancouver Coast and Mountains Regional Profile, 2015

Vancouver, Coast and Mountains tourism region during the ski season months of October to December and January to March compared to other tourism regions in the province.

Top five trip activities of visitors to the Vancouver, Coast and Mountains tourism region often include a range of outdoor activities (hiking/backpacking, camping, skiing) as well as museums, art galleries and historic sites. Note: these activities could have taken place anywhere on their trip, not just in this region.

Top 5 trip activities:

	BC residents	Other Canadians	US residents	Other international
1	National, provincial or nature park			
2	Camping	Beach	Historic Site	Zoo or aquarium
3	Boating / canoeing / kayaking	Hiking or backpacking	Zoo or aquarium	Museum or art gallery
4	Beach	Museum or art gallery	Museum or art gallery	Historic site
5	Fishing	Historic site	Downhill skiing or snowboarding	Festival or fair

Visitor Characteristics – By Market

Destination BC provides market research related to visitor characteristics by their area of origin as well as by the activities in which travellers participate. Detailed reports are available on www.destinationbc.ca/Research.aspx and summary highlights are provided below:

British Columbia Residents

- British Columbians took 10.6 million overnight trips within BC in 2014
- All age groups are represented – 37% are aged 18-34 years; 36% are aged 35-54 years
- 42% were travelling for leisure; 44% were travelling to visit friends/family
- Average travel party size of 2.7 people
- Average trip length 2.8 nights; 64% staying 1-2 nights; 28% staying 3-5 nights
- 84% travel by auto/camper/RV
- 41% visit Vancouver Coast & Mountains; 24% visit Vancouver Island; 20% visit Thompson Okanagan regions
- Travel throughout the year with peaks in July/August/September
- Beaches, hiking, visiting friends/family and camping are most popular activities
- 26% do not need accommodation; 38% book their accommodation directly
- Explorer Quotient Traveller Type: 36% are Gentle Explorers; 17% are Free Spirits; 16% are Authentic Experiencers; 10% are Cultural Explorers

Albertan Travellers

- Alberta travellers took 2.5 million overnight trips to BC in 2014
- All age groups represented; 39% are aged 18-34 years; 40% are aged 35-54 years
- 55% were travelling for leisure; 35% were travelling to visit friends/family
- Average travel party size of 3.1 people
- Average trip length 4.4 nights; 36% staying 1-2 nights; 40% staying 3-5 nights
- 75% travel by auto/camper/RV; 22% travel by air
- 36% visit Kootenay Rockies; 27% visit Thompson Okanagan; 21% visit Vancouver Coast & Mountains; 7% visit Vancouver Island
- Travel throughout the year with peak travel in July/August (42%)
- 26% do not need accommodation; 38% book their accommodation directly
- Hiking, beaches, visiting parks and boating are most popular activities
- Explorer Quotient Traveller Type: 38% are Gentle Explorers; 21% are Free Spirits; 13% are Authentic Experiencers; 12% are Cultural Explorers

Ontario Travellers

- Ontario travellers took 587,000 overnight trips to BC in 2014
- All age groups are represented; 33% are aged 18-34 years; 33% are aged 35-54 years; 34% are 55 and older
- 43% were travelling for leisure; 26% were visiting friends/family; 29% were travelling for business
- Average travel party size of 2.9 people
- Average trip length of 7.0 nights; 38% staying 3-5 nights; 26% staying 6-9 nights; 15% staying 10-16 nights
- 82% travel by air
- 69% visit Vancouver, Coast & Mountains; 15% visit Vancouver Island
- Travel throughout the year (39% in Nov/Dec/Jan/Feb/March; 44% in June/July/Aug/Sept)
- 26% do not need accommodation; 38% book accommodation directly
- Visiting parks, hiking, going to the beach and visiting friends/family are the most popular activities
- Explorer Quotient Traveller Type: 31% are Gentle Explorers; 27% are Free Spirits; 17% are Authentic Experiencers; 11% are Cultural Explorers

Washington State Travellers

- Washington State travellers took 1.2 million overnight trips to BC in 2014
- 62% of travellers are aged 45 years or older; 45% are aged 55+ years; 23% are 65+ years
- 63% were travelling for leisure; 24% were visiting friends/relatives
- Average travel party size of 3.0 people
- Average trip length of 3.0 nights – 76% stay 1-3 nights
- 83% travel by auto
- 75% visit Vancouver, Coast & Mountains; 20% visit Vancouver Island
- Travel throughout the year with small peaks in July/August
- 16% do not need accommodation; 38% book accommodation directly; 21% use an Online Travel Agency; 19% still use a travel agent
- Shopping, sightseeing, visiting friends/family, outdoor activities are the most popular activities
- Explorer Quotient Traveller Type: 34% are Gentle Explorers; 18% are Authentic Experiencers; 15% are Free Spirits; 10% are Cultural Explorers

California

- California travellers made 419,000 overnight trips to BC in 2014
- 62% of travellers are 45 years or older; 42% are 55 years or older; 20% are 65+years
- 57% are travelling for leisure; 23% are visiting friends/relatives; 13% are travelling for business
- Average travel party size is 2.5 people
- Average trip length is 5.7 nights; 47% stay 1-3 nights; 34% stay 4-6 nights
- 81% visit Vancouver, Coast & Mountains; 30% visit Vancouver Island;
- Travel peaks in June and July; followed by August/September/October
- 56% arrive by plane; 24% arrive by auto; 10% arrive by boat
- 23% of travellers book their air directly; 19% book air through a travel agent; 16% use an online travel agency (OTA)
- 16% of travellers from California do not need accommodation; 38% book their accommodation directly; 21% book accommodations through an OTA and 19% book accommodation through a travel agent
- Sightseeing, shopping, visiting friends/family and visiting parks are the most popular activities
- Explorer Quotient Traveller Type: 29% are Free Spirits; 28% are Gentle Explorers; 19% are Authentic Experiencers; 12% are Cultural Explorers

United Kingdom

- United Kingdom travellers took 192,000 overnight trips to BC in 2014
- 64% of travellers are aged 45 years or older; 46% are aged 55+ years; 25% are 65+years
- 56% are travelling for leisure; 32% are visiting friends/relatives
- Average travel party size of 2.3 people
- Average trip length of 12.5 nights; 37% stay 7-13 nights; 21% stay 4-6 nights; 17% stay 1-3 nights; 13% stay 14-20 nights
- 77% visit Vancouver, Coast & Mountains; 39% visit Vancouver Island; 29% visit Thompson Okanagan
- Travel peaks in July/August with a smaller peak in February (likely ski related); some travel still occurs in April/May/June
- 46% book their flight directly; 26% use a travel agent for flights; 22% use an online travel agency (OTA)
- 23% do not need accommodation; 30% book their accommodation directly; 26% use a travel agent; 17% use an OTA
- Sightseeing, shopping, visiting parks, visiting friends/family are most popular activities
- Explorer Quotient Traveller Type: 24% are Gentle Explorers; 16% are Authentic Experiencers; 13% are Free Spirits; 10% are Cultural Explorers; 10% are Cultural History Buffs

Germany

- German travellers took 82,000 overnight trips to BC in 2014
- 38% of travellers were 20-34 years old; 63% were 44 years or younger
- 66% are travelling for leisure; 17% are visiting friends/relatives
- Average travel party size of 2.1 people
- Average trip length is 14.9 nights; 32% stay 7-13 nights; 21% stay 4-6 nights; 19% stay 14-20 nights

- 83% visit Vancouver, Coast & Mountains; 43% visit Vancouver Island; 43% visit Thompson Okanagan; 25% visit Kootenay Rockies and 16% visit Northern BC
- Strong travel peaks in July and August
- 39% book their flights through a travel agent; 28% book flights directly and 27% use an online travel agency (OTA)
- 13% do not need accommodation; 39% book accommodation through a travel agent; 18% book accommodation directly; 23% use an OTA
- Sightseeing, shopping, visiting parks, outdoor activities and visiting historic sites are most popular activities
- Explorer Quotient Traveller Type: 17% are Cultural Explorers; 15% are Virtual Travellers; 14% are Rejuvenators; 13% are Authentic Experiencers; 13% are Group Tourists

Visitor Characteristics – By Activity

Destination BC also provides market research on visitor characteristics defined by the activities they participate in while travelling. Detailed reports are available on www.destinationbc.ca/Research.aspx and summary highlights of the most relevant activities for Maple Ridge are provided below:

- Hiking, April 2009
- Cycling and Mountain Biking, April 2009
- Touring, May 2014
- Heritage, April 2009
- Golf, October 2009
- Outdoor Adventure, May 2014
- Aboriginal Cultural Tourism (various dates)

Highlights of this research by activity are as follows:

Hiking (2009)

- Canadian day hikers skew female; Canadian overnight backpackers skew male
- American hikers – both day and overnight skew male
- Majority are aged 18-34; American hikers have larger number of older participants aged 45 years+
- Well educated; moderate to affluent income
- Hiking travellers also enjoy visiting natural wonders, swimming in lakes (Canadians) and visiting heritage sites/museums (Americans)

Cycling and Mountain Biking (2009)

- Male skew to those participating in cycling activities, particularly from US (63% male); Canadian 55% male
- 40% of Canadian cyclists are aged 18-34; US participants older with the largest group aged 45-54 (30%)
- Canadian travellers motivated by mountain biking skew younger and male with 42.8% aged 18-34 years and 74.5% male. They are affluent and educated with 46.6% having household incomes of \$100,000 or more and 64.2% having completed post secondary education
- US travellers motivated by mountain biking are 73.8% male;
- Majority (48.3%) of motivated US mountain bikers are aged 18-34 years; like their Canadian counterparts, they are affluent and well educated with 32.7% having household incomes of \$100,000 or more and 59% having completed post secondary education

- US overnight touring cyclists are skewed male as well – 82% of those travellers motivated by overnight touring are male
- Canadian and US cycling travellers can be considered frequent travellers when compared to the overall travelling population
- Cycling travellers also enjoy swimming in lakes, strolling the city/seeing buildings, visiting parks, natural wonders, sitting on a beach/sunbathing, visiting historic sites. Many travellers who participate in cycling also enjoy hiking.

Touring (2014)

- Approximately one-third of Canadian touring travellers are aged 18-34 years; US touring travellers tend to be older with approximately one-quarter over the age of 65 years;
- Approximately one quarter of both Canadian and US touring travellers are in adult-only households
- American travellers more likely to take guided tours than Canadian travellers
- Touring travellers are also interested in city strolls, visiting national/provincial parks, historic sites, natural wonders

Heritage (2009)

- Canadian heritage travellers tend to be younger than their US counterparts – 31% of participating Canadians are aged 18-34 years; largest group of participating Americans is over 65 years of age (25%)
- 32% of US travellers motivated by heritage are over age 65; only 15% of motivated Canadian heritage travellers are in this same age group
- Motivated American heritage travellers are relatively affluent when compared to the overall population of travellers to BC and are on average more affluent than motivated Canadian heritage travellers
- Heritage travellers also enjoy city strolls, visiting national/provincial parks, sunbathing/sitting on a beach, visiting well-known natural wonders

Golf (2009)

- Two thirds of golf pleasure travellers from both Canada and the US who had been to BC in 2004/05 and participated in a golf activity were male – this male skew is even more pronounced amongst those motivated to travel for a golf activity
- Canadian travellers who had participated in a golf activity while on a trip were younger than their American counterparts. Nearly 49% of Canadian participating golf travellers were aged between 18 and 44 years compared to 38% of Americans
- Participating golf travellers tend to be high-income earners with over 43% of Canadians and over 50% of US travellers earning \$100,000 or more per annum. The proportion is even high for those motivated to travel by golf activities
- The majority of golf travellers are well educated
- Canadian travellers motivated by golf tend to be older than the general population of Canadian travellers to BC with 37% aged 55 years or older
- Other popular activities in addition to golf include sunbathing/sitting on a beach; swimming in lakes; strolling to see city buildings; visiting a nature park; visiting historic sites/buildings; and swimming in oceans
- Hiking skiing and fishing were the most common complementary sports-related outdoor activities of interest to golfers
- Impact factors for US golfers when choosing a destination include: quality of golf course; value for money; availability of multiple courses and weather conditions.

Outdoor Adventure (2014)

- In 2005, over 1.2 million people participated in British Columbia commercial outdoor adventure tourism, an increase of 24% from 2001
- US visitors (35%) and BC residents (29%) are the heaviest participants in outdoor adventure tourism in BC
- The most popular outdoor adventure activities for Canadians are day hiking (18%), road biking (16%) and car camping (12%)
- Approximately two-thirds of Canadians enjoy being in the wilderness, however a large portion has fears about remoteness
- British Columbia's outdoor adventure travellers are younger than other travellers, with an average in the mid-30s. The majority are male and single / never married. More than a third are university educated
- Generally, BC males are significantly more likely to participate in road biking, camping, freshwater fishing and mountain biking whereas women are more likely to participate in soft outdoor adventure activities including beach activities, nature viewing/ scenic photography, bird watching and whale watching
- US residents who are outdoor enthusiasts are slightly more likely (55%) to be male, almost half (49%) are married, and 38% have a post-graduate degree/college diploma

Aboriginal Cultural Tourism

- In 2010, 3.7 million overnight visits to BC included an Aboriginal cultural experience – almost double the number from 2006
- Approximately half of these visits are by Canadians
- Average Aboriginal cultural tourism visitor to BC tends to be female, middle to late aged, well-educated and earns an upper-middle income
- Aboriginal cultural tourism visitors under the age of 50 prefer active experiences such as canoeing, kayaking, dog-sledding and horseback riding while visitors aged 50+ prefer less vigorous experiences such as hiking, walks, nature observation and indoor activities
- Area of Origin:
 - British Columbia residents
 - Canada – Alberta, Ontario
 - US - Washington, Oregon, California
 - Europe – United Kingdom, Germany, Switzerland, Netherlands
- Demographic:
 - Aged 35 – 64 primarily traveling without children although a sub-segment are traveling with children
 - Educated with university degree
 - Middle to upper income
- Travel Behaviour:
 - Visiting friends/family
 - Touring vacations (self-drive private vehicles/RV's)
 - Relatively long stay in BC with many having flexibility to change trip plans and stay 1-2 more days in the region
 - Many Aboriginal tourism experiences are not planned in advance of arrival in BC
- Travel Interests:

- Aboriginal museums and art galleries, performing arts/events/ ceremonies, authentic facilities, interacting with local people, learning about the traditional use of the land, and hearing Aboriginal legends, experiencing Aboriginal cuisine
- Other historic sites and buildings, museums
- Natural wonders, parks, outdoor experiences including hiking, fresh water fishing, canoeing, kayaking, water based or wilderness lodges
- The 'dual track' visitor identified in the Blueprint Strategy is interested in outdoor and soft adventure experiences that incorporate cultural interpretation as an enhancement to the experience. While some travelers are primarily interested in Aboriginal culture, a much larger market can be captured by enhancing mainstream tourism experiences (hiking, kayaking, horseback riding etc.) with an Aboriginal cultural element⁷

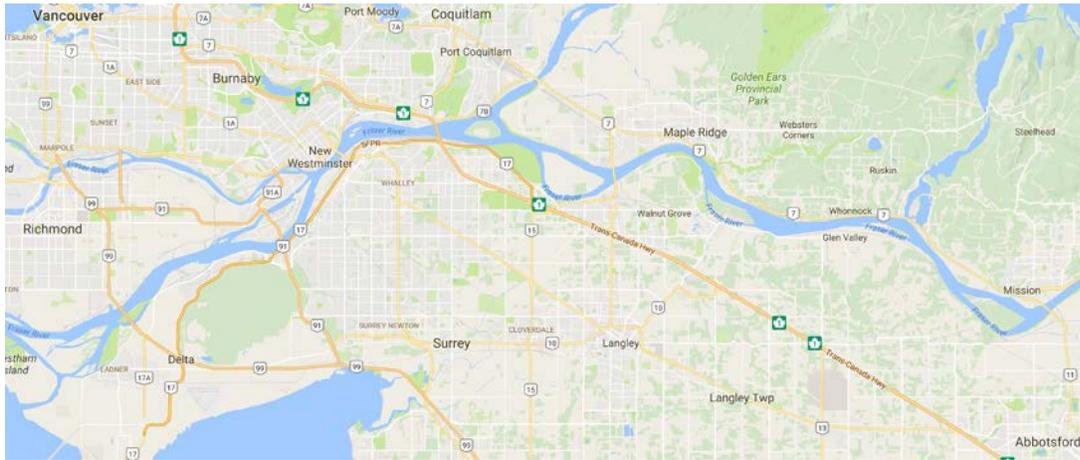
⁷ Aboriginal Cultural Tourism Blueprint Strategy for British Columbia, November 2005 prepared by Aboriginal Tourism Association of British Columbia

Appendix D – Maple Ridge - Current Situation Analysis

In order to develop strategies to achieve the objective of growing overnight visitation, length of stay and visitor spending on a year round basis, an assessment of the current situation of Maple Ridge from a tourism perspective is also required to understand how to best to match the needs of possible target markets with the strengths of Maple Ridge’s visitor experiences. The following analysis considers access and infrastructure for visitors, existing visitor experiences, current marketing and promotional efforts and the manner in which Maple Ridge is currently organized and funded to pursue tourism opportunities.

Access and Infrastructure

Road Access to Maple Ridge Maple Ridge is located approx. 45 minutes east of Vancouver. While access infrastructure is in place, a deterrent to travel may be volume of traffic during peak commute times. Highway #1 offers more direct route while Highway #7 provides a route with more intersections and stoplights. Volume of traffic can be avoided by choosing the appropriate time of day for travel.



Map:

googlemaps.ca

Highways #1 and #7 are well maintained and offer direct travel to Maple Ridge from the lower mainland and the Fraser Valley.

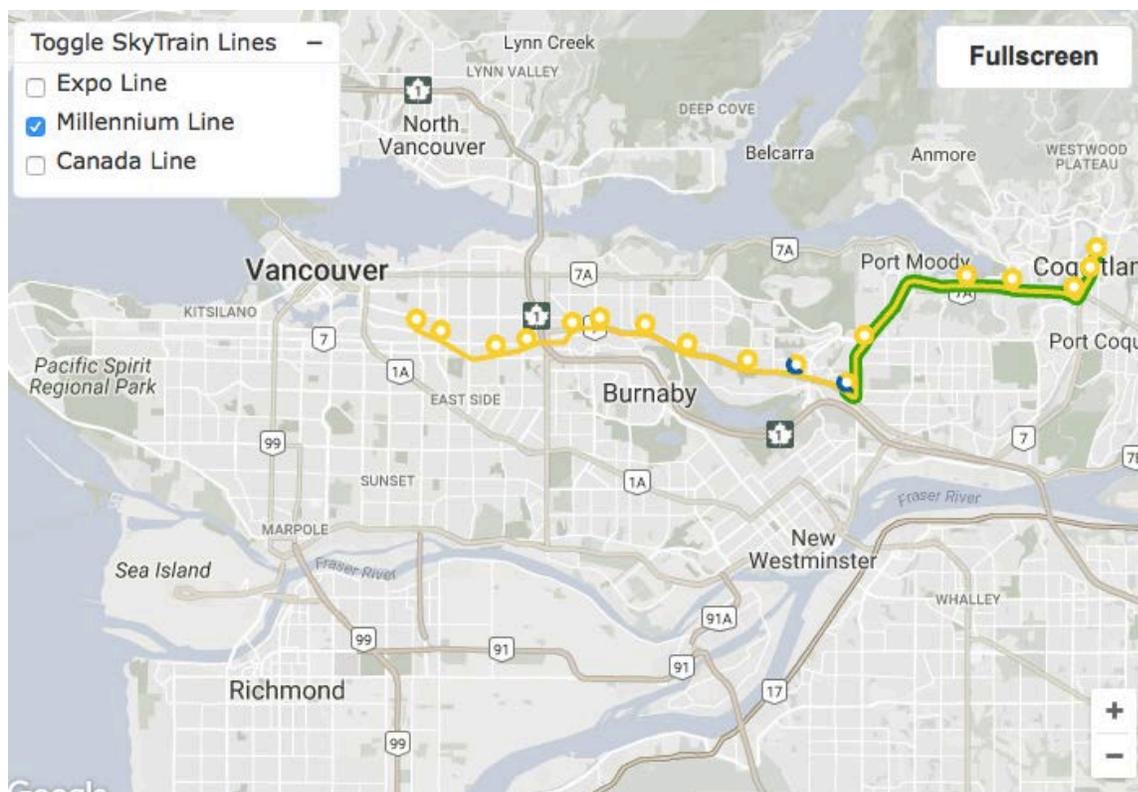
Travel times to/from Maple Ridge are as follows (as per Drive BC – Plan Your Route www.drivebc.ca):

To	From	Distance	Drive Time
Maple Ridge	Vancouver	44 km	50 minutes
Maple Ridge	Chilliwack	67 km	1 hour
Maple Ridge	Whistler	163 km	2 hours, 10 minutes
Maple Ridge	Kelowna	355 km	3 hours 50 minutes
Maple Ridge	Victoria	138 km	4 hours

There are also public transit options. The West Coast Express train connects Vancouver to Maple Ridge but only runs from Monday to Friday with eastbound service commencing after 4:00 p.m. daily.



Sky Train service is available on the Millennium Line to Port Coquitlam from which point bus connections are required to Maple Ridge. Riders may bring their bicycles on Sky Train during off peak times (7:00 to 9:00 a.m. westbound and 4:00 – 6:00 p.m. eastbound are considered peak times) and then utilize the trail system from Port Coquitlam to Pitt Meadows.



Visitor Infrastructure

Maple Ridge offers a range of infrastructure to support visitor experiences including a variety of accommodation options, restaurants and retail shops. Outdoor experiences and activities range from land-based activities within Maple Ridge and nearby Golden Ears Provincial Park, (hiking, biking, camping, wildlife viewing/bird watching, mountaineering) to lake/river based activities

(rafting, kayaking, canoeing, stand-up paddle boarding). Infrastructure to support sport tourism hosting, weddings and small meetings/conferences is also available.

Accommodation

Accommodation in Maple Ridge includes the following hotels and motels:

- Best Western
- Econo Lodge
- Super Suites

There are also two Summer Camp / Retreat Providers

- Loon Lake Lodge & Retreat Centre– primarily summer youth camps, with some adult retreats offered to groups over 10 people, in shared accommodation
- Timberline Ranch Camp & Retreat Centre - primarily summer youth camps, with adult retreats available to small and large groups, in shared accommodation

Campgrounds/RV Parks

Maple Ridge offers a good selection of campsites primarily in nearby Golden Ears Provincial Park:

- Golden Ears Provincial Park:
 - Alouette campground (206 vehicle-accessible sites)
 - Gold Creek campground (148 vehicle-accessible sites)
 - North Beach campground (55 vehicle-accessible sites)
 - Backcountry camping is also available within the park

Restaurant/Retail and Visitor Services

Much like accommodation, visitors require a range of restaurant and retail options to support their experience and encourage longer lengths of stay. Maple Ridge offers a variety of restaurants that include ethnic fare, pubs, family fare and fast food chains.

There is a wide selection of food and beverage options in Maple Ridge to meet every visitor taste and budget. The 12 best places to eat in Maple Ridge according to Trip Advisor (June 13, 2017) are:

1. Big Feast
2. Black Sheep Public House
3. GM Restaurant
4. Billy Miner Alehouse & Café
5. Bruce's Country Market
6. Shinobi Sushi
7. Smile Thai Cuisine
8. Frogstone Grill
9. Ban Chok Dee Thai Restaurant
10. Townhall Public House
11. Home Restaurant
12. Golden Ears Cheesecrafters

Maple Ridge is also home to Maple Meadows Brewing Co. and Ridge Brewing Company, both of which are featured on BCAleTrail.ca

Retail Shops

Maple Ridge offers a range of retail experiences that support visitor needs for both basics (fuel, groceries, pharmacy), and for interesting local items. Some of the more unique retail offerings are featured on the HelloBC.com website (www.hellobc.com/maple-ridge.aspx) including furniture and home accessories at Good Company, specialty toys and clothes at Monkey Business and photos/paintings at Dreamscapes Gift Gallery.

Maple Ridge is also home to several 'big box' stores such as Walmart, Canadian Tire and Home Depot.

Sport Tourism Infrastructure

Maple Ridge has an active sports community that includes:

- Golden Ears Athletics
- Golden Ears Curling Club
- Haney Neptunes Aquatic Club
- Haney Seahorses Swim Club
- Maple Ridge Boxing Club
- Maple Ridge Figure Skating Club
- Maple Ridge Tennis Club
- Maple Ridge Ultimate Frisbees
- Meadow Ridge Barracudas Female Hockey Association
- Meadow Ridge Knights Community Football Association
- Pitt Meadows Paddling Club
- Port Coquitlam Ridge Meadows Ringette Association
- Ridge Canoe and Kayak Club
- Ridge Meadows BMX Racing
- Ridge Meadows Bruins Rugby Club
- Ridge Meadows Burrards Minor Lacrosse Association
- Ridge Meadows Minor Baseball Association
- Ridge Meadows Minor Softball Association
- Ridge Meadows Racers Speed Skating
- Ridge Meadows Renegades Minor Ball Hockey Association
- Ridge Meadows Rustlers Minor Hockey Association
- Ruskin Slo-Pitch
- West Coast Auto Group Football Club

The Albion Sports Complex - a multi-use facility that includes the following:

- Spring and summer: 4 softball (3 lit) and 2 baseball (1 lit) and 2 gravel fields
- Fall and winter: 4 soccer fields and 2 gravel fields (both lit)
- Football field
- Open green space
- Spray park

Maple Ridge Leisure Centre Pool offers:

- Pool (Competition 25 metre, 6 lane)
- Pool (Leisure Free Form 10m x 20m)
- Pool (Teach 25 metre, 4 lane)
- Pool (Wading)

- Concessions
- Family Change Rooms
- Fitness Equipment (Adult)
- Hot Tub/Sauna/Steam Room

Hammond Stadium offers:

- Baseball / Softball Diamond
- Basketball Court
- Bleacher Seating
- Concessions
- Open Green Space/Playground
- Soccer Field
- Tennis Court

Planet Ice is a multi-use facility that offers the following:

- 2 National Hockey League (NHL) size rinks
- Public skating times, private rentals, and hockey leagues
- Seating capacity for 1,250 for sporting events or 2,000 for concert events
- Sports bar and grill
- Pro shop

Hammond Outdoor Pool is open in July and August.

Conclusions/Implications – Access and Infrastructure

Maple Ridge is easily accessed by road and has infrastructure to serve as an overnight visitor destination or an overnight stop on a longer itinerary.

Maple Ridge’s accommodation, retail and restaurant services offer a range and mix of options to achieve the tourism objective of growing overnight visitation, length of stay and visitor spending on a year round basis.

Given the adequacy of visitor access and the visitor infrastructure already in place, the focus of the tourism strategy is more appropriately on the identification of opportunities for Maple Ridge to showcase its competitive advantage and work together under the leadership of the Tourism Advisory Committee to achieve the tourism vision and tourism objectives noted above.

Existing Visitor Experiences

Visitor experiences available today have been considered by nature of the experience. Except where noted, the majority of this information has been extracted from the Maple Ridge visitor guide and from www.mapleridge.ca/330/Tourism. Other experiences may be offered but are not listed below unless readily found on the Internet.

Summary of Visitor Experiences

Activity	Visitor Experience
Arts, Culture and Heritage	The Act www.theactmapleridge.org - professional theatre, popular music, gallery shows, arts programming
	Maple Ridge Museum

	<p>Port Haney Wharf Art Studio Tour Haney House Cemetery and Downtown Heritage walks</p>
Festivals & Events	<p>Country Fest Caribbean Fest Festival of BC Film Music on the Wharf – Monday night performances at the Port Haney Wharf – July 10, 24, August 14, 28th Haney Farmers Market BIA Summer Market – July 1, 29th and August 26th Movie in the Park – July 8, 15, 29, August 5, 12, 19th Twilight Tuesdays – Pops in the Park – July 4, 11, 18, 25th Golden Harvest Festival - October</p> <p>There are a significant number of community-focused events in addition to those noted above.</p>
Parks	<p>Golden Ears Provincial Park Kanaka Creek Regional Park Cliff Park – waterfalls Malcolm Knapp UBC Research Forest Memorial Peace Park (downtown)</p>
Cycling/Hiking Trails	<p>Hiking – Dike trails; Golden Ears Provincial Park; Kanaka Regional Park; Whonnock Lake, Trans Canada Trail Mountain biking trails – Golden Ears Provincial Park; The Woodlot on Blue Mountain (east of Maple Ridge); Trans-Canada Trail</p>
Water Activities –	<p>Alouette Lake Alouette River - tubing Whonnock Lake Paddleboarding</p>
Golf	<p>Maple Ridge Golf Course – 9 hole executive Hackers – Par 3 9 hole course Golden Eagle Golf Club (Pitt Meadows) – 36 holes Swanest Bay Resort & Country Club (Pitt Meadows) – 36 holes designed by Lee Trevino</p>
Agritourism	<p>Haney Farmers Market – May 13 – October 7 Golden Ears Cheesecrafters Red Barn Plants & Produce Circle Farm Tour</p>
Horseback Riding	<p>Maple Ridge Equi-Sport Centre (hunter jumper, dressage, jumper school) Mustang Ranch – trail rides Equutrails Horseback Ridge – scenic trail riding in Golden Ears Provincial Park</p>
Geo-caching	<p>Six locations launched in June 2017</p>
Attractions	<p>Wildplay Chances Casino</p>

Meeting/Conference Facilities include:

The ACT	Main Stage Theatre: 486-seat theatre Studio Theatre: up to 150 people depending on seating configuration (banquets, weddings, meetings, etc.) Conference Room: 14-30 people depending on seating configuration 2D studio: 40 people seated lecture style Craft Studio: informal location for groups of 30
Whonnock Lake	160 people - the centre features a large hall with kitchen, multipurpose room and two meeting rooms in a beautiful park setting.
Econo Lodge	61 hotel rooms; Function room holds up to 80 people
Best Western	56 hotel rooms; no meeting space
CEED Centre	1 meeting room in heritage building for 20 people
Loon Lake Lodge & Retreat Centre	The lodge has 3 separate meeting spaces available to groups in addition to accommodation. Shared accommodation cabins: Walter C. Koerner Forestry Centre sleeps 40 in shared accommodation, conference room; Johnson Cabins (4 bedrooms with 2 beds each); Friends & Alumni Cabin (4 beds in loft; 2 bedrooms, 2 beds each); Thunder Inn (sleeps 8 shared); Pan Abode (sleeps 20 shared); Bentley Family Dining Hall seats 160 in winter with 40 on the deck in summer. Loon Lake Lodge does not host weddings.
Timberline Ranch Camp & Retreat Centre	The Lodge – a western-style lodge with 18 rooms for guest accommodations (2-4 people per room); capacity of 52 people Western Town – 6 units containing 4 sets of bunk beds and 2 queen beds, to provide sleeping facilities for 10-12 people. Approximately 60-72 people can sleep in the Western Town Poolside Cabins – each of the 9 heated cabins contains 4 sets of bunk beds and one single bed, to provide sleeping facilities for up to 9 people. Eagle’s Nest has an additional single bed, so it has room for 10 people. Approximately 82 people can sleep in the poolside cabins. Each cabin also has its own bathroom facilities. Town Hall – contains a 60’x40’ meeting room, which can be subdivided into 2 units

Conclusions/Implications of Existing Visitor Experiences

There is a wealth of visitor experiences in Maple Ridge that encompasses both outdoor activities and arts/culture/heritage. Travellers wishing to engage in a variety of different activities can be targeted as well as visitors who are passionate about a single activity and wish to pursue their love.

It is helpful to categorize the Maple Ridge experiences based upon whether they are potential trip ‘motivators’ or serve to ‘enhance’ the visitor experience while not necessarily being the original purpose of the trip:

Maple Ridge Trip motivators:

- Camping / Provincial Park visit - (regional, domestic markets)
- Hiking – BC, domestic markets
- Sporting events and tournaments (Regional and Provincial events primarily)
- Weddings, small meetings/conferences
- Select festivals/events such as Caribbean Fest
- Select cultural offerings at The Act
- Touring through region (including motorcycle touring) – (international, domestic and regional markets)
- Visiting friends/relatives – (domestic markets)

Maple Ridge Trip enhancers:

- History and heritage – museums, walking tours
- Arts, culture including unique retail, festivals/events
- Agri-tourism experiences include craft cheese, craft beer / Food & Beverage

Current Visitation to Maple Ridge

The Visitor Centre that jointly serviced Maple Ridge and Pitt Meadows closed in 2015. Tourism information materials are now provided at the Maple Ridge City Economic Development office. A summary of Visitor Centre statistics for the period from 2011 to 2015 is as follows:

	2016	2015	2014	2013	2012	2011	2010
Total Parties	Closed	5709	5160	5045	4325	3003	2883
Total Visitors	Closed	8936	7676	7363	6474	3840	3897

Source: Destination BC

Area of origin statistics for Maple Ridge indicate the following:

Area of Origin	2015
Local Resident	55.6%
BC	31.5%
Alberta	2.8%
Other Canada	4.9%
Washington	1.1%
California	0.4%
Other US/Mexico	1.6%
Europe	1.6%
Asia/Australia	0.3%
Other	0%

Source: Destination BC

It is likely that many close-in regional visitors to Maple Ridge did not utilize the services of the Visitor Centre as they were already familiar with the area, so these statistics are of limited value in terms of understanding total visitation, area of origin and motivating activity.

The largest source of visitation to the Visitor Centre were locals and BC residents. These visitors were likely either locals looking for information for themselves and/or visiting friends/relatives and those who are touring the region.

Parks (provincial and regional)

Kanaka Creek Regional Park is a valuable tourism product with a wealth of trail infrastructure and outdoor experience offerings. As well, Metro Vancouver delivers many unique activities and events in the park during peak visitor season.

Kanaka Creek Regional Park Visitors Numbers:

2013 - 413,753

2014 – 365,442 (*note: construction in park (Canyon Trail); closures required*)

2015 – 360,000

2016 – 403,000 (*note: increases over 2015 due to installation of new, more effective counters in park*)

Maple Ridge is home to one of the largest provincial parks in BC – Golden Ears Provincial Park. With 62,540 hectares, over 400 vehicle-accessible campsites, backcountry access, and numerous trails, visitors can enjoy a range of outdoor activities including canoeing, climbing, cycling, hiking and horseback riding.

During the summer, Golden Ears Provincial Park is extremely popular, especially on weekends. The park is subject to periodic closure to day-users and/or boaters when the day-use and/or boat launch parking lots fill to capacity. Closures generally occur on sunny weekends and holidays during July and August, and usually occur between 11am and 4pm.

Although BC's south coast offers a range of camping options, weather and availability affect visitation.

Parks with INCREASED camping use:						
Region	Park	CAMPING				NOTES
		ATTENDANCE				
		2013/14	2014/15	Difference	% Change	
KO	Cathedral Park	2,926	5,412	2,486	85%	Many youth groups camping in July, good weather
KO	E.C. Manning Park	69,903	78,617	8,715	12%	Better weather
KO	Martha Creek Park	12,352	14,374	2,022	16%	Capital upgrades and better weather
KO	Mount Assiniboine Park	7,327	10,324	2,997	41%	No floods, route from Sunshine village now open, low snow
KO	Otter Lake Park	8,442	10,096	1,654	20%	Park opened earlier; had better weather
NO	Kiskatinaw Park	3,187	4,406	1,219	38%	Better weather
NO	Lakelse Lake Park	21,424	25,082	3,657	17%	Large construction projects, shortage of housing in area
NO	Moberly Lake Park	8,710	10,867	2,157	25%	Better weather
NO	Red Bluff Park	2,234	4,010	1,776	80%	2013 sockeye run was cancelled, causing attendance to drop that year.
SC	Cultus Lake Park	79,297	88,162	8,865	11%	Better weather
SC	Golden Ears Park	107,098	120,427	13,329	12%	Better weather
SC	Porpoise Bay Park	11,116	20,337	9,222	83%	Better weather, return to normal levels after abnormally low in 2013
SC	Roberts Creek Park	1,482	2,832	1,350	91%	Better weather
TC	Juniper Beach Park	11,939	13,558	1,619	14%	Good fishing
TC	Paul Lake Park	17,408	20,378	2,970	17%	Park was added to reservation system in 2014
WC	Bamberton Park	13,411	16,326	2,915	22%	Better weather
WC	French Beach Park	22,809	25,645	2,836	12%	Better weather
WC	Goldstream Park	51,097	58,157	7,060	14%	Better weather

The chart below compares Maple Ridge's Golden Ears Provincial Park to neighbouring provincial parks within a 1 to 2 hour drive from Vancouver. Maple Ridge has an opportunity to connect with almost 800,000 annual visitors to Golden Ears Park.

BC Parks					
Attendance					
Park	Activity	2013/14	2014/15	Difference	% change
Golden Ears Park	Camping	107,098	120,427	13,329	12%
Maple Ridge	Day Use	596,260	678,517	82,257	14%
409 vehicle-accessible campsites	Boating				
	Park Total	703,358	798,944		
<p><i>As one of the largest parks in the province, Golden Ears Provincial Park is prized for its recreational opportunities. The extensive system of trails within the park provides an excellent opportunity for hiking and horseback riding. Alouette Lake is a popular spot for swimming, windsurfing, water-skiing, canoeing, boating and fishing. The park also has three large campgrounds. Vegetation is typical of the coastal western Hemlock forest of B.C. and the mountainous backcountry is extremely rugged.</i></p> <p>www.env.gov.bc.ca/bcparks/explore/parkpgs/golden_ears</p>					
Attendance					
Park	Activity	2013/14	2014/15	Difference	% change
Cultus Lake Park	Camping	79,297	88,162	8,865	11%
Chilliwack	Day Use	752,289	820,166	67,877	9%
301 vehicle-accessible campsites	Boating				
	Park Total	831,586	908,328		
<p><i>As one of the most popular destination areas in the Lower Mainland, Cultus Lake Provincial Park is characterized by a large, warm freshwater lake and scenic forest-clad mountains. The park is almost evenly divided between the northwest and southeast sides of Cultus Lake. The northwest portion is mostly undeveloped with the visitor-oriented facilities confined to the southeast portion. Just an hour and a half drive away from Vancouver, visitors will find four campgrounds, a large day-use area for picnicking and boating, and ample opportunity for fishing, water skiing, wind surfing and hiking.</i></p> <p>www.env.gov.bc.ca/bcparks/explore/parkpgs/cultus_lk</p>					
Attendance					
Park	Activity	2013/14	2014/15	Difference	% change
Alice Lake Park	Camping	45,618	47,931	2,313	5%
Squamish	Day Use	368,336	426,675	58,339	16%
96 vehicle-accessible campsites	Boating				
	Park Total	413,954	474,606		
<p><i>About an hour's drive from Vancouver, Alice Lake is surrounded by towering mountains, dense forests and grassy areas. There are four fresh water lakes that dominate the landscape and make swimming and fishing very enjoyable pastimes. The trail around Alice Lake is a popular one for an evening stroll and for the more adventurous there is the Four Lakes Trail. There are excellent views of the Squamish River and the Tantalus Range from the DeBeck's Hill Trail. This is a favourite family park.</i></p> <p>www.env.gov.bc.ca/bcparks/explore/parkpgs/alice_lk</p>					
Attendance					
Park	Activity	2013/14	2014/15	Difference	% change
Rolley Lake Park	Camping	21,402	23,021	1,619	8%
Mission	Day Use	96,786	76,094	-20,692	-21%
64 vehicle-accessible campsites	Boating				
	Park Total	118,188	99,115		
<p><i>Less than an hour's drive from Vancouver, Rolley Lake Provincial Park provides a quick escape from urban life. The park is a predominately flat, wilderness area blanketed with tall, second-growth conifers. The small, warm-water lake provides opportunities for swimming, fishing, and canoeing. Sixty-four campsites are nestled in the trees just minutes from the lakeshore. Visitors can also enjoy picnicking and short hikes.</i></p> <p>www.env.gov.bc.ca/bcparks/explore/parkpgs/rolley_lk</p>					

Source: 2014/15 Statistics Report www.env.gov.bc.ca/bcparks/research/research.html

Golden Ears Provincial Park – Summer 2017 Visitor Survey

In the summer of 2017, a visitor survey was conducted within the campground at Golden Ears Park. The delivery dates of the survey were strategically set to coincide with one of the busiest weeks of the year: Wednesday August 23 from 10am to 3pm and Saturday August 26 from 10am to 3pm. On the initial date, two interviewers conducted one-on-one interviews in two locations, the Alouette Lake day-use picnic area and the boat launch. On the second date, three teams were formed and surveys were conducted at the Alouette Lake day-use picnic area, boat launch, North Beach and Lower Falls.

Over the course of the two-day interview schedule, the number of surveys were categorized as follows:

- 242 surveys: 52 surveys were local residents and 190 parties were out-of-town visitors
- 1220 individuals: 272 were local and 948 were out-of-town visitors

Key Findings and Recommendations

- Golden Ears Provincial Park attracts visitors from a variety of places of origin during one of the busiest visitor months in the calendar year – August
- Visitors from communities south of the Fraser River make up the highest concentration of visitors to the park, both in the day-use area and camping area
- 22% of the visitors to the park are local residents, 32% are from south of the Fraser and 17% are from Vancouver/Richmond
- 59% of visitors to the park stopped for services in the City of Maple Ridge, 52% stopped for groceries/picnic items on route to the park and 44% will include a stop in Maple Ridge on their way back to their place of origin
- 22% of visitors to the park will not include a stop in the City of Maple Ridge
- The main motivator for visitation is to enjoy the outdoors and natural beauty of the park
- Relaxing and spending time with friends and family is the main purpose of the visit to the park
- “Word of mouth” is now most visitors have heard about Golden Ears Provincial Park
- Many of the respondents asked questions about the park, the community and region, enabling the opportunity to provide visitors with guides, maps and other information tools
- Most of the visitors to the park from outside BC are from the visiting friends and relatives (VFR) market segment

There is overwhelming evidence that visitors to Golden Ears Provincial Park include a stop in the City of Maple Ridge either prior to or after their time spent at the park. The survey results, extended conversations with visitors and review of the park infrastructure provided additional opportunities for future consideration that could result in additional economic benefits for local businesses in the City of Maple Ridge.

The full survey summary can be found in Appendix F. The summary outlines potential activities such as

- Mobile visitor services – “pop-up” visitor centre during peak season to provide information and encourage visits to the City of Maple Ridge businesses
- Partnerships – “pay-to-play” promotions to increase visitation to local business by park visitors
- Wayfinding – orientation may be encourage additional local business expenditures by park visitors

- Communication – community information made available on digital channels to encourage visitor engagement

Existing Marketing and Promotion

The Provincial Context – Destination BC

Destination BC is an industry-led Crown corporation that works collaboratively with tourism stakeholders across the province in coordinating marketing at the international, provincial, regional and local levels. Destination BC has been mandated to fulfill several key marketing and leadership responsibilities critical to the long-term, sustainable growth of the provincial tourism industry.

Over the next three years, Destination BC will be focused on three important goals for growth, as identified within their Corporate Strategy⁸:

- Visitors: secure the highest Net Promoter Score in North America
- Visitor Expenditures: lead Canada in growth of overnight visitor expenditures
- People: build a collaborative, insight-driven, results-focused team.

The five marketing objectives are:

1. Achieve annual increases in visitor expenditures and volumes from the top ten markets
2. Amplify and strengthen British Columbia's world reputation
3. Strengthen BC's brand health and resonance
4. Increase brand engagement and traveller advocacy
5. Achieve market leader status for travel trade relationships.

In addition, the corporate strategy identifies five iconic experiences that showcase BC in a compelling way: Canadian Rockies, Rainforests, Cities in Wilderness, Ocean Coast and Skiing. Cities in Wilderness is most relevant for Maple Ridge.

A few key Destination BC initiatives that may impact Maple Ridge include:

- BC's tourism brand creative and guidelines. There is significant effort being placed on industry leveraging and amplifying the BC destination brand with the tagline *Super, Natural British Columbia*⁹
- Application-based provincial Co-operative Marketing Partnerships Program¹⁰ which replaced the Tourism Partners, Community Tourism Opportunities and Experiences BC programs
- Explorer Quotient program for tourism operators. Register with Destination BC: tourismresearch@DestinationBC.ca
- Remarkable Experiences pilot program. The goals of the program are to support businesses over a period of time to: improve their digital and social media marketing skills; increase their Net Promoter Score¹¹, and enhance the visitor experience of each individual business, but also the collective experience between businesses.

⁸ Our Corporate Strategy, Destination BC: strategy.destinationbc.ca/strategy-at-a-glance

⁹ New brand guidelines are available: www.destinationbc.ca/getattachment/Resources/british-columbia-tourism-brand/Our-Brand.pdf.aspx

¹⁰ New program guidelines are available: www.destinationbc.ca/Programs/Regions-Communities-and-Sectors/Destination-BC-Co-op-Marketing-Program.aspx

¹¹ Background on the Net Promoter Score is available: www.destinationbc.ca/Resources/Monitoring-and-Evaluation/Net-Promoter-Score.aspx

- Provincial Marketing Strategy with a focus on Captivate, Advocate and Generate¹²
 - Captivate: Create an emotional connection with BC in the minds of global consumers. This strategy will drive visitation by fostering an emotional connection between the target audience and British Columbia through alignment around the BC destination brand, inspirational storytelling to passionate audiences and data-driven marketing
 - Advocate: Amplify traveller advocacy about BC. This strategy will drive visitation by amplifying the power of peer to peer recommendations to influence potential travellers to visit BC thereby increasing reach and impact
 - Generate: Lead generation for BC tourism businesses and travel trade. This strategy will increase referrals for tourism business in BC by leveraging the strength of global relationships and technological capabilities
- A strong focus on Destination Development and planning

Destination BC is working with the Visitor Services Network and the entire tourism industry to expand the delivery of visitor services for the future, by creating more contemporary and innovative approaches to serving our guests' information needs as they travel throughout the province.

Usage of the Province's network of Visitor Centres has seen a decline with 740,000 fewer visitors in 2014 than in 2005. The traditional approach of welcoming travellers into bricks and mortar locations alone no longer has the broad economic impact that can be achieved by a strategy that also capitalizes on the many other information channels available to visitors today. Destination BC is encouraging communities to evolve their visitor information services to incorporate forward-thinking online, mobile and crowd-sourcing channels. Destination BC's funding for Visitor Centres will continue for three years however, this is seen as a transition period to allow local Visitor Centres to plan ahead. An Innovation Fund has been established to allow communities to expand the delivery of visitor services and to create more contemporary and innovative approaches to serve visitors' information needs as they travel throughout BC.

In 2016, the application-based Visitor Services Innovation Fund provided \$300,000 in support to full-service member of the Visitor Services Network Program. 52 projects across BC included mobile kiosks, roaming visitor counselors, branded tents and banners for outreach activities, state-of-the-art electronic touch screen kiosks and social media channels. The 2017 fund is once again making \$300,000 available for full-status Visitor Services Network members. New Projects are expected to begin as early as April 1, 2017 and must be completed by December 31, 2017.

The Maple Ridge Visitor Centre is no longer a part of the official Destination BC Visitor Centre network and consequently is not currently eligible for Innovation Funding. As noted in the strategies section, it may be worthwhile exploring re-joining the network.

The Regional Context – Vancouver, Coast and Mountains Tourism Region

British Columbia is divided into six tourism regions. Five regions in BC have a destination management organization whose mandate is to enhance the regional visitor economy for the benefit of business and communities through destination marketing and management activities.

¹² Destination BC's provincial marketing strategy <http://strategy.destinationbc.ca/our-marketing-strategy/>



The Vancouver, Coast and Mountains tourism region is one of the six regional destinations in BC but it is managed by Destination BC directly, rather than through a separate organization. Through the co-op programs, Destination BC offers tourism stakeholders within the region the opportunity to participate in marketing initiatives at reduced costs.

A few key initiatives from Destination BC that may impact Maple Ridge include:

- Destination BC is taking on a greater role in Destination Development planning and activation for the region moving forward
- Translation of the new provincial tourism brand to the region as a destination. This work will include new 'on-brand' asset development such as videos, images and written content
- Alignment to Destination BC marketing strategies of Captivate (10% of effort), Advocate (20% of effort) and Generate (70% of effort)
- Focus on Touring and Exploring markets, including: FIT (Free and Independent Travel) & RV Touring, Motorcycle Touring, Outdoor Adventure, and Visiting Friends and Relatives (VFR)

Sector Marketing Organizations

In BC, there are several sector based marketing organizations that can help to promote experiences in the Maple Ridge area. Partnerships with these organizations are considered in the strategy section below:

1. Aboriginal Tourism Association of BC (AtBC) – AtBC promotes Aboriginal tourism operators throughout the Province. See www.aboriginalbc.com for more information
2. Mountain Biking Tourism Association: The trails in Golden Ears Provincial Park are currently represented on the Mountain Bike Tourism Association (MBTA) website: www.mountainbikingbc.ca
3. BC Lodging and Campground Association www.travel-british-columbia.com

Local Marketing and Promotion

Until 2016, Maple Ridge and Pitt Meadows combined resources to fund Tourism Maple Ridge & Pitt Meadows. That relationship ended and marketing investments since then have been managed by the City of Maple Ridge and have included the Maple Ridge visitor guide, maintenance of website presence on the city's website: www.mapleridge.ca/330/Tourism.

Local tourism businesses market themselves with signage, websites, brochures and word of mouth. Several accommodation properties are part of larger chains and benefit from corporate promotional efforts.

The City of Maple Ridge undertakes marketing efforts associated with Economic Development.

Maple Ridge is promoted by Destination BC on their primary consumer website www.hellobc.com. Maple Ridge has its own community pages at www.hellobc.com/maple-ridge.aspx. Overall visitation to Hellobc.com is almost 9 million visitors annually.¹³ Of this, there were 43,103 page views of the Vancouver, Coast and Mountains section of the website in 2016, and 4,750 page views of Maple Ridge's section.¹⁴

A review of this provincial website indicates that Maple Ridge is positioned as 45-minutes east of downtown Vancouver, offering a blend of authentic rural activities and urban amenities, much like neighbouring Pitt Meadows.

The content on these pages notes the greenery-laden, mountain-ringed community next to the Fraser River. The rich past, local historic and heritage sites and festivals and events are all highlighted.

The Outdoor Activities content features bird watching, cycling, fishing, golfing or horseback riding as well as enjoying the [Circle Farm Tour](#).

Conclusions/Implications of Existing Marketing and Promotion

Investments to date have been modest but have set a foundation for additional target market penetration either with the current budget or with a budget supplemented by an approved MRDT. These resources can be leveraged in future with additional cooperative marketing programs accessing Destination BC's open pool funds. As well, the investments made by several Provincial sector organizations (AtBC, Mountain Biking BC, BC Lodging and Campground Association) can be considered for further leveraging of brand and messaging to target travellers.

¹³ As reported by Destination BC

¹⁴ As reported by Destination BC

Appendix E - Strengths/Weaknesses/Opportunities/Threats for Tourism in Maple Ridge

The tourism strategies that follow are intended to leverage Maple Ridge's tourism strengths and seize high return opportunities while being cognizant of the weaknesses and threats being faced.

Strengths

(Strengths are characteristics of Maple Ridge that give it advantage over others)

- Proximity to large urban population in the Lower Mainland with relatively easy highway access
- Proximity to US Border
- Scenic beauty – mountains, lakes and rivers including Golden Ears Park, Fraser River, Alouette Lake, UBC Research Forest
- High awareness levels of nearby Golden Ears Provincial Park for camping, hiking, lake and river based activities
- Family friendly activities/infrastructure – dike trails, Whonnock Lake, Memorial Peace Park/programming – Farmers' Market, entertainment
- Walkable downtown
- Agricultural land base and growing number of unique agri-tourism businesses
- The ACT – performance venue and range of cultural offerings
- History and heritage of First Nations and post-contact settlement as stories to be shared with visitors
- Several excellent festivals/events that offer potential as travel motivators if investments are made in scope/scale of programming – Caribbean Fest, Country Fest, Haney Farmers Market, BC Film Festival
- Sport tourism infrastructure in place for hosting regional/provincial/national events
- Thoughtful and passionate residents
- Local MLA – Minister of Tourism, Arts and Culture
- Leadership of Economic Initiatives team, Mayor/Council and Tourism Task Force
- Financial commitment by City for tourism coordination and marketing - \$95,000/year 2018-2022

Weaknesses

(Con are characteristics of Maple Ridge that place it at a disadvantage relative to others)

- Commuter traffic volume from Lower Mainland is a deterrent at peak travel times
- Limited viable public transit options
- Incomplete network of paved multi-use trails connecting Maple Ridge to its neighbours (Pitt Meadows, Port Coquitlam)
- Limited number of experiences available to monetize visitation to Provincial Parks
- Low awareness levels and unclear brand messaging related to 'why visit Maple Ridge'
- Lack of market-ready Aboriginal cultural tourism experiences
- Road cycling infrastructure/wayfinding is unsafe in high-traffic areas

Opportunities

(Opportunities are elements in the tourism environment that Maple Ridge can exploit to its advantage)

- Strength of US Dollar is encouraging more American visitation and keeping more Canadians at home
- Growing use of social media/mobile technology for information gathering by travellers both in the planning stage of their trip and while in destination

- Growing interest by many travellers in authentic Aboriginal cultural experiences
- Focus on collaborative opportunities and leverage of partnership dollars with Destination BC, Provincial sector-based marketing organizations
- Opportunity to enhance municipal financial contributions with contribution by industry in the form of MRDT (consumer accommodation tax)
- 54 communities/areas in BC have enabled the MRDT making this addition to the room charge of little concern to travellers
- Increasing opportunities and resources to support sport tourism/event hosting www.gov.bc.ca/eventhosting
- Segments of travelling marketplace are finding Vancouver too expensive and are looking for more value oriented options, particularly in high season
- Continued inclusion/participation in Scenic 7 and Circle Farm Tour marketing initiatives ([Scenic 7 website](#) recently updated; ensure the leveraging of this investment)
- Leveraging the impact of the 2020 BC Summer Games – ensuring investment spent to secure the sporting event reaches its full potential

Threats

(Threats are elements in the tourism or business environment that could cause trouble for Maple Ridge)

- Variable weather affecting key tourism attractions (mountain biking, snowpack etc.)
- Threats/declines in wildlife populations
- Regulations on access to backcountry
- Impact of global warming and its impact on climate, water level and health of wildlife, in general
- Economic uncertainties affect disposable income and travel plans

Appendix F – Tourism Forum Notes

Maple Ridge Tourism Forum – June 12th NOTES

Best Tourism Experiences

- Dyke access: walking, cycling (safe, family rides/multi-use)
- Dam: trails, tours
- Whonnock Lake: canoeing, kayaking, paddleboarding, paddleboats (clubs and equipment rentals)
- Golden Ears Park: camping, hiking
- UBC research forest
- Horse-riding / trail-riding
- Biking woodlot
- Lots of continuous kms for cycling without intersections and stops – some alignment with agritourism
- Waterways: tubing
- Hot Rocks / Davidson's Pools
- Wildplay
- Agritourism
- Cheesecrafters
- Arts
- Festivals: 35+ (Caribbean Festival, Music on Wharf, Classical Music, Film Fest (2nd annual in 2017))
- Opportunities: 256th / 272nd / Thornhill / Mill Lake / UBC forest for mountain biking

Opportunities

- Message to residents: "Bring your imagination home" – live and work in MR, not just commute
- Wider road shoulders for cycling or preferably separate bike lanes / multi-use paths
- Wayfinding
- Apps – Maps – Signage: for cycling and hiking (consistent, accurate and frequent updates)
- Address vehicle congestion when events in downtown core e.g. dance competitions at ACT
- Very little water access on a 30km stretch of water – address rail line restrictions, bridges, etc.
- Lack of knowledge by visitors of trail access; out of date trail map
- East Maple Ridge roads could be enhanced for cycling
- Viewpoints exist: improve access and awareness
- Trail promotions
- Collaboration with neighbouring destinations on cycle routes – ensure amenities every 50 to 60 kms
- Maple Ridge "Grind" hike
- Collaboration with neighbours (Pitt Meadows)
- Collaboration with First Nations
- Municipal campground
- Indoor adventure opportunities
- Welcoming existing adventure providers to Maple Ridge
- Enhancing riverfront/historic areas
- Enhancing industrial areas for adventure
- Agritourism: public experiences (i.e. U-Pick)

- Enhancing evening marketing (drawing the after 7pm crowd)
- Strengthening 224th /downtown core
- Utilizing fairgrounds

Short-term Opportunities

- Trail network exists (200km) – build awareness, maintenance, mapping
- Trail map – print/digital on city website (including options to get here – West Coast Express, Skytrain); include regional connections
- Create routes and itineraries for different types of cyclists (families, mountain bikers, etc.)
- Work with Pitt Meadows, Port Coquitlam, Langley to create routes
- Promote “Stay in Maple Ridge”
- Incentivize businesses to offer trail services – rentals, guiding, etc.
- Seasonal offerings in restaurants – eating seasonally
- Maintain town centre/core – avoid sprawl
- BIA + Chamber engagement: get them onside for promotions
- Film Festival – more activities around
- Fishing
- Mountain biking
- Hiking
- Indoor activities – pub crawl, art tour
- Wedding / conference facilities

Long-term Opportunities

- Connecting bike routes
- Partnering between city / local business to encourage
- Water transportation on river
- Utilize Scenic 7
- ETF – Explore the Fraser
- Cell tower in Golden Ears Park
- Infrastructure improvements – extend multi-use trail from Pitt Meadows past 256th
- Investigate mountain biking opportunities in Maple Ridge
- UBC research forest (outside of research areas)

Constraints to Growth

- Funding for change/improvements
- Internal mind-shift of citizens – Maple Ridge is good!
- Local youth should be engaged
- Rectify bad press for Maple Ridge
- Political will
- Lack of vision – what is the commitment?
- Residents don’t see our potential
- Older generation holding on to the past – need to promote history of Maple Ridge
- Transit challenges
- Collaboration with Chamber

Benefit to Residents

- Economic Development

- New business opportunities
- Potential for better transit

Maple Ridge Tourism Forum – June 19th NOTES

Best Tourism Experiences

- Festivals: Caribbean, Country Fest, Music on the Wharf, GETI (September – sustainability theme)
- Fish hatchery (2)
- ACT / Remembrance Day
- Arts Studio Tour
- Easter Egg Hunt
- Christmas Festival
- Historical Society – museum, Haney House, cemetery walk, downtown walk
- Library – Local Voices program
- “Play box” – get key at Rec Centre – use and return
- Wedding venue – church and Haney House
- Cheesecrafters – retail
- Hopcotts – venue and retail (Pitt Meadows)
- Skye heli glacier dinners (Pitt Meadows)
- Circle Farm Tours
- Winery (Blue Heron)
- Haney Farmers market – opportunity to intercept visitors

Enhancements Required

- weather-protected / rainy day options
- “signature” event in shoulder season – e.g. extreme sport such as Tough Mudder
- National Historic Site needed on this side of the river
- Geo-caching – increase the number (7 sites launched June 2017)
- Need inventory of farm experiences for Circle Farm Tour additions
- Multi-use paths on both sides of the road for cycle tourism to farms (and bridges on horse paths)
- Signage / way-finding
- On-site signage at farm experiences
- Parking at events / businesses (visitor ready)
- Social media promotion – invest in content curation

Short-term Opportunities

- Market what we have - content creation/curation
- Build community pride
- Heritage – stories – markers – tour – app
- Conceptualize signature event
- Engage with First Nations – support launch of authentic cultural experiences – integrate into all programs, marketing’
- Seasonal “Kick-off” celebration to agricultural season
- Farm to table / long table dinners
- Cranberry harvesting (photo opportunities for social media; learning opportunities)

- Pumpkin patch, Halloween experiences
- Seasonal offerings e.g. Easter
- Incorporate Maple Ridge history of agriculture into experiences – social media stories (e.g. Throwback Thursday (#tbt) posts of historical agricultural images
- Promotion of existing opportunities – social media – seasonal messages based on farm cycles
- Venue promotion – off season – e.g. farm weddings/meetings
- Golden Harvest event (October) – promote and enhance
- Buy local programs – support Chamber and BIA events

Benefit to Residents and Community

- Vibrancy
- New businesses / new experiences
- Local employment opportunities
- Community pride
- Enhanced events / amenities used by residents and visitors
- Additional opportunities added each year – increase visitation to local businesses
- Education on food sources
- More support for local farm businesses
- Experiences can be promoted to local school groups as field trips
- Local engagement in Circle Farm Tour - options for visiting friends and relatives

Appendix G – Visitor Survey – Golden Ears Provincial Park August 2017



THE CITY OF MAPLE RIDGE

GOLDEN EARS PROVINCIAL PARK VISITOR SURVEY August 23 and August 26, 2017



Prepared for:
The City of Maple Ridge
Economic Development Department
Lino Siracusa, Mgr. Economic Development

Prepared by:
Deborah Kulchiski Consulting



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EXECUTIVE SUMMARY

As identified in the Maple Ridge Tourism Strategy, 2018 – 2020 prepared by the Centre for Sustainability Whistler, and the Maple Ridge Five-Year Tourism Strategy (2017) prepared by consultants Suzanne Denbak and Laura Plant, tourism is a recognized contributor to the local economy, with estimated tourism revenues of approximately \$41 million as of 2015.

Insights to tourism-related opportunities conclude that tourism can help support the City of Maple Ridge growth targets and therefore, gaining a better understanding of the perception visitors have of the area as well as further understanding the visitor needs and preferences will provide direction to marketing decisions, project funding decisions, product development decisions and revenue planning decisions. Research will enable the City of Maple Ridge to make informed decisions and utilize the limited resources to achieve the best results as well as aid in determining opportunities to increase the economic impact of visitors to the community.

One of the goals of the short-term tourism deliverables was to deliver a visitor survey, targeting locations that achieve high visitor volume traffic. Data from BC Parks identified that Golden Ears Provincial Park, ideally located just 14 km from the downtown core of the City of Maple Ridge, is one of the busiest parks in the province. Annual attendance in Golden Ears Provincial Park reached 678,517 day use visitors and 120,427 campers in 2015, an increase of approximately 13% compared to the previous year. *

Reaching existing park visitors can provide resources that can be leveraged to attract and increase visitation in the City of Maple Ridge.

The delivery dates of the survey were strategically set to coincide with one of the busiest weeks of the year. The dates and times were as follows:

- o Wednesday, August 23rd from 10:00 am to 3:00 pm; 2 interviewers
- o Saturday, August 26th from 10:00 am to 3:00 pm; 7 interviewers

On the initial date, the one-on-one interviews were conducted in two locations within Golden Ears Provincial Park; the Alouette Lake day-use picnic area and the boat launch. On the second date, 3 teams were formed and surveys were conducted at the Alouette Lake day-use picnic area, boat launch, North Beach and Lower Falls.

Over the course of the two-day interview schedule, the number of surveys were categorized as follows;

- o **242** surveys; **52** surveys were made up of local residents and **190** parties were out-of-town visitors
- o **1220** individuals; **272** individuals were local and **948** individuals were out-of-town visitors

Note: This was not a scientific survey, however, still provides considerable information for tourism planning purposes.

* BC Parks 2014/2015 Statistics Report www.env.gov.bc.ca

INTRODUCTION

The project lead Deborah Kulchiski was hired on contract as a Tourism Coordinator from the period of May 23 to October 20, 2017 to develop and deliver short-term tourism initiatives.

The purpose of the survey was to develop a profile of existing visitors to Golden Ears Provincial Park and region. This included determining the demographic of the visitor, the duration of their visit, the length and frequency of their visit, the reason for their visit, what activities they participated in while in the park, how they sourced information about Golden Ears Provincial park and surrounding area prior to their visit, and most importantly, do they include a stop or visit in the City of Maple Ridge during their time in the region and do they contribute to the local economy through purchases of local products and/or services. A copy of the person-to-person survey is attached (Appendix I).

Due to budget constraints, the survey undertaken was not a scientific survey. The representative face-to-face interviews were conducted by a team of the City of Maple Ridge Parks, Recreation and Culture employees. (Refer to acknowledgements, page 10).

This survey acts as an accompaniment to the Maple Ridge Five-Year Tourism Strategy (July 2017) developed by consultants Suzanne Denbak and Laura Plant and City of Maple Ridge Ten Year Cultural Plan. The results of this survey will help to identify and provide some insight to the characteristics, travel patterns and influencers of visitors to Golden Ears Provincial Park and the City of Maple Ridge. In addition, the results will ensure the ability to effectively target desired audiences in future destination marketing and program initiatives.

KEY FINDINGS and RECOMMENDATIONS

1. Golden Ears Provincial Park attracts visitors from a variety of places of origin during one of the busiest visitor months in the calendar year; August.
 - o Visitors from communities south of the Fraser River make up the highest concentration of visitors to the park, both in the day-use area and camping area.
 - o 22% of the visitors to the park are local residents 32% of the visitors to the park are from the south of the Fraser River and 17% of visitors were from Vancouver/Richmond.
 - o 59% of visitors to the park stopped for services in the City of Maple Ridge, 52% of visitors to the park stopped for groceries/picnic items on route to the park and 44% of visitors will include a stop in Maple Ridge on their way back to their place of origin.
 - o 22% of visitors to the park will not include a stop in the City of Maple Ridge.
 - o The main motivator for visitation is to enjoy the outdoors and natural beauty of the park.
 - o Relaxing, and spending time with friends and family is the main purpose of the visit to the park.
 - o “Word of mouth” is how most visitors have heard about Golden Ears Provincial Park.
 - o Many of the respondents asked questions about the park, the community and region, enabling the opportunity to provide visitors with guides, maps and other information tools.
 - o Most of the visitors to the park from outside of BC are from the “visiting friends and relatives” (VFR) market segment.

There is overwhelming evidence that visitors to Golden Ears Provincial Park include a stop in the City of Maple Ridge either prior to or after their time spent at the park. The survey results, extended conversations with visitors and review of the park infrastructure provided additional opportunities for future consideration that could result in additional economic benefits for local businesses in the City of Maple Ridge.

1. Mobile Visitor Services
 - The City of Maple Ridge currently operates a community-level, municipally funded visitor services program within the Economic Development office. The location is difficult to locate and hours of

operation are limited. A “pop-up” visitor service program or “mobile” visitor service program during the peak visitor season could provide valuable information services to visitors to the park. This would include wayfinding (maps), visitor guides and pertinent information regarding businesses and services in the City of Maple Ridge.

2. Partnerships

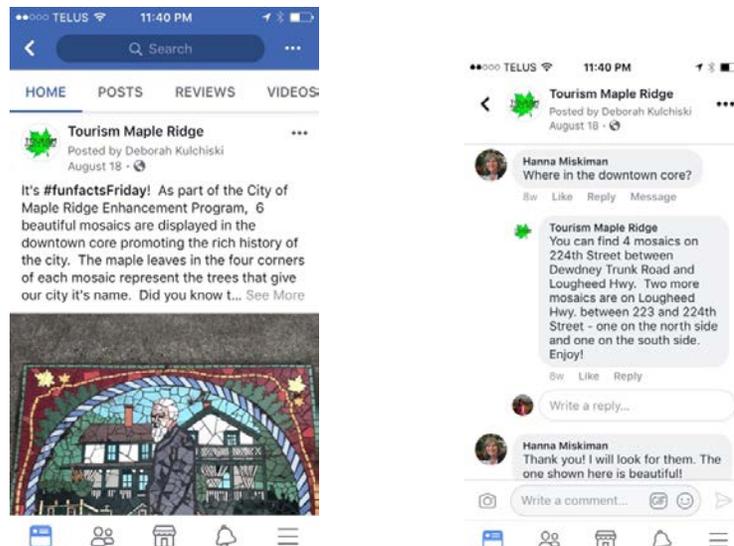
- Develop and implement opportunities for local businesses to participate in promotions aimed at targeting visitors to Golden Ears Provincial Park. This may be through “packaging” or “pay-to-play” programs that would increase visitation to local businesses and encourage additional spend. Example: Overnight visitors to Golden Ears Provincial Park campsite are eligible for a 10% discount at a local business if they show their campsite receipt.

3. Wayfinding

- Enhanced signage and improved wayfinding system to provide ease of travel and better connections between gateways, the downtown core and the road leading to Golden Ears Provincial Park. Orientation of visitors to the park will assist them in navigating their way through the city on route to their destination and may encourage additional local business expenditures.

4. Communication

- The internet and digital promotion has revolutionised the distribution of visitor information as it provides direct access to the end consumer. It is recommended to “push” community information on digital channels (Website, Facebook and Instagram) on a regular basis to reach target audience and encourage engagement/conversations with visitors and potential visitors. Example:



5. Marketing & Promotion

- Focus on a marketing and promotion campaign, tailoring content and ad strategies to the demographics offering the most potential for growth and increased local expenditures while

at the same time, raising more awareness to the City of Maple Ridge and its local businesses and services.

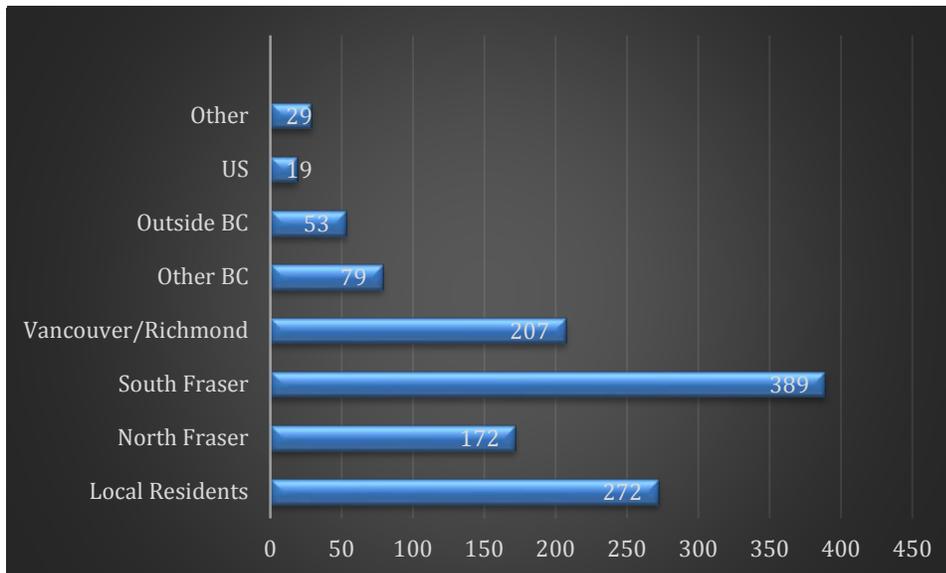
PART ONE

The following section details the demographic profile of the respondents to the conducted survey. The first five questions related to;

- Visitors place of origin
- How they arrived at the park
- How many people were in their party
- How long they planned to stay in the park, and
- How often they visit Golden Ears Provincial Park on an annual basis.

Figure 1: Place of Origin of Visitors to Golden Ears Provincial Park

Note: To ensure more detail, this question was evaluated on the total number of visitors (1220). This is because in most cases, the survey parties were made up of visitors from more than one place of origin.



Demographic Description:

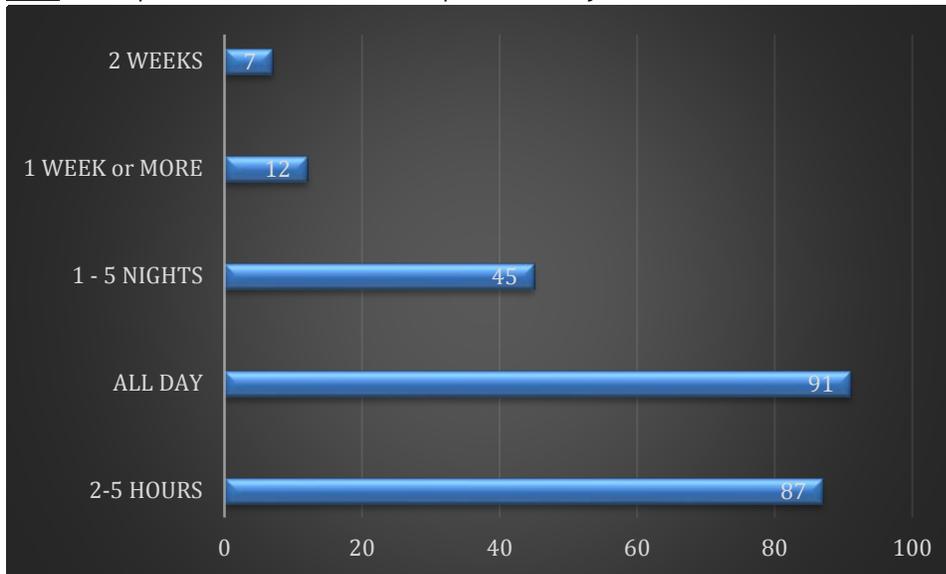
Local Residents	- Maple Ridge
North Fraser	- Port Moody to Hope
South Fraser	- Delta, Surrey, Langley, Abbotsford and Chilliwack
Vancouver/Richmond	- including Burnaby
Other BC	- remainder of BC
Outside BC	- rest of Canada
US	- US states
Other	- other international places of origin

In total, **272** visitors were from Maple Ridge (22%), and approximately 17% of visitors were from Vancouver/Richmond. The strongest demographic travelled from communities within the South Fraser region and made up almost 32% of the visitors to the park. Travellers from other parts of BC made up approximately 6% of the demographic profile.

While the question was asked how visitors arrived at the park based on the available modes of transportation that include “ParkBus” service from Metro Vancouver, 100% of the surveyed respondents arrived by vehicle.

Figure 2: Length of Stay

Note: This question relates to the 242 parties surveyed.

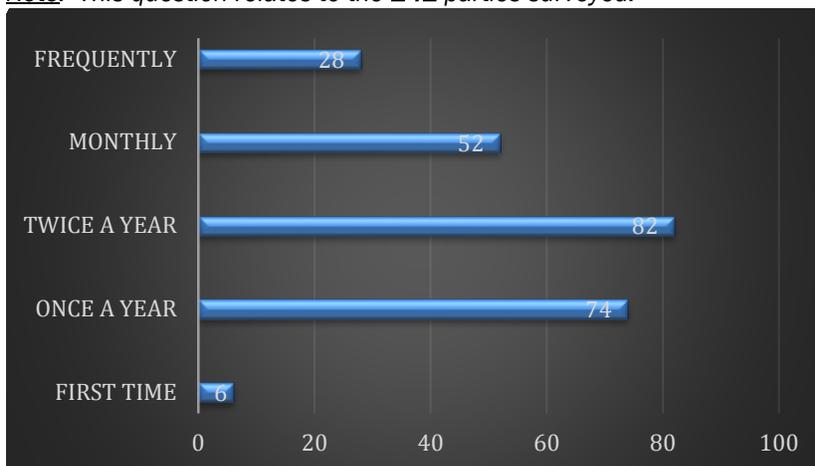


Approximately 38% of the respondents planned to stay for the full day while approximately 36% of respondents planned to stay for a shorter period. Approximately 19% of the respondents were camping in one of the park campsites and staying for less than a week, while 5% of those camping were staying for 1 week or more. The maximum allotted overnight stays in BC provincial parks is two weeks and approximately 3% of those camping was staying the maximum allowable time.

Memorable note: One party that was made up of 6 family members were evacuees from the Williams Lake, BC area. They chose to camp at Golden Ears Provincial Park rather than settle in one of the evacuation sites. They enjoyed their two-week experience so much, that they had recently returned for another two-week stay as part of their vacation time.

Figure 3: Frequency of Annual Visitation to Golden Ears Provincial Park

Note: This question relates to the 242 parties surveyed.

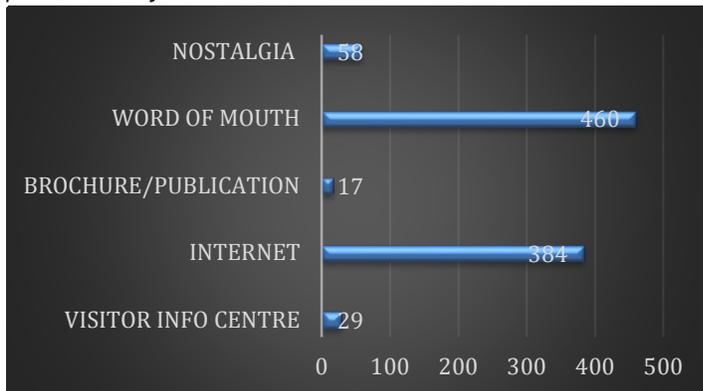


Of the 242 parties surveyed, approximately 34% of respondents visit and experience the park at least twice a year. This was closely followed by approximately 31% of respondents who include a

visit to Golden Ears Provincial Park annually and 21% of those visit the park monthly during the peak visitor months of May through to September. 12% of visitors visit the park more frequently than monthly, while there were a few parties (2%) that were experiencing the park offerings for the first time.

Figure 4: How Visitors Sourced Information about Golden Ears Provincial Park prior to their visit.

Note: This question relates to the total number of visitors and there were multiple responses from the 242 parties surveyed.

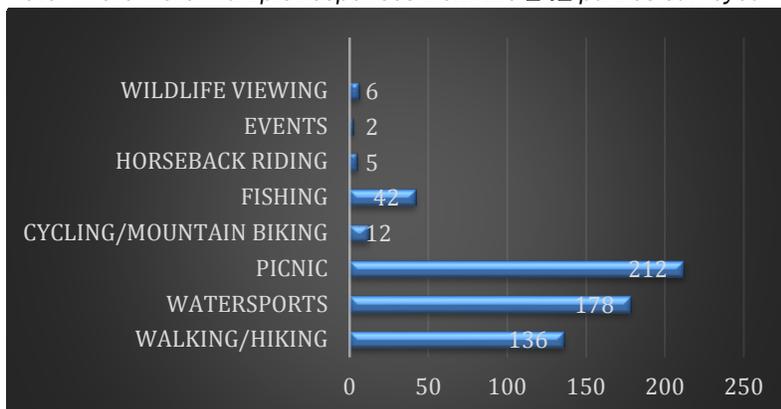


Of the 1220 visitors surveyed, 948 visitors were identified to be from out-of-town. The results of this question reflect those out-of-town visitors, as it can be concluded that residents are naturally familiar with Golden Ears Provincial Park. Approximately 49% of respondents stated they chose to visit Golden Ears Park because they were influenced by other visitors (word-of-mouth) while 40% of those visitors sourced the internet for any information about the park. Only 3% of visitors to the park utilized the services of community Visitor Centres.

Memorable Note: Upon conversations with the out-of-town visitors, 6% of those surveyed noted they continue to visit the park for sentimental reasons, having fond childhood memories and experiences at the park. They return on a regular basis with their own family and friends. “Nostalgia tourism” is a growing trend in destination development.

Figure 5: Primary activities of visitors to Golden Ears Provincial Park

Note: There were multiple responses from the 242 parties surveyed.

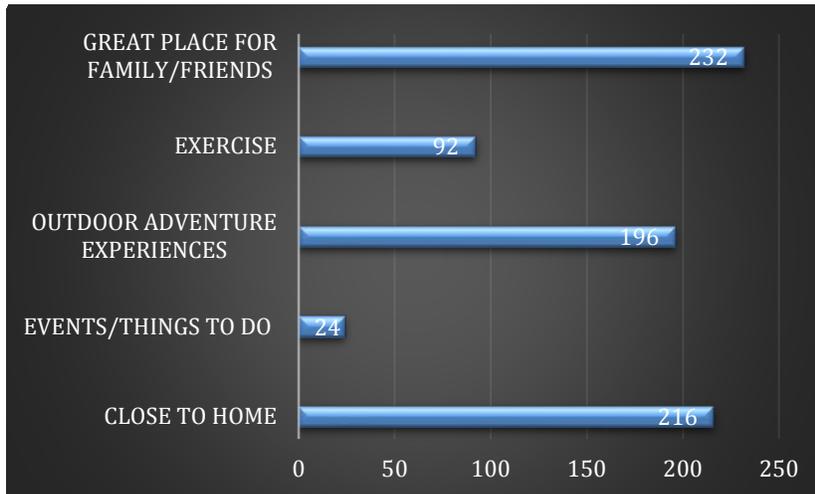


Of the 242 parties surveyed, there were a variety of activities visitors engaged in during their time spent in the park. The results proved to be indicative of the various survey sites. For example: The majority of respondents visiting the Alouette day-use area and North Beach area were including a picnic in their activities. They were most likely to enjoy water activities such as swimming, floating and kayaking.

The majority of respondents interviewed at the boat launch were engaging in watersports. Some were including fishing. Respondents interviewed at the Lower Falls area were engaged in walking/hiking and wildlife viewing activities. Approximately 88% of visitors to the park included a picnic in their time spent, with approximately 74% of those visitors including a walk or hike in their activities.

Figure 6: Why Visitors Choose Golden Ears Park to visit

Note: There were multiple responses from the 242 parties surveyed.



It has been determined that there are a variety of reasons why visitors choose Golden Ears Provincial Park as a leisure destination. Over 95% of those surveyed agreed that the park is a great place for family and friends. This includes the “visiting family and friends” (VFR) market segment, which accounted for the visitors from the International, US and other parts of Canada places of origin. 89% of the visitors surveyed visit the park because it is close to home. Note: the survey was conducted prior to the bridge toll removal. Visitors did not believe the tolls to be a determining factor when choosing to travel to Golden Ears Provincial Park.

Over 80% of those visitors to the park are seeking nature and the outdoor experience; either soft or hard adventure that includes hiking and watersports.

Figure 7: Visitors who spent time in the City of Maple Ridge and the purpose of time spent.

Note: There were multiple responses from the 242 parties surveyed.



The results of this question relate only to those respondents who are represented in the **190** out-of-town parties as it can be concluded that the **52** parties (residents) from Maple Ridge locally source their supplies and services.

The survey determined approximately 59% of out-of-town visitors to the park either stopped in Maple Ridge on the way, or intend to stop on the way home for services such as fuel.

Approximately 52% of visitors to the park either stopped or intend to stop for groceries in Maple Ridge and 44% of those visitors will include a stop for either a meal or light snack (i.e. ice-cream, gelato, coffee, etc.).

22% of the visitors surveyed did not stop in the City on route to the park, and at the time of the interview, did not have plans to stop on their way home.

ACKNOWLEDGEMENTS

The author would like to acknowledge several individuals, for without their assistance and support, the success of this survey would not have been possible;

Joanna Ward, Human Resources Associate, City of Maple Ridge. Joanna was instrumental in coordinating a team of interviewers to assist in the survey project. The survey team was made up of six (6) City of Maple Ridge Parks, Recreation and Culture employees; Youth Workers Ashley Millen, Megan Millen, Elijah Wooten, Robert Harrison and Alysia Bassani, Parks, Recreation and Culture employee Steve Quinlan and City of Maple Ridge Bylaw Officer Rob Letts.

Their professional approach to the interviews and commitment to the project was instrumental to the ability to source quantitative, visitor-centric information.

APPENDIX i



1. What is your place of residence?
2. How did you arrive here today? Vehicle/walk/bike/transit/other
3. How many people are in your party?
4. How long do you anticipate staying in the park today?
_____ # of hours _____ # of nights
5. How often do you frequent this park?
_____ 1x per year _____ 2x per year _____ monthly _____ more frequent
6. Why did you choose this park today?
 - a. Close to home
 - b. Events/Things to see and do
 - c. Outdoor adventure experiences
 - d. Exercise
 - e. Great place to bring family
7. What are the primary activities you engage in at this park

Walking/hiking	wildlife viewing
Watersports	fishing
Picnic	horseback riding
Cycling/mtn. biking	events
8. Did you (or will you) spend time in the City of Maple Ridge? If so, what type of services will you be seeking?

- Supplies
 - Services
 - Retail shopping
 - Food and Beverage
9. How did you source any pre-visit information about the park before your visit?
- a. Visitor Information Centre (location)
 - b. Internet
 - c. Brochure/Guide
 - d. Word of Mouth
10. _____M _____F Please tell us your age? _____

LOCAL RESIDENTS:

11. Do you think the City of Maple Ridge should be increasing their efforts in marketing and promoting the city?
- Why? _____ Why not? _____
12. Aside from Golden Ears Provincial Park, what would you recommend visitors see or experience in Maple Ridge?

APPENDIX II

**BC PARKS STATISTICS REPORT 2014/15
Attendance and Revenue by Park**

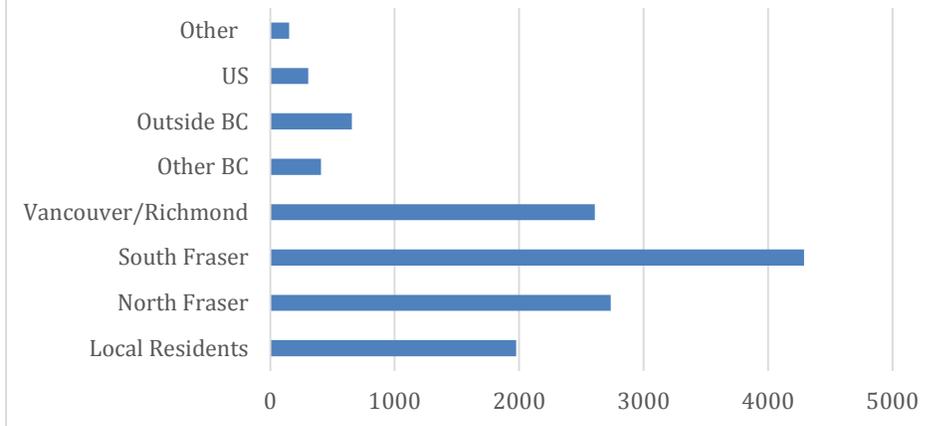
Region	Park	Activity	Attendance				Revenue			
			2013/14	2014/15	Difference	% change	2013/14	2014/15	Difference	% change
SC	Cultus Lake Park	Camping	79,297	88,162	8,865	11%	\$ 709,637	\$ 772,812	\$ 63,176	9%
		Day Use	752,289	820,166	67,877	9%	\$ -	\$ -	\$ -	-
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	831,586	908,328	76,742	9%	\$ 709,637	\$ 772,812	\$ 63,176	9%
SC	Cypress Park	Camping	-	-	-	-	\$ -	\$ -	\$ -	-
		Day Use	1,415,033	929,982	- 485,051	-34%	\$ -	\$ -	\$ -	-
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	1,415,033	929,982	- 485,051	-34%	\$ -	\$ -	\$ -	-
SC	Desolation Sound Marine Park	Camping	-	3,178	3,178	-	\$ -	\$ -	\$ -	-
		Day Use	-	-	-	-	\$ -	\$ -	\$ -	-
		Boating	46,739	43,543	- 3,196	-7%	\$ -	\$ 12,362	\$ 12,362	-
		PARK TOTAL	46,739	46,721	- 18	0%	\$ -	\$ 12,362	\$ 12,362	-
SC	Emory Creek Park	Camping	-	-	-	-	\$ -	\$ -	\$ -	-
		Day Use	-	-	-	-	\$ -	\$ -	\$ -	-
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	-	-	-	-	\$ -	\$ -	\$ -	-
SC	Francis Point Park	Camping	-	-	-	-	\$ -	\$ -	\$ -	-
		Day Use	32,325	9,219	- 23,106	-71%	\$ -	\$ -	\$ -	-
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	32,325	9,219	- 23,106	-71%	\$ -	\$ -	\$ -	-
SC	Garden Bay Marine Park	Camping	-	-	-	-	\$ -	\$ -	\$ -	-
		Day Use	-	-	-	-	\$ -	\$ -	\$ -	-
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	-	-	-	-	\$ -	\$ -	\$ -	-
SC	Garibaldi Park	Camping	11,785	11,893	108	1%	\$ 99,514	\$ 100,289	\$ 774	1%
		Day Use	85,366	84,987	- 379	0%	\$ 167	\$ 16,157	\$ 15,990	9594%
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	97,151	96,880	- 271	0%	\$ 99,681	\$ 116,446	\$ 16,765	17%
SC	Golden Ears Park	Camping	107,098	120,427	13,329	12%	\$ 900,630	\$ 1,012,684	\$ 112,055	12%
		Day Use	596,260	678,517	82,257	14%	\$ -	\$ -	\$ -	-
		Boating	-	-	-	-	\$ -	\$ -	\$ -	-
		PARK TOTAL	703,358	798,944	95,586	14%	\$ 900,630	\$ 1,012,684	\$ 112,055	12%

Source: BC Parks 2014/2015 Statistics Report www.env.gov.bc.ca

Appendix iii

An interview with Kailla Bentley, Park Manager at Maple Ridge WildPlay Elements Park in July, 2017 identified that a). there is a high visitation rate from guests at WildPlay who are overnight campers and/or day-trippers to Golden Ears Provincial Park. The Park Manager also explained the strong visitation from out-of-town guest's attributes significantly to the strong retail sales, providing climbing supplies and souvenirs. The following statistics identify the demographics of visitors to WildPlay during the peak visitor months of May through to the end of August for 2016 and 2017.

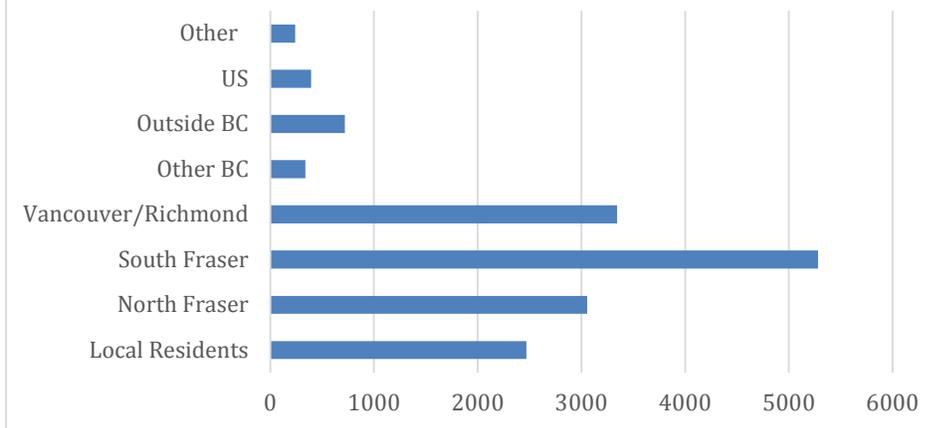
Maple Ridge Wildplay Visitation May 2016 - August 2016



Local Residents	1,975	Other BC	408
North Fraser	2,736	Outside BC	656
South Fraser	4,290	US	305
Vancouver/Richmond	2,608	Other	152

TOTAL: 13,130 visitors from May 1, 2016 through to August 31, 2016

Maple Ridge Wildplay 2017 Visitation (May 2017 - August 2017)



Local Residents	2,469	Other BC	340
North Fraser	3,057	Outside BC	720
South Fraser	5,283	US	393
Vancouver/Richmond	3,345	Other	241

TOTAL: 15,848 visitors from May 1, 2017 through to August 31, 2017

Key Findings:

Visitors travelling from the south of the Fraser River (Delta, Surrey, Langley, Abbotsford & Chillwack) accounted for the largest demographic; 33% of the number of visitors to WildPlay in both 2016 and 2017. The second strongest demographic was from the Vancouver/Richmond area (including North Vancouver, West Vancouver

and Burnaby) accounting for 21% of the visitors. This group also experienced the most significant growth of **28% in 2017**.

Guests to the park travelling from the north of the Fraser accounted for 19% while local residents represented 16% of the park's visitation.

Also to note: 2017 compared to the same period in 2016; the local resident market grew by 25%, residents from the South Fraser increased by 23%, and visitors residing in communities on the North Fraser (Coquitlam to Hope) increased by 11%.

Maple Ridge WildPlay experienced an overall increase of 21% in visitation in 2017 for the same period in 2016.