



CENTRAL COAST REGIONAL DISTRICT

DATE: 4 September 2014

TO: Board Chair Reg Moody-Humchitt and Board Members

FROM: Darla Blake, Chief Administrative Officer

SUBJECT: **ABORIGINAL TOURISM ASSOCIATION OF BC – request for support and input to study (notably where there is an interest in ferry transportation and associated tourism outcomes)**

RECOMMENDATION

That the Board of the Central Coast Regional District receives the letter from Aboriginal Tourism Association of BC, and agrees to provide input support to the Wave Point Consulting study, if requested.

STRATEGIC PLAN

Goal 1 – Effective planning and implementation of services

Strategy 3 – To ensure we consistently pursue timely, realistic and achievable economic development programming

Goal 2- Investment and support for public infrastructure and services

Strategy 14 – We will continuously interface with the Central Coast representatives of the North Coast Ferry Advisory Committee and jointly plot tactics to ensure all Coastal ferries remain operative and meet our region’s requirements.

Goal 3 – Enhanced and strengthened region

Strategy 3 – To collaborate with community based organizations for mutual benefit

BACKGROUND

Since the announcement in November 2013 by the Minister of Transportation and Infrastructure Todd Stone over the loss of the Queen of Chilliwack direct sailing between Port Hardy and Bella Coola, much has happened.

The Queen of Chilliwack (with the 115 vehicle capacity) no longer provides sailings to our waters and she has been replaced with the Nimpkish (a 16 vehicle capacity vessel) to provide a “connector service” to Bella Coola, Denny Island, Bella Bella and Ocean Falls.

Board Meeting
 SEP 11 2014
 CCRD ITEM C(d)

This has resulted in a devastating impact to the economy of our communities and across the Chilcotin, who have come to rely on tourism as their means of economic sustainability and it has also pre-empted developing Aboriginal tourism initiatives.

The CAO is aware of a number of organizations and groups who have indicated they will be conducting economic impact studies to determine the level of impact on our communities across the affected areas.

CONSULTATION

N/A

BUDGET/FINANCIAL IMPLICATIONS

Within current approved budget:	N/A
Requires further budget consideration	N/A

RISK MANAGEMENT

Administration has evaluated potential risks with the proposal and assessed these as negligible with no requirements for controls.

DISCUSSION

Attached is a letter from the Aboriginal Tourism Association of BC (AtBC), requesting input support for a study to help build tourism on the BC north and mid-coast, particularly where there is untapped tourism potential. The AtBC is also seeking ways to build and sustain the tourism industry for the long term through the improvement of transportation links and the local ferry service, which they believe are the keys success.

Wave Point Consulting Ltd have been engaged to conduct the study. AtBC have indicated the success of this project will depend on input and participation for stakeholders with an interest in ferry transportation and associated tourism outcomes.

Chair Moody – Humchitt spoke with CAO Darla Blake, advising he has spoken directly with CEO Keith Henry about this project.

Respectfully submitted



Darla Blake
Chief Administrative Officer



RECEIVED

AUG 19 2014

Central Coast Regional District

August 5, 2014

Keith Henry
Chief Executive Officer
Aboriginal Tourism Association of British Columbia

Re: Ferry Service Situation and Outlook Report

A group of stakeholders coordinated by the Aboriginal Tourism Association of British Columbia (AtBC) has commissioned a study to help build tourism on the BC north and mid-coast. The group believes there may be previously untapped tourism potential and is also seeking ways to build and sustain the tourism industry for the long term. It believes that improving transportation links, notably local ferry service, is one of the keys to success in this endeavour.

The project manager for AtBC is Keith Henry, CEO located in Vancouver. A consulting team headed by Darryl Anderson, Managing Director of Wave Point Consulting Ltd. has been engaged to conduct this study. Other team members include James Frost of MariNova Consulting, Ray Freeman and Ryan Staley of Left Coast Insights – Tourism Development Consulting in collaboration with Royal Road University School of Tourism and Hospitality Management | Consulting.

The success of this project will depend on the input and participation of the many stakeholders with an interest in ferry transportation and associated tourism outcomes. Your cooperation in helping us carry out this work will enable us to make this project a success.

For further information, please call Keith Henry at 604-921-1070 or Darryl Anderson at 778-410-5031 or by email at wavepoint@shaw.ca.

Sincerely,

Keith Henry
Chief Executive Officer
khenry@aboriginalbc.ca

cc: Wave Point Consulting

ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA
Suite 707 – 100 Park Royal, West Vancouver, BC Canada V7T 1A2
Tel: 604 921 1070 / 1 877 266 2822 Fax: 604 921 1072 AboriginalBC.com

Board Meeting

SEP 11 2014

CCRD ITEM _____

