



# Electoral Area Directors & Municipal Regional District Tax Committee

## MEETING AGENDA

February 20, 2024 – 12:00pm  
RDMW Office – 2044 McNeill Road, Port McNeill, BC

### Page      **CALL TO ORDER**

- 1. Agenda**  
1      Approval of Agenda as Presented or Amended (February 20, 2024)
- 2. Minutes**  
2      Adoption of EA & MRDT Committee Meeting Minutes held January 16, 2024
- 3. Report**  
Economic Development Officer (February 20, 2024)
  - 3-5**      a) RTAG 2024-01 Port McNeill Tourism Commission  
Biking the Outer Islands
  - 6-11**      b) RTAG 2024-02 Malcolm Island Community Event Society  
Malcolm Island Cross County Bike Race

### **4. Next Meeting – To be announced**

### **ADJOURN**



# Electoral Area Directors & Municipal Regional District Tax Committee

## MINUTES

January 16, 2024

RDMW Office – 2044 McNeill Road, Port McNeill, BC

**CALL TO ORDER: 11:39am**

### Attendance:

EA/PA Directors: Chair Andrew Hory, Kevin Cameron (Zoom), Kathryn Wykes,  
Michelle Pottage, Dave Summers

Staff: David Kim, CAO; Shayla Burnham, Executive Assistant,  
Nadine Weldon, Administrative Assistant, Nicole McDowell,  
Recording Secretary

Public: Dennis Buchanan

### 1. Agenda

24-01 It was moved and seconded, that the agenda dated January 16, 2024 be approved.

**CARRIED**

### 2. Minutes

24-02 It was moved and seconded, that the minutes dated October 17, 2023 be adopted.

**CARRIED**

### 3. Reports

Hyde Creek Pavilion

*Also noted:*

- *Hyde Creek Recreation Society (HCRS) is a registered not-for-profit society.*
- *HCRS is requesting funding towards the Hyde Creek Pavilion project; total original request to the RDMW was approximately \$62,000; RDMW will consider partial funding towards Phase 1 of the project (skeleton of building, roof, and siding) at an approximate cost of \$25-28,000*
- *Currently, the Capital Reserve for Hyde Creek Recreation is approximately \$5000*
- *If the Board wishes to support this request, then money would also be withdrawn from the Community Works Fund.*
- *It was discussed, the importance of proper process for applications for funding and it was shared that the funding for Community Works is not infinite, comes from tax requisition, and requires Board approval to withdraw funds. The Community Works Fund is the only capital fund for infrastructure.*

24-03 It was moved and seconded, that up to \$22,000 from the Community Works Fund and \$5,000 from the Hyde Creek Recreation Capital Reserve be approved for the Hyde Creek Pavilion (Phase 1) Project.

**CARRIED**

**Next Meeting** – To be announced

**Adjournment:** The meeting adjourned at: 12:01pm

**CERTIFIED CORRECT**

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CHAIR

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CHIEF ADMINISTRATIVE OFFICER



**REGIONAL DISTRICT OF MOUNT WADDINGTON  
BRIEFING NOTE**

**TO:** Electoral Area Directors and the Director for Port Alice **FILE NO.**  
**FROM:** Jackie Challis, Economic Development Officer  
**SUBJECT:** Rural Tourism Action Grant (RTAG)  
**DATE:** February 20, 2024

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**APPLICATION UPDATE**

**RTAG 2024.01 – Port McNeill Tourism Commission (on behalf of Sointula, Alert Bay, Namgis First Nation, & Town of Port McNeill) – Biking the Outer Islands**

The Port McNeill Tourism Commission is requesting a RTAG grant of \$2000 to help fund the creation of promotional materials to support a newly formed community bicycle routes system across Malcolm & Cormorant Islands. The project has a total budget of \$4000 with \$500 of contributions coming from each of the 4 community partner stakeholders with a request of matching funds from the RTAG program.

A detailed budget of expenses and revenues is included in the application package.

The proposed event meets the criteria of the Festivals & Events Program of the RTAG program to support event planning, implementation, and the design and production of marketing materials.

It also aligns with the program intention and ideals of creating collaborative tourism initiatives that bring regional partners together for the sake of community and regional economic and tourism development.

Accordingly, it is recommended for approval.

Respectfully submitted,

Economic Development Officer

Chief Administrative Officer  
David Kim

SIGNATURE

## 2024 Rural Tourism Action Grant

### Application

**Prepared by:** The Port McNeill Tourism Commission  
(on behalf of Sointula, Alert Bay, the Namgis First Nation and Port McNeill)

**Key Contact:** Bill McQuarrie, Chair, Port McNeill Tourism Commission

**Address:** Box 728, Port McNeill, BC, V0N 2R0

**Phone/McQuarrie** (250) 320-1713

### Community Tourism

**Project Name:** Biking The Outer Islands

**Location:** Malcolm & Cormorant Islands

#### Description:

This is a joint community project, with start-up funding provided by Sointula, Alert Bay, Namgis First Nation and Port McNeill.

The concept is to promote visitor daytrip traffic from Port McNeill to Malcolm and Cormorant islands. A focused, local region approach to cooperative tourism marketing, with Port McNeill looking to benefit from extended visitor/hotel night stays while simultaneously generating food & beverage and merchant revenues for the Islands.

We chose a recreational (family style) biking daytrip package to launch this project as it represented the group's overall brand of healthy lifestyle tourism. It was also affordable and eco-friendly, with visitors leaving their cars behind and travelling as foot passengers on the ferry.

A brochure, featuring individual maps of each island, with suggested bike routes will be produced. Routes would be selected that have gentle grades, with varying lengths and destinations that include parks and recreational areas, points of interest, shopping districts and cultural heritage sites. While routes will be designed to emphasize family and recreational style biking, the more seasoned trail biker will be encouraged to stop by the community visitor information centres for recommendations on offroad and mountain biking opportunities.

Our goal is to extend visitor stays by two additional days, increase their overall visit spend and provide new experiences that improve the chances of these visitors recommending a trip to their friends back home.

Our secondary and longer term goal is to demonstrate a business case for private sector investors to consider offering a variety of unique daytrip packages.

Funds provided by the group will be used for design and brochure production. Any remaining funds from this initial investment will be pooled with the proposed RTGA funding and used to market the package over the 2024 visitor season.

Marketing will primarily be done through social media and will concentrate on the mid to southern communities here on Vancouver Island as well as some test marketing on the Lower Mainland (most likely the Fraser Valley area).

We selected the Island as our primary market as it allowed us to target weekend escape travellers in addition to the more traditional summer vacationer. By using social media, we retain the ability to quickly adapt and change to new market opportunities, alter messaging or expand reach.

### **Timeline**

We propose starting route mapping and brochure design by late February with design approval by mid to late March with printed copies available mid-April.

Once design has been created and approved, we will use that material to also create social media advertising and story templates that partners can use for (organic) posts on their own sites.

### **Funding And Budget**

#### **Funding Sources**

Community @ \$500 per participant	\$2,000
Other funding	N/A
In kind	N/A
Proposed RTAG funding	\$2,000
<b>Total Sources of Funding</b>	<b>\$4,000</b>

#### **Project Budget**

Brochure design and production	\$1,800
Social media ad buys	\$2,200
<b>Total Project Budget</b>	

**Notes:** 1: *The Port McNeill Tourism Commission (PMTTC) is committed to both the concept and implementation of this co-op project. We feel it is the future for successful tourism development within our micro-region and consider it an investment in that future. To that end, the PMTC is prepared to assist with any budget shortfalls up to an additional \$500 of investment, while simultaneously encouraging the Regional District to fully match the original \$2000 raised by all four communities.* 2: *Partner member's time commitment has and will be extensive, but no accounting for that time has yet been proposed under 'in-kind' investment.*



**REGIONAL DISTRICT OF MOUNT WADDINGTON  
BRIEFING NOTE**

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**FROM:** Jackie Challis, Economic Development Officer  
**SUBJECT:** Rural Tourism Action Grant (RTAG)  
**DATE:** February 20, 2024

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**APPLICATION UPDATE**

**RTAG 2024.02 – Malcolm Island Community Event Society – Malcolm Island Cross Country Bike Race**

The Malcolm Island Community Event Society is requesting a RTAG grant of \$5000 to help fund a 60km back-country bike race that circumnavigates Malcolm Island in June of 2024. The project has a total budget of \$34,400.00 with \$17,500 from a provincial grant, \$6000 from registration fees, \$5900 of in-kind contributions, and \$5000 requested from the RTAG program.

A detailed budget of expenses and revenues is included in the application package.

The proposed event meets the criteria of the Festivals & Events Program of the RTAG program to support event planning, implementation, and the design and production of marketing materials.

Accordingly, it is recommended for approval.

Respectfully submitted,

Economic Development Officer

Chief Administrative Officer  
David Kim

SIGNATURE

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# Regional District of Mount Waddington

## 2024 Rural Tourism Action Grant

Electoral Areas A, B, C, D and Village of Port Alice

### APPLICATION FORM

Please refer to Program Guide for more information.

### APPLICANT INFORMATION

Name of Organization Malcolm Island Community Event Society

Key Contact Person Alden Barnett

Mailing Address PO Box 367, Sointula Postal Code V0N 3E0  
P.O. Box, Street, Village, Town etc.

Phone 250-974-7074 Fax \_\_\_\_\_ Email barnett1950@gmail.com

Incorporation, Business/Society No. S0079464 Or other \_\_\_\_\_ Date of Incorp. Dec 19, 2023

### PROGRAM (choose one)

#### Trail Enhancement

Name of Trail \_\_\_\_\_

Description \_\_\_\_\_  
\_\_\_\_\_

Timeline \_\_\_\_\_

#### Festival & Events

Name of Event Malcolm Island Cross Country Bicycle Race

Description A back country bike race over a 60 km course that circumnavigates the island to be held on June 30, 2024 and expected tp attract over 100 participants

Timeline June 30, 2024

## Community Tourism

Name of Project \_\_\_\_\_

Location \_\_\_\_\_

Description \_\_\_\_\_

Timeline \_\_\_\_\_

## FUNDING AND BUDGET

Sources of Funding	\$ Amount	%
Community/Local government (specify) Active Communities	\$17,500	51%
Other funding (specify) Registration fees	\$6,000	17%
In Kind Contributions	\$5,900	17%
Proposed Request from the Rural Tourism Action Grant	\$5,000	15%
<b>Total Sources of Funding</b>	<b>\$34,400</b>	<b>100%</b>

Project Budget (define categories) Table can be expanded See Detailed Budget Attached	\$ Amount
Staffing	\$14,500
Supplies and services	\$5,940
Marketing	\$2,600
Other	\$11,360
<b>Total Project Budget</b>	<b>\$34,400</b>



## PROJECT BENEFITS

Describe how the project will assist either local or regional tourism destination marketing in your community.

See attached project description

Please attach Community letters of support, permits, authorizations and evidence of legal status.

**Note that funding cannot be provided without satisfactory provision of this information.**

## AUTHORIZATION

I/we certify that the information provided in this Application Form is to the best of my/our knowledge, complete, true and accurate and the proposal does not contravene Regional District of Mount Waddington or Village of Port Alice policies or bylaws.

I/we agree that the information provided in this Application Form will be shared with the Regional District of Mount Waddington Rural Tourism Action Grant review panel and Board upon request.

I/we understand that there is no guarantee that this application will be funded.

I/we also understand that the Regional District of Mount Waddington will not be responsible for any costs incurred in the preparation of this application, or any subsequent application for funding from the Regional District, and this application is being prepared entirely at my/our own risk and cost.

Signature of Authorized Representative(s) \_\_\_\_\_

Printed Name or Names Alden Barnett Title Chairman

Date February 6, 2024

## Malcolm Island Cross Country Bike Race

Malcolm Island Community Event Society (MICE) proposes to establish the Malcolm Island Cross Country Bike race as a major annual sporting event in northern Vancouver Island with the following key benefits:

- Offer youth, women, seniors and indigenous residents an opportunity to participate in an emerging community-based sport.
- Establish a permanent bicycle circuit that would be available on a year-round basis to encourage regular physical activity.
- Provide an event that offers considerable attraction for out-of-region tourists and visitors.
- Develop a model for cross country bicycle racing that can be reproduced in other north island communities.
- Establish partnerships with the Mount Waddington Health Network and community organizations to promote healthy lifestyles

The event is expected to attract over 100 participants to a sport that has seen significant growth over the past several decades. The event will offer participants the options to compete in either a 30 or 60 km circuit of Malcolm Island along hiking trails and back country forestry roads (see attached map). The race will provide the community with a major event that not only offers residents an opportunity to engage in a growing sporting activity but will also provide a focus for tourist attraction and marketing with substantial economic benefits to the local tourism industry.

We intend to actively recruit and offer separate registration for men and women in youth (13 – 18), and senior (65+) race segments and will also provide an option for children (6 – 12) on a separate course.

A portion of the race circuit will be across the traditional territory of the 'Namgis and Kwakiutl First Nations and we will work directly with First Nation leadership to actively promote the race to the indigenous youth community.

In the US, 20% of the population over the age of 16 outdoor participate in cross country biking, while outdoor recreation contributes 2% of GDP, larger than mining and utilities

According to a report by **Sport Tourism Canada**, economic impact resulting from hosting a sport event in a specific city/town are:

1. The spending of out-of-town visitors, athletes/participants, visiting media, and dignitaries.
2. The expenditures of event organizers in producing and hosting/running the event.

The same report also mentions that the average spending of sport tourists is approximately \$106 per person per event.

Currently residents who wish to participate in organized cross country bicycle racing are forced to travel nearly 300 km to the nearest event, creating a significant barrier to participation. A locally based race will offer residents an easy opportunity to engage in sport, providing an incentive for youth and other new entrants and helping to cement the participation of existing biking enthusiasts.

The Malcolm Island race is also expected to provide a model for other north island communities with the expectation that the region will be able in future years to develop a circuit of races in the north Vancouver Island area and expand opportunities for physical activity that will attract additional new participants.