



REGIONAL DISTRICT OF MOUNT WADDINGTON  
**BOARD OF DIRECTORS  
MEETING AGENDA**

November 19, 2024 at 2:00pm  
Board Room, RDMW Administrative Office, 2044 McNeill Road, Port McNeill, BC

Page(s) **CALL TO ORDER**

**A. APPROVAL OF AGENDA**

- 1-3
1. Adopt November 19, 2024 RDMW Board of Directors Meeting Agenda as presented. (or amended)
  2. Nominations for Chair: The Administrator will call for Nominations for the Chair
  3. Nominations for Vice Chair: The Administrator will call for Nominations for Vice Chair

**B. DELEGATIONS & RECOGNITIONS**

*This meeting is taking place on the traditional territory of the Kwakwaka'wakw.*

- 4
1. Board Committee Appointments as approved or amended

**Recommendation:**

*THAT the Board Committee Appointments be approved as presented.*

**C. MINUTES**

- 5-10
1. Minutes of the Board of Directors Meeting held October 15, 2024 as Presented (or amended)
- Available for Review
2. District of Port Hardy – Regular Council – August 13, September 10, 2024; Town of Port McNeill Regular Council – September 10, October 8, 2024; Village of Alert Bay – Regular Council – September 23, October 15, 2024; Village of Port Alice – Regular Council – October 9, 2024
- Available for Review
3. Cheque Register Report (October 31, 2024)

**D. STAFF REPORTS**

1. Chief Administrative Officer – Verbal Report

**Recommendation:**

*THAT the Board authorizes Chair Andrew Hory and CAO/Corporate Officer David Kim to sign the Community Works Fund Agreement.*

- a) Travel Report – None

- 11-12
2. a) Economic Development Services – (November 19, 2024)

- 13
- b) Seaweed Industry Taskforce – First Nations Agreement

**Recommendation:**

*That the Regional District of Mount Washington supports the submission of a funding application to the UBCM Community to Community program for a workshop to review the recommendations of the SIDP and seek participation by First Nations.*

- 14-17 c) Rural Resident Attraction Coordinator Report - (November 19, 2024)
- 18-20 d) Tourism Coordinator Report - (November 19, 2024)
- 21-60 e) 2025 VINT Marketing Plan

**Recommendation:**

*THAT the 2025 VINT Marketing Plan be approved as presented.*

- 61-62 3. Operations Department - (November 19, 2024)

**Recommendation:**

*THAT the 2025 Fire Chief Appointments be approved as follows:*

- *Andrew Hory: Coal Harbour Volunteer Fire Department*
- *Glen Watson: Sointula Volunteer Fire Department*
- *Brock Soderman: Woss Volunteer Fire Department*

- 63-64 4. Planning and Development Services – (November 19, 2024)

**E. FINANCIAL REPORTS**

1. Finance Report – Chief Financial Officer Verbal Report

- 65-88 a. 2023 Audited Financial Statements

- 89-101 b. 2023 Statement of Financial Information (SOFI) Report

**Recommendation:**

*THAT the 2023 Audited Financial Statements and the 2023 Statements of Financial Information be approved as presented and further, that the Chair and Chief Administrative Officer/Chief Financial Officer be authorized to sign.*

- 102 2. Single Source – October 31, 2024

**F. COMMITTEE REPORTS -**

*(To be brought forth from earlier Committee Meetings)*

**G. BYLAWS AND PERMITS**

- 103 1. Bylaw No.1047, Regional District of Mount Waddington Zoning Bylaw No. 21, Amendment Bylaw 1047, 2024” for 1<sup>st</sup> and 2<sup>nd</sup> reading.

**Recommendation:**

*THAT Bylaw No.1047, Regional District of Mount Waddington Zoning Bylaw No. 21, Amendment Bylaw 1047, 2024” be read a 1<sup>st</sup> and 2<sup>nd</sup> time.*

**H. CORRESPONDENCE**

- 104 1. Letter of Support for Quatsino First Nation re: North Island Transmission Line

**Recommendation:**

*THAT a letter of support be provided for Quatsino First Nation re: North Island Transmission Line Project.*

**I. OTHER BUSINESS / DIRECTORS REPORTS / NEXT MEETING**

**1. Electoral Area Updates:**

Area “A” - Broughton / Malcolm Island / Mainland

Area “B” – Coal Harbour / Quatsino / Winter Harbour

Area “C” - Hyde Creek / Rupert

Area “D” - Nimpkish Valley / Woss

**2. Municipal Updates:**

Village of Alert Bay

Village of Port Alice

District of Port Hardy

Town of Port McNeill

3. Question Period

4. Committee Meetings:

5. Next Meeting: December 17, 2024

**J. ADJOURNMENT**

## Director Appointments - 2025

### Board Chair

### Board Vice Chair

### Board Appointments:

#### Committee

911 Corporation

Coastal Community Network

Municipal Insurance Authority

Municipal Finance Authority

Vancouver Island North Training & Attraction Society

Vancouver Island North Tourism Advisory Committee

Management & Personnel Committee

Policy Committee

Vancouver Island Climate Leadership Plan Working Group

Mount Waddington Transportation Advisory Committee

North Island Regional Emergency Planning Committee (NIREPC)

Vancouver Island & Coastal Communities Special Committee on

Solid Waste And Circular Economy

Natural Resources Committee

### 2025 Electoral Area Director Appointments

Vancouver Island Regional Library Board (Rural/EA)

Island Coastal Economic Trust

Vancouver Island North Woodlands Advisory Group

Sport Fishing

Marine Planning Partnership (MaPP)

Offshore Pacific Advisory Committee

Mount Waddington Health Network Steering Committee

Nimpkish Woodlands Advisory Committee

Mount Cain Alpine Park Society

#### Representative

Andrew Hory

Pat Corbet-Labatt

Michelle Pottage

Andrew Hory

Michelle Pottage

Kathryn Wykes

Andrew Hory/Dennis

Buchanan/Pat Corbet-

Labatt/James Furney/Michelle

Pottage

Andrew Hory/Dennis

Buchanan/Dennis Dugas

Pat Corbet-Labatt

Andrew Hory/ Dave Summers/

Michelle Pottage/Katherine Wykes

David Kim/Andrew Hory

Andrew Hory

Andrew Hory

David Summers

Andrew Hory

Andrew Hory

Dave Summers

Kathryn Wykes

Andrew Hory

Andrew Hory

Michelle Pottage

Dave Summers

Dave Summers

#### Alternate

Dennis Buchanan

James Furney

Dave Summers

Dennis Dugas

No Alternate

No Alternate

No Alternates

No Alternates

Andrew Hory

Dennis Dugas

David Summers

Dennis Buchanan

Michelle Pottage

James Furney

No Alternate

No Alternate

No Alternate

Kathryn Wykes

Dave Summers

Andrew Hory

No Alternate

Kathryn Wykes



# REGIONAL DISTRICT OF MOUNT WADDINGTON

## BOARD OF DIRECTORS

### MEETING MINUTES

October 15, 2024 at 2:00pm

Board Room, RDMW Administrative Office, 2044 McNeill Road, Port McNeill, BC

Chair: Andrew Hory

Directors: In Person: Dennis Dugas, James Furney, Michelle Pottage, Dave Summers, Brent Schmidt (Alternate for Kathryn Wykes), John Tidbury (Alternate for Pat Corbett-Labatt)  
Zoom: Dennis Buchanan (left meeting at 3:16pm), Kevin Cameron

Staff: In person: David Kim, Administrator, Emmanuel Okorji, Development Technician, Pat English, Economic Development Consultant

Zoom: Megan Hanacek, RRAP, Natalie Stewart, Tourism Coordinator, Nadine Weldon, Recording Secretary, Nicole McDowell, Administration

Public Zoom: Kathy O'Reilly – NI Eagle, Lyndsay MacKenzie, Marjorie Greensides

Resolution No.

#### CALL TO ORDER

2:05 PM

*The Chair opened the meeting by acknowledging that this meeting is taking place on the traditional territory of the Kwak'waka speaking peoples.*

#### APPROVAL OF AGENDA

Moved/Seconded/**CARRIED**

170/2024

THAT the RDMW Board of Directors October 15, 2024 Meeting Agenda be approved as presented.

#### DELEGATIONS & RECOGNITIONS

1. Seaweed Industry Development Plan – Chris Neufeld, LGL Limited, Amy McConnell, Canadian Kelp Research
  - The Seaweed Sector has been identified as a promising opportunity for economic growth.
  - The Seaweed Development Plan was put together and noted the following three key takeaways:
    - o There is a huge diversity between the First Nations about which aspects of the seaweed cultivation they may be interested in. Some Nations were concerned about environmental stewardship and risks associated with aquaculture farming, while others were focused on leading cultivation activities.
    - o The RDMW environment, workforce and infrastructure are well suited to the seaweed industry.
    - o The RDMW economy relies heavily on the natural resource sector, which unfortunately has led to loss of employment in the last few years.
  - Seaweed is made up of brown, green and red seaweed, with the most prevalent on the west coast being bull kelp. Bull kelp can grow up to 30cm per day, making it very sustainable.
  - Industry analysis shows the seaweed industry growing globally, with the largest consumers being China and Indonesia. North America only counts for about 1.4% of the current global markets at this time.

- Site selections for Kelp farms include
  - o 10-60m deep with a sandy bottom
  - o High water flow or water turn over
  - o Target species that grow near by (confirms that the species will flourish in your farm area)
  - o Accessible in most weather
  - o Requires First Nation consent
  - o Not a navigation hazard
  - o Not to be located in an environmentally sensitive area
- As with all farming, there is the need to be aware of environmental considerations
  - o Disease, parasites
  - o Interference with marine mammals
  - o Need to monitor for debris and abandoned infrastructure
- The next steps suggested would be:
  - o Regional Task Force including the RDMW, Province of BC, local First Nations, as well as members of the seaweed industry and training institutions.
  - o Site Specific business plan development including developing/finding a market appropriate to the cost of production.

## MINUTES

- Moved/Seconded/**CARRIED**  
 171/2024 THAT the Minutes of the Board of Directors Meeting held September 3, 2024 be adopted as amended.
- Moved/Seconded/**CARRIED**  
 172/2024 That the Correspondence on the table be received and filed.
- Moved/Seconded/**CARRIED**  
 173/2024 THAT the Cheque Registry for September 30,2024 be received and filed.

## STAFF REPORTS

### 1. Administrator Report: Verbal Report Presented by David Kim

- Total transit cumulative revenue from Jan – September was almost \$50,500. This is an increase of 2.4% and ridership rose by 1.2% (Approximately 22,710 riders over six months). Transit use has risen steadily over the years.
- Campsite update:
  - o Quatse Campsite revenue for the season was \$84,400, which is a 209% increase from 2023 which was \$40,400. The was with a usage utilization of 30%. This was the first year that the Regional District staffed the campground. Would like to congratulate the Parks and Admin staff for all their hard work with this.
  - o Bere Point revenue for the season was \$96,000.
- Hiring Status:
  - o The finalist for Economic Development Officer has declined the offer. This position has been re-posted.
  - o We have received applications for both the Parks & Recreation manager as well as Manager of Finance
  - o We have received 3 candidates for the Emergency Coordinator position.

- Moved/Seconded/**CARRIED**  
 174/2024 THAT the Regional District of Mount Waddington supports and will provide grant management for the Sointula, Hyde Creek, Woss, and Coal Harbour Volunteer Fire Departments' applications to the Community Emergency Preparedness Fund's Volunteer & Composite Fire Departments Equipment and Training intake for a combined grant of up to \$160,000 for the purchase of equipment and training.
- Moved/Seconded/**CARRIED**  
 175/2024 THAT the verbal October 15, 2024 Administrator's Report be received.  
 Travel Report
- Moved/Seconded/**CARRIED**  
 176/2024 THAT the October 15, 2024 Travel Report be approved as presented.
2. Economic Development – Presented by Pat English, Economic Development Consultant (October 15, 2024)
- Moved/Seconded/**CARRIED**  
 177/2024 THAT the October 15, 2024, Economic Development report be received and filed.
- b) Rural Resident Attraction Coordinator Report (October 15, 2024) *Also noted:*
- Moved/Seconded/**CARRIED**  
 178/2024 THAT the October 15, 2024 Rural Resident Attraction Coordinator Verbal Report be received and filed.
- c) Tourism Coordinator Report – (October 15, 2024) Presented by Natalie Stewart
- Moved/Seconded/**CARRIED**  
 179/2024 THAT VINT allocates \$50,000 from MRDT reserves to create an Event and Festivals Fund.
- Moved/Seconded/**CARRIED**  
 180/2024 THAT VINT allocates up to \$40,000 from MRDT reserves for VINT to attend outdoor shows in Toronto, Calgary and Vancouver for VINT to sponsor stakeholder booths for a strong North Island presence.
- Moved/Seconded/**CARRIED**  
 181/2024 THAT the October 15, 2024 Tourism Coordinator report be received and filed.
3. Operations Supervisor – No Report
  4. Development Technician Report – Emmanuel Okorji (October 15, 2024)
- Moved/Seconded/**CARRIED**  
 182/2024 THAT the Regional District enter into an agreement with the Port Hardy Fish & Wildlife Association for use of the RDMW Tenure property license #105617 for the term of October 16, 2024 to August 8, 2030 at the cost of \$1.00 per annum.
- Moved/Seconded/**CARRIED**  
 183/2024 THAT the October 15, 2024 Development Technician report be received and filed.

## FINANCIAL REPORTS

1. Finance Report – David Kim, CFO verbal report (October 15, 2024):
  - *The Finance Department is currently in the process of migrating the finance system to a cloud based system, which will heighten security and ensure minimal losses due to server malfunction.*

- The Auditors have completed the 2023 Financial Audit.

Moved/Seconded/**CARRIED**

184/2024 THAT the October 15, 2024 Verbal Finance Report be received and filed.

- 2. Single Source Report by Finance Supervisor, Lisa Nicholson

Moved/Seconded/**CARRIED**

185/2024 THAT the September 30, 2024 Single Source reports be received and filed.

#### **COMMITTEE REPORTS – None**

EA & MRDT Committee:

- 1. RTAG 2024-06 SISU Theatre

Moved/Seconded/**CARRIED**

184/2024 THAT RTAG 2024-06 SISU Theatre Society of Sointula request in the amount of \$5,000 be approved.

#### **BYLAWS**

- 1. Bylaw No.1045, Regional District of Mount Waddington Zoning Bylaw No. 21, Amendment Bylaw No. 1045, 2024

Moved/Seconded/**CARRIED**

185/2024 THAT Bylaw No.1045, Regional District of Mount Waddington Zoning Bylaw No. 21, Amendment Bylaw No. 1045, be adopted.

- 2. Bylaw No.1047, Regional District of Mount Waddington Bylaw No. 916, Amendment Bylaw No. 1047, 2024” for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> readings

Moved/Seconded/**CARRIED**

186/2027 THAT Bylaw No.1047, Regional District of Mount Waddington Bylaw No. 916, Amendment Bylaw No. 1047, 2024” be read a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> time.

#### **CORRESPONDENCE - NONE**

#### **OTHER BUSINESS/ DIRECTORS REPORTS / NEXT MEETING**

- a) Emergency Coordinator Report (October 15, 2024)
- b) Emergency Coordinator – Grant Opportunity Partnership (October 15, 2024)

Moved/Seconded/**CARRIED**

187/2024 THAT as part of the Regional District of Mount Waddington’s ongoing work in relation to emergency preparedness, that an application for financial assistance under the Community Emergency Preparedness Fund October 2024 Disaster Risk Reduction/Climate Adaption grant be authorized for submission to UBCM in collaboration with Strathcona Regional District; and

THAT the Strathcona Regional District be authorized to apply for, receive and manage the grant funding on behalf of the Regional District of Mount Waddington if the grant application is successful.

Moved/Seconded/**CARRIED**

188/2024 THAT the Emergency Coordinator report be received and filed.



## Electoral Area Updates:

## Area "A" - Broughton / Malcolm Island / Mainland

- *BC Ferries brough back the smaller ferry (Quadra Queen), it does not meet the community needs and is negatively affecting people's ability to get on and off the island. This will directly impact both business and tourism on the island. Discussions have been initiated with the Village of Alert Bay (Mayor Buchanan) and the Marine Superintendent. Will also be going to the media to garner attention and hopefully additional information.*
- *The community water system backup generator needs a new part, so residents are now on water conservation when the power is out.*
- *Sointula Seniors have started their Tuesday coffee meetings. The Seniors Bazaar will be happening on November 30. Better at Home has been coming over and hosting a monthly lunch for the last 3 months. Good feedback from attendees at the lunches.*
- *Dr. Armogam has sponsored community dinners for the month of October every Friday. The first dinner hosted over 80 people. Everybody is welcome. Great way to bring community together.*
- *Winterfest will be happening November 23.*
- *Attended UBCM in September, great networking opportunities. Met with the Library Executive Director who advised that the Vancouver Island Regional Library is planning to leave the community library in the current location.*
- *While at UBCM, with assistance from the District of Port Hardy, the air helicopter for the Ambulance contract for the North Island has been renewed for an additional six months, which is imperative for remote communities.*

## Area "B" – Coal Harbour / Quatsino / Winter Harbour

- *RCMP were very proactive in engaging with the community over concerns around speeding, this engagement included both the outgoing and incoming staff sergeant who reached out to the community re: a citizens group.*
- *Thank you Director John Tidbury, very substantive contributions over the years.*

## Area "C" - Hyde Creek / Rupert

- *Siding is going on the gazebo*

## Area "D" – Nimpkish Valley/Woss

- *The Volunteer Fire Department asked Director Summers to proctor their exams. Director Summers has completed his training for this and is happy to assist with this.*
- *The flooring contractor started work at the Community Hall today, replacing the flooring.*
- *The roofing contractor came out to tighten the screws on the metal roof only to advise that he is not qualified to do this and will organize a sheet metal professional to come and complete the work.*

## 2. Municipal Updates:

## Village of Port Alice:

- *Getting set up for the Halloween Howl, with the costs of the bouncy castle and kids activities covered by 100% donations.*
- *Councilors Sean Watson and Holly Aldis attended UBCM for the first time and enjoyed it.*
- *Congratulations to Director Tidbury on his long-term service award.*
- *The Quatsino Chalet was sold in a tax sale, and Village is hopeful that the hotel will be revitalized.*

District of Port Hardy:

- *Hardy Bay Seniors is currently at just over 300 members*
  - o *Activities daily*
  - o *Meal program is running every Thursday*
  - o *Annual trip to Chemainus to attend the theatre is upcoming*
- *Concrete was being poured for a portion of the skate park this morning.*
- *Thank you for the acknowledgment of the long service award.*
- *UBCM meetings were mostly positive.*
- *Very happy about the news of the extended air ambulance service.*
- *The Fire Department will be hosting a haunted house, with assistance from the Port Hardy Recreation Department and the Lions Club.*
- *Saturday October 19, please remember to vote, the system is so simple.*
- *The joint meeting of the RDMW and the District of Port Hardy with BC Hydro was effective.*
- *Sad news, the consultant who did the North Island Power Sustainable study, was killed in a car accident last month in Alberta.*
- *The pool attendance since the opening has been through the roof. Thank you to the Town of Port McNeill for assisting with getting Port Hardy lifeguards certified.*
- *Minor Hockey in full tilt, all the arenas are involved.*
- *November 2 will be the annual pumpkin walk in Port Hardy. 2023 saw almost 500 pumpkins. Great family event.*
- *Director Dugas attended the C2C forum, it was an excellent discussion. Director Dugas asked the lead speaker if they would be interested in coming up to the North Island to give a discussion.*

Town of Port McNeill:

- *Fireworks planned for Halloween night*
- *UBCM was well attended and informative*
- *Get out and vote*

Questions/Comments – None

Next Meetings of the Board of Directors: November 19, 2024

189/2024    **ADOURNMENT**    **TIME 4:17 PM**

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER



**Economic Development Department Monthly Report**

**DATE:** Nov 19, 2024

**TO:** Regional District of Mount Waddington Board of Directors

**FROM:** Pat English, Acting Economic Development Manager

**KEY ACTIVITIES, MEETINGS, PROJECTS, & INITIATIVES**

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PROJECT / INITIATIVE	ACTIVITY
SEAWEED INDUSTRY DEVELOPMENT PLAN (SIDP)	<ul style="list-style-type: none"> <li>• I am working to create a task force that can help develop and implement a business plan for a seaweed cultivation business in order to approve economic viability and environmental sustainability. This work is needed before we can undertake an investment attraction initiative.</li> <li>• The pilot project will require the support and participation of a First Nation and I have received expressions of interest from several of the First Nations to participate in a workshop in the new year to discuss this initiative.</li> <li>• I am applying to UBCM’s Community to Community program for funding to engage with First Nations and request the Boards approval of the attached resolution.</li> </ul>
MULTIPLEX	<ul style="list-style-type: none"> <li>• Number 10 Architectural Group of Victoria are moving ahead with their site review and development of design options.</li> <li>• We expect to release two building concepts for a preferred site for public comment early in the new year.</li> </ul>
FUNDAMENTALS OF FORESTRY	<ul style="list-style-type: none"> <li>• The fall 2024 Fundamentals of Forestry instruction program has been completed and students are now completing their job shadowing component. .</li> </ul>
VANCOUVER ISLAND TRAINING & ATTRACTION SOCIETY	<ul style="list-style-type: none"> <li>• The next North Island Economic Forum will be held on November 20, 2024. We have reverted to a single day event to better manage costs and scheduling.</li> <li>• VINTAS expects to play a key role to help promote the SIDP and attract new investments and training programs to the sector.</li> <li>• Megan and I are hosting a potential immigrant who has applied under the pilot rural Entrepreneurial PNP program.</li> </ul>

ECONOMIC DEVELOPMENT ADMINISTRATION

- Array is moving ahead with the development of the new website, and we remain on target to complete the work by March 31, 2025.
- We have held several pre-screening interviews for the position of Economic Development Officer, and we expect to schedule more in-depth interviews before the end of the year.
- The CAO and I attended the VIEA conference in Nanaimo. Many of the presentations supported the complete community approach to economic development, a framework that we are working to support.

OTHER ECONOMIC DEVELOPMENT DEPARTMENT PROJECT LEAD REPORTS

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- VINTAC Report Submitted by: Natalie Stewart - attached
- RRAP Report Submitted by: Megan Hanacek - attached

SUGGESTED MOTIONS FOR BOARD CONSIDERATION

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Approval of submission of an application to UBCM for C2C funding - attached

Respectfully submitted,

Acting Economic Development Manager

Author:	Pat English, Acting Economic Development Manager
Manager / Supervisor:	David Kim, Chief Administrative Officer
Chief Administrative Officer SIGNATURE	



**REGIONAL DISTRICT OF MOUNT WADDINGTON  
ECONOMIC DEVELOPMENT DEPARTMENT  
MOTION REQUEST**

**TO:** RDMW Board of Directors

**DATE:** Nov 05, 2024

**FROM:** Pat English, Manager of Economic Development

**SUBJECT:** Seaweed Industry Taskforce – First Nation engagement.

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The recently released Seaweed Industry Development Plan proposed the formation of a seaweed industry task force and development of a pilot project to confirm economic viability and environmental sustainability of a seaweed business. The proposed C2C funding application will support the adoption of these recommendations by engaging with First Nations with traditional territory in the region.

Therefore our suggested motion for consideration of the Board is as follows:

*“That the Regional District of Mount Washington supports the submission of a funding application to the UBCM Community to Community program for a workshop to review the recommendations of the SIDP and seek participation by First Nations.*”

Respectfully submitted,

Economic Development Manager

Author:	Pat English, Economic Development Manager
Manager / Supervisor:	David Kim, Chief Administrative Officer
Chief Administrative Officer: SIGNATURE	

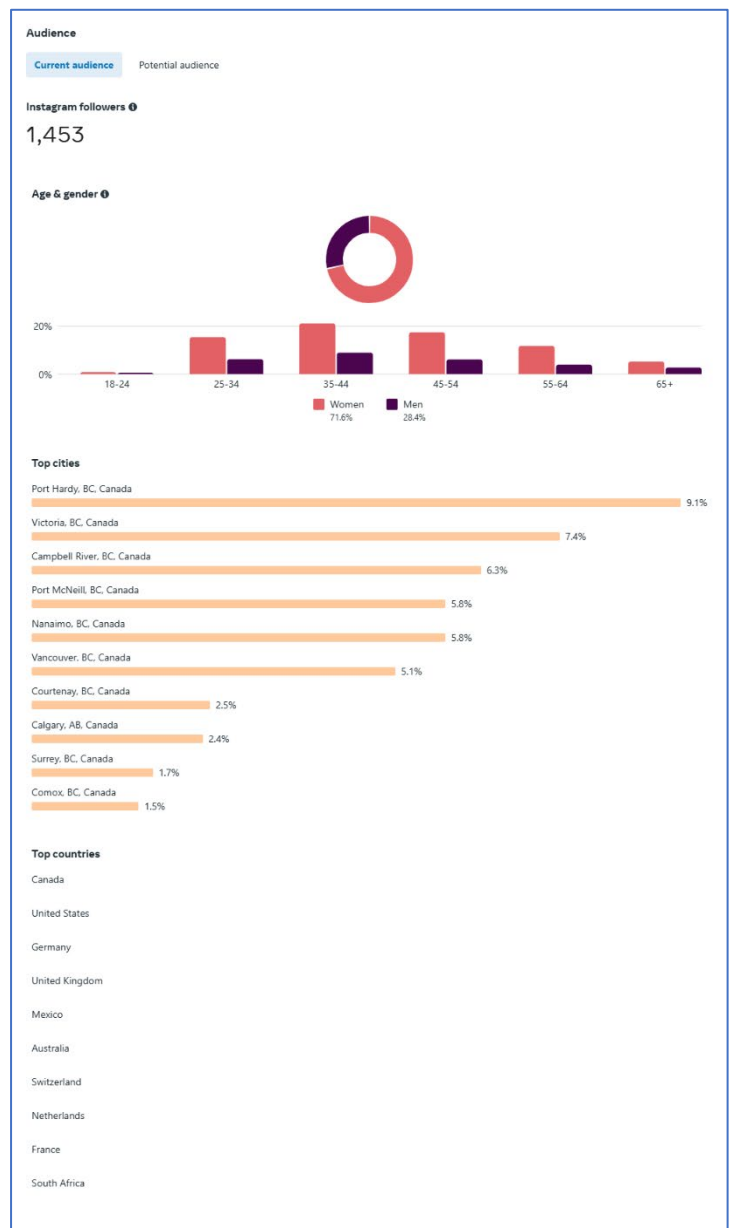
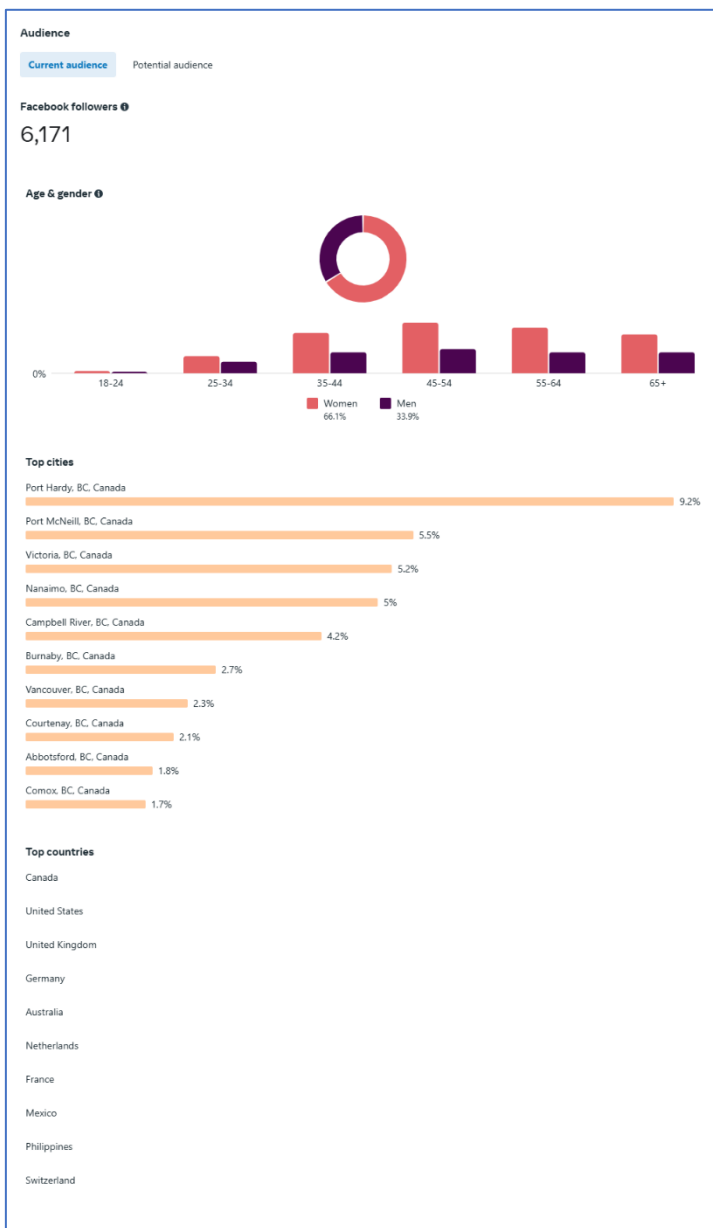
# Update Regional District of Mount Waddington Resident Attraction and Retention

## My Vancouver Island North Media

(website: [myvancouverislandnorth](http://myvancouverislandnorth.com), and social media channels: [#myVIN](https://twitter.com/myVIN), [#myVancouverIslandNorth](https://www.facebook.com/myVancouverIslandNorth))

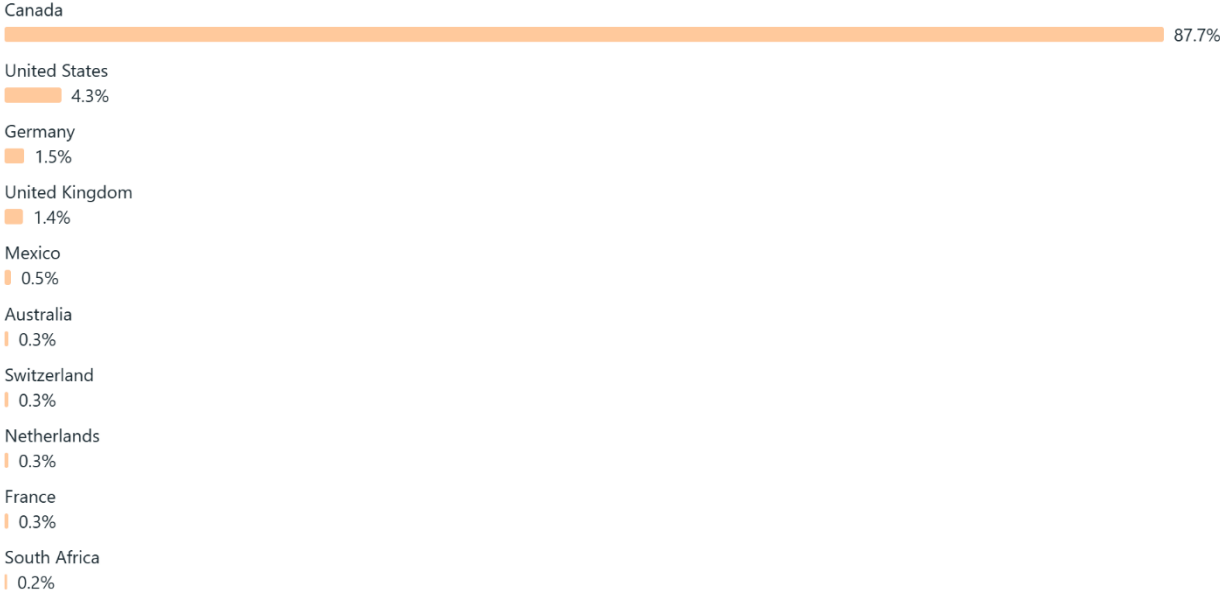
### Social Media details:

- Facebook currently has 6171 followers (5982 last RDMW meeting). Instagram currently sits at 1453 followers (1431 last RDMW meeting). This is a robust following considering we are not spending any money on META advertising (like other communities do). The recent summary by demographic can be found here:



he grass roots social media campaign started with 100% Canadian (Vancouver Island) audiences but it widening scope to countries around the world:

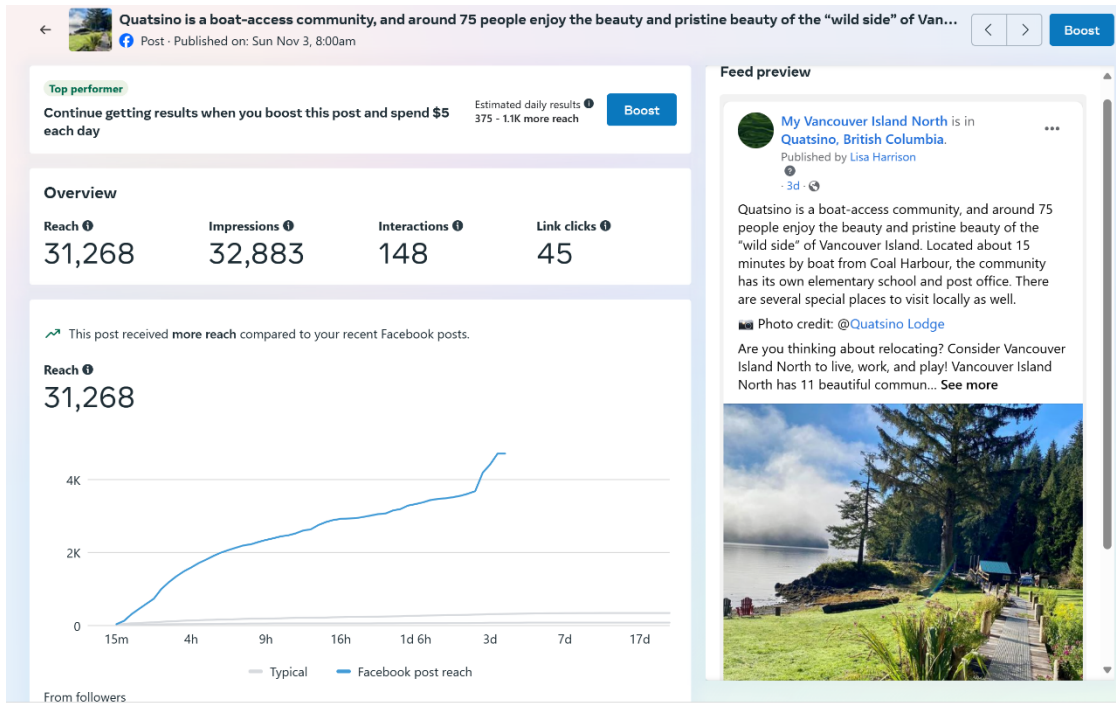
**Top countries**



A summary of recent reach data (Fall months) can be found here (usually drops off after summer season):



Top posts (without any advertising dollars spent) include “off the beaten path” areas and indigenous related posts (eg. U’Mista)



### RDMW Website Redesign

Significant staff/contract hours have been dedicated to the RDMW website redesign with Array (several weekly meetings/communications on new website hierarchy, content materials, SEO, forms and other capabilities).

### My VIN Website

Several plugins continue to be updated on the site. The Events calendar is updated daily by both Megan, Lisa and public submissions. The housing portal has been slowly used (even with local newspaper ads) but we do have a few new registrants. From research of social media rental sites and discussions with towns/realtors we are being told that rentals are especially in low supply. We continue communications directly with towns, realtors and property owners on housing portal use and to direct any supply to the housing portal for advertising. The electronic info flip has over 2000 website visits and 1721 visits through the Facebook pinned post.

Hard copy infoflip are placed at key tourism areas throughout the coast (including local throughout Port Hardy, Port McNeill, Port Alice, Sointula, Woss, Alert Bay, Alder Bay and Telegraph Cove) and other high traffic spots in BC. We are now focussing on Infoflip brochures to our service providers throughout Vancouver Island (hotels, restaurants, gas stations, stores).



**Seaweed Industry Development Project (SIDP)**

The SIDP report is now finalized with plans for the next steps including the formulation of a local Task Force. We also have allocated a section of time at the Nov 20<sup>th</sup> Economic Forum at 7 Hills Golf Course to discuss the opportunities and potential of this growing global sector.

**Provincial Nominee Program**


90 inquiries for candidate packages to date. The VINTAS committee reviewed 6 submissions on October 8, 2024 and decided to proceed with one business plan from a couple from Australia. Pat and Megan have set up various local meetings and site visits with the couple on Nov 20<sup>th</sup>-Nov 25<sup>th</sup> during their visit. We also have another couple from California that has already met with Pat and Megan and will continue discussions mid November.

We continue to work with PNP staff to market our region strategically with materials we have built to date: website, social media, videos, hard copy brochures and upcoming Ambassador materials (all highlight: safety, lifestyle, recreation, fishing, wilderness, temperate climate, schools, etc). Regular monthly meeting attendance and reporting with PNP government staff is occurring to discuss candidate vetting and learning from other jurisdictions.

**Vancouver Island North Training and Attraction Society**

Ongoing VINTAS Marketing monthly meetings continue with recent focusses on these topics:

- Fall 2024 Economic Forum finalization (local date of Nov 20 at 7 Hills Golf Course with an agenda and “save the date” frequently sent out with registration and calendar invites). We have a diversity of speakers coming (several from Vancouver/down island).
- Learning Council (Megan chaired the Oct 17<sup>th</sup> meeting in Port McNeill)
- Ambassador program upcoming meetings and supplemental materials (supplemental information materials added to USB drives: electronic videos, info on towns, tourism pamphlets, schools, medical and services in region). A new Facebook networking group is in the works.
- 2024 workplan and other upcoming marketing deliverables.

Author	Megan Hanacek
Manager/Supervisor	Pat English, Acting Ec. Dev. Manager
Chief Administrative Officer	



November 06, 2024

Pat English  
Economic Development  
Regional District of Mount Waddington  
PO Box 729 Port McNeill, BC

Vancouver Island North Tourism Report: October 2024 to November 2024

**Upcoming and in-progress activities:**

- MRDT Plan for VINT was presented at the October VINTAC Meeting and the budget and plans were recommended for approval at the November 6th meeting.
- Fall Campaigns are still running and will run until mid-December except for the Digital billboards which wrapped up on October 30, 2024
- VINT is attending and sponsoring stakeholder booths for the Outdoor shows in Toronto, Calgary, and Vancouver. The deadline for registration requests is November 15, so far we have 3 stakeholders interested in Toronto, 5 for Calgary, and 7 for Vancouver.
- The planning for the Events and Festivals Fund program is coming along, with plans to launch by mid-December.
- I attended VIEA to speak from a tourism lens about the economic development potential of the North Island region.
- 4VI Road Show will be in Port Hardy on November 14, 2024, from 2:00-7:00 at the Kwa'lilas Hotel. You can register to attend by emailing [events@4vigroup.com](mailto:events@4vigroup.com)
- VINTAC Meeting - November 6th, 2024.
  - Presented the Final Draft of the VINT MRDT Plan and Budget
  - Finance Review
  - 4VI Update
  - Marketing Review to date and Wander proposal review
  - Board Nominees for 2025-2026 Tourism Stakeholder Members
  - 2025 VINTAC Meeting Calendar

**Motion 2024-05**

It was moved and seconded to recommend the Business & Marketing Plan for 2025 to the Regional District Board of Directors.

- **Social Media** -Some examples of News, Updates, and Happenings Shared Through Our Channels:  
There is a lot of interest in the Ecoscape Cabin shot used in an ad, and people are asking about its location. Also, some people weren't happy, and they weren't pet-friendly. I suggested Port Hardy RV Resort's cabins, as they offer pet-friendly options. Leading up to September 30th, the fourth annual National Day for Truth and Reconciliation, I re-shared on [FB](#) + IG stories ITBC's posts about the importance of the day and the in-person and online events, as well as ITBC's posts featuring Indigenous-owned businesses within the region.  
Updated the Facebook banner for fall.  
[@visitportmcneill](#) doesn't approve Instagram collaborations, but it would be helpful for their reach and growth if they did. I continue to send collab requests.

Hashtag Usage  
#GoNorthIsland = 16  
#ExploreBC = 16

## Instagram Collaborations

### Collaborations Sent Out

1. @tourismvancouverisland + @merssociety + @geoffheith + @visitportmneill. A [carousel](#) of Geoff's shots featuring the MERS Ocean store.

The Results: 7,948 accounts reached, 236 likes, 3 comments, 7 shares, and 12 saves.

2. @visitporthardy + @kwililashotelporthardy + @geoffheith. A [carousel](#) highlighting the transportation services of Island Link Bus. I didn't find an Instagram account for Island Link Bus; otherwise, they would have been tagged.

The Results: 4,211 accounts reached, 86 likes, 5 comments, 3 shares, and 5 saves.

3. @visitporthardy + @geoffheith: A [carousel](#) highlighting Quatse Salmon Stewardship Centre. I sent the collab to @quatsosalmoncentre, but they aren't active on Instagram, and didn't approve it.

The Results: 4,082 accounts reached, 114 likes, 1 comment, 5 shares, and 2 saves.

### Collaborations Received

1. @zenseekers sent in a [carousel](#) of wildlife viewing. Also in the collab: @tourismvancouverisland, @seasmokewhalewatching, @westcoastlife, and @kwililashotelporthardy.

The Results: 6,254 accounts reached, 432 likes, 3 comments, 10 shares, and 12 saves.

2. @westcoastlife sent in an [image](#) of whales taken during a tour with @seawolfadventures. Sea Wolf is also part of the collaboration. The Results: 5,455 views, 349 likes, 2 comments, 2 shares, and 5 saves.

3. @zenseekers sent a reel in collaboration with @tourismvancouverisland + @kwililashotelporthardy about a stay at Kwa'lilas Hotel. The Results: 6,295 accounts reached, 8.6K plays, 114 likes, 5 comments, 5 shares, and 2 saves.

4. @westcoastlife sent in a [photo](#) to us, and @seawolfadventures featuring the history and significance of The U'mista Cultural Society.

The Results: 7,714 views, 299 likes, 5 comments, 2 shares, and 7 saves.

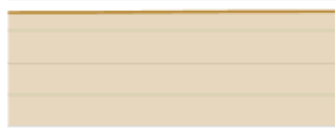
5. @zenseekers, @kwililashotelporthardy, @visitporthardy - more [photos](#) from their fall photoshoot at Kwa'lilas Hotel.

The Results: 3,696 accounts reached, 96 likes, 3 comments, 2 shares, and 3 saves.

## FACEBOOK

### FANS COUNT

21,653



Previous period: 1%  
Previous year: 7%

### PAGE IMPRESSIONS

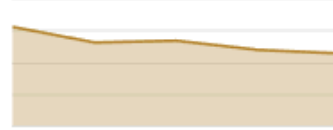
1,552,320



Previous period: 7%  
Previous year: 65%

### PAGE ENGAGEMENT RATE

3.95%

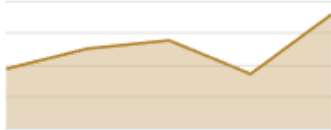


Previous period: -24%  
Previous year: 80%

## INSTAGRAM

### PAGE ENGAGEMENT RATE

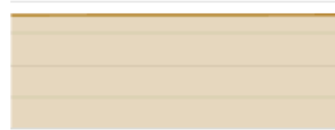
3.57%



Previous period: 43%  
Previous year: -15%

### FOLLOWERS

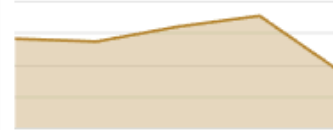
35,815



Previous period: 1%  
Previous year: 8%

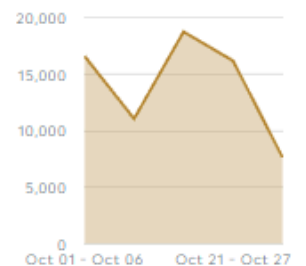
### PROFILE VIEWS

1,411

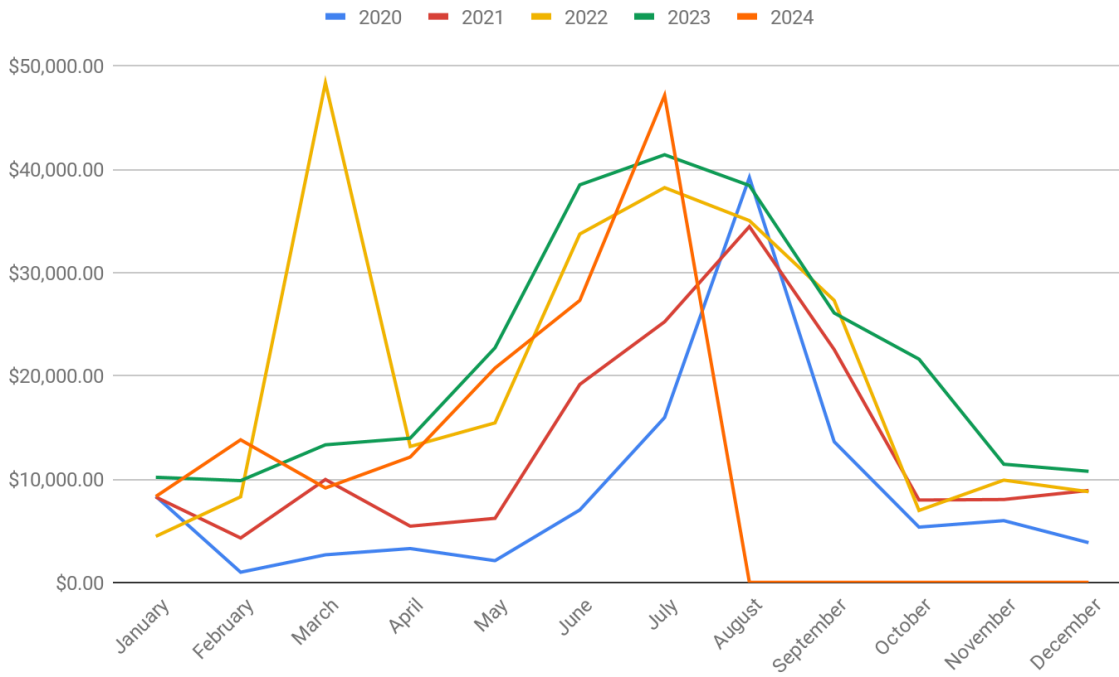


Previous period: -9%  
Previous year: -2%

### TOTAL POST REACH



**MRDT Revenue by Month: ,**




	2020	2021	2022	2023	2024
Jan	\$8,330.62	\$8,259.55	\$4,802.82	\$10,173.87	\$8,316.49
Feb	\$982.04	\$4,294.63	\$7,801.24	\$9,847.10	\$13,800.45
Mar	\$2,668.57	\$9,959.97	\$48,383.40	\$13,316.98	\$9,136.59
Apr	\$3,273.34	\$5,438.80	\$13,435.76	\$13,958.15	\$12,129.70
May	\$2,100.10	\$6,198.53	\$15,438.90	\$22,706.13	\$20,745.38
June	\$7,011.24	\$19,162.48	\$33,721.69	\$37,461.67	\$27,292.64
July	\$15,957.51	\$25,225.62	\$38,211.38	\$41,397.42	\$47,139.04
Aug	\$39,195.56	\$34,441.50	\$35,016.19	\$38,418.38	
Sept	\$13,615.46	\$22,537.80	\$27,294.07	\$26,075.62	
Oct	\$5,348.35	\$7,967.36	\$6,957.05	\$21,610.69	
Nov	\$5,976.56	\$8,020.04	\$9,897.00	\$11,438.45	
Dec	\$3,844.11	\$8,895.76	\$8,774.50	\$10,748.75	
<b>TOTAL</b>	<b>\$108,303.64</b>	<b>\$160,402.04</b>	<b>\$249,561.26</b>	<b>\$258,173.10</b>	<b>\$138,560.29</b>

Respectfully submitted,

*Natalie Stewart*

Natalie Stewart  
 Tourism Development Specialist, Vancouver Island North

Author	Natalie Stewart
Manager/Supervisor	Pat English
Chief Administrative Officer Signature	



**Vancouver Island North**

# 2025 Strategic Marketing Plan



# Section 1: Overview and Update to Five-year Strategic Business Plan

## STRATEGIC DIRECTION

### Mission Statement

To increase the benefits of tourism to the Vancouver Island North region.

### Vision

Vancouver Island North is recognized as a world-class tourism destination.

### Vancouver Island North Tourism Initiative

The Vancouver Island North Tourism (VINT) initiative, established by the Regional District of Mount Waddington, is dedicated to promoting the region as a must-visit destination and advancing its tourism industry. Financial support for the project comes from four key Municipal and Regional District Tax (MRDT) Designated Recipients: the District of Port Hardy, the Town of Port McNeill, the Village of Alert Bay and the Regional District of Mount Waddington, including its Electoral Areas A, B, C, D, and the Village of Port Alice. The success of this initiative will drive positive outcomes for local businesses and communities by fostering tourism growth.

Through efforts to boost awareness, appeal and visitation, while also encouraging longer stays and higher visitor spending, VINT aims to elevate tourism revenues across the region. For nearly a decade, the project has brought together municipalities, Indigenous groups and tourism stakeholders to collectively position the North Island as a prime destination. This collaborative approach has maximized the impact of marketing programs by pooling resources for a broader reach.

VINT maintains a community-centered, regional approach that complements the broader initiatives of Destination BC, Indigenous Tourism BC, and 4VI. The region's marketing efforts will align with the BC brand strategy, incorporating insights from local research, surveys and future opportunities to ensure continued success.

### Strategic Direction

The North Island's economy has historically relied heavily on long-haul travelers, with local businesses benefiting significantly from this market. However, during the pandemic, the region experienced a shift towards more domestic, short-haul visitors, particularly from British Columbia and Alberta. In 2025, retaining and expanding these short-haul markets while re-engaging

international travelers will be a strategic priority. Additionally, concerns about inflation, rising fuel prices, and ferry service reliability will remain relevant challenges to address.

VINT will focus on building a sustainable, year-round tourism economy by enhancing off-peak visitation and promoting the region's unique cultural and natural assets. Key to this strategy is advancing sustainability initiatives, with a focus on educating visitors about responsible travel and protecting sensitive ecosystems. By strengthening partnerships with local Indigenous communities, the region will further elevate its cultural tourism offerings, positioning Vancouver Island North as a leader in authentic Indigenous tourism experiences. These efforts will help balance the seasonal peaks, protect the environment and enrich the cultural experience for travelers.

Expanding digital marketing efforts will be critical in driving visitation from both short-haul domestic travelers and long-haul international visitors. Leveraging data-driven insights and digital tools, Vancouver Island North Tourism will target key markets to extend visitor stays and increase their overall spending.

A significant focus will be placed on product development and market readiness, ensuring that local operators are equipped to meet the demands of a changing tourism market. By fostering collaboration between businesses, local governments, and tourism organizations, Vancouver Island North will not only grow its tourism revenues but also create a more resilient and inclusive tourism industry that benefits local communities. This holistic approach to tourism will ensure that Vancouver Island North remains a sought-after destination while supporting the long-term well-being of its people and natural environment.

## **Brand Strategy**

As we move into 2025, the North Island's brand strategy will center on solidifying the region's unique identity as a destination for authentic, rugged and culturally immersive experiences. The core of the brand will continue to emphasize the region's mystical and wild landscapes, its deep connection to Indigenous cultures, and the opportunity for adventure in wild-hearted natural environments. Key messaging will focus on evoking a sense of awe and discovery, positioning Vancouver Island North as a place where visitors can reconnect with nature, explore new paths, and experience the unspoiled beauty of a remote destination.

To differentiate itself from other Vancouver Island destinations, VINT will highlight its strengths in offering transformative experiences through its small-town charm, lack of crowds and focus on sustainability. The brand will emphasize rejuvenation, wellness and responsible travel, aligning with the global trend towards eco-conscious tourism. By promoting stories that intertwine the cultural and historical richness of the Indigenous communities with the breathtaking landscapes, the brand will continue to resonate with target demographics.

In 2025, VINT will amplify its brand presence through digital-first marketing strategies, reinforcing its alignment with Destination BC's "Super, Natural British Columbia" brand while creating tailored messaging for its specific audiences. The region will continue to focus on being inclusive and welcoming to diverse travelers, with a mission to inspire sustainable, kind adventuring and to fill visitors' memories with experiences that are both invigorating and unforgettable

## Anticipated Challenges

As we continue to promote the North Island's unique offerings, we must identify and address potential hurdles that could impact our ability to attract and retain visitors.

- **Seasonal Tourism Dependency:** The region remains heavily reliant on peak summer tourism, with limited visitor traffic in the shoulder and off-peak seasons. Expanding tourism throughout the year, particularly in spring and fall, remains a significant challenge
- **Transportation Infrastructure and Costs:** Rising fuel prices, ferry fare increases and limited transportation options to and within the region pose a barrier for travelers, especially for long-haul visitors. These factors can discourage visitation and make travel to the North Island less accessible.
- **Sustainability and Environmental Protection:** As visitor numbers grow, maintaining the balance between tourism growth and environmental sustainability becomes more difficult. Protecting sensitive ecosystems from over-tourism while promoting responsible travel will be a challenge.
- **Competition with Other Destinations:** VINT faces competition from other well-established Vancouver Island regions and global destinations. Differentiating the region's unique selling points, such as Indigenous culture and remote, unspoiled nature, while maintaining a competitive edge in marketing is crucial.
- **Economic Pressures on Travelers:** With inflation and rising travel costs, visitors may have less disposable income for leisure travel. Encouraging longer stays and higher spending per visitor will be more challenging under these economic conditions.
- **Visitor Experience and Infrastructure Limitations:** Infrastructural strain, including limited accommodations, dining and activity options during peak times, could impact the overall visitor experience, leading to negative perceptions and decreased return visits.
- **Limited Marketing Budget:** Competing against larger tourism regions with bigger marketing budgets will be a challenge. VINT must maximize the impact of its limited resources through targeted, data-driven campaigns to reach potential visitors effectively.
- **Shifting Traveler Preferences:** Travelers are increasingly looking for personalized, immersive experiences. Keeping pace with these shifting preferences and tailoring marketing efforts to meet evolving demands, such as wellness tourism and eco-friendly options, will require ongoing adaptation.
- **Stakeholder Collaboration:** Maintaining strong relationships and collaboration between local businesses, Indigenous communities and tourism stakeholders is essential for cohesive branding and marketing strategies. Ensuring that all parties are aligned can be complex and time-consuming.



- **Digital Presence and Engagement:** While VINT has made strides in digital marketing, keeping up with rapidly evolving digital trends and consumer behavior, such as social media engagement and influencer marketing, will remain a challenge. Ensuring continuous content creation and maintaining engagement on multiple platforms requires significant effort.

## KEY LEARNINGS AND CONCLUSIONS

### 2024 Marketing Efforts

Throughout 2024, VINT executed a robust and multifaceted marketing strategy aimed at increasing brand awareness, driving visitation and extending visitor stays across the region. Key initiatives included:

- **Digital and Print Marketing Campaigns:** VINT launched a series of digital campaigns to promote tourism in spring and summer, with initiatives such as digital billboards, social media ads, TV spots and digital buys with platforms like the Daily Hive, CTV, and Explore. Additionally, print campaigns like the "Go VI Magazine" and "Global Heroes" were executed to reach audiences in Vancouver, Calgary, Edmonton and Seattle.
- **Sustainability and Environmental Initiatives:** The #LiveTheWildPledge initiative, aimed at promoting responsible tourism and environmental stewardship, was launched. This included providing cleanup supplies to visitors and residents, with media coverage from outlets like CBC and IHeartRadio.
- **Influencer and Content Creation:** VINT undertook several influencer trips throughout the year to highlight seasonal travel opportunities. These included winter getaways, off-season surf trips, biking experiences and spring travel promotions. Content generated from these trips included high-quality images, video reels, drone footage and written content, which were used to promote the region across various platforms.
- **Community and Event Engagement:** VINT supported local events such as Filomi Days, the Malcolm Island Bike Race and Logger Sports Day. Collaborations with local businesses and Indigenous communities were strengthened through social media promotion, partnerships and content sharing.
- **Social Media Growth and Collaboration:** VINT actively grew its social media presence through collaborations with influencers, local businesses and regional tourism organizations. Notable posts included content about Indigenous culture, wildlife, outdoor adventure and regional highlights like Telegraph Cove.
- **Visitor Guides and Promotional Materials:** VINT updated and distributed the North Island Visitor Guide and Recreation Map. These were widely shared with visitor centers and were in high demand throughout the year.
- **Collaborations with Tourism Partners:** VINT worked closely with regional and provincial tourism bodies like Indigenous Tourism BC (ITBC), 4VI and Destination BC to align

marketing strategies. Collaborative efforts helped expand VINT's reach, particularly through shared social media content and sustainability initiatives.

## Key Learnings

The marketing efforts laid a strong foundation for promoting the North Island, with successful campaigns and valuable insights that will inform strategies in 2025 and beyond. These were some of the key takeaways from 2024.

- **Value of Digital and Social Media:** The focus on digital marketing and influencer collaborations significantly increased VINT's visibility. Successful posts and campaigns led to broader engagement, particularly through reels and collaborative content with influencers and partners.
- **Importance of Shoulder Season Marketing:** Efforts to promote off-peak travel, such as winter getaways and spring campaigns, highlighted the potential to increase visitation during non-summer months. However, expanding shoulder season travel remains a challenge, requiring sustained marketing efforts and strategic targeting.
- **Regenerative Tourism Resonates with Visitors:** The #LiveTheWildPledge program and other regenerative tourism initiatives gained significant traction among visitors, demonstrating that eco-conscious and regenerative travel resonates deeply with the audience. This highlights the growing desire for tourism that not only minimizes environmental impact but actively contributes to the restoration and enhancement of natural and cultural ecosystems. As we expand the #LiveTheWildPledge for 2025, there will be additional opportunities to promote regenerative practices, ensuring that visitors leave a positive, lasting impact on the region.
- **Collaboration Drives Success:** Collaborations with local businesses, Indigenous communities and tourism organizations were critical in driving effective marketing. These partnerships enhanced content quality and distribution, leading to broader reach and better visitor experiences.
- **Challenges with Infrastructure and Access:** While VINT successfully promoted the region, transportation issues like ferry reliability and high travel costs continued to pose barriers for visitors. Addressing these infrastructure challenges remains a key priority to support future growth.
- **High Demand for Visitor Resources:** The continued popularity of VINT's print materials, such as the Visitor Guide and Recreation Map, reinforced the importance of providing accessible resources. These guides were essential in helping visitors navigate and plan their trips.
- **Event Promotion Enhances Regional Identity:** Supporting local events through social media and collaborations with local stakeholders helped build community engagement and raised the region's profile as a destination for unique cultural and outdoor experiences.

## OVERALL GOALS AND OBJECTIVES

### Marketing Goals

1. **Increase Shoulder Season and Off-Peak Visitation:** Extend tourism beyond the peak summer season by promoting travel in the spring and fall. This includes targeting shoulder seasons with focused marketing efforts that emphasize wildlife experiences, cultural tourism and outdoor adventures that thrive in off-peak months.
2. **Enhance Awareness of Indigenous Cultural Experiences:** Amplify VINT's offerings related to Indigenous culture, ensuring this remains a core part of the region's identity.
3. **Promote Sustainable and Responsible Tourism:** Build on the success of the #LiveTheWildPledge initiative by continuing to promote environmental stewardship and responsible tourism practices.
4. **Increase Visitor Spending and Length of Stay:** Encourage visitors to stay longer and spend more during their trips, thereby increasing the economic benefits to the region.
5. **Differentiate VINT from Competing Destinations:** Position VINT as a distinctive destination on Vancouver Island, known for its rugged beauty, cultural richness, and sustainable tourism offerings.
6. **Manage Consumer Expectations:** Set clear and realistic expectations for visitors regarding the region's limited service options, remote locations, and transportation challenges, ensuring positive visitor experiences and satisfaction.

### Strategies

- **Expand Digital Marketing Efforts:** Continue expanding VINT's digital presence, increasing reach through social media, influencer campaigns, and data-driven content marketing.
- **Leverage Data for Strategic Decision-Making:** Use data and insights from campaigns, visitor behavior, and tourism surveys to refine marketing strategies and make informed decisions.
- **Enhance Visitor Resources and Experience:** Continue updating and distributing high-demand resources such as visitor guides, maps, and digital tools to help visitors navigate and enjoy the region.
- **Strengthen Collaboration with Local Stakeholders:** Foster stronger partnerships with local businesses, event organizers, and regional tourism organizations to create a cohesive marketing strategy. Partner with local accommodations and tour operators to create shoulder season packages, promoting discounted rates or bundled experiences that encourage visitation during quieter months. Additionally, look at options for eco-friendly travel packages that focus on sustainable accommodations, guided tours and low-impact outdoor activities.
- **Transparent Communication:** Ensure that all marketing materials, websites, and social media platforms clearly communicate the realities of traveling in Vancouver Island North,

such as the limited number of restaurants, accommodations, and the potential for transportation delays (e.g., ferry schedules, remote road access).

- **Seasonal Content:** Develop targeted content that focus on spring and fall, highlighting experiences like storm watching, wildlife viewing and cultural festivals that are unique to these seasons. Produce and distribute blogs, videos and social media content that highlights the benefits of visiting VINT in the shoulder season, including fewer crowds, serene landscapes and unique wildlife opportunities.
- **Partnerships with Indigenous Communities and ITBC:** Collaborate with local Indigenous groups to co-create authentic tourism experiences. Highlight these in marketing materials and ensure they are integral to the VINT identity. Work with Indigenous Tourism BC (ITBC) to co-market Indigenous-led experiences and tours, leveraging their platform and networks for greater reach.
- **Expand the #LiveTheWildPledge and Sustainability Education:** Promote the pledge through all marketing channels, encouraging visitors to commit to responsible tourism by taking actions like reducing waste, following wildlife guidelines, and supporting local conservation efforts. Include sustainability tips and responsible travel guidelines in visitor guides, social media posts, and website content, ensuring that eco-conscious messaging is embedded in all communications.
- **Leverage Data-Driven Insights:** Use audience segmentation tools like MobileScapes to identify key demographics and tailor campaigns to their preferences, helping VINT stand out in a competitive landscape. Focus on niche markets such as adventure travelers, cultural tourists, eco-tourists, and wellness seekers, positioning VINT as the go-to destination for those seeking an off-the-beaten-path experience.

## TARGET MARKETS

### Primary Audience

#### Free Spirits and Adventure Seekers

Seeking exhilarating outdoor adventures and off-the-beaten-path travel experiences. They are drawn to rugged natural landscapes, wildlife encounters and activities like hiking, kayaking and camping. This group values spontaneity and adventure, often choosing destinations that offer a sense of freedom and exploration in remote, untouched environments.

- Geography:
  - British Columbia (Greater Vancouver, Victoria)
  - Alberta (Calgary and Edmonton)
  - Ontario (Toronto)
  - Washington State
  - European markets (Germany and the UK)
- Demographics:
  - Adults aged 25–45

- Mixed income levels (\$60,000–\$120,000), with many seeking value-driven, adventure-based travel
- Typically traveling without children, often solo travelers, couples or small groups of friends
- Behaviour:
  - Spontaneous planners who appreciate flexible itineraries and destination content that highlights adventure, wildlife, and raw natural beauty
  - Respond well to visual storytelling and marketing that emphasizes freedom, personal exploration, and “bucket list” outdoor experiences
  - Drawn to digital content showcasing real-life adventure stories, including videos and social media influencers experiencing North Island’s wild, remote areas
  - Value experiences like wildlife watching, backcountry hikes, kayaking trips, and remote camping spots over conventional luxury

### **Cultural Explorers and Nature Enthusiasts**

Seeking immersive cultural experiences that connect them with Indigenous heritage, local traditions and environmental conservation. This group is interested in learning about Indigenous culture, attending cultural events and exploring remote, ecologically diverse regions.

- Geography:
  - British Columbia (Greater Vancouver, Vancouver Island)
  - Alberta (Calgary and Edmonton)
  - Ontario (Toronto)
  - United States (California, Washington State)
- Demographics:
  - Adults aged 35–65, typically well-educated and culturally curious
  - Middle to higher income levels (\$75,000+)
  - Often families, couples, or older adults traveling with a focus on cultural enrichment and learning opportunities
- Behaviour:
  - Plan trips meticulously and appreciate in-depth, educational content about destinations, including the history and culture of the area
  - Respond to marketing that highlights Indigenous culture, arts, heritage sites and nature conservation efforts
  - Drawn to educational and culturally enriching experiences, such as guided cultural tours, interpretive programs, Indigenous-led tourism activities and wildlife conservation projects
  - Appreciate eco-friendly and sustainable travel options, often seeking accommodations and activities that align with environmental and cultural preservation

## Audience Insights

	<b>Why they're coming</b>	<b>Unique regional appeal</b>
<b>Nature and Wildlife Lovers</b>	Looking to experience some of the best wildlife viewing in British Columbia, including whales, bears and other marine life.	Vancouver Island North is renowned for its wildlife, with whale watching tours, bear viewing and birding opportunities. The region is a gateway to prime wildlife spots, such as Telegraph Cove and the Great Bear Rainforest. Visitors can enjoy encounters with nature in an ecologically diverse region.
<b>Adventure Enthusiasts</b>	Seeking thrilling, off-the-beaten-path outdoor experiences, including hiking, kayaking and wildlife encounters.	The remote wilderness of Vancouver Island North offers naturally thriving landscapes, challenging hiking trails and opportunities for kayaking, camping and wildlife watching. Adventurers can explore locations like Cape Scott, Raft Cove and Broughton Archipelago for rugged experiences.
<b>Cultural Explorers</b>	Interested in immersing themselves in Indigenous culture, local history, and community-driven experiences.	Vancouver Island North is home to rich Indigenous cultures, including the Kwakwaka'wakw people. Visitors can experience authentic Indigenous-led tours, visit cultural centers like U'mista Cultural Centre in Alert Bay and participate in community events that celebrate the area's heritage.
<b>Eco-Conscious Travelers</b>	Seeking eco-friendly travel options and experiences that align with their values of sustainability and responsible tourism	VINT's commitment to sustainability is showcased through initiatives like the #LiveTheWildPledge, which promotes responsible tourism. The region's protected areas, conservation efforts and educational programs about preserving natural habitats make it a perfect destination for travelers who prioritize environmental responsibility. Visitors can participate in eco-friendly tours, beach cleanups and wildlife

		conservation programs.
<b>Family and Multi-Generational Travelers</b>	Looking for family-friendly outdoor activities and experiences that appeal to multiple age groups, from young children to seniors.	Vancouver Island North provides a wide range of soft adventure experiences perfect for families and multi-generational groups. Visitors can enjoy accessible hikes, scenic wildlife tours and safe kayaking spots. Coastal towns like Port Hardy and Telegraph Cove offer accommodations and activities that cater to families, providing both adventure and relaxation in a safe, natural setting.
<b>Photographers and Nature Artists</b>	Searching for inspiration in the region’s dramatic coastal landscapes, wildlife and natural beauty.	The raw, unspoiled beauty of Vancouver Island North offers endless opportunities for photography and art. From the towering forests and rugged coastlines to the vibrant marine life, the region is a paradise for photographers and nature artists looking for unique, unspoiled landscapes to capture. Remote areas like God’s Pocket and Cape Scott offer stunning, panoramic views.
<b>Wellness and Rejuvenation Seekers</b>	Seeking peace, tranquility and an escape from urban stress in a pristine natural environment.	Vancouver Island North is the perfect destination for those looking to reconnect with nature and recharge. The region offers secluded lodges, wellness retreats and quiet, remote beaches ideal for meditation, yoga and personal reflection.

## Section 2: One-Year Tactical Plan with Performance Measures

### MARKETING | CONSUMER ASSET DEVELOPMENT

Vancouver Island North will enhance its visual and written content, aligning with the focus on promoting sustainable tourism, showcasing the region's rugged natural beauty and highlighting Indigenous culture. This year's asset development will prioritize the creation of diverse, authentic content that represents the region's unique appeal, including remote adventure experiences, eco-friendly travel options and cultural immersion. Emphasis will be placed on content that highlights wildlife, outdoor activities and Indigenous cultural tourism. The assets will support year-round marketing efforts, particularly in promoting off-peak travel and responsible tourism practices.

#### Tactics

<b>Photography</b>	<ul style="list-style-type: none"> <li>• Capture images that highlight the North Island's key attractions, including rugged landscapes, wildlife, Indigenous culture and adventure activities during both peak and off-peak seasons.</li> </ul>
<b>Video</b>	<ul style="list-style-type: none"> <li>• Create dynamic video content, including short social media clips, in-depth storytelling videos, and b-roll footage showcasing adventures, cultural experiences and eco-friendly travel. Include footage from influencer trips and community-driven stories.</li> </ul>
<b>Written Content</b>	<ul style="list-style-type: none"> <li>• Develop engaging written content, such as blogs, articles, itineraries and social media captions that emphasize Vancouver Island North's uniqueness, cultural richness and environmental responsibility.</li> </ul>

#### Implementation Plan

<p>Capture and produce visual and written content to populate digital channels, visitor resources, and promotional campaigns that resonate with the target audiences.</p>	
<b>Quantifiable Objective</b>	<p>Showcase the region's unique appeal, promote sustainable tourism and responsible travel and foster emotional connections to support marketing and engagement goals.</p>



<b>Rationale</b>	High-quality assets are essential for communicating the region’s appeal across various platforms. Consumers respond to compelling visuals and authentic storytelling, which will drive visitation, particularly in shoulder seasons and increase awareness of the region’s cultural and ecological importance. By developing new content, VINT can keep its messaging fresh and relevant, targeting specific market segments effectively.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>• Develop detailed content creation guidelines and content acquisition calendar based on seasonality, sustainability and DEIA principles.</li> <li>• Schedule and conduct diverse content creation sessions across varied locations.</li> <li>• Utilize influencer partnerships to generate authentic content from their travel experiences in the region.</li> <li>• Engage with community stakeholders for authentic representation in content.</li> <li>• Integrate new assets into marketing channels and distribute to partners.</li> </ul>
<b>Potential Partnerships</b>	Local photographers and videographers, Influencers and travel writers, Environmental NGOs, cultural organizations, local businesses/tourism operators, Indigenous communities, Indigenous Tourism BC, content creators, Destination BC Brand Team.
<b>Resources</b>	Photographers, videographers, content writers, Indigenous communities, DEIA and sustainability consultants.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars, local business contributions, sustainability grants.
<b>Timeframe</b>	Ongoing, with adjustments based on seasonal tourism trends and stakeholder feedback.
<b>Budget</b>	Photography: \$15,000 Video: \$15,000 Written Content: \$10,000 <b>Total: \$40,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>• Tracking the number of visits to specific web pages that feature the new content provides direct insight into the effectiveness of the marketing materials in attracting interest.</li> <li>• Social media platforms are a primary channel for digital marketing and a critical area where new content is likely to be consumed and</li> </ul>

	<p>shared. Engagement metrics such as likes, shares, comments, and video views provide immediate feedback on the content's appeal and reach.</p>
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## MARKETING | MEDIA ADVERTISING & PRODUCTION

Vancouver Island North will expand its media and advertising efforts across multiple channels, aligning with a strategic focus on increasing shoulder season visitation, promoting sustainable tourism, and raising awareness of the region’s unique Indigenous culture and rugged natural landscapes. The media plan will employ a mix of print, TV, email marketing, paid search, paid social, out-of-home (OOH), display and third-party advertising to reach a broad and diverse audience while driving engagement and conversions.

### Tactics

<b>Print (Newspaper/ Magazine)</b>	Place ads in travel and lifestyle magazines targeting adventure seekers and nature lovers. Highlight VINT’s outdoor activities and remote beauty, with a focus on off-peak seasons and cultural experiences.
<b>Television</b>	Develop and air short, high-impact TV commercials on regional and national networks promoting key attractions like wildlife watching, Indigenous tourism and adventure activities. Leverage storytelling and breathtaking visuals to showcase the region’s unique appeal.
<b>Email Marketing</b>	Utilize segmented email marketing campaigns targeting past visitors, subscribers and prospective travelers. Highlight special offers, seasonal promotions, itineraries and blog content that showcase the region’s off-peak travel opportunities, sustainable tourism efforts and cultural experiences.
<b>Paid Search/Search Engine Marketing</b>	Run targeted Google Ads campaigns to capture search traffic for terms related to Vancouver Island North’s unique experiences, such as "whale watching Vancouver Island," "remote hiking in BC," and "Indigenous culture tourism." Use seasonal targeting to promote spring and fall visitation.
<b>Paid Social Media</b>	Create visually compelling ads on Facebook and Instagram that target key demographics (e.g., adventure seekers, cultural explorers). Use short-form video, carousel ads and Stories to promote off-peak travel, local wildlife and Indigenous cultural experiences.
<b>Out-of-home</b>	Invest in strategic OOH advertising, such as digital billboards in high-traffic urban areas. Showcase stunning imagery of VINT’s landscapes and wildlife to capture the attention of urban travelers looking for remote, adventure-filled destinations.
<b>Display and Third Party</b>	Leverage programmatic display advertising to target adventure travelers and eco-conscious audiences across relevant websites and travel blogs.

<b>Advertising Partnerships (Digital)</b>	Use retargeting to reach individuals who have visited VINT’s website but have not yet converted.
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## Implementation Plan

Deploy a comprehensive, multi-channel media and advertising strategy to maximize exposure and engagement, targeting key audiences across digital, print and broadcast platforms.	
<b>Quantifiable Objective</b>	To increase awareness and drive visitation by delivering targeted, compelling messages that resonate with the region’s key audiences. Ultimately, the media campaign will aim to enhance the VINT brand, attract high-value visitors and support the long-term growth and sustainability of the local tourism industry.
<b>Rationale</b>	A multi-channel approach to media and advertising will ensure that VINT reaches a broad yet targeted audience, while effectively promoting the region's appeal across different demographics and platforms. Each channel (whether digital or traditional) plays a crucial role in reinforcing VINT’s brand, driving shoulder season visitation and promoting sustainable tourism initiatives.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Continue to refine the visual identity and value proposition of the North Island as a destination.</li> <li>● Coordinate with media outlets to secure annual contracts for various advertising channels including print, television, digital and social media. This will be done early in the year to ensure cost-effectiveness and secure prime advertising spots.</li> <li>● Develop a flexible content calendar that aligns with seasonal themes and promotions. This involves creating a suite of adaptable templates and core messages that can be customized easily.</li> <li>● Schedule and execute content updates at the start of each season. This includes updating visuals, promotional offers, and specific calls-to-action that reflect the current seasonal appeal of the North Island.</li> </ul>
<b>Potential Partnerships</b>	Regional TV stations, print publications and online publications to showcase the area’s diverse offerings. Collaborate with local businesses, cultural organizations and event promoters to ensure content is reflective of the North Island’s diverse offerings and upcoming events.

<b>Resources</b>	Long-term agreements with a media planner and outlets, creative agencies/designers for content development and a dedicated marketing team to manage campaigns.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars, supplemented by partnerships and possibly local business contributions.
<b>Timeframe</b>	Annual media planning and booking, with content updates occurring at the transition of each season (spring, summer, fall, winter).
<b>Budget</b>	Television: \$16,000 Print: \$15,000 Out-of-Home: \$5000 Email Marketing: \$10,000 Paid Search Engine Marketing: \$15,000 Paid Social Media: \$50,000 Digital Display & Native: \$25,000 <b>Total: \$136,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Monitor the cost-effectiveness of annual media bookings compared to previous season-by-season bookings, assessing spending against reach and engagement metrics.</li> <li>● Evaluate the impact of seasonal content changes through metrics such as click-through rates, conversion rates, and social media engagement specific to seasonal promotions.</li> <li>● Track year-long brand visibility across all channels, measuring fluctuations and impacts based on seasonal content adjustments.</li> <li>● Gather continuous feedback from stakeholders and visitors to refine and adapt content for future seasonal updates, ensuring the messaging remains dynamic and responsive to market trends and visitor feedback.</li> </ul>

## MARKETING | WEBSITE

VancouverIslandNorth.ca will continue to undergo enhancements in 2025 to enhance user experience, improve navigation, and ensure alignment with 2025 marketing goals. While the site is functioning well, updates will focus on refining content for key target audiences, improving mobile optimization and integrating more interactive elements such as itineraries and user-generated content (UGC) to drive engagement and conversion.

### Tactics

<b>Content Refinement</b>	Update content to reflect 2025 marketing priorities, such as promoting shoulder season travel, Indigenous cultural experiences, and sustainable tourism practices. Ensure all pages align with brand messaging and provide clear information for target audiences.
<b>Ongoing Itinerary Development</b>	Add curated, seasonal itineraries that guide visitors through multi-day experiences in the region, with a focus on off-peak travel. These itineraries will highlight cultural, adventure and eco-friendly options.
<b>Interactive Maps</b>	Improve and expand the interactive maps to include more detailed hiking trails, wildlife viewing spots, and transportation options. Enhance usability to help visitors easily plan their trips.
<b>Live the Pledge Expansion</b>	Expand the #LiveTheWildPledge campaign to highlight success stories, milestones, and visitor involvement in a fun, engaging way.
<b>Direct Booking Component</b>	Integrate a direct booking component into the website, allowing visitors to seamlessly book accommodations, tours and experiences directly through the platform. This system will include features to group booking and create packages, for example, a sustainable tourism package.

### Implementation Plan

The website will undergo incremental updates throughout 2025 to align with marketing goals and improve user engagement, focusing on optimizing content, enhancing user experience and boosting SEO performance.	
<b>Quantifiable Objective</b>	Increase average time on site by enhancing content quality and interactivity, grow the number of referrals to stakeholder websites, enhance user engagement metrics, including sessions, unique visitors and page views and boost conversions through strategically placed calls-to-action and referral links.

<b>Rationale</b>	Website enhancements aim to integrate several strategic goals to optimize its effectiveness as a promotional tool.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Conduct a content audit to ensure alignment with the 2025 marketing strategy. Update key pages to highlight off-peak travel, Indigenous experiences and sustainable tourism.</li> <li>● Develop and add seasonal and thematic itineraries for adventure, cultural and eco-friendly experiences. Include links to accommodations, activities and local businesses.</li> <li>● Set up meetings with local businesses to discuss opportunities for cross-promotion and content contributions. Establish guidelines for content submission.</li> <li>● Work with marketing and design teams to ensure that high-priority products are featured prominently on the website.</li> <li>● Optimize website architecture for speed, responsiveness and search engine visibility.</li> <li>● Leverage Google Analytics to monitor user behavior and adjust strategies accordingly.</li> </ul>
<b>Potential Partnerships</b>	Local tourism operators, cultural groups, and event organizers. Tech firms for web development and interactive tools integration.
<b>Resources</b>	Creative and web development agency, marketing and content creation teams, technology tools for itinerary building and interactive mapping.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, plus updates for seasonality.
<b>Budget</b>	<b>\$10,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Track enhancements made to the website (new features, content updates).</li> <li>● Monitor the implementation of interactive tools like the itinerary builder and events calendar.</li> <li>● Analyze improvements in user engagement metrics (time on site, page views).</li> <li>● Evaluate increases in referrals to local businesses and stakeholder websites.</li> <li>● Review user feedback and conduct surveys to gauge satisfaction with the new features and content.</li> </ul>

## MARKETING | SOCIAL MEDIA MANAGEMENT (ORGANIC)

Vancouver Island North will leverage organic social media to engage with key audiences, promote the region’s unique experiences and drive awareness around the strategic goals of promoting off-peak travel, Indigenous culture and sustainability. The 2025 plan will focus on building authentic connections with followers through storytelling, user-generated content and highlighting local partnerships and success stories from the #LiveTheWildPledge campaign. Organic social media will play a key role in amplifying the region’s brand and engaging potential travelers without relying on paid ads and will focus on:

- Showcasing practices within the North Island celebrating local conservation efforts and encouraging visitors to engage in environmentally responsible behaviors while exploring the region.
- Highlighting the region’s distinctive outdoor adventures, culinary delights and rich cultural experiences, reinforcing the off-the-beaten-path nature of a North Island vacation
- Strengthening ties with local businesses, Indigenous communities and other stakeholders, we will create and share content that reflects the North Island

### Tactics

<b>Content Strategy/ Calendar Development</b>	Creation of and maintenance of a detailed content calendar that outlines all planned social media activities for the year. The content calendar serves as a tool to ensure consistency, timely posting and alignment with overall goals and seasonal themes. It also helps coordinate campaigns, track performance and streamlines collaboration among team members and stakeholders.
<b>Social Media Management</b>	Involves the management of all social media channels associated with the region. It encompasses planning, posting, monitoring and interacting with users to maintain an active and engaging online presence. Regular activities include scheduling posts, responding to comments and analyzing engagement data to optimize strategies and increase the overall visibility.
<b>Amplify Stakeholder Content and Events</b>	Focuses on using social media platforms to promote and amplify content from stakeholders, such as cultural events and community activities. By sharing and highlighting diverse offerings from partners, this aims to create a cohesive community presence on social media.
<b>Crowdriff Subscription</b>	Crowdriff is a powerful marketing platform that allows organizations to discover, manage and share user-generated content (UGC) legally and effectively. This tool enables the team to harness the authenticity and appeal of visuals created by visitors and locals.



## Implementation Plan

Implement a comprehensive social media strategy for Vancouver Island North that leverages user-generated content, regular engagement practices, content strategy development and amplification of stakeholder content to enhance online presence and visitor engagement.	
<b>Quantifiable Objective</b>	Significantly enhance overall social media engagement, notably increase content reach, and improve click-through rates across all platforms.
<b>Rationale</b>	Using a strategic blend of planned content, user-generated content and regular interaction, this approach ensures that the social media presence is both engaging and aligned with the goals of promoting the region. This approach fosters a vibrant community, drives engagement and communicates the unique aspects of the region.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>• Conduct a content audit to determine what types of content have been most effective. Identify key themes, messages, and campaigns that align with the North Island’s marketing goals.</li> <li>• Create a content calendar that strategically plans posts around key themes such as sustainability, local culture and off-peak travel. Ensure a balanced mix of UGC, stakeholder content and original content. Review and adjust the content calendar monthly to incorporate feedback and emerging trends.</li> <li>• Work closely with stakeholders to co-create content that highlights their offerings while reflecting VINT’s brand strategy. Provide guidelines and support to ensure that content is visually appealing and brand-aligned.</li> <li>• Purchase and implement the Crowdriff platform to manage and utilize user-generated content efficiently. Actively engage with users who create high-quality content by featuring their work on social media channels and encouraging continued contributions. Build relationships with key content creators to foster ongoing collaboration.</li> <li>• Regularly collaborate with local businesses and cultural events to promote and share their content, enhancing community engagement and support.</li> </ul>
<b>Potential Partnerships</b>	Local tourism businesses, cultural organizations and community event planners, influencers and content creators within the region.
<b>Resources</b>	Crowdriff software for content curations, social media management tools, dedicated social media team or agency.

<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, with specific content updates and strategy reviews scheduled quarterly.
<b>Budget</b>	Crowdriff Subscription: \$8,400 Organic Social Media: \$20,000 <b>Total: \$28,400</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Monitor the utilization, frequency, and quality of user-generated content, as well as the diversity and relevance of all social media posts according to the strategic content calendar.</li> <li>● Assess user interaction through engagement metrics such as likes, comments, and shares, and evaluate the overall growth in followers and reach to determine visibility.</li> <li>● Regularly review click-through rates to gauge the effectiveness of promotional content and conduct surveys to collect feedback, ensuring content remains relevant and satisfies audience expectations.</li> </ul>

## MARKETING | CONSUMER EVENTS AND SHOWS

Vancouver Island North will engage potential travelers through key consumer events and outdoor shows across Canada, promoting the region as a premier destination for adventure, eco-tourism and cultural experiences.

This will focus on leveraging high-attendance outdoor shows in Toronto, Vancouver and Calgary to connect directly with targeted audiences while providing stakeholders the opportunity to showcase their services through a cooperative sponsorship model.

### Tactics

<b>Outdoor Shows – Stakeholder Coop</b>	<p>VINT will sponsor exhibit space for eligible stakeholders at the following outdoor shows:</p> <ul style="list-style-type: none"> <li>• 29th Annual Outdoor Adventure Show, Toronto: February 21-23, 2025. Attendance: 21,400 (2024)</li> <li>• 28th Annual Outdoor Adventure Show, Vancouver: March 1-2, 2025. Attendance: 16,300 (2024)</li> <li>• 26th Annual Outdoor Adventure Show, Calgary: March 29-30, 2025. Attendance: 14,100 (2024)</li> </ul>
<b>Establish Partnerships</b>	<p>Collaborate with local businesses and Indigenous communities to co-present at events. Showcase products and experiences from local stakeholders at the events, such as artisan crafts, local foods or cultural artifacts, to give visitors a tangible taste of what the North Island has to offer.</p>
<b>Create Booth Experience</b>	<p>Create a visually engaging and interactive booth experience that highlights Vancouver Island North's key attractions, including adventure tourism, wildlife, and Indigenous culture. Booths will include high-quality visuals, videos, and itineraries to capture interest.</p>
<b>Pre and Post Event Communication</b>	<p>Leverage social media, email newsletters and partner networks to promote the North Island's presence at the event ahead of time. Collect contact information from booth visitors and follow up with personalized emails or special offers.</p>

### Implementation Plan

Vancouver Island North will sponsor and exhibit at key outdoor shows, in collaboration with eligible stakeholders, to promote the region's offerings. The events will drive direct engagement with adventure travelers and position VINT as a premier destination for outdoor and cultural tourism.

<b>Quantifiable Objective</b>	Sponsor exhibit space for stakeholders across the three outdoor shows. Increase brand awareness and amplify consumer messaging to put the North Island top of mind, reaching new consumers to generate sales leads and driving conversions for specific activities and passion areas.
<b>Rationale</b>	Consumer events and outdoor shows provide an excellent opportunity to engage directly with VINT's target audiences. These shows attract high foot traffic, allowing for face-to-face interaction with potential visitors while offering stakeholders the opportunity to promote their businesses and generate bookings.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Identify and invite eligible VINT stakeholders to participate in the sponsored outdoor shows. Ensure they meet the evaluation criteria and provide a "buy now" offer and prize contribution.</li> <li>● Secure exhibit space at selected shows.</li> <li>● Support in creating visually appealing and interactive booth displays that reflect the North Island's brand value.</li> <li>● Collect marketing materials that highlight the North Island's unique offerings.</li> <li>● Collaborate with local businesses, Indigenous communities and cultural organizations to determine interest.</li> <li>● Promote participation in upcoming shows.</li> <li>● Train booth staff with key messages and talking points.</li> </ul>
<b>Potential Partnerships</b>	Stakeholders.
<b>Resources</b>	Dedicated booth team, printers, designers, event coordinator/planner.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing.
<b>Budget</b>	<b>(\$40,000 - Not accounted for in the 2025 budget These funds are allocated from carryforward funds and partially paid in 2024, with remaining experiences including travel and potential additional booth space to be paid out in 2025)</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Attendance at brand aligned consumer shows.</li> <li>● Number of consumer interactions.</li> <li>● Newsletter sign-ups added.</li> </ul>

## MARKETING | COLLATERAL PRODUCTION & DISTRIBUTION

Vancouver Island North will update its existing brochures and visitor materials while introducing fresh, creative printed materials designed to engage new audiences, promote off-peak travel, and align with key marketing goals around adventure, culture and sustainability.

### Tactics

<b>Existing Material Updates</b>	Review and refresh existing materials with updated information, new imagery and content that aligns with the 2025 marketing goals.
<b>Wildlife Spotters Guide</b>	An illustrated guide that helps visitors identify the region’s diverse wildlife, from marine animals like orcas and sea otters to land mammals like bears and birds native to the area. The guide includes wildlife viewing tips, best times of year for sightings and maps showing prime locations for animal encounters.
<b>Coastal Adventure and Safety Guide</b>	A practical guide that combines adventure travel tips with safety advice for exploring the rugged coastlines of Vancouver Island North. It would include sections on hiking, kayaking, camping and wildlife encounters, with clear safety recommendations and "emergency contacts" built into the design. These could be printed on waterproof, tear-proof paper as a resource for hikers.
<b>Field Journal</b>	<p>A field journal specifically designed for nature lovers and cultural explorers. This journal could include:</p> <ul style="list-style-type: none"> <li>● Space for visitors to document wildlife sightings, plant identification and personal reflections</li> <li>● Pre-filled pages on local flora, fauna and Indigenous history, with space to note observations</li> <li>● Tear-out pages for a wildlife bingo or scavenger hunt for kids and families</li> <li>● A section for users to write or draw their experiences, adding a creative layer to their adventure</li> </ul>
<b>Guerilla Trail Head</b>	Create a larger-than-life, interactive trailhead installation that will be strategically placed in unexpected, high-traffic locations like BC Ferries, shopping malls in Vancouver and Calgary and key transit hubs. The installation will evoke the spirit of adventure and exploration that Vancouver Island North is known for, using rugged, nature-inspired designs that mirror an iconic trailhead. Visitors will be invited to interact with the installation, take photos and explore its immersive features.

	<p>Each trailhead will feature about the North Island and potentially stakeholders. A QR code could direct visitors to a special landing page showcasing tailored itineraries, exclusive promotions and interactive content about the region. To further engage the audience, the trailhead could also include a social media contest encouraging visitors to snap a photo and share it using a custom hashtag.</p>
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## Implementation Plan

	<p>Develop fresh printed materials designed to engage new audiences, align with marketing goals, and reflect the unique appeal of Vancouver Island North. Update existing materials to ensure consistency with the latest brand and marketing messaging.</p>
<p><b>Quantifiable Objective</b></p>	<p>Increase the distribution reach of printed materials and track engagement through QR code scans leading to website visits.</p>
<p><b>Rationale</b></p>	<p>Fresh, innovative print materials will enhance the visitor experience by providing tangible resources that promote adventure, cultural immersion and sustainable travel practices. These materials will serve as both a planning tool and a keepsake, increasing visitor engagement and encouraging exploration across the region.</p>
<p><b>Action Steps</b></p>	<ul style="list-style-type: none"> <li>● Work with businesses, stakeholders and the visitor information centre to identify which print pieces may provide the most value.</li> <li>● Design and produce the pieces as identified. Collaborate with printers and publications where possible.</li> <li>● Distribute materials through Visitor Centres, BC Ferries, airports, local accommodations and other stakeholders.</li> <li>● Incorporate QR codes to bridge the gap between print and digital, directing users to further relevant online resources.</li> </ul>
<p><b>Potential Partnerships</b></p>	<p>Local community groups and cultural organizations, tourism operators, Visitor Centres.</p>
<p><b>Resources</b></p>	<p>Templates and content from previous guides, digital assets from the brand update and website, stakeholder input.</p>
<p><b>Sources of Funding</b></p>	<p>MRDT, Destination BC Co-op Dollars.</p>
<p><b>Timeframe</b></p>	<p>Produced in early 2025 with ongoing distribution.</p>

<b>Budget</b>	<b>\$35,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Track the number and location of distributed print materials, such as vacation guides, maps, itineraries and cultural guides.</li> <li>● Measure how visitors use the print collateral and gather their feedback on its usefulness and appeal.</li> <li>● Use analytics tools to monitor scans of QR codes, tracking subsequent actions such as website visits, page views, or specific conversions like newsletter sign-ups or contact form submissions.</li> </ul>

## DEVELOPMENT OF NEW MARKETS | TRAVEL TRADE AND TRAVEL MEDIA RELATIONS

Vancouver Island North will strengthen relationships with travel trade professionals and media outlets to increase destination awareness and drive visitation. The focus will be on cultivating relationships with travel agents, tour operators and media influencers who can promote Vancouver Island North as a prime destination for adventure, eco-tourism and Indigenous cultural experiences.

### Tactics

<b>Media and Trade Familiarization Trips</b>	Host targeted FAM trips for both travel trade professionals and journalists/influencers. These trips will focus on immersive experiences, highlighting the region’s adventure offerings, Indigenous culture and eco-friendly travel options. The goal is to give participants firsthand experiences they can promote to clients or audiences.
<b>Information and Experience Kits</b>	Create an up-to-date, visually engaging press kit that includes background on Vancouver Island North, key experiences, high-quality images and videos and stories about local culture, wildlife, and sustainable tourism. This will serve as a comprehensive resource for media contacts.
<b>Tradeshow and Media Show Participation</b>	Participate in regional travel trade shows to promote the VINT brand to a broad audience of travel professionals and media.

### Implementation Plan

Vancouver Island North will engage travel trade professionals and media through FAM trips, targeted outreach, and participation in industry events. This will result in increased coverage and sales of VINT experiences to domestic and international travelers.	
<b>Quantifiable Objective</b>	Enhance travel trade partnerships by expanding the number of travel trade-ready stakeholders in the region.
<b>Rationale</b>	By fostering relationships with travel trade and media, Vancouver Island North can significantly increase exposure, drive bookings through tour operators, and secure valuable media coverage. FAM trips, industry events and partnerships will help highlight the region’s unique offerings and position it as a premier destination for adventure and cultural tourism.



<b>Action Steps</b>	<ul style="list-style-type: none"> <li>• Identify key influencers and decision-makers in the travel trade and media sectors. Plan and execute itineraries that highlight signature experiences on the North Island.</li> <li>• Curate immersive FAM trip itineraries that showcase the best of Vancouver Island North, including outdoor adventure, wildlife encounters and Indigenous culture. Work with local operators to offer unique, hands-on experiences for trade and media guests.</li> <li>• Compile and continuously update information packets, digital content, and promotional materials that can be easily distributed during trade shows, media events or electronically.</li> <li>• Prepare engaging booth displays, interactive presentations and promotional giveaways that effectively communicate the allure of the North Island.</li> </ul>
<b>Potential Partnerships</b>	Local tourism businesses and stakeholders, 4VI and Destination BC, media outlets and travel trade organizations.
<b>Resources</b>	Information and promotional materials about the North Island, staff and coordination support from 4VI and Destination BC, media and travel trade networks.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, activities scheduled as required based on opportunities and needs from Destination BC and 4VI.
<b>Budget</b>	<b>\$500</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>• Track the number and quality of interactions and partnerships developed with travel trade representatives and media personnel.</li> <li>• Monitor the distribution and reception of promotional materials and information shared with partners.</li> <li>• Assess the growth in the number of travel trade-ready stakeholders and the effectiveness of hosted trips in generating positive coverage.</li> </ul>

## MARKETING | PARTNERSHIP MARKETING

Vancouver Island North will engage in strategic partnership marketing to enhance its visibility and appeal as a destination. This approach involves collaborating with Destination BC consortiums to promote the region's unique experiences to niche markets.

### Tactics

<b>Destination BC Consortiums</b>	Continue to collaborate with Destination BC consortiums to promote outdoor adventures and culinary experiences specific to the North island. These include AhoyBC, BC Ale Trail, BC Bird Trail, Fishing BC and Paddle BC.
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### Implementation Plan

This strategic partnership marketing plan is designed to capitalize on existing networks and new opportunities, driving both awareness and visitation to the North Island through focused, collaborative marketing efforts.	
<b>Quantifiable Objective</b>	Expand partnership networks and increase collaborative promotional efforts.
<b>Rationale</b>	Increase reach for consumer messaging. These well-established consortiums have engaged audiences and expertise to market specific activities within a destination.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Evaluate available sector investment opportunities including tactics, reach, and therefore value for investment.</li> <li>● Work closely with consortium organizations to amplify priority activity-based messaging.</li> <li>● Actively participate in planning conversations with tourism sectors in order to maximize exposure for the the North Island.</li> </ul>
<b>Potential Partnerships</b>	Destination BC, consortium organizations, tourism sectors and operators, local content creators.
<b>Resources</b>	Marketing team, partnership managers, budget for co-branded marketing initiatives.
<b>Sources of Funding</b>	MRDT
<b>Timeframe</b>	Ongoing

<b>Budget</b>	<b>\$17,300</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Track the number of promotional initiatives executed with each consortium.</li> <li>● Track established partnerships and the initiatives that result from them.</li> </ul>

## DESTINATION & PRODUCTION EXPERIENCE DEVELOPMENT | INDUSTRY ENGAGEMENT, DEVELOPMENT & TRAINING

### Tactics

<b>VINTAC Meetings</b>	The Vancouver Island North Tourism Advisory Committee meets 5 times per year to provide guidance and to review and make recommendations to the Regional District of Mount Waddington
<b>Stakeholder Engagement</b>	Vancouver Island North Tourism attends meetings with Tourism Port Hardy, Port McNeill Tourism Advisory Commission, as well as engages with smaller communities and local groups, and stakeholders as opportunities are presented.
<b>Stakeholder E-Newsletter</b>	Monthly newsletters sharing marketing opportunities, industry news, surveys, and upcoming events.
<b>Season Launch</b>	In May each year, we host a Season Launch event to kick off the tourism season. This event is not only to provide an overview of the upcoming tourism season including trends, research and marketing plans and is also used as a networking opportunity for our stakeholders.
<b>RDMW Monthly Board Meetings</b>	Each month, Vancouver Island North Tourism activities and updates are presented to the RDMW board of directors in a written report included with the board package. This report is also presented verbally at these meetings with opportunity for questions and comments from the board. Representation from each of the North Island communities and Electoral areas are present at these meetings.
<b>Industry Conferences</b>	Attend industry conferences as needed on behalf of Vancouver Island North Tourism to learn about upcoming sustainable tourism initiatives and industry updates that we can share with our stakeholders and to use as a networking opportunity.
	<p><b>Sustainable Tourism Education Hub:</b> Establish a physical or digital hub for sustainable tourism education in the North Island, offering courses on ecological stewardship, cultural sensitivity, and regenerative practices. This could include regular workshops with industry experts and Indigenous leaders.</p> <p><b>Regenerative Tourism Leadership Program:</b> Develop a leadership program focused on training North Island tourism professionals in regenerative</p>

	<p>tourism principles, like community-first planning, resource conservation, and environmentally-conscious tourism design.</p> <p><b>Cultural Awareness Training with First Nations:</b> Partner with Indigenous communities to design cultural awareness programs, educating tourism staff on the area’s history, traditions, and language. This will strengthen community relationships and ensure respectful tourism practices.</p> <p><b>Youth Tourism Ambassadors Program:</b> Create a program for local youth to become ambassadors for sustainable tourism, learning key skills in environmental stewardship, tourism marketing, and public speaking. This program could also include mentorship from local tourism experts.</p>
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### Implementation Plan

<b>Quantifiable Objective</b>	<ul style="list-style-type: none"> <li>● Engagement with Stakeholders is what drives our work. Vancouver Island North is a large region consisting of many smaller communities. This work aims to bring all of these communities together for a regional approach to attracting visitors. Provide stakeholders with industry updates and opportunities.</li> </ul>
<b>Rationale</b>	<ul style="list-style-type: none"> <li>● Facilitating networking and engagement opportunities (virtual if necessary) is a way to connect tourism businesses and get stakeholders thinking about creative ways to collaborate.</li> <li>● Attending industry conferences will allow information to be shared with local stakeholders with the intention of increasing opportunities to grow sustainable tourism businesses in the region</li> </ul>
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Ongoing stakeholder engagement</li> <li>● Coordinate workshops and engagement opportunities..</li> <li>● Facilitate meetings with VINTAC to review and discuss strategies and budgets.</li> <li>● Develop and distribute surveys and newsletters</li> </ul>
<b>Potential Partnerships</b>	Stakeholders, destination BC 4VI, Community Tourism Advisory Committees, Community councils, ITBC, Local Indigenous Communities & Leaders
<b>Resources</b>	Tourism Staff, 4VI, local partners

<b>Sources of Funding</b>	MRDT
<b>Timeframe</b>	Ongoing
<b>Budget</b>	<b>\$15,000</b>
<b>Performance Measures</b>	Participation, number of meetings attended, number of stakeholder engagements, # of newsletters, newsletter engagement, attendance at Season Launch, # of workshops offered, attention at workshops

## DESTINATION & PRODUCTION EXPERIENCE DEVELOPMENT | PRODUCT EXPERIENCE ENHANCEMENT

### Tactics

<b>Events Promotion</b>	In support of the Regional Events Calendar, VINT will develop an Events and Festivals Fund dedicated to marketing and promotional support for Events listed on the calendar that meet a certain criteria. Customized marketing plans will be provided to increase event attendance by non-residents.

### Implementation Plan

<b>Quantifiable Objective</b>	Grow out of region attendance for local events and festivals on the North Island. Increase the number of shoulder and off-season events in the region. Create new opportunities for shoulder and off-season visitation.
<b>Rationale</b>	Providing expertise for promotion and marketing events will reduce the amount of work that (often inexperienced) volunteers are burdened with when planning events. The marketing plans will be customizable based on the needs and size of the individual events. Offering additional workshops for interested residents and business owners
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Build out an Events &amp; Festivals Program for Vancouver Island North to include</li> <li>● A consultation call with event organizers to understand the specific needs and align on goals.</li> <li>● Development of a tailored marketing plan for each event.</li> <li>● Post-consultation, provide an outline and requirements to ensure alignment on the marketing approach.</li> <li>● Development of tailored marketing campaigns for each eligible event, designed to attract non-resident attendees.</li> <li>● Provide updates and performance reports to track the success of the campaigns.</li> <li>● Work in partnership with the RDMW Events Calendar</li> </ul>
<b>Potential Partnerships</b>	Local Event planners, neighbouring communities including the District of Port Hardy, Village of Alert Bay, Town of Port McNeill and the Regional

	District of Mount Waddington Electoral Areas A, B, C, & D & Port Alice. Residents, local stakeholders and Indigenous communities, Community Futures
<b>Resources</b>	Tourism Staff, 4VI, contractors as necessary
<b>Sources of Funding</b>	MRDT
<b>Timeframe</b>	Ongoing
<b>Budget</b>	<b>\$50,000</b>
<b>Performance Measures</b>	Number of Events applied for funding Number of Events promoted Event attendance



## DESTINATION & PRODUCTION EXPERIENCE DEVELOPMENT | MARKET RESEARCH & VISITOR PERSONAS

Develop visitor personas using a strategic combination of quantitative and qualitative methodologies to gather a clear understanding of potential and current visitors to a destination. This process will leverage existing research and data and may require additional, more current research. These data points can be sourced from various channels such as direct surveys, social media analytics, web usage patterns and transactional data.

### Implementation Plan

Developing clear visitor personas is a crucial step in tailoring marketing strategies and enhancing the overall visitor experience.	
<b>Quantifiable Objective</b>	Utilize insights to understand visitor behavior, travel patterns, overall satisfaction and local sentiment towards tourism in the region.
<b>Rationale</b>	The focused collection and analysis of visitor and resident data support strategic objectives to precisely target the most relevant consumer segments.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Review and analyze the data already collected from various sources such as previous surveys, website analytics, social media interactions and customer feedback. Sort through this data to identify patterns and trends related to visitors.</li> <li>● Based on the insights gained from the initial data analysis, determine what additional information is needed to develop a comprehensive picture of potential and existing visitors. Additional research might include segmentation research, focus groups or exit surveys.</li> <li>● Execute the additional research needed to gather comprehensive visitor information.</li> <li>● Grouping similar types of data to form coherent profiles that represent different segments of your audience. Each persona should include demographic details, behavioral traits, motivations for visiting, preferences and any particular needs or expectations.</li> <li>● Develop detailed customer journey maps that outline all the touchpoints visitors have with your destination, from initial awareness and consideration through to the travel experience and post-visit engagement.</li> </ul>

<b>Potential Partnerships</b>	Research and survey contractors specialized in tourism and community engagement, local community groups and stakeholders including tourism businesses.
<b>Resources</b>	Professional services for data analysis and survey distribution, established relationships with local stakeholders to facilitate data gathering.
<b>Sources of Funding</b>	MRDT, Destination
<b>Timeframe</b>	Ongoing, with preliminary results reviewed annually and strategies adjusted accordingly.
<b>Budget</b>	<b>\$15,000</b>
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>• Amount and quality of data collected on visitor demographics, motivations, and satisfaction.</li> <li>• Development of comprehensive visitor and resident profiles that inform marketing strategies and product development.</li> <li>• Identification of key target markets based on collected data, leading to more focused and effective marketing efforts.</li> </ul>

## VISITOR EDUCATION MARKETING

Continue to develop the #LiveTheWildPledge Initiative. In 2024 we launched the #LiveTheWildPledge Initiative promoting the removal of ocean debris from our remote but local beaches. Through partnership work with the Ocean Legacy Group and 4VI we established distribution centres for our reusable cloth bags and incentive cards and drop off centres for the debris collection. Through the ocean legacy partnership there are measures in place to track all debris removed through this program. We will continue with this initiative in 2025 and will build on additional visitor education pieces including updated Know as you Go information, Safety precautions, leave No Trace and continue to encourage visitors to #TakeTheWildPledge before visiting. 2025 will see opportunities for furthering this work through informative workshops touching on topics such as becoming a local storyteller and

### Implementation Plan

Developing clear visitor personas is a crucial step in tailoring marketing strategies and enhancing the overall visitor experience.

<b>Quantifiable Objective</b>	Utilize insights to understand visitor behavior, travel patterns, overall satisfaction and local sentiment towards tourism in the region.
<b>Rationale</b>	The focused collection and analysis of visitor and resident data support strategic objectives to precisely target the most relevant consumer segments.
<b>Action Steps</b>	<ul style="list-style-type: none"> <li>● Review and analyze the data already collected from various sources such as previous surveys, website analytics, social media interactions and customer feedback. Sort through this data to identify patterns and trends related to visitors.</li> <li>● Based on the insights gained from the initial data analysis, determine what additional information is needed to develop a comprehensive picture of potential and existing visitors. Additional research might include segmentation research, focus groups or exit surveys.</li> <li>● Execute the additional research needed to gather comprehensive visitor information.</li> <li>● Grouping similar types of data to form coherent profiles that represent different segments of your audience. Each persona should include demographic details, behavioral traits, motivations for visiting, preferences and any particular needs or expectations.</li> <li>● Develop detailed customer journey maps that outline all the touchpoints visitors have with your destination, from initial awareness and consideration through to the travel experience and post-visit engagement.</li> </ul>
<b>Potential Partnerships</b>	Research and survey contractors specialized in tourism and community engagement, local community groups and stakeholders including tourism businesses.
<b>Resources</b>	Professional services for data analysis and survey distribution, established relationships with local stakeholders to facilitate data gathering.
<b>Sources of Funding</b>	MRDT, Destination BC Co-op Dollars.
<b>Timeframe</b>	Ongoing, with preliminary results reviewed annually and strategies adjusted accordingly.
<b>Budget</b>	<b>\$10,000</b>

<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>● Amount and quality of data collected on visitor demographics, motivations, and satisfaction.</li> <li>● Development of comprehensive visitor and resident profiles that inform marketing strategies and product development.</li> <li>● Identification of key target markets based on collected data, leading to more focused and effective marketing efforts.</li> </ul>
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# REGIONAL DISTRICT OF MOUNT WADDINGTON

## OPERATIONS DEPARTMENT

### MONTHLY REPORT

**TO:** Board of Directors      **FILE:** 315.04      **DATE:** Nov 19, 2024  
**FROM:** Matthew Dyck, Operations Engineer  
**SUBJECT:** November Operations Report

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This report highlights various initiatives that the Operations department has been working on.

#### Woss Community Hall Flooring

Operations worked with the Woss Residents Association to upgrade the community hall's well used gym flooring with vinyl plank. The contractor installed the flooring during the week of October 14<sup>th</sup>, which was just in time for using it as the venue for voting in the provincial election.

#### Volunteer Fire Departments Grant Application

Operations helped the volunteer fire departments in applying for the Union of BC Municipalities' Community Emergency Preparedness Funds' Volunteer and Composite Fire Departments Equipment and Training grant. The program provides funding up to \$40,000 per volunteer fire department for eligible equipment and training projects that can be completed within one year. The Regional District's application requested a combined \$160,000 for the Coal Harbour, Hyde Sointula, Hyde Creek, and Woss Departments. Applications are currently in review and Operations will provide an update when available.

#### 2025 Fire Chief Appointments

With 2024 nearing an end, Fire Chiefs will need to be appointed for 2025. Operations and the Administration would like to thank the current Fire Chiefs of the Coal Harbour, Sointula, Hyde Creek, and Woss Volunteer Departments for their service over the past year, and the request the Board approve the following appointments:

*That Andrew Hory be appointed as Fire Chief of the Coal Harbour Volunteer Fire Department for 2025*

*That Glen Watson be appointed as Fire Chief of the Sointula Volunteer Fire Department for 2025*


*That Brock Soderman be appointed as Fire Chief of the Woss Volunteer Fire Department for 2025*

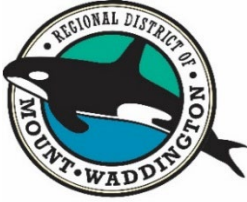
The last recommended appointment for the Hyde Creek Volunteer Fire Department will follow in December's board meeting.

Respectfully submitted,

---

Matthew Dyck, P.Eng.

Author	Matthew Dyck, Operations Engineer
Manager/Supervisor	David Kim, Chief Administrative Officer
Chief Administrative Officer Signature	



# REGIONAL DISTRICT OF MOUNT WADDINGTON PLANNING & DEVELOPMENT SERVICES DEPARTMENT MONTHLY REPORT

**DATE:** November 19, 2024

**FILE:** 315.05

**AUTHOR:** Emmanuel Okorji, Development Technician

**SUBJECT:** Monthly Planning Report - November Board Meeting

## 1. Zoning bylaw Amendment:

Quatsino Land Use Zoning Bylaw Amendment 2024 from FP-1 to RR-1: Staff attended the Quatsino Advisory Commission meeting on the 29<sup>th</sup> of October to discuss the rezoning application and obtain input and recommendation of the committee.

## 2. Site Permit:

2024-SP-11-HC (1001 Hyde Creek Road Petro-Canada) Site Permit issued to applicants to construct a proposed liquor store on the property.

2024-SP-12-MI (485 1<sup>st</sup> Street Sointula) Site Permit issued to applicants to construct a concrete pad with roof over as accessory structure on the property.

## 3. Project:

2024-PROJ-08-iMap Update ParcelMap BC fabric fully adopted into RDMWs iMap, surrounding municipalities have been informed and certificate of adoption will be received soon.

## 4. Miscellaneous

- a) Building and Demolition Permits Survey for October has been submitted to Statistics Canada.
- b) Planning Newsletter for November has been published at various local media outlets.

*Respectfully Submitted,*

*Emmanuel Okorji, Development Technician*


*Approved by*

*David Kim, Chief Administrative Officer*

Respectfully submitted,

Emmanuel Okorji  
Development Technician

David Kim  
Chief Administrative Officer

Author	Emmanuel Okorji, Development Technician
Manager/Supervisor	David Kim, Chief Administrative Officer
Chief Administrative Officer Signature	



**REGIONAL DISTRICT OF MOUNT WADDINGTON**  
**Financial Statements**  
**December 31, 2023**

DRAFT

# REGIONAL DISTRICT OF MOUNT WADDINGTON

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Year Ended December 31, 2023

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**REGIONAL DISTRICT OF MOUNT WADDINGTON**  
**MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING**  
**December 31, 2023**

The accompanying consolidated financial statements of the Regional District of Mount Waddington (the "Regional District") as at December 31, 2023 and for the year then ended are the responsibility of management. The financial statements have been prepared by management in accordance with Canadian public sector accounting standards. Financial statements are not precise since they include certain amounts based on estimates and judgments. When alternative accounting methods exist, management has chosen those it deems most appropriate in the circumstances, in order to ensure that the financial statements are presented fairly, in all material respects.

Management maintains systems of internal accounting and administrative controls of high quality, consistent with reasonable cost. Such systems are designed to provide reasonable assurance that the financial information is relevant, reliable and accurate and the Regional District's assets are appropriately accounted for and adequately safeguarded.

The Regional District's Board of Directors is responsible for ensuring that management fulfills its responsibilities for financial reporting and is ultimately responsible for reviewing and approving the financial statements.

The Board of Directors reviews the financial statements and approves them. The Board of Directors meets periodically with management to discuss internal controls over the financial reporting process, auditing matters and financial reporting issues, to satisfy themselves that each party is properly discharging their responsibilities, and to review the financial statements and the independent auditors' report. The Board of Directors considers their findings when approving the financial statements for issuance.

The financial statements have been approved by the Board of Directors. In addition, these financial statements have been audited by Chan Nowosad Boates Inc. in accordance with Canadian generally accepted auditing standards on behalf of the members. Chan Nowosad Boates Inc. has full access to the Board of Directors for the purpose of their audit.

---

David Kim, CAO, CFO

October 15, 2024

## **INDEPENDENT AUDITORS' REPORT**

To the Board of Directors of the Regional District of Mount Waddington,

### **Opinion**

We have audited the financial statements of the Regional District of Mount Waddington (the "Regional District"), which comprise the statement of financial position as at December 31, 2023, and the statements of operations, changes in net financial assets, and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Regional District as at December 31, 2023, and the results of its operations and cash flows for the year then ended in accordance with Canadian public sector accounting standards (PSAS).

### **Basis for Opinion**

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report.

We are independent of the Regional District in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Responsibilities of Management and Those Charged with Governance for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with PSAS, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Regional District's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Regional District or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Regional District's financial reporting process.

### **Auditors' Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

### **Auditors' Responsibilities for the Audit of the Financial Statements (continued)**

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Regional District's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Regional District's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Regional District to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Chartered Professional Accountants  
Campbell River, BC

October 15, 2024

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Statement of Financial Position

December 31, 2023

2023

2022

(Note 2)

### FINANCIAL ASSETS

Cash (Note 3)	\$ 5,025,166	\$ 3,550,049
Temporary Investments (Note 4)	5,816,194	5,720,662
Portfolio Investments (Note 5)	1,825,681	1,740,723
Accounts Receivable (Note 6)	1,075,844	1,031,225
Inventories	3,743	3,153
Municipal Recoverable Debt (Note 7)	3,666,338	1,554,191
Due from Related Party (Note 8)	416,130	362,430
	<u>17,829,096</u>	<u>13,962,433</u>

### LIABILITIES

Accounts Payable and Accrued Liabilities (Note 9)	821,238	748,695
Deferred Revenue (Note 10)	1,591,566	1,558,711
Asset Retirement Obligation (Note 11)	2,095,480	1,541,973
Member Municipality Debt (Note 7)	3,666,338	1,554,191
	<u>8,174,622</u>	<u>5,403,570</u>

### NET FINANCIAL ASSETS

9,654,474      8,558,863

### NON-FINANCIAL ASSETS

Prepaid Expenses	10,273	14,846
Tangible Capital Assets (Note 12)	11,341,037	11,645,934
	<u>11,351,310</u>	<u>11,660,780</u>

### ACCUMULATED SURPLUS (Note 14)

\$ 21,005,784      \$ 20,219,643

### Contingent Liability (Note 16)

Approved by:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Chief Administrative Officer

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Statement of Operations

Year Ended December 31, 2023

	<u>2023</u>		<u>2022</u>
	<u>Budget</u>	<u>Actual</u>	
	(Note 15)		(Note 2)
<b>Revenues (Schedules 2 and 3)</b>			
Taxation	\$ 3,429,856	\$ 3,746,084	\$ 3,485,577
Grants	1,090,051	1,913,174	916,965
Sale of Services	1,713,688	2,139,304	2,007,780
Contributions	47,000	426,073	469,334
Interest Earned	22,000	484,969	215,695
Other	802,649	247,818	348,069
Gain (Loss) on Remeasurement of Asset Retirement Obligation (Note 11)	-	(553,507)	259,368
	<u>7,105,244</u>	<u>8,403,915</u>	<u>7,702,788</u>
<b>Expenditures (Schedules 2 and 3)</b>			
General Government Services	1,569,990	1,403,400	1,423,683
Protective Services	377,788	476,860	435,975
Parks, Recreation and Cultural Services	1,180,651	1,432,364	1,297,597
Environmental Development	189,870	103,704	93,258
Environmental Health	1,825,271	2,017,067	1,892,962
Economic Development	1,352,988	1,138,023	969,703
Regional Transit	407,300	404,365	359,358
Utilities	361,000	641,991	651,118
	<u>7,264,858</u>	<u>7,617,774</u>	<u>7,123,654</u>
<b>Annual Surplus (Deficit)</b>	(159,614)	786,141	579,134
<b>Accumulated Surplus - Beginning of Year - As Previously Stated</b>	20,219,643	20,219,643	19,402,638
<b>Prior Period Adjustment (Note 2)</b>	-	-	237,871
<b>Accumulated Surplus - Beginning of Year - As Restated</b>	<u>20,219,643</u>	<u>20,219,643</u>	<u>19,640,509</u>
<b>Accumulated Surplus - End of Year</b>	<u>\$20,060,029</u>	<u>\$21,005,784</u>	<u>\$20,219,643</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Statement of Change in Net Financial Assets

Year Ended December 31, 2023

	<b>2023</b>		<b>2022</b>
	<b>Budget</b>	<b>Actual</b>	
	(Note 15)		(Note 2)
<b>Annual Surplus (Deficit)</b>	\$ (159,614)	\$ 786,141	\$ 579,134
Use of Prepaid Expenses	-	14,846	6,439
Acquisition of Prepaid Expenses	-	(10,273)	(14,846)
Net Acquisition of Tangible Capital Assets	-	(614,407)	(809,606)
Amortization of Tangible Capital Assets	-	919,304	902,276
	<u>(159,614)</u>	<u>1,095,611</u>	<u>663,397</u>
<b>Net Financial Assets - Beginning of Year</b>	<u>8,558,863</u>	<u>8,558,863</u>	<u>7,895,466</u>
<b>Net Financial Assets - End of Year</b>	<u>\$ 8,399,249</u>	<u>\$ 9,654,474</u>	<u>\$ 8,558,863</u>



# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Statement of Cash Flows

Year Ended December 31, 2023

2023

2022

(Note 2)

### Cash Flows From Operating Activities:

Annual Surplus	\$ 786,141	\$ 579,134
Items Not Involving Cash		
Amortization of Tangible Capital Assets	<u>919,304</u>	<u>902,276</u>
	1,705,445	1,481,410
Changes in Non-Cash Operating Balances		
Accounts and Taxes Receivable	(44,619)	(233,482)
Inventories	(590)	2,984
Accounts Payable	72,543	96,202
Deferred Revenue	32,855	(126,925)
Asset Retirement Obligation	553,507	(259,368)
Due to Related Party	(53,700)	(545,109)
Prepaid Expenses	<u>4,573</u>	<u>(8,407)</u>
	<u>2,270,014</u>	<u>407,305</u>

### Cash Flows From Capital Activities:

Purchase of Tangible Capital Assets	<u>(614,407)</u>	<u>(809,606)</u>
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### Cash Flows From Investing Activities:

Purchase of Investments	<u>(180,490)</u>	<u>(864,364)</u>
-------------------------	------------------	------------------

**Increase (Decrease) in Cash** 1,475,117 (1,266,665)

**Cash - Beginning of Year** 3,550,049 4,816,714

**Cash - End of Year** \$ 5,025,166 \$ 3,550,049

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

The Regional District of Mount Waddington (the "Regional District") was incorporated in 1966 under the provisions of the British Columbia Local Government Act. Its principal activities are the provision and coordination of local government services to the residents of four unincorporated (rural) areas and four municipalities within its boundaries. These services include general government administration, fire protection and emergency response planning, parks and recreation, environmental development, environmental health services, economic development, regional transit, water services, and sewer services.

### 1. Significant Accounting Policies:

**a) Basis of Presentation:**

The Regional District prepares its financial statements in accordance with Canadian public sector accounting standards using guidelines developed by the Public Sector Accounting Board ("PSAS") for the Chartered Professional Accountants of Canada.

**b) Cash:**

Cash consists of cash on hand and demand deposits.

**c) Temporary Investments:**

Temporary Investments are comprised of guaranteed investment certificates ("GICs"). The investments are carried at cost.

**d) Portfolio Investments:**

Portfolio Investments are comprised of Municipal Finance Authority of British Columbia (MFA) pooled investments in ultra-short term and short-term bonds and are recorded at market value.

**e) Tangible Capital Assets:**

Tangible capital assets are recorded at cost less accumulated amortization and are classified according to their functional use. Cost includes amounts that are directly related to the acquisition, design, construction, development, improvement or betterment of the assets. Amortization is recorded on a straight-line basis over the estimated useful life of the tangible capital asset commencing once the asset is in use. Donated tangible capital assets are recorded at fair value at the time of the donation.

Estimated useful lives of tangible capital assets are as follows:

Buildings	10 to 40 years
Engineering Structures	5 to 40 years
Land Improvements	5 to 20 years
Machinery & Equipment	5 to 30 years
Vehicles	5 to 20 years

**f) Inventories:**

Inventories of merchandise held for consumption are recorded at lower of cost and replacement value.

**g) Deferred Revenue:**

Funds received for specific purposes which are externally restricted by legislation, regulation or agreement and are not available for general municipal purposes are accounted for as deferred revenue on the statement of financial position. The revenue is recognized in the statement of operations in the year in which it is used for the specific purpose.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 1. Significant Accounting Policies (Continued):

#### h) Asset Retirement Obligation:

The Regional District recognizes a liability for an asset retirement obligation when there is a legal obligation to incur retirement costs in relation to a tangible capital asset; the past transaction or event giving rise to the liability has occurred; it is expected that future economic benefits will be given up; and a reasonable estimate of the amount can be made. The liability is recorded at an amount that is the best estimate of the expenditure required to retire a tangible capital asset at the financial statement date.

The asset retirement obligation relating to landfill closure and post closure costs is recognized at its estimated present value. This liability is recognized based on estimated future expenses, including estimated inflation discounted to current date and accrued based on the proportion of the total capacity of the landfill used as of the date of the statement of financial position. The change in this estimated liability during the year is recorded as an expense in operations. These estimates are reviewed and adjusted annually and any changes are recorded on the prospective basis.

#### i) Revenue Recognition:

Revenues are recorded on the accrual basis of accounting and are recorded in the period in which the transaction or events occurred.

Property tax revenues in the form of local government requisitions are recognized in the year they are levied.

Government transfers, which include legislative grants, are recognized when received if the transfer is authorized and any eligibility criteria are met, except to the extent that transfer stipulations give rise to an obligation that meets the definition of a liability.

Sale of services and other revenues are recognized when the service is provided or the amount is earned, when the amount can be estimated and when collection is reasonably assured. Amounts received in advance of services being rendered are recorded as deferred revenue until the Regional District discharges the obligation that led to the collection of the funds.

#### j) Expense Recognition:

Expenses are recorded on an accrual basis and are recognized in the period in which the goods and services are acquired and a liability is incurred or transfers are due.

#### k) Administration Apportionment:

A percentage of certain budgeted general government services expenses of the Regional District has been allocated to other functions. These expenses include wages of administrative staff. Wages are allocated based on estimated time spent in various segments.

#### l) Financial Instruments:

Financial instruments consist of cash, temporary investments, portfolio investments, accounts receivable and accounts payable. Unless otherwise noted, it is management's opinion that the Regional District is not exposed to significant interest rate, currency or credit risk arising from these financial instruments.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 1. Significant Accounting Policies (Continued):

#### m) Use of Estimates:

The preparation of financial statements in conformity with Canadian public sector accounting standards requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements, as well as the reported amounts of revenue and expenses during the reporting period.

Significant areas requiring the use of management estimates are the collectability of accounts receivable, valuation of investments, estimates of contingent liabilities, the provision of amortization and the determination of landfill closure and post closure liabilities. Actual results could differ from management's best estimates as additional information becomes available in the future.

#### n) Liability for Contaminated Sites:

Governments are required to accrue a liability for the costs to remediate a contaminated site. Liabilities are recognized when an environmental standard exists, contamination exceeds the standards, the government has a responsibility for the remediation, future economic benefits will be given up, and a reasonable estimate can be made.

Management has assessed its potential liabilities under the new standard including sites that are no longer in productive use and sites which the Regional District accepts responsibility. There were no such sites that had contamination in excess of an environmental standard which required remediation, therefore no liability was recognized as at December 31, 2023 or December 31, 2022.

#### o) Segment Disclosure:

The Regional District is a diversified local government providing a wide range of services to residents. The financial statements of the Regional District reflect the assets, liabilities, reserves, revenues and expenses of the following services: general government services, protective services, parks, recreation and cultural services, environmental development, environmental health, economic development, regional transit and utilities.

### 2. Change in Accounting Policy:

On January 1, 2023, the Regional District adopted Public Accounting Standard PS 3280 - Asset Retirement Obligations. The new accounting standard addresses the reporting of legal obligations associated with the retirement of certain tangible capital assets. The Regional District determined that the landfill closure and post-closure costs are considered an asset retirement obligation. This standard was adopted under the modified retrospective application method at the date of adoption. Under the modified retrospective application method, an increase in the carrying amount of the related tangible capital asset is recognized by the same amount as the estimated liability as at January 1, 2022.

A prior period adjustment was made to record the addition of the asset retirement obligation balance to tangible capital assets in the amount of \$237,871 for January 1, 2022. These entries resulted in the following balance adjustments:

	Tangible Capital Assets	Environmental Health Expense	Annual Surplus	Accumulated Surplus
Balance, as Previously Stated	\$ 11,437,797	\$ 1,863,228	\$ 608,868	\$ 20,011,506
Asset Retirement Obligation	237,871	-	-	237,871
Amortization Expense	(29,734)	29,734	(29,734)	(29,734)
Balance, as Restated	<u>\$ 11,645,934</u>	<u>\$ 1,892,962</u>	<u>\$ 579,134</u>	<u>\$ 20,219,643</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 3. Cash:

	<u>2023</u>	<u>2022</u>
Cash	\$ 3,583,813	\$ 2,181,806
CIBC High Interest Savings	1,435,179	1,362,385
Scotiabank Savings	<u>6,174</u>	<u>5,858</u>
	<u>\$ 5,025,166</u>	<u>\$ 3,550,049</u>

The CIBC high interest savings account is earning interest at 5.47% per annum (2022 - 4.30%). The Scotiabank savings account is earning interest at 5.92% per annum (2022 - 4.93%).

### 4. Temporary Investments:

Temporary investments include funds investment in Guaranteed Investment Certificates ("GICs") with Canaccord Genuity Wealth Management, CCCU, and ScotiaBank.

	<u>2023</u>	<u>2022</u>
Short Term: mature within one year, interest rates vary between 1.25% - 5.50% (2022 - 2.00% - 4.70%)	\$ 2,994,312	\$ 1,484,233
Long Term: mature between March 11, 2025 and April 27, 2027, interest rates vary between 2.50% - 5.25% (2022 - 0.80% - 4.14%)	<u>2,821,882</u>	<u>4,236,429</u>
	<u>\$ 5,816,194</u>	<u>\$ 5,720,662</u>

### 5. Portfolio Investments:

Portfolio investments includes \$1,825,681 (2022 - \$1,740,723) held with the MFA in ultra-short term and short term bond funds.

### 6. Accounts Receivable:

	<u>2023</u>	<u>2022</u>
Trade and Other	\$ 704,673	\$ 730,776
Other Governments	38,461	55,589
Accrued Interest	<u>332,710</u>	<u>244,860</u>
	<u>\$ 1,075,844</u>	<u>\$ 1,031,225</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 7. Member Municipality Debt:

	<u>2023</u>	<u>2022</u>
Alert Bay	\$ 129,960	\$ 192,116
Port Alice	381,990	404,895
Port McNeill	854,388	957,180
Port Hardy	<u>2,300,000</u>	<u>-</u>
	<u>\$ 3,666,338</u>	<u>\$ 1,554,191</u>

Pursuant to the Local Government Act, the Regional District acts as the agency through which its member municipalities and other jurisdictions borrow funds from the Municipal Finance Authority. The annual cost of servicing this debt is recovered entirely from the borrowing jurisdiction. However, the Regional District is joint and severally liable for this debt in the event of default.

### 8. Due from Related Party:

	<u>2023</u>	<u>2022</u>
Mount Waddington Regional Hospital District	\$ <u>416,130</u>	\$ <u>362,430</u>

Mount Waddington Regional Hospital District ("MWRHD") and the Regional District are separate legal entities as defined by separate letters patent and authorized by separate legislation. The directors of the Regional District sit on the board of MWRHD, so the entities are related by virtue of common control. The amount due from MWRHD is non-interest bearing, unsecured and has no stated terms of repayment.

During the year ended December 31, 2023, administrative support services of \$103,700 (2022 - \$98,800) were provided to MWRHD by the Regional District and included in Other Revenues.

### 9. Accounts Payable and Accrued Liabilities:

	<u>2023</u>	<u>2022</u>
Trade and Other	\$ 544,740	\$ 452,729
Other Governments	31,202	55,199
Wages Payable	16,935	15,423
Employee Vested Benefits	68,763	67,988
Woss Community Capital Reserves	120,837	120,837
Funds Held for Other Organizations	<u>38,761</u>	<u>36,519</u>
	<u>\$ 821,238</u>	<u>\$ 748,695</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 10. Deferred Revenue:

	<u>2022</u>	<u>Collections</u>	<u>Transfers</u>	<u>2023</u>
Development Cost Charges	\$ 49,727	\$ -	\$ -	\$ 49,727
Grants	1,206,437	221,500	194,578	1,233,359
MRDT - VINTAC	285,842	5,933	-	291,775
Treaty Advisory Services	<u>16,705</u>	<u>-</u>	<u>-</u>	<u>16,705</u>
	<u>\$ 1,558,711</u>	<u>\$ 227,433</u>	<u>\$ 194,578</u>	<u>\$ 1,591,566</u>

### 11. Asset Retirement Obligation:

The Provincial Environmental Management Act, as well as the BC Landfill Criteria for Municipal Solid Waste (LCMSW), sets out the regulatory requirements to close and maintain active and inactive landfill sites.

The Regional District operates an active landfill site, 7 Mile Landfill, for which it takes responsibility. The landfill currently consists of Phases 1, 2, 3A and 3B which are at maximum capacity and are not accepting additional municipal solid waste. Phase 3C is currently accepting solid waste, with an expected remaining lifespan to 2028. Additional sites available after Phase 3C closes are Phases 4, 5, 6, 7, 8 and 9. The estimated useful life of the landfill is until the year 2158 for completion of all sites.

The Regional District is committed to ensuring 7 Mile Landfill, for which it has taken responsibility, is managed in a fiscally responsible manner, which includes setting aside funds for landfill closure and post closure activities.

Post closure maintenance costs include landfill gas monitoring, leachate collection system operation, and general site maintenance for a period of 30 years after each phase is permanently closed. Closure costs relate to composting materials used to cover the landfill area.

The table below sets out the closure and post closure liability based on third party consultant and senior staff estimates:

	<u>2023</u>	<u>2022</u>
Phase 1 and 2 - post closure	\$ 423,769	\$ 290,300
Phase 3A - post closure	560,052	380,587
Phase 3B - post closure	689,802	591,866
Phase 3C - post closure	219,658	177,502
Phase 3C - closure	<u>202,199</u>	<u>101,718</u>
	<u>\$ 2,095,480</u>	<u>\$ 1,541,973</u>

The liability is determined using the following assumptions:

	<u>2023</u>	<u>2022</u>
Inflation Rate	2.54%	2.14%
Discount Rate	2.85%	2.73%
Phase 1 and 2 and 3A - post closure annual cost	\$24,143	\$17,389
Phase 3B and 3C - post closure annual cost	\$24,000	\$22,000
Phase 3C - annual closure cost, up to closure	\$136,000	\$89,106

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 12. Tangible Capital Assets:

	Cost				Accumulated Amortization				Net Book Value	
	Opening	Additions	Disposals	Closing	Opening	Amort	Disposals	Closing	2023	2022
<b>General Capital Assets</b>										
Land	\$ 151,636	\$ -	\$ -	\$ 151,636	\$ -	\$ -	\$ -	\$ -	\$ 151,636	\$ 151,636
Buildings	4,800,992	371,245	-	5,172,237	2,579,877	108,695	-	2,688,572	2,483,665	2,221,115
Engineering Structures	16,711,117	13,768	-	16,724,885	11,100,700	513,565	-	11,614,265	5,110,620	5,610,417
Land Improvements	93,674	-	-	93,674	6,888	4,860	-	11,748	81,926	86,786
Machinery & Equipment	5,884,792	151,154	-	6,035,946	2,791,342	221,696	-	3,013,038	3,022,908	3,093,450
Vehicles	1,485,138	78,240	-	1,563,378	1,002,608	70,488	-	1,073,096	490,282	482,530
	<u>\$29,127,349</u>	<u>\$ 614,407</u>	<u>\$ -</u>	<u>\$29,741,756</u>	<u>\$17,481,415</u>	<u>\$ 919,304</u>	<u>\$ -</u>	<u>\$18,400,719</u>	<u>\$11,341,037</u>	<u>\$11,645,934</u>

Included in Buildings at December 31, 2023 is \$380,911 (2022 - \$245,527) of capitalized costs for the Arena Solar & Accessibility projects that are not presently being amortized as a result of the projects still being in progress at year end. The assets are expected to be placed into use during the year ending December 31, 2023 at which time amortization will be taken.

Included in Buildings at December 31, 2023 is \$224,035 (2022 - \$4,035) of capitalized costs for the Fire Hall Recladding project that are not presently being amortized as the project was still in progress at year end. The asset is expected to be placed into use during the year ending December 31, 2024 at which time amortization will be taken.

### 13. Pension Plan:

The Regional District and its employees contribute to the Municipal Pension Plan (a jointly trustee pension plan). The board of trustees, representing plan members and employers, is responsible for administering the plan, including investment of assets and administration of benefits. The plan is a multi-employer defined benefit pension plan. Basic pension benefits are based on a formula that involves years of service and highest average salary. As at December 31, 2022, the plan had about 240,000 active members and approximately 124,000 retired members. Active members include approximately 43,000 contributors from local governments.

Every three years, an actuarial valuation is performed to assess the financial position of the plan and adequacy of plan funding. The actuary determines an appropriate combined employer and member contribution rate to fund the plan. The actuary's calculated contribution rate is based on the entry-age normal cost method, which produces the long-term rate of member and employer contributions sufficient to provide benefits for average future entrants to the plan. This rate may be adjusted for the amortization of any actuarial funding surplus and will be adjusted for the amortization of any unfunded actuarial liability.

The most recent actuarial valuation for the Municipal Pension Plan as at December 31, 2021, indicated a \$3,761 million funding surplus for basic pension benefits on a going concern basis.

The Regional District paid \$116,127 (2022 - \$115,889) of employer contributions while employees contributed \$107,396 (2022 - \$107,140) to the plan in fiscal 2023.

The next valuation will be as at December 31, 2024, with results available in 2025.



# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 13. Pension Plan (Continued):

Employers participating in the plan record their pension expense as the amount of employer contributions made during the fiscal year (defined contribution pension plan accounting). This is because the plan records accrued liabilities and accrued assets for the plan in aggregate, resulting in no consistent and reliable basis for allocating the obligation, assets and cost to individual employers participating in the plan.

### 14. Accumulated Surplus:

The Regional District segregates its accumulated surplus in the following categories:

	<u>2023</u>	<u>2022</u>
Operating Surplus	\$ 4,503,035	\$ 4,713,061
Statutory Reserves	5,161,712	3,860,648
Equity in Tangible Capital Assets	<u>11,341,037</u>	<u>11,645,934</u>
	<u>\$ 21,005,784</u>	<u>\$ 20,219,643</u>

### Federal Gas Tax Funds:

The Regional District tracks the unspent amounts received under the Renewed Gas Tax Agreement in the Community Works Reserve Fund included within Statutory Reserves:

	<u>2023</u>	<u>2022</u>
Opening Balance	\$ 1,572,877	\$ 1,373,468
Receipts	217,526	208,093
Interest Earned	38,516	15,816
Expenditures	<u>(40,000)</u>	<u>(24,500)</u>
	<u>\$ 1,788,919</u>	<u>\$ 1,572,877</u>

### 15. Budget Figures:

Budget figures represent the 2023 Financial Plan Bylaw No. 1016 adopted by the Board on March 23, 2023.

The financial plan anticipated use of surpluses accumulated in previous years to balance against current expenditures in excess of current year revenues. In addition, the budget anticipated capital expenditures rather than amortization expense. The following schedule reconciles the approved bylaw to the amounts presented in the financial statements.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Notes to Financial Statements

December 31, 2023

### 15. Budget Figures (continued):

	<u>2023</u>
Financial Plan (Budget) Bylaw	\$ -
Add:	
Capital Expenditures	543,000
Less:	
Transfers to (from) Reserves	<u>(702,614)</u>
Annual Surplus Presented in Financial Statements	\$ <u>(159,614)</u>

### 16. Contingent Liability:

The Regional District's employees have sick pay benefits which may be payable to them in the event that they are sick and unable to work. The total amount that could be payable as at December 31, 2023 is \$245,477 (2022 - \$242,361).

### 17. North Island 9-1-1 Corporation:

A 9-1-1 emergency call answering service is provided by North Island 9-1-1 Corporation, which is owned by the Regional Districts of Alberni Clayoquot, Comox Valley, Strathcona, Mount Waddington, Nanaimo and Qathet. The shares in the corporation are owned as follows:

Alberni Clayoquot Regional District	13.64 shares
Comox Valley Regional District	31.26 shares
Strathcona Regional District	18.82 shares
Regional District of Mount Waddington	3.53 shares
Nanaimo Regional District	24.33 shares
Qathet Regional District	8.42 shares

The Regional District's investment in shares of the North Island 9-1-1 Corporation is recorded at cost as it does not fall under the definition of a government business enterprise. The Regional District's share of the corporation is equal to 3.53% and the degree of control is proportionate to the ownership share. As no benefits are expected from the ownership, it has not been accounted for as an equity investment.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

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## Notes to Financial Statements

December 31, 2023

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### 18. Segmented Information:

The Regional District provides various services within various departments. The segmented information as disclosed in Schedules 2 and 3 reflects those functions offered by the Regional District as summarized below:

General Government Services – includes overall administration, finance, emergency planning, local community commissions, and road maintenance.

Protective Services – includes fire protection services, streetlights, and emergency callout services.

Parks, Recreation and Cultural Services – includes library, heritage, arena, recreation, and parks service.

Environmental Development Services – includes inspection, bylaw enforcement and planning.

Environmental Health Services – includes landfill, recycling, garbage pickup and removal.

Economic Development Services – includes economic development services.

Regional Transit Services – includes regional transit services.

Utility Services – includes water and sewer services.

For each reported segment, revenues and expenses represent amounts that are directly attributable to the segment, in addition to amounts that are allocated to each segment on a reasonable basis.

### 19. Comparative Figures:

Certain comparative figures have been reclassified, where necessary, to conform with the current year's presentation.

### 20. Subsequent Event:

On August 15, 2024, a civil claim was filed against the Regional District by a former employee. No further action or activity has been undertaken relating to the claim by either party as at the date of these financial statements. The outcome of this claim and any potential liabilities cannot be determined at this time.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule 1 - Government Grants and Transfers to the Regional District and Ratepayers

Year Ended December 31, 2023

	<u>2023</u>		<u>2022</u>
	<u>Budget</u>	<u>Actual</u>	
	(Note 15)		
<b>Federal Government</b>			
Gas Tax	\$ -	\$ 217,526	\$ 208,093
Pacific Economic Development Canada	-	158,899	87,505
	<u>-</u>	<u>376,425</u>	<u>295,598</u>
<b>Province of BC and Other Programs</b>			
General Fund			
Administration Grant	-	205,000	260,000
Growing Communities Fund	-	1,029,000	-
Other	<u>1,090,051</u>	<u>302,749</u>	<u>361,367</u>
	<u>1,090,051</u>	<u>1,536,749</u>	<u>621,367</u>
	<u>\$ 1,090,051</u>	<u>\$ 1,913,174</u>	<u>\$ 916,965</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule 2 - Combined Statement of Operations by Segment

Year Ended December 31, 2023

	General Government Services	Protective Services	Parks, Recreation & Cultural Services	Environmental Development	Environmental Health	Economic Development	Regional Transit	Utilities	2023 Actual
<b>Revenues</b>									
Taxation	\$ 795,415	\$ 431,595	\$ 974,642	\$ 168,000	\$ 622,350	\$ 504,082	\$ 250,000	\$ -	\$ 3,746,084
Grants	1,582,998	82,153	36,584	-	-	211,439	-	-	1,913,174
Sales Services	-	35,000	298,914	2,298	1,352,116	-	92,479	358,497	2,139,304
Contributions	103,700	-	7,531	-	-	290,450	24,392	-	426,073
Interest Earned	484,969	-	-	-	-	-	-	-	484,969
Other Revenue	61,198	-	8,577	-	15,937	154,449	3,607	4,050	247,818
Loss on Remeasurement of Asset Retirement Obligation	-	-	-	-	(553,507)	-	-	-	(553,507)
	<u>3,028,280</u>	<u>548,748</u>	<u>1,326,248</u>	<u>170,298</u>	<u>1,436,896</u>	<u>1,160,420</u>	<u>370,478</u>	<u>362,547</u>	<u>8,403,915</u>
<b>Expenses</b>									
Amortization	101,896	77,359	146,099	1,760	284,426	-	12,075	295,689	919,304
Wages and Benefits	665,819	20,520	666,359	93,699	565,434	169,898	27,300	33,426	2,242,455
Services and Materials	635,685	378,981	619,906	8,245	1,167,207	968,125	364,990	312,876	4,456,015
	<u>1,403,400</u>	<u>476,860</u>	<u>1,432,364</u>	<u>103,704</u>	<u>2,017,067</u>	<u>1,138,023</u>	<u>404,365</u>	<u>641,991</u>	<u>7,617,774</u>
Annual Surplus (Deficit)	<u>\$ 1,624,880</u>	<u>\$ 71,888</u>	<u>\$ (106,116)</u>	<u>\$ 66,594</u>	<u>\$ (580,171)</u>	<u>\$ 22,397</u>	<u>\$ (33,887)</u>	<u>\$ (279,444)</u>	<u>\$ 786,141</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule 3 - Combined Statement of Operations by Segment

Year Ended December 31, 2022

	General Government Services	Protective Services	Parks, Recreation & Cultural Services	Environmental Development	Environmental Health	Economic Development	Regional Transit	Utilities	2022 Actual
<b>Revenues</b>									
Taxation	\$ 789,348	\$ 403,205	\$ 944,100	\$ 160,000	\$ 591,900	\$ 359,824	\$ 237,200	\$ -	\$ 3,485,577
Grants	625,939	-	192,900	-	-	98,126	-	-	916,965
Sales of Services	-	24,000	270,389	7,743	1,271,281	-	94,578	339,789	2,007,780
Contributions	98,800	-	6,355	-	-	347,181	16,998	-	469,334
Interest Earned	215,695	-	-	-	-	-	-	-	215,695
Other Revenue	29,167	1,679	30,179	-	181,633	102,454	-	2,957	348,069
Gain on Remeasurement of Asset Retirement Obligation	-	-	-	-	259,368	-	-	-	259,368
	<u>1,758,949</u>	<u>428,884</u>	<u>1,443,923</u>	<u>167,743</u>	<u>2,304,182</u>	<u>907,585</u>	<u>348,776</u>	<u>342,746</u>	<u>7,702,788</u>
<b>Expenses</b>									
Amortization	106,598	75,363	126,304	1,760	285,894	340	12,075	293,942	902,276
Wages and Benefits	732,147	19,590	582,164	81,421	583,405	150,354	26,000	30,078	2,205,159
Services and Materials	584,938	341,022	589,129	10,077	1,023,663	819,009	321,283	327,098	4,016,219
	<u>1,423,683</u>	<u>435,975</u>	<u>1,297,597</u>	<u>93,258</u>	<u>1,892,962</u>	<u>969,703</u>	<u>359,358</u>	<u>651,118</u>	<u>7,123,654</u>
Annual Surplus (Deficit)	\$ <u>335,266</u>	\$ <u>(7,091)</u>	\$ <u>146,326</u>	\$ <u>74,485</u>	\$ <u>411,220</u>	\$ <u>(62,118)</u>	\$ <u>(10,582)</u>	\$ <u>(308,372)</u>	\$ <u>579,134</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule 4 - COVID-19 Safe Restart Grant - Unaudited

Year Ended December 31, 2023

The Regional District of Mount Waddington received a grant of \$367,000 under the COVID-19 Safe Restart Grant for Local Governments in the year ending December 31, 2020. An additional \$61,000 was received in the year ending December 31, 2021. The details surrounding these funds are shown in the schedule below:

	<u>2023</u>
<b>COVID-19 Safe Restart Funds Available</b>	
Carried Forward	\$ 46,331
<b>Eligible Costs</b>	-
<b>Balance, December 31, 2023</b>	<u>\$ 46,331</u>

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# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule 5 - Growing Communities Fund - Unaudited

Year Ended December 31, 2023

The Province of British Columbia distributed conditional Growing Communities Fund ("GCF") grants to communities at the end of March 2023 to help local governments build community infrastructure and amenities to meet the demands of population growth. The GCF provided a one-time total of \$1 billion in grants to all 161 municipalities and 27 regional districts in British Columbia. The Regional District of Mount Waddington received \$1,029,000 in funding in March 2023.

	<u>2023</u>
<b>Balance, Beginning of Year</b>	\$ -
<b>Funds Received</b>	1,029,000
<b>Eligible Costs</b>	<u>-</u>
<b>Balance, End of Year</b>	<u>\$ 1,029,000</u>

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**2023 STATEMENT OF FINANCIAL INFORMATION  
REGIONAL DISTRICT OF MOUNT WADDINGTON**

**REGIONAL DISTRICT OF MOUNT WADDINGTON**  
**2023 STATEMENT OF FINANCIAL INFORMATION APPROVAL**

The undersigned, as authorized by the Financial Information Regulation, Schedule 1, subsection 9(2), approves all the statements and schedules included in this Statement of Financial Information produced under the Financial Information Act.

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Andrew Hory, Chair

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David Kim, Chief Administrative Officer

# Regional District of Mount Waddington

December 31, 2023

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# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Statement of Financial Position

December 31, 2023

## Schedule 1(1)(a)

	<u>2023</u>	<u>2022</u>
<b>FINANCIAL ASSETS</b>		
Cash and Temporary Investments	\$ 10,841,360	\$ 9,270,711
Portfolio Investments	1,825,681	1,740,723
Accounts Receivable	1,075,844	1,031,225
Inventories for Resale	3,743	3,153
Municipal Recoverable Debt	3,666,338	1,554,191
Due from Related Party	416,130	362,430
	<u>17,829,096</u>	<u>13,962,433</u>
<b>LIABILITIES</b>		
Accounts Payable and Accrued Liabilities	821,238	748,695
Deferred Revenue	1,591,566	1,558,711
Asset Retirement Obligation	2,095,480	1,541,973
Member Municipality Debt	3,666,338	1,554,191
	<u>8,174,622</u>	<u>5,403,570</u>
<b>NET FINANCIAL ASSETS</b>	<u>9,654,474</u>	<u>8,558,863</u>
<b>NON-FINANCIAL ASSETS</b>		
Prepaid Expenses	10,273	14,846
Tangible Capital Assets	11,341,037	11,645,934
	<u>11,351,310</u>	<u>11,660,780</u>
<b>ACCUMULATED SURPLUS</b>	<u>\$ 21,005,784</u>	<u>\$ 20,219,643</u>

*See Financial Statements for notes*

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Statement of Operations

Schedule 1(1)(b)

### Part (a) - Statement of Operations

Year Ended December 31, 2023

	<u>2023 Budget</u>	<u>2023 Actual</u>	<u>2022 Actual</u>
<b>REVENUES</b>			
Taxation	\$ 3,429,856	\$ 3,746,084	\$ 3,485,577
Grants	1,090,051	1,913,174	916,965
Sale of Services	1,713,688	2,139,304	2,007,780
Contributions	47,000	426,073	469,334
Investment Earnings	22,000	484,969	215,695
Other Revenue	802,649	247,818	348,069
Gain (Loss) on Remeasurement of Asset Retirement Obligation	-	(553,507)	259,368
	<u>7,105,244</u>	<u>8,403,915</u>	<u>7,702,788</u>
<b>EXPENSES</b>			
General Government	1,569,990	1,403,400	1,423,683
Protective	377,788	476,860	435,975
Recreation	1,180,651	1,432,364	1,297,597
Environmental Development	189,870	103,704	93,258
Environmental Health	1,825,271	2,017,067	1,892,962
Economic Development	1,352,988	1,138,023	969,703
Regional Transit	407,300	404,365	359,358
Utilities	361,000	641,991	651,118
	<u>7,264,858</u>	<u>7,617,774</u>	<u>7,123,654</u>
<b>ANNUAL SURPLUS (DEFICIT)</b>	<u>(159,614)</u>	<u>786,141</u>	<u>579,134</u>
<b>ACCUMULATED SURPLUS - BEGINNING OF YEAR</b>	20,219,643	20,219,643	19,640,509
<b>ACCUMULATED SURPLUS - END OF YEAR</b>	<u><u>\$ 20,060,029</u></u>	<u><u>\$ 21,005,784</u></u>	<u><u>\$ 20,219,643</u></u>

See Financial Statements for notes

# **REGIONAL DISTRICT OF MOUNT WADDINGTON**

## **Statement of Operations**

**Schedule 1(1)(b)**

### **Part (b) - Statement of Changes in Financial Position**

**Year Ended December 31, 2023**

The Regional District has elected to omit the Statement of Changes in Financial Position under subsection 3(2), as it provides no additional useful information for users of the Statement of Financial Information.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule of Debts

Year Ended December 31, 2023

## Schedule 1(1)(c)

### LONG-TERM DEBT

The Regional District secures its long-term borrowing through the Municipal Finance Authority. As a condition of these borrowings, a portion of the debenture proceeds are retained by the Municipal Finance Authority as a debt reserve fund. As at December 31, 2023, the Regional District has a debt reserve fund of \$0 (2022 - \$0).

(a) The long-term debt balance is as follows:

	<u>2023</u>	<u>2022</u>
	\$ -	\$ -
	<u>          </u>	<u>          </u>

(b) Member Municipality Debt

Pursuant to the Local Government Act, the Regional District acts as the agency through which its member municipalities and other jurisdictions borrow funds from the Municipal Finance Authority. The annual cost of servicing this debt is recovered entirely from the borrowing jurisdiction; however, the Regional District is jointly and severally liable for this debt in the event of default.

	<u>2023</u>	<u>2022</u>
Village of Alert Bay	\$ 129,960	\$ 192,116
Village of Port Alice	381,990	404,895
Town of Port McNeill	854,388	957,180
District of Port Hardy	2,300,000	-
	<u>\$ 3,666,338</u>	<u>\$ 1,554,191</u>

# **REGIONAL DISTRICT OF MOUNT WADDINGTON**

**Schedule of Guarantee and Indemnity Agreements**  
**Year Ended December 31, 2023**

**Schedule 1(1)(d)**

## **Section 5**

The Regional District has not provided any guarantees of indemnities under the Guarantees and Indemnities Regulation.



# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule of Employee Remuneration and Expenses Year Ended December 31, 2023

## Schedule 1(1)(e)

Employees' remuneration includes, in addition to regular salaries or wages, the payment of retroactive rate increases, vacation, overtime, and other earned pay. Remuneration does not include severance pay or payments of benefits of a general nature applicable to all employees pursuant to an agreement such as medical, dental, counselling, insurance, and other similar plans.

Expenses are not limited to expenses that are generally perceived as perquisites or bestowing personal benefit and may include expenses required for the employees to perform their job. It excludes benefits of a general nature applicable to all employees such as medical, dental, counselling, insurance, and other similar plans.

### Section 6(2)(a) Schedule of Remuneration and Expenses for Elected Officials

<b>Elected Official</b>	<b>Position</b>	<b>Remuneration</b>	<b>Expenses</b>
Hory, Andrew	Chair, Electoral Director, Area B	\$ 29,247	\$ 9,715
Pottage, Michelle	Electoral Director, Area A	15,860	3,511
Wykes, Kathryn	Electoral Director, Area C	14,418	3,217
Summers, David	Electoral Director, Area D	14,830	2,086
Dugas, Dennis	Municipal Director, Port Hardy	12,729	-
Corbett-Labatt, Pat	Municipal Director, Port Hardy	12,729	628
Cameron, Kevin	Municipal Director, Port Alice	12,935	-
Furney, James	Municipal Director, Port McNeill	12,953	-
Buchanan, Dennis	Municipal Director, Alert Bay	13,759	345
Dorward, Janet	Alternate, Port Hardy	412	-
Schmidt, Brent	Alternate, Area C	618	-
		<u>\$ 140,488</u>	<u>\$ 19,503</u>

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule of Employee Remuneration and Expenses (Continued) Schedule 1(1)(e) Year Ended December 31, 2023

### Section 6(2)(b) Employees that Exceed \$75,000

Employee	Position	Remuneration	Expenses
Kim, David	Administrator	\$ 175,607	\$ 4,273
Donaghy, Patrick	Manager of Operations	122,900	547
English, Pat	Manager of Economic Development	101,108	508
Little, Gerry	Manager of Recreation	104,781	193
Nicholson, Lisa	Senior Finance Clerk	88,394	1,996
Tait, Dean	Parks Supervisor	80,251	328
Vanlerberg, David	Chief Refrigeration Operator - Arena	82,214	-
		<u>\$ 755,255</u>	<u>\$ 7,845</u>

### Section 6(2)(c) Remuneration Under \$75,000

Total Remuneration Under \$75,000	\$ 1,040,824	\$ -
Total Remuneration	<u>\$ 1,936,567</u>	<u>\$ 27,347</u>

### Section 6(2)(d) Variance from Statement of Operations

Salary and benefit costs reported in the statement of operations differ from this statement as the statement of operations includes benefit costs, accrued amounts, as well as future employee costs.

### Section 6(6) Employer Portion of Benefits

CPP Cost	\$ 73,947
EI Cost	\$ 19,696

### Section 6(7) Statement of Severance

Number of Agreements	1
Equivalent Number of Months of Salary & Benefits	11

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule of Suppliers of Goods and Services Year Ended December 31, 2023

## Schedule 1(1)(f)

### Section 7(1)(a) Suppliers with Aggregate Payments of \$25,000 and Over

<b>Supplier</b>	<b>Aggregate Payments</b>
ARCADIA ELEVATOR SERVICES LTD.	\$ 55,407
BARNETT ALDEN	29,562
BC HYDRO	194,860
BCL BIOTECHNOLOGIES	45,949
BC TRANSIT	310,032
BMO MASTERCARD	258,538
CHAN NOWOSAD BOATES INC	76,969
CIMCO REFRIGERATION	40,394
COMPRO DEVELOPMENTS	32,340
DFS MOTORS LTD.	81,896
EMBO TECHNICAL SERVICES LTD.	36,343
FOREMAN EQUIPMENT LTD.	53,243
FOX'S DISPOSAL SERVICES	219,733
HAKAI ENERGY SOLUTIONS INC	39,936
HALL'S WEST COAST CONTRACTING LTD.	47,870
HENLORS EXPLORATION AND MECHANICAL LTD.	68,552
JOHN MOTHERWELL & ASSOCIATES ENGINEERING	26,156
MAINROAD NORTH ISLAND CONTRACTING LP	222,459
MUNICIPAL FINANCE AUTHORITY	214,073
MUNICIPAL INSURANCE ASSOCIATION OF BC	80,009
MINISTER OF FINANCE - EMPLOYER HEALTH TAX	44,833
MUNICIPAL PENSION PLAN	206,509
NORTH ISLAND 9-1-1 CORPORATION	97,317
OAKMAN DEB	66,146
PACIFIC WEST RESOURCE MANAGEMENT LTD.	49,157
PACIFIC WEST FORKLIFT SERVICE LTD.	32,368
PACIFIC BLUE CROSS	102,492
PG ENTERPRISES	114,065
DISTRICT OF PORT HARDY	2,338,875
<b>Balance Forward</b>	<b>\$ 5,186,081</b>

## REGIONAL DISTRICT OF MOUNT WADDINGTON

### Schedule of Suppliers of Goods and Services (Continued)      Schedule 1(1)(f) Year Ended December 31, 2023

#### Section 7(1)(a)      Suppliers with Aggregate Payments of \$25,000 and Over

Supplier	Aggregate Payments
<b>Balance Forward</b>	\$ 5,186,081
PW TRANSIT CANADA	38,714
GTY SOFTWARE INC. DBA EUNA SOLUTIONS	27,580
RECEIVER GENERAL	493,161
ROCKY MOUNTAIN PHOENIX	38,686
SEVEN HILLS GOLF & COUNTRY CLUB	40,735
SHOPRITE - RONA	39,361
SOINTULA RECREATION ASSOCIATION	276,051
SOINTULA RECREATION ASSOCIATION	25,019
SPERLING HANSEN ASSOCIATES	91,792
STEELHEAD ENTERPRISES LTD.	485,559
TOURISM ASSOCIATION OF VANCOUVER ISLAND	222,625
CENTRALSQUARE CANADA SOFTWARE INC	33,833
VANCOUVER ISLAND REGIONAL LIBRARY	160,851
VANCOUVER ISLAND UNIVERSITY	378,941
WORKSAFE BC	76,660
WFR WHOLESALE FIRE & RESCUE LTD.	103,297
	\$ 7,718,944

#### Section 7(1)(b)      Other Payments

Aggregate Payments Under \$25,000	\$ 1,066,411
Total	\$ 8,785,355

#### Section 7(1)(c)

This statement shows actual payments during the year while the Statement of Operations reports expenses incurred during the year on an accrual basis. Significant amounts are accrued at every year-end for goods and services received in December which are paid for subsequent to year-end.

# REGIONAL DISTRICT OF MOUNT WADDINGTON

## Schedule of Suppliers of Goods and Services (Continued) Year Ended December 31, 2023

## Schedule 1(1)(f)

### Section 7(2)(b) Grants or Contributions

Grants - District of Port Hardy	\$	50,000
Grants - Seven Hills Golf & Country Club		40,000
Grants - Tourism		25,000



REGIONAL DISTRICT OF MOUNT WADDINGTON  
Single Source October 2024

**TO:** REGIONAL DISTRICT BOARD MEMBERS

**FROM:** Shelley MacEachern, Finance Clerk

**DATE:** November 6, 2024

Policy 2.2.2 Purchasing & Authorization Policy requires that instances where there has been a single source procurement above \$1000 or the lowest quote has not been accepted, the reasons shall be reported to the Board for information. Local preference policies or most value criteria may override accepting the lowest bid.

**Single Source Procurements - October 2024**

DATE	PO #	EFT #	PAYABLE TO	AMOUNT	Department	Requested By	Reason
22-Oct-24	24-081	5163	Summit Valve and Controls Inc.	\$6,134.17	Coal Harbour Water	Matt Dyck	<b>Repairs and Maintenance</b> Summit is the only "Bray" dealer in Western Canada. Coal Harbour Waste Water Treatment Plant has been standarizing valve replacements with "Bray"



# REGIONAL DISTRICT OF MOUNT WADDINGTON ZONING BYLAW NO. 21, 1972

## AMENDMENT DIRECT CONTROL BYLAW NO. 1047, 2024

*A Bylaw to Amend Regional District of Mount Waddington Zoning Bylaw No. 21, 1972*

**WHEREAS** the Regional District wishes to create a new “Direct Control (DC) Zoning” and Amend RDMW Zoning Bylaw No.21.

**NOW THEREFORE** the Board of Directors of the Regional District of Mount Waddington, in open meeting assembled, enacts as follows:

1. **Citation**

This Bylaw shall be cited as “Regional District of Mount Waddington Zoning Bylaw No.21, Amendment Bylaw No. 1047, 2024”.

2. **Text Amendments**

(a) Direct Control Zoning bylaw to be enacted as follows:

“The Direct Control Zoning bylaw creates a new zoning category that will be subject to the approval of the RDMW Board. This zoning category specifies the conditions that can be added to a development and its application will be determined by the Manager of Planning & Development Services (Manager).

***READ A FIRST TIME THIS DAY OF 2024***

***READ A SECOND TIME THIS DAY OF 2024***

***PUBLIC HEARING HELD THIS DAY OF***

***READ A THIRD TIME THIS DAY OF***

***ADOPTED THIS <sup>TH</sup> DAY OF ,***

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER



# Regional District of Mount Waddington

PO Box 729 2044 McNeill Road, Port McNeill, BC V0N 2R0

Telephone (250) 956-3161 Fax (250) 956-3232

Web-site: [www.rdmw.bc.ca](http://www.rdmw.bc.ca) Email: [info@rdmw.bc.ca](mailto:info@rdmw.bc.ca)

File No. 310.01

November 19, 2024

To Whom it May Concern

Please accept this letter of support for Quatsino First Nation on behalf the Regional District of Mount Waddington Board of Directors. The Regional District joins the Quatsino, Kwakiutl, 'Namgis and Gwa'sala-'Nakwaxda'xw First Nations, along with the District of Port Hardy and Villages of Port Alice, and Zeballos in supporting the construction of the North Island Transmission Line.

Due to BC Hydro equipment failures, as well as transmission and distribution line equipment interruption from wind, treefalls, wildfires and car accidents, North Island communities experience higher than average prolonged power outages. During the extreme heat conditions of the summer of 2021, our region experienced planned outages as BC Hydro balanced increased demand and derated transmission. The unreliable grid poses significant threats to the health and safety of our citizens, which has lead to the necessary deployment of diesel backup generators for our critical infrastructures to ensure basic levels of service in our regions during power outages. The cost and environmental impacts associated with diesel generators will only increase as the reliability of BC Hydro's electrical grid further deteriorates.

Businesses in our region already face economic challenges on many fronts and adding in the BC Hydro grid unreliability leads to additional burdens, including loss of revenue, concerns re: new business investments, issues with labour force supply, and uncertainty for seasonal visitors, while increasing operating costs (ie: premature loss of foods and electrical equipment). Quatsino First Nation is located in Coal Harbour, where outages are even more frequent and of longer duration.

In 2022 the District of Port Hardy commissioned a study to present and evaluate solutions to these ongoing challenges for Northern Vancouver Island (NVI). The preferred solution identified in this study is the creation of a "power loop" for NVI through the construction of an additional transmission line connecting Jeune Landing to the Woss substation. The realization of this ambitious goal would provide permanent renewable energy production capacity in the region and improve power independence and reliability for all of Vancouver Island. More information can be found in the District of Port Hardy's 2022 study titled "*North Vancouver Island Power Reliability Evaluation and Enhancement Options*".

The Regional District of Mount Waddington Board would like to express it's gratitude to the Quatsino First Nation for taking the leadership role in advancing this solution to the provincial level and with BC Hydro. We look forward to participating in this joint initiative seeking brighter future for all of Vancouver Island.

Yours truly,

Andrew Hory  
Chair  
Regional District of Mount Waddington



INCORPORATED JUNE 13, 1966

MUNICIPALITIES: VILLAGE OF ALERT BAY, VILLAGE OF PORT ALICE, DISTRICT OF PORT HARDY, TOWN OF PORT MCNEILL  
ELECTORAL AREAS: "A" (BROUGHTON ARCHIPELAGO, SOINTULA / MALCOLM ISLAND, MAINLAND); "B" (COAL HARBOUR, HOLBERG, QUATSINO, WINTER HARBOUR);  
"C" (FORT RUPERT, HYDE CREEK, TSULQUATE); "D" (CORMORANT ISLAND, TELEGRAPH COVE, WOSS)