

**From:** [Kristy Hodson](#)  
**To:** [Kristy Hodson](#)  
**Subject:** FW: One last request...  
**Date:** Monday, December 04, 2017 3:19:24 PM

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**From:** Adam Lougheed  
**Sent:** Tuesday, November 14, 2017 9:54 AM  
**To:** Kristy Hodson  
**Subject:** RE: One last request...

You bet.

**Diversifying the regional tourism economy** – The reality here in the Fraser Valley is that the majority of funding for tourism will likely always come from the south side of the Fraser River. Tourism Chilliwack (TC) and Tourism Abbotsford (TA) have more resources to draw on, and are very effective at what they do. They've done a good job differentiating themselves from Metro Vancouver and in the process have created a \*small\* niche for themselves. Sadly, this niche doesn't include those communities on the north side of the Fraser.

This focus is mirrored by Destination BC, the provincial tourism development and marketing organization. With finite resources, Destination BC tends to provide support to already established local tourism organizations. Because they're so far out ahead, it's an easy decision to put their resources and support behind TC and TA, which means those tourism groups on the north side of the Fraser are at a further disadvantage.

I suppose the point here being that the Scenic 7 is the only group *really* pushing tourism on that side of the river. Destination BC may say that they have a regional perspective but their focus is on supporting tourism groups and regions which already generate interest and spending – so more so Chilliwack and Abbotsford. If the EA Directors on that side of the river want to develop their tourism economy, this group is probably their best tool to do so.

**A seat at the table** – The direction of Scenic 7 is done by committee, and only those groups who contribute funding have a say. Since the FVRD hasn't been contributing funding, we haven't had much involvement in the content and direction of the group, which is reflected by the current lack of EA specific content. By becoming a funding partner, we would be able to attend meetings and participate in the development/direction of the initiative.

**Growth Strategy** – The RGS contains many policies/goals regarding regional tourism:

*2.4 Work to attain the region's full tourism potential*

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*a. Partner with First Nations, member municipalities, different levels of government and stakeholders to develop and coordinate a regional tourism strategy that will promote and protect the region's natural, cultural, and agricultural heritage and attract both residents and employers.*

*b. Partner with First Nations, Metro Vancouver, local businesses and other organizations to realize the vision of the Experience the Fraser initiative and support the development of projects and initiatives that contribute to its long-term success.*

*c. In collaboration with First Nations, member municipalities and the Province, pursue high value parks and recreational assets that strengthen the region's recreational tourism portfolio.*

*d. Support local ecotourism initiatives that promote the region's parks and natural areas, including the internationally recognized Chehalis Important Bird Area.*

Hopefully this helps!! If you need anything else please let me know.

Adam