



VILLAGE OF HARRISON HOT SPRINGS NOTICE OF MEETING AND AGENDA

REGULAR COUNCIL MEETING

Date: Monday, February 17, 2014
Time: 7:00 p.m.
Location: Council Chambers, 495 Hot Springs Road
 Harrison Hot Springs, British Columbia

1. CALL TO ORDER		
Meeting called to order by Mayor Facio		
2. INTRODUCTION OF LATE ITEMS		
3. APPROVAL OF AGENDA		
4. ADOPTION OF COUNCIL MINUTES		
<p>THAT the Regular Council Meeting Minutes of January 20, 2014 be adopted.</p> <p>THAT the Special Council Meeting Minutes of February 4, 2014 be adopted.</p>		<p>Item 4.1 Page 1</p> <p>Item 4.2 Page 9</p>
5. BUSINESS ARISING FROM THE MINUTES		
6. CONSENT AGENDA		
i. Bylaws		
ii. Agreements		
iii. Committee/ Commission Minutes		
iv. Correspondence	<p>Letter dated January 16, 2014 from Minister of Aboriginal Affairs and Northern Development re Additions to Reserves/Reserve Creation Policy</p> <p>Letter dated January 17, 2014 from Township of Spallumcheen re Agricultural Land Commission and the Provincial Core Review</p> <p>News Release from the Ministry of Justice dated January 31, 2014 re BC Liquor Policy Review</p> <p>Email from UBCM & LMLGA dated February 11, 2014 re Response of FCM President concerning TSB Rail Safety Recommendations.</p>	<p>Item 6 iv.a Page 13</p> <p>Item 6 iv.b Page 15</p> <p>Item 6 iv.c Page 17</p> <p>Item 6 iv.d Page 23</p>

7. DELEGATIONS	
<ul style="list-style-type: none">• Ted Holtby, Tamihi Logging, representative for Seabird Island First Nation Re: Sasquatch Park Proposed Boundary Adjustment• Susan Eick, The Help Project Committee Re: Update on Project	Item 7.1 Page 25 Item 7.2 Page 27
8. CORRESPONDENCE	
<ul style="list-style-type: none">• Tourism Harrison's Marketing Plan for 2014• Email from University of the Fraser Valley dated February 11, 2014 re Nominations for UFV's Betty Urquhart Community Service Award	Item 8.1 Page 41 Item 8.2 Page 51
9. BUSINESS ARISING FROM CORRESPONDENCE	
10. REPORTS FROM COMMITTEES, COMMITTEE OF THE WHOLE AND COMMISSIONS	
11. REPORTS FROM MAYOR	
L. Facio - Verbal	
12. REPORTS FROM STAFF	
Report of Manager of Development and Community Services – February 11, 2014 Re: Tourism Harrison's 2014 Event Management Plan Recommendation: THAT Council approves the Event Management Plan 2014 from Harrison Tourism Society	Item 12.1 Page 55
13. BYLAWS	
14. QUESTIONS FROM THE PUBLIC (pertaining to agenda items only)	
15. ADJOURNMENT	

**VILLAGE OF HARRISON HOT SPRINGS
MINUTES OF THE REGULAR MEETING OF COUNCIL**

DATE: January 20, 2014
TIME: 7:00 p.m.
PLACE: Council Chambers
495 Hot Springs Road, Harrison Hot Springs, BC

IN ATTENDANCE: Mayor Leo Facio
Councillor John Buckley
Councillor Zoltan Kiss
Councillor Sonja Reyerse
Councillor Allan Jackson

Chief Administrative Officer, Ian Crane
Deputy Chief Administrative Officer/CO, Debra Key
Manager of Development & Community Services, Lisa Grant

Recorder: Krystal Sobie

ABSENT:

1. CALL TO ORDER

Mayor Facio called the meeting to order at 7:00 p.m.

Mayor Facio presented a plaque to Mr. and Mrs. Paquette for the Christmas Lights Contest for First Place in the Residential category.

The Black Forest Restaurant was the recipient of the First Place plaque in the Commercial category for the Christmas Lights Contest.

Mayor Facio reported on behalf of the Harrison Hot Springs Fire Department's Annual Christmas Dinner and Awards Recognition event that was held on December 14, 2013. Mayor Facio congratulated the recipients and asked Fire Chief Don Labossiere to formally present the awards to Bruce Malfait as "Firefighter of the Year" and to Lieutenant David Whittaker as "Volunteer of the Year."

2. INTRODUCTION OF LATE ITEMS

- E-cigarettes

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

3. **APPROVAL OF AGENDA**

Moved by Councillor Jackson
Seconded by Councillor Buckley

THAT the agenda be approved as amended.

**CARRIED
UNANIMOUSLY**

4. **ADOPTION AND RECEIPT OF MINUTES**

Moved by Councillor Buckley
Seconded by Councillor Jackson

THAT the minutes of the Regular Council Meeting of December 2, 2013, be adopted.

**CARRIED
UNANIMOUSLY**

Moved by Councillor Kiss
Seconded by Councillor Buckley

THAT the minutes of the Special Council Meeting of January 7, 2014, be adopted.

**CARRIED
UNANIMOUSLY**

5. **BUSINESS ARISING FROM THE MINUTES**

None

6. **CONSENT AGENDA**

i. **Bylaws** General Local Government Election Bylaw No. 1048, 2013.

ii. **Agreements**

iii. **Committee/
Commission
Minutes**

iv
Correspondence

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

Moved by Councillor Kiss
Seconded by Councillor Jackson

THAT General Local Government Election Bylaw No. 1048, 2013 be adopted.

**CARRIED
UNANIMOUSLY**

7.

DELEGATIONS

Bylaw Enforcement Officer – Devlin Onucki
Re: Bylaw Enforcement Update

Bylaw Enforcement Officer, Devlin Onucki reported on his 2013 Annual Report for Bylaw Enforcement.

The Bylaw Enforcement Officer, Devlin Onucki reported that the number of dog complaints was again the number one complaint in 2013.

Moved by Councillor Reverse
Seconded by Councillor Buckley

THAT the Rules of Procedure be waived to allow the delegation to continue his presentation.

**CARRIED
UNANIMOUSLY**

The Bylaw Enforcement Officer, Devlin Onucki reported that parking violations was the number one infraction for 2013.

Moved by Councillor Buckley
Seconded by Councillor Kiss

THAT staff be directed to bring recommendations to Council with regards to aggressive, dangerous, and nuisance dogs.

**CARRIED
UNANIMOUSLY**

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

8. **CORRESPONDENCE**

Letter from Seabird Island Band dated November 28, 2013
Re: Sasquatch Park Proposed Boundary Adjustment.

Letter from Ministry of Community, Sport and Cultural Development dated
December 12, 2013
Re: Second Phase of Local Government Elections Reform.

Letter from BC Emergency Health Services dated January 3, 2014
Re: Local Government Interest in First Responder Services.

9. **BUSINESS ARISING OUT OF CORRESPONDENCE**

Letter from Seabird Island Band dated November 28, 2013
Re: Sasquatch Park Proposed Boundary Adjustment.

It was reported that Ted Holtby, the representative from Seabird Island band
will be appearing as a delegation at the February 3, 2014 Regular Council
Meeting.

10. **REPORTS OF COMMITTEES, COMMITTEE OF THE WHOLE AND
COMMISSIONS**

Councillor Jackson reported on the issue of e-cigarettes and their effect on
health and the environment.

Moved by Councillor Jackson
Seconded by Councillor Kiss

THAT staff be directed to bring a draft Smoking Bylaw for Council's
consideration.

**CARRIED
UNANIMOUSLY**

11. **REPORTS FROM MAYOR FACIO**

Mayor Facio reported on the tragic passing of Tim Jones. Mr. Jones was a
volunteer of the North Shore Search and Rescue for over 20 years, a member
of the North Shore Paramedics for 32 years, and a recipient of the Order of
BC.

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

Moved by Mayor Facio
Seconded by Councillor Buckley

THAT a letter of condolence be sent to the North Shore Search and Rescue recognizing the outstanding work Tim Jones accomplished during his tenure with the North Shore Search and Rescue and BC Paramedics.

**CARRIED
UNANIMOUSLY**

Agassiz Medical Clinic has hired a new doctor and will be starting in July. The walk in clinic is open three days a week, Tuesday, Wednesday and Thursday from 2:00 – 4:00 p.m.

On February 13, 2014 from 1:00 – 4:00 p.m. a Child Obesity Workshop is taking place at the Hope Recreation Center.

On February 8, 2014 a fundraiser for the fitness center will be taking place. The fitness center is on schedule and should be completed by June or July, 2014.

Thank you to all the Fraser Health Staff for all of their hard work over the year.

Family Day event is taking place on February 8th and 9th, 2014.

The Chamber of Commerce will be hosting two workshops this year focusing on marketing, taking care of your well-being and the constantly changing economic environment.

The Chamber of Commerce will be sponsoring a number of events throughout the Village of Harrison Hot Springs and Agassiz again this year.

At the Fraser Valley Regional District meeting it was noted that 8 Regional Parks and 3 Regional Trails went into Provincial Parks which is a total of 1530 hectares located in 4 of the 6 municipalities and 5 of the 7 Electoral Areas.

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

12.

REPORTS FROM STAFF

Report of Deputy Chief Administrative Officer/CO – December 6, 2013
Re: Special Occasion Licence Application – Harrison Festival of the Arts

Moved by Councillor Buckley
Seconded by Councillor Kiss

THAT Council approve the endorsement of the Harrison Festival of the Arts Special Occasion Licence Applications for the period January to July 2014.

**CARRIED
UNANIMOUSLY**

Report of Deputy Chief Administrative Officer/CO – December 11, 2013
Re: Fraser Valley Regional District Board and Fraser Valley Regional District Hospital Board Directors and Alternates

Moved by Councillor Kiss
Seconded by Councillor Jackson

THAT Mayor Leo Facio be appointed to fulfill the role as municipal director for the Fraser Valley Regional District and Hospital Boards; and

THAT Councillor John Buckley be appointed to fulfill the role as alternate municipal director for the Fraser Valley Regional District and Hospital Boards; and

FURTHER THAT Councillor Allan Jackson be appointed to the Fraser Valley Aboriginal Relations Committee; and

THAT Councillor Zoltan Kiss be appointed as alternate to the Fraser Valley Aboriginal Relations Committee.

**CARRIED
UNANIMOUSLY**

Report of Director of Finance – January 6, 2014
Re: Interim Audit Report

Moved by Councillor Jackson
Seconded by Councillor Buckley

THAT Council receives the 2013 Interim Audit from McConnell, Voelkl dated December 12, 2013.

**CARRIED
UNANIMOUSLY**

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

Report of Deputy Chief Administrative Officer/CO – January 8, 2014
Re: Website Maintenance and Update

Moved by Councillor Buckley
Seconded by Councillor Jackson

THAT Council approve a budget of up to \$5,000.00 for the purposes of upgrading the Village's website.

**CARRIED
UNANIMOUSLY**

Report of Manager of Development and Community Services – January 14, 2014
Re: Development Permit for 245 Miami River Drive (Corkal)

Moved by Councillor Jackson
Seconded by Councillor Buckley

THAT Development Permit 01-2014 be issued for 245 Miami River Drive.

**CARRIED
UNANIMOUSLY**

Report of Development and Community Services – January 14, 2014
Re: District of Kent's Draft Official Community Plan

Council provided comments on the connections between the Village and District of Kent and views them as very important. Specifically, that a bike lane connects from the Village entrance at McPherson Rd to Golf Rd, rather than a bike lane along Rockwell Drive connecting to the Village.

Should a new boat launch be considered along Rockwell Drive, consideration should be given to accommodating wind sports.

Moved by Councillor Reyerse
Seconded by Councillor Buckley

THAT the Village of Harrison Hot Springs forward the Report to Council titled "District of Kent's Draft Official Community Plan", dated January 14th, 2014 to the District of Kent as our official comments in reference to the draft OCP.

**CARRIED
UNANIMOUSLY**

*Village of Harrison Hot Springs
Minutes of the Regular Council Meeting
January 20, 2014*

Report of Manager of Development and Community Services – January 15, 2014

Re: Age-Friendly Planning Grant

Moved by Councillor Jackson
Seconded by Councillor Kiss

THAT the report titled Age-Friendly Grant Planning be received for information.

**CARRIED
UNANIMOUSLY**

13. BYLAWS

Report of Deputy Chief Administrative Officer/CO – December 3, 2013

Re: Miscellaneous Fee Bylaw No. 1049, 2014

Moved by Councillor Kiss
Seconded by Councillor Jackson

THAT Miscellaneous Fee Bylaw No. 1049, 2014 be given first, second and third reading.

**CARRIED
UNANIMOUSLY**

14. QUESTIONS FROM THE PUBLIC

NONE

15. ADJOURNMENT

Moved by Councillor Jackson
Seconded by Councillor Buckley

THAT the meeting be adjourned at 8:11 p.m.

**CARRIED
UNANIMOUSLY**

Leo Facio
Mayor

Debra Key
Corporate Officer

VILLAGE OF HARRISON HOT SPRINGS
MINUTES OF THE SPECIAL MEETING OF COUNCIL

4.2

DATE: February 4, 2014
TIME: 1:00 p.m.
PLACE: Council Chambers
495 Hot Springs Road, Harrison Hot Springs

IN ATTENDANCE: Mayor Leo Facio
Councillor Allan Jackson
Councillor Sonja Reyerse
Councillor Zoltan Kiss
Councillor John Buckley

Chief Administrative Officer, Ian Crane
DCAO/Corporate Officer, Debra Key
Director of Finance, Dale Courtice
Manager of Revenue Services, Cindy Richardson

Krystal Sobie, Recording Secretary

ABSENT:

1. **CALL TO ORDER**

Mayor Facio called the meeting to order at 1:00 p.m.

2. **INTRODUCTION OF LATE ITEMS**

3. **APPROVAL OF AGENDA**

Moved by Councillor Buckley
Seconded by Councillor Jackson

THAT the agenda be approved.

**CARRIED
UNANIMOUSLY**

4. **DELEGATIONS**

None.

5. **REPORTS FROM STAFF**

Report of Manager of Development and Community Services – January 28, 2014

Re: Miami River Streamkeepers Society Grant Application

Moved by Councillor Buckley

Seconded by Councillor Kiss

THAT Council supports the Miami River Streamkeepers Society's application to Pacific Salmon Foundation for grant funding for Miami River Greenway Restoration Project

**CARRIED
UNANIMOUSLY**

Report of Director of Finance – February 4, 2014 (Verbal)

Re: 2014 Budget

The Director of Finance provided an overview of the draft budget for Council's review.

Moved by Councillor Reyerse

Seconded by Councillor Kiss

THAT Council approves the creation of a permanent part-time CUPE Labourer 1 position to a maximum of \$30,000.00 salary per annum.

**CARRIED
UNANIMOUSLY**

6. **BYLAWS**

Moved by Councillor Kiss

Seconded by Councillor Buckley

THAT the Miscellaneous Fee Bylaw No. 1049, 2014 be adopted.

**CARRIED
UNANIMOUSLY**

Chief Administrative Officer, Ian Crane informed Council that the RFP for the Esplanade Block 1 Project has now been posted with a deadline of Friday, February 14, 2014 at 2:00 p.m. It is anticipated that the proposals will be reviewed and Council can award the tender on February 17, 2014.

*Village of Harrison Hot Springs
Minutes of the Special Council Meeting
February 4, 2014*

The Water Treatment Plant is approximately 3-4 weeks behind schedule due to Christmas holidays and inclement weather.

7. **QUESTIONS FROM THE PUBLIC**

No public in attendance.

8. **ADJOURNMENT**

Moved by Councillor Kiss
Seconded by Councillor Buckley

THAT the meeting be adjourned at 3:01 p.m.

**CARRIED
UNANIMOUSLY**

Leo Facio
Mayor

Debra Key
Corporate Officer

6.14a.

BY VILLAGE OF HARRISON HOT SPRINGS

JAN 7 2014

RECEIVED

JAN 16 2014

Ministre des Affaires autochtones
et du développement du Nord

Minister of Aboriginal Affairs and
Northern Development

Ottawa, Canada K1A 0H4

His Worship Leo Facio
Mayor of the Village of Harrison Hot Springs
PO Box 160
495 Hot Springs Road
HARRISON HOT SPRINGS BC V0M 1K0



FILE #	DATE
040-50-03	Jan 27/14
EDSAD	<input type="checkbox"/> CO
<input type="checkbox"/> DIRF	<input type="checkbox"/> ADMIN/ FINANCE
<input type="checkbox"/> MGR REV SVCS	<input type="checkbox"/> B/L ENF
<input type="checkbox"/> CEDO	<input checked="" type="checkbox"/> MAYOR
<input type="checkbox"/> OP. MGR	<input checked="" type="checkbox"/> COUNCIL
ITEM A B C	
COUNCIL AGENDA	
DATE	Jan 3/2014
INITIAL	
(ITEMS: A-REQ, ACTION; B - INFO - WRESP; C - INFO ONLY)	

Dear Mayor Facio:

Thank you for your recent letter in which you shared your thoughts and concerns on the proposed Additions to Reserves/Reserve Creation policy. An open dialogue is essential throughout this process and the time and effort taken to share your perspective is greatly appreciated as Aboriginal Affairs and Northern Development Canada further refines the Additions to Reserves/Reserve Creation policy with the goal of improving its clarity, consistency, and efficiency.

The Government of Canada is committed to revising the Additions to Reserves policy in a responsible and transparent manner, engaging in public outreach to help reinforce awareness and understanding of Canada's obligations to First Nations and the economic opportunities made possible by Additions to Reserves. The input gathered from the engagement process will be used to finalize the new policy, and will inform the development of guidelines, tools and resources that will accompany the policy.

I would like to reassure you that all comments, including yours, will be reviewed and considered before the policy is finalized. The Department will be providing a summary of the input received when I approve the final version of the new policy.

Should you have further comments with respect to the proposed Additions to Reserves policy, I encourage you to contact Mr. Kris Johnson, Senior Director of Lands Modernization, at 819-994-7311.

Sincerely,

Bernard Valcourt, PC, QC, MP

THE CORPORATION OF THE TOWNSHIP OF SPALLUMCHEEN



TEL. (250) 546-3013
FAX. (250) 546-8878
OUR FILE NO.

www.spallumcheentwp.bc.ca

4144 Spallumcheen Way
Spallumcheen, B.C. V0E 1S6
Email: mayor@spallumcheentwp.bc.ca

FILE #	DATE
CUM-50-03	Jan 27/14
<input type="checkbox"/> DCAO	<input type="checkbox"/> CO
<input type="checkbox"/> DCAO	<input type="checkbox"/> ADMIN/ FINANCE
<input type="checkbox"/> DIRF	<input type="checkbox"/> B/L ENF
<input type="checkbox"/> MGR REV SVCS	<input checked="" type="checkbox"/> MAYOR
<input type="checkbox"/> CEDO	<input checked="" type="checkbox"/> COUNCIL
<input type="checkbox"/> OP. MGR	
ITEM	A B (C)
COUNCIL AGENDA	
DATE Feb 3/14	
INITIAL <input type="checkbox"/>	
(ITEMS: A-REQ, ACTION: B - INFO - WRESP; C - INFO ONLY)	

January 17th, 2014

OFFICE OF THE MAYOR

Honourable Bill Bennett
Minister of Energy & Mines &
Minister Responsible for Core Review
PO Box 9060 – Stn Prov Govt
Victoria, BC V8W 9E3

Honourable Pat Pimm
Ministry of Agriculture
PO Box 9043
STN PROV GOVT
Victoria, BC V8W 9E3

Dear Minister Bennett & Minister Pimm:

Re: Agricultural Land Commission & the Provincial Core Review

It has been brought to the attention of the Township Council, that as part of the Province's Core Review Process, the Province may be contemplating changes to the Agricultural Land Commission (ALC) and its operation and mandate.

The Township of Spallumcheen has approximately 55% of its land base within the Agricultural Land Reserve (ALR) and therefore the existence of the ALR and its administration by the ALC has a profound impact on the Township's sustainability in terms of growth and development and finances, as well as the lifestyles and economic well being of its residents. Therefore, any material changes to the mandate, operations or administration of this entity could have equally significant impacts on the Township and its residents.

The Township both recognizes and appreciates preserving productive farmland for agriculture and food sufficiency for future generations, through the stewardship of the ALC, a province-wide independent administrative body although we do have concerns with the current mandate.

The Township also recognizes and acknowledges that there have been many changes in society since the establishment of the ALR in 1972, and a review at this time may be appropriate and warranted. The Township has in fact, made submission to the Union of British Columbia Municipalities in 2013 proposing potential amendments to the Commission policies. The proposed amendments are intended to provide flexibility in the administration of the Commission's mandate, in order to enhance sustainability for both the farmer and the community, while preserving and protecting the essential core objectives of the Commission.

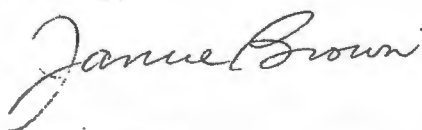
Ultimately, if changes are made to this institution, it could have significant negative impacts on communities and residents throughout the province, and more particularly and concerning in farming communities such as ours, having vast tracks of land in the

ALR. Council therefore, believes it is essential, expedient and wise to ensure there is a full airing of issues, concerns and an evaluation of potential options for change through a full and extensive consultation with the communities most affected before taking any action.

We therefore respectfully are seeking a commitment from the Honorable Ministers responsible for the Core Review Process to recommend that if changes are being contemplated that they support a full and comprehensive opportunity for public input prior to any changes being considered.

Thank you for your attention to this matter, if you have any questions in this regard, please contact the undersigned.

Sincerely,



Janice Brown
Mayor

GB/cg

cc. Premier Christy Clark
Greg Kylo – MLA, Shuswap
District of Kent
City of Port Alberni
Harrison Hot Springs ✓



NEWS RELEASE

For Immediate Release
2014JAG0030-000112
Jan. 31, 2014

Ministry of Justice

Liquor report out: removes beer garden, festival barriers

VANCOUVER – Festival goers and sports enthusiasts, as well as the hotel industry and its patrons, will benefit from a third set of recommendations highlighted today from the now-released final report on the B.C. Liquor Policy Review.

In addition, government has announced its full support for all 73 recommendations included in the report. A number of these recommendations require significant policy work and implementation planning, which will be done over the coming months.

The recommendations highlighted today will streamline the application process for special occasion licences (SOLs) and refresh outdated liquor policies around beer garden fencing, opening up new opportunities for B.C.’s multitude of festivals, special events and non-profit organizations. Sports and entertainment venues, as well as the hotel industry, will also see positive changes as the Province continues to modernize rules around liquor licensing.

“We promised British Columbians we would overhaul B.C.’s outdated liquor laws – and we are keeping that promise,” said Attorney General and Minister of Justice Suzanne Anton. “As we release the final report today, you’ll see 73 wide-ranging reforms that will positively affect organizations – from local community festivals to music concerts, from hockey games to hotels – in communities all across B.C.”

Specifically, with the set of Liquor Policy Review recommendations announced today, the B.C. government is supporting:

- Community festivals and entertainment events, by eliminating beer garden fencing, simplifying the SOL process and moving applications online.
- Consumers, by allowing the sale of mixed-spirit drinks at public SOL events and enabling hosts to serve UBrew/UVin at events, such as weddings.
- Stadiums and arenas throughout the province, by increasing flexibility around licensing, and permitting spirit-based liquor sales in the stands.
- The hotel industry and its patrons, by making licensing changes that will extend room service hours and allow guests to move more freely with alcoholic beverages.

“These recommendations are a direct reflection of the input I received from British Columbians, festival organizers, non-profit organizations and businesses – both small and large – during the Liquor Policy Review,” said John Yap, Parliamentary Secretary for Liquor Policy Reform. Government’s support for these recommendations will help transform B.C.’s outdated liquor laws in a host of different ways – enhancing convenience, sparking the economy and creating new opportunities for businesses and non-profits.”

Once legislative changes are made, festival goers will be able to roam the grounds with a pint, rather than being restricted to a cordoned-off beer garden. This will help decrease costs for festival organizers and allow parents with kids to enjoy a beer and remain with their family, as they might at a hockey game. In addition, mixed spirit drinks – rather than only beer, wine, cider and cooler products – will also be permitted at events like music festivals and regattas, with continued restriction of sales to minors.

“Opening up music festivals to whole-site licensing over the ‘beer garden’ model is a very positive move,” said Bob D’Eith, executive director of Music BC. “This will allow families to stay together at events, reduce costs for festival organizers and make the festival experience that much better for all fans of live music. We are optimistic that this and other positive changes announced today will help to keep B.C. venues and festivals going strong for years to come.”

The recommendations announced today will also affect stadiums and arenas throughout the province. Currently, B.C.’s stadiums and arenas are permitted to serve beer and wine to those in the general seating area, and spirits to those in private boxes or premium seats. Once these changes are made in law, these facilities will be able to serve spirits, such as rum, vodka or gin, to all patrons, no matter where they are seated.

“The Province of B.C.’s recommendations are good news for our fans because they allow us to offer more beverage options, flexibility in where we serve them, and they will help our efforts to reduce lineups and congestion at Rogers Arena events,” said Victor de Bonis, chief operating officer for Canucks Sports & Entertainment. “It’s a positive outcome for our organization, our guests and entertainment venues across the province.”

The hotel industry will also benefit from these changes. Visitors will soon be able to carry alcoholic beverages – such as a glass of wine from the lobby or hotel bar – to their room. The B.C. government will also extend the hours that patrons can receive liquor through room service, enabling further growth opportunities for the industry and enhancing guests’ experiences.

“Both staff and patrons will happily welcome the increased flexibility these changes bring to B.C.’s hotel industry,” said Ingrid Jarrett, president of the BC Hotel Association. “Allowing guests to purchase a glass of wine or champagne at the bar and bring it up to their room mirrors a practice that is commonly found at many resorts and hotels around the world and will further B.C.’s competitive advantage.”

In addition to the recommendations announced today – and in the Liquor Policy Review’s spirit of transparency – the full report is now available online and can be viewed at: <http://engage.gov.bc.ca/liquorpolicyreview/>

The goal of the Liquor Policy Review is to transform B.C.’s outdated liquor laws by enhancing convenience, sparking the economy, creating new opportunities for businesses and continuing to protect health and public safety.

Quick Facts:

- B.C. issues around 25,000 special occasion licences (SOLs) each year.
- According to the B.C. Hotel Association:
 - Room sales alone in 2012 contributed \$2.28 billion to B.C.'s economy. When food and beverage, as well as additional services, are factored in, the total contribution of the hotel industry to B.C.'s economy was \$3 billion.
 - Hotels employ 58,000 British Columbians through 44,000 full-time jobs and 14,000 part-time jobs.

Learn More:

Find the B.C. Liquor Policy Review final report here:

<http://engage.gov.bc.ca/liquorpolicyreview/>

First set of liquor changes announced that will benefit wineries, manufacturers and the tourism industry: <http://bit.ly/18mu7Jn>

Second set of liquor changes announced that will benefit legions and the hospitality industry and enhance Serving it Right: <http://bit.ly/1gEdYSI>

Music BC Industry Association: <http://www.musicbc.org/>

Rogers Arena: <http://rogersarena.com/>

BC Hotel Association: <http://www.bchotelassociation.com/>

A backgrounder follows.

Media Government Communications and Public Engagement
Contact: Ministry of Justice
250 213-3602

Connect with the Province of B.C. at: www.gov.bc.ca/connect

BACKGROUND

For Immediate Release
2014JAG0030-000112
Jan. 31, 2014

Ministry of Justice

Liquor Policy Review recommendations supported

The B.C. government is today supporting an additional 16 recommendations from Parliamentary Secretary John Yap's Liquor Policy Review final report. They include:

Special Occasion Licences (SOLs):

Application process

- Introduce online applications to simplify the process.
- Government should create an annual SOL for organizations that hold occasional meetings or activities throughout the year. Licence holders could store unconsumed liquor for future events. The licence holder would be required to ensure the safe transport and storage of unconsumed liquor product.
- Event organizers should be able to apply for a single SOL that covers multiple events held over several days at several locations.

Role of police and local governments/First Nations

- Consult with police and local governments and First Nations to find ways to streamline their roles in approving small-capacity, time-limited events (e.g., family weddings) that have little or no public safety risks for their communities.
- Police should continue to be informed of all upcoming SOL events in their communities.

Licensing eligibility

- Remove the regulation that requires non-profit organizations to apply for an SOL for concerts and events. This will allow promoters who actually manage the event to be responsible to meet all requirements of the liquor licence.
- Permit businesses to obtain SOLs to raise funds for charity.
- Permit hobby brewers and vintners to apply for an SOL to host competition events, allowing homemade beers and wines to be sampled by both judges and the public.

Licensing terms and conditions

- Except where it is not suitable from a public safety perspective, permit whole-site licensing for public events, eliminating "beer gardens".
- Allow the sale of mixed-spirit drinks at public SOL events.
- Allow hosts to serve UBrew/UVin or homemade beer or wine at SOL events (e.g., weddings, family reunions).

Arenas, Stadiums and Theatres:

- The provincial government should introduce a new licence class and streamlined application process for facilities (e.g., stadiums, arenas and theatres) that charge a fee for an event (e.g., a sporting event or play). Minors should be permitted to stay until the event ends.
- There should be more drink choices (e.g., mixed spirits) for consumers, as in all other types of licensed establishments.
- Liquor sales in arenas and stadiums should be permitted in all public areas. As part of this, stadiums should have increased flexibility to provide hawking services to patrons in both the seated and concourse areas, and throughout the scheduled event.

Hotels:

- Allow hotel and resort patrons to carry liquor throughout designated areas of the hotel (e.g., carrying a glass of wine presented at check-in to the hotel room).
- Extend the hours that patrons can receive liquor through room service.

Media Government Communications and Public Engagement
Contact: Ministry of Justice
 250 213-3602

Connect with the Province of B.C. at: www.gov.bc.ca/connect

6 iv d.

Debra Key

From: Joslyn Young <jyoung@ubcm.ca>
Sent: February-11-14 1:42 PM
To: Joslyn Young
Subject: LMLGA Member Notice - FCM Responds to TSB Rail Safety Recommendations

For Distribution to:
Mayor/Council
Chair/Board
CAO

Dear LMLGA member local government:
The following news release from FCM may be of interest to you.

FCM President Responds to TSB Rail Safety Recommendations (23/01/2014)

<http://www.fcm.ca/home/media/news-releases/2014/fcm-president-responds-to-tsb-rail-safety-recommendations.htm>

OTTAWA - The following statement was released by Claude Dauphin, President of the Federation of Canadian Municipalities (FCM), regarding the release of preliminary recommendations from the Transportation Safety Board related to the July 2013 train derailment and fire in Lac Mégantic, Quebec:

"The recommendations released by the Transportation Safety Board (TSB) underscore the need for urgent action by the railway industry and the federal government to ensure the safe movement of dangerous goods by rail.

Since the tragedy in Lac Mégantic, FCM has been leading calls for railway companies and Transport Canada to conduct a comprehensive review of all possible safety risks to our cities and communities posed by the transportation of dangerous goods by rail. Today's TSB report reaffirms that robust risk assessments and more importantly, sufficient measures to reduce those risks, are essential to protect our communities.

We are pleased that the TSB and the American National Transportation Safety Board (NTSB) have reaffirmed the need to address the higher risk posed by tank cars that are not appropriate for shipping certain volatile liquids. The Transportation of Dangerous Goods Advisory Council is making technical recommendations to the Minister on this issue by the end of January, and we expect a comprehensive plan for tank cars to be implemented as soon as possible. We are actively involved in these discussions.

The TSB is also calling on the federal government to consider requiring Emergency Response Assistance Plans (ERAPs) for large-volume shipments. FCM's position on this issue is very clear: we expect Emergency Response Assistance Plans to be in place for all dangerous goods products that pose a serious hazard to our communities. Today's TSB report reaffirms the necessity of expanding ERAPs to crude oil products. We are also recommending that other exempt flammable liquids like ethanol also require ERAPs. We cannot afford to wait to make this important change.

Our partnership with the federal government is already producing positive changes and we expect to make similar progress on the remaining safety issues. Canadians rightly expect to see real, workable solutions that will keep their communities safe.

Joslyn Young
Executive & Association Services Coordinator
UBCM & LMLGA
604-270-8226, Ext. 103

Jyoung@ubcm.ca

60 - 10551 Shellbridge Way
Richmond, BC V6X 2W9



VILLAGE OF HARRISON HOT SPRINGS

Request to Appear as a Delegation

In order to make a presentation to Council at a Council Meeting, you are required to submit a written request to the Corporate Administration Department no later than 4:30 p.m. on the Wednesday before the regular meeting. The request can either be a copy of this completed form or a separate letter that you have written which contains the information requested on this form. All requests must be accompanied with background information which will be included in the agenda package. You can submit your request in person, by mail at PO Box 160 Harrison Hot Springs, BC V0M 1K0, fax at 604-796-2192 or e-mail at ksobie@harrisonhotsprings.ca.

The Corporate Administration Department will advise you when you are scheduled to appear before Council. Council meetings commence at 7:00 p.m. in the Village Council Chambers at 495 Hot Springs Road, Harrison Hot Springs, BC.

You are limited to a maximum of 10 minutes to present your material, regardless of the number of presenters in your delegation.

Date: FEB 11, 2014 Requested Meeting Date: FEB 17, 2014

Organization Name (if applicable): SEABIRD ISLAND FIRST NATION

Name of Presenter: TED HOLBY, REPRESENTATIVE

Name of Applicant if Other than Above: _____

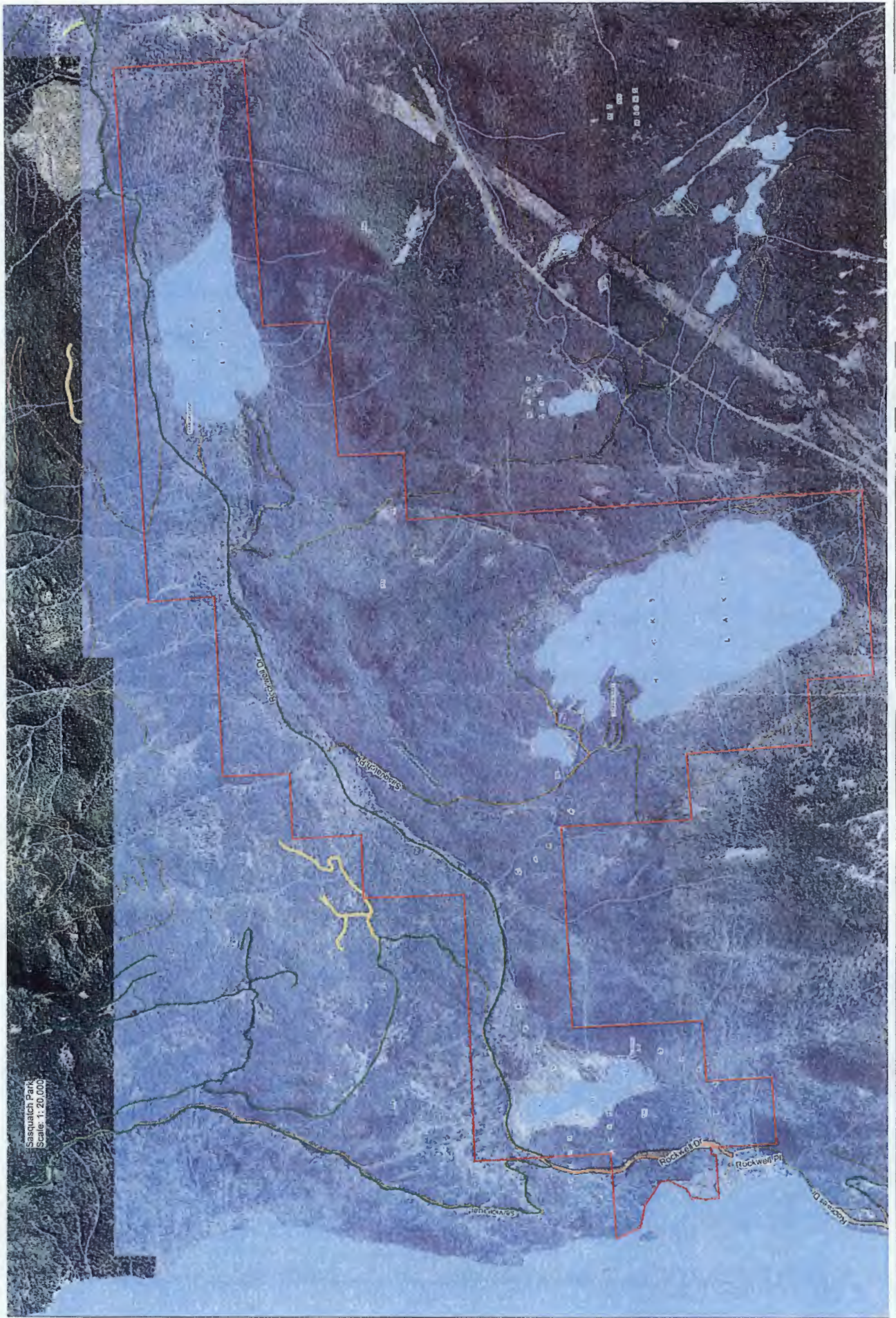
Contact Phone Number & E-Mail: 604-823-4830 EXT 103
tedtamihilog@shaw.ca

Mailing Address with Postal Code: 42255 ARNOLD ROAD
CITILWACK, BC V2R 1Y4B.

Audio/Visual requirements: LAPTOP & PROJECTOR/SCREEN

Topic: PROPOSAL FOR BOUNDARY ADJUSTMENT
TO SASQUATCH PARK.

Action you wish Council to take: _____



HARRISON HOT SPRINGS
Naturally Refreshed

VILLAGE OF HARRISON HOT SPRINGS

Request to Appear as a Delegation

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The Corporate Administration Department will advise you when you are scheduled to appear before Council. Council meetings commence at 7:00 p.m. in the Village Council Chambers at 495 Hot Springs Road, Harrison Hot Springs, BC.

You are limited to a maximum of 10 minutes to present your material, regardless of the number of presenters in your delegation.

Date: Feb 12/14 Requested Meeting Date: Feb 17/14

Organization Name (if applicable): The Help Project Committee

Name of Presenter: Susan Eick

Name of Applicant if Other than Above: Kristi Kozel

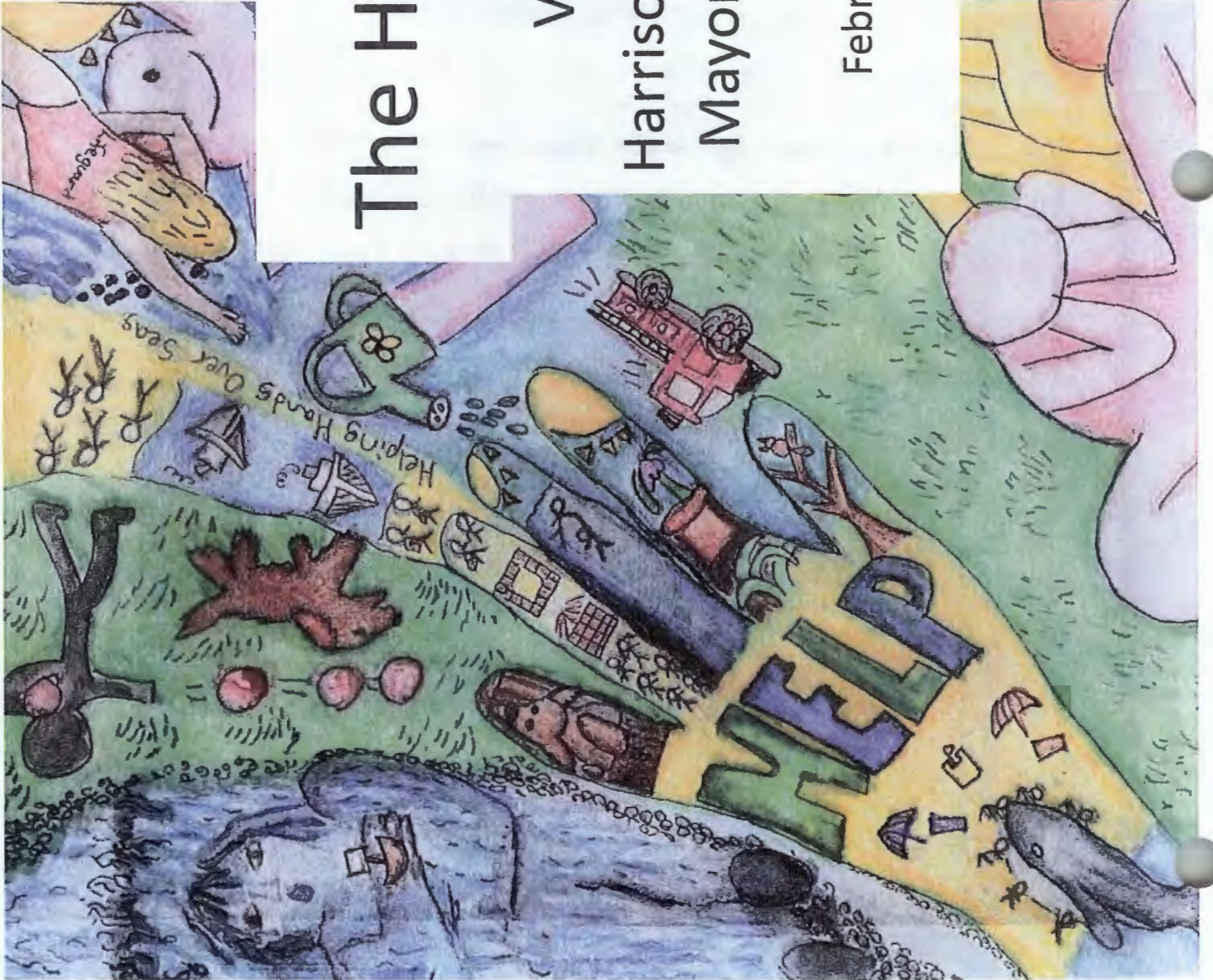
Contact Phone Number & E-Mail: 604-796-1147 kkozeld@shaw.ca

Mailing Address with Postal Code: Box 735, Harrison HS V0M 1K0

Audio/Visual requirements: (possibly a powerpoint - I will confirm)

Topic: Appreciation for Village donation & update on project thus far

Action you wish Council to take: ongoing support



The Help Project

Village of
Harrison Hot Springs
Mayor and Council

February 17, 2014



THE PROJECT

Our Mission

- Why are we here/Why do we exist?
 - To connect kids and families with resources that are useful and user-friendly. Create awareness of youth-related issues that evolves as the needs of our constituents evolve. Coordinating all agencies and resources available. We are **real and local**.



Our Mission

- To develop and maintain a website that gets “hits” and gets used.
- To create a positive buzz about the help that is available to our youth.
- To provide a conduit to education and resources to our constituents.
- **We support School District 78 and all of its communities.**



Who Are We?

- A diverse group of concerned volunteers with a passion for keeping our communities healthy and engaged.
- We are committed and engaged—there is room only for those who are able and willing to assist with our mission.



Goals

- What do we need to accomplish this year?
 - PACER Day (Completed)
 - Update Website (in process)
 - New contests
 - Promotion—t-shirts, cards, posters
 - Presentations to municipalities
 - Presentations to schools and other strategic partners
 - Pull in our other municipalities—Hope, BB, etc.

Help
**THE
PROJECT**

2013 Review Thus Far

- What were our objectives?
- Did we accomplish them?
- What worked?
- What didn't?




http://thehelpproject.ca/ Google Home - America's West Regio... salesforce.com - C

File Edit View Favorites Tools Help

Microsoft Office Live Mee...

HOME How You Can Help Our Partners In Crisis?

THE Help PROJECT



What We Do School Info Parent Info Mental Health Addiction Bullying/Youth Violence Community Re

HELP for your Safety



Your Safety

- Bullying • Abuse
- Anger • Suicidal thoughts
- Family problems
- Friend problems

[Read More](#)

HELP for your Feelings



Your Feelings

- Depression • Shyness
- Learning problems
- Stress

[Read More](#)

HELP for



[Read More](#)

School Art Contest

THE Help PROJECT



School Art Contest



www.thehelpproject.ca
 PO Box 296
 Harrison Hot Springs, BC V0M1K0
 Supporting the Kids in Our
 Community

How YOU Can Help

In Crisis?

Videos

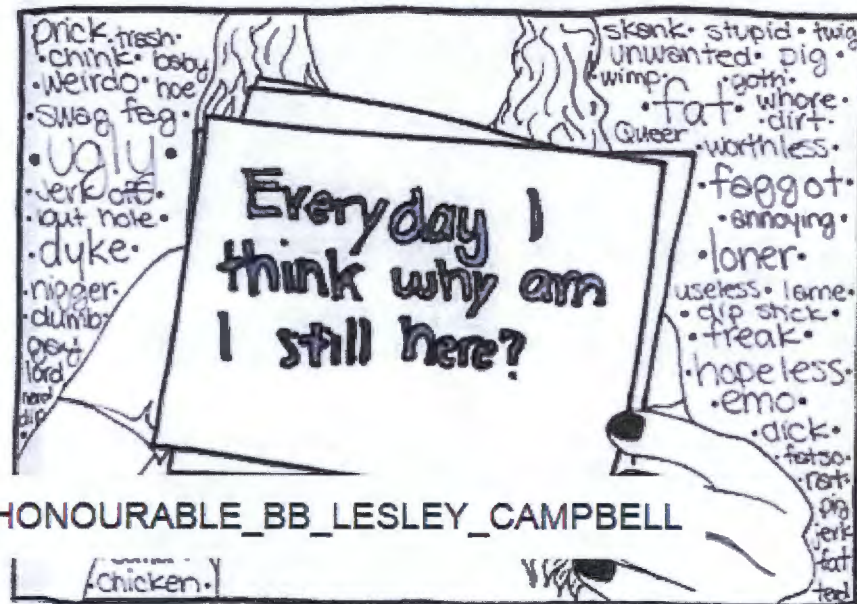
To This Day Project
 - Shane Koyczan (7:37)

Dare To Be Different
 - Rachael Lynn (4:24)

Roar
 - Katy Perry (4:30)

What Does Depression Feel
 Like?

In Crisis?



2013_HONOURABLE_BB_LESLEY_CAMPBELL

2013 Winning Art Entries, and Honourable Mentior

Get Your School Involved

The Help Project exists to serve the needs of the Fraser-Cascade school district and its

In Th

Michael Bortolotto 12-Engaging with Kids



HELP for your Safety

9-1-1 For any emergency, province-wide, from cell phone or land line, dial 9-1-1.

HELPLINE FOR CHILDREN 604-310-1234

www.safekidsbc.ca/helpline.htm

A 24-hour province-wide toll free telephone line for children needing help, or for any person who knows of a child who is abused or neglected.

YOUTH AGAINST VIOLENCE LINE 1-800-680-GANG (4264)

www.gangprevention.ca

Use this confidential number to report any known info concerning violence, drug activity, or gang actions that may be useful to the police. It can also be used to alert police to an upcoming fight.

VICTIM INFORMATION LINE 1-800-563-0808

www.victimlinkbc.ca

8:30am - 7:30pm This number offers advice and assistance for anyone hurt by crime of another (date rape, er home, sexual abuse, or physical assault). Confidential information about options and where to go for help in thi

BC Safe Schools 1-888-224-7233

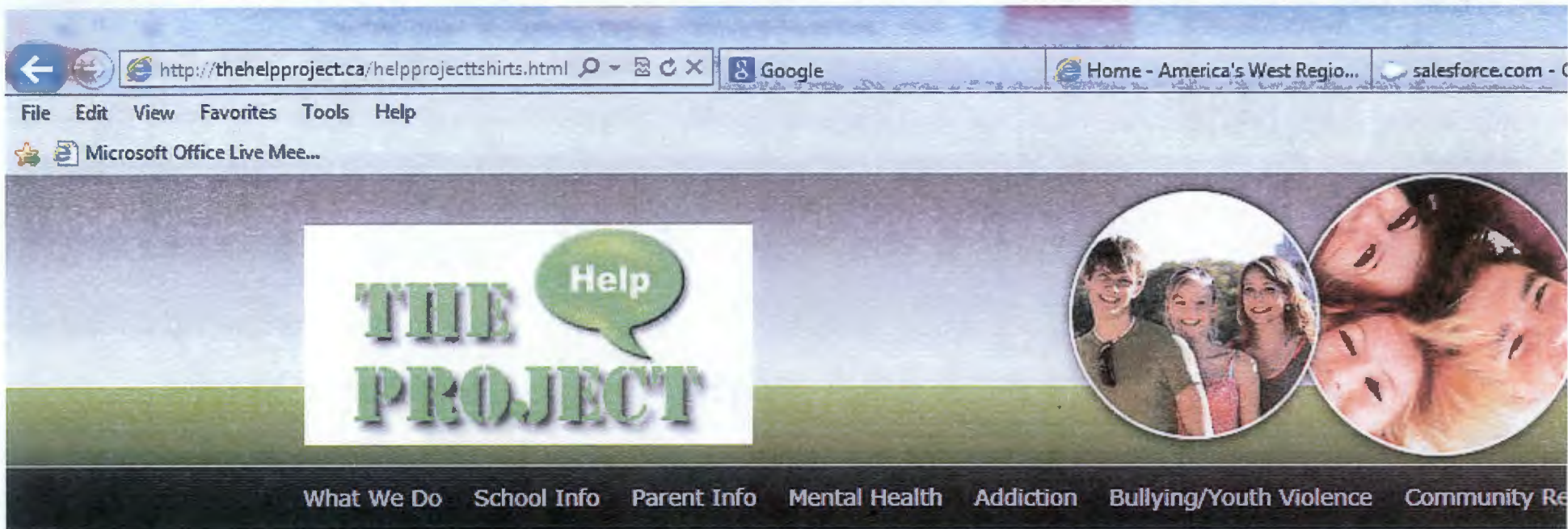
blogs.ufv.ca/cssc/

They are a central source of information; resources, training and examples of effective programs to help school a range of safety issues. Their major topic areas are: counseling and support, crime and violence prevention, di harassment and violence, the legal system, social and emotional development, youth at risk and youth leadersf

Agassiz-Harrison Community Services (604) 796-2585

agassiz-harrison.org

Youth outreach worker, confidential counseling and connections to resources.



The Help Project T-Shirts

The Help Project exists to serve the needs of the Fraser-Cascade school district and its surrounding

Show your support for The Help Project by wearing your official Help Project T-Shirt!

Available in adult sizes S, M, L, XL. Just \$20!

Just email us at info@thehelpproject.ca to order yours today.

The Help Project is run by volunteers who live in the communities that the project serves. We have a vested interest in our kids, our families, our schools and our people. We continually look for resources that specifically address the needs of these groups, and find ways to connect them to the people who need them the most.

The Help Project, by providing access to sources that can help at risk youth in our communities with positive alternatives to violence and crime, strives to put an end to destructive behaviour that threatens our youth and our communities.



What Do We Need to Accomplish this Year?

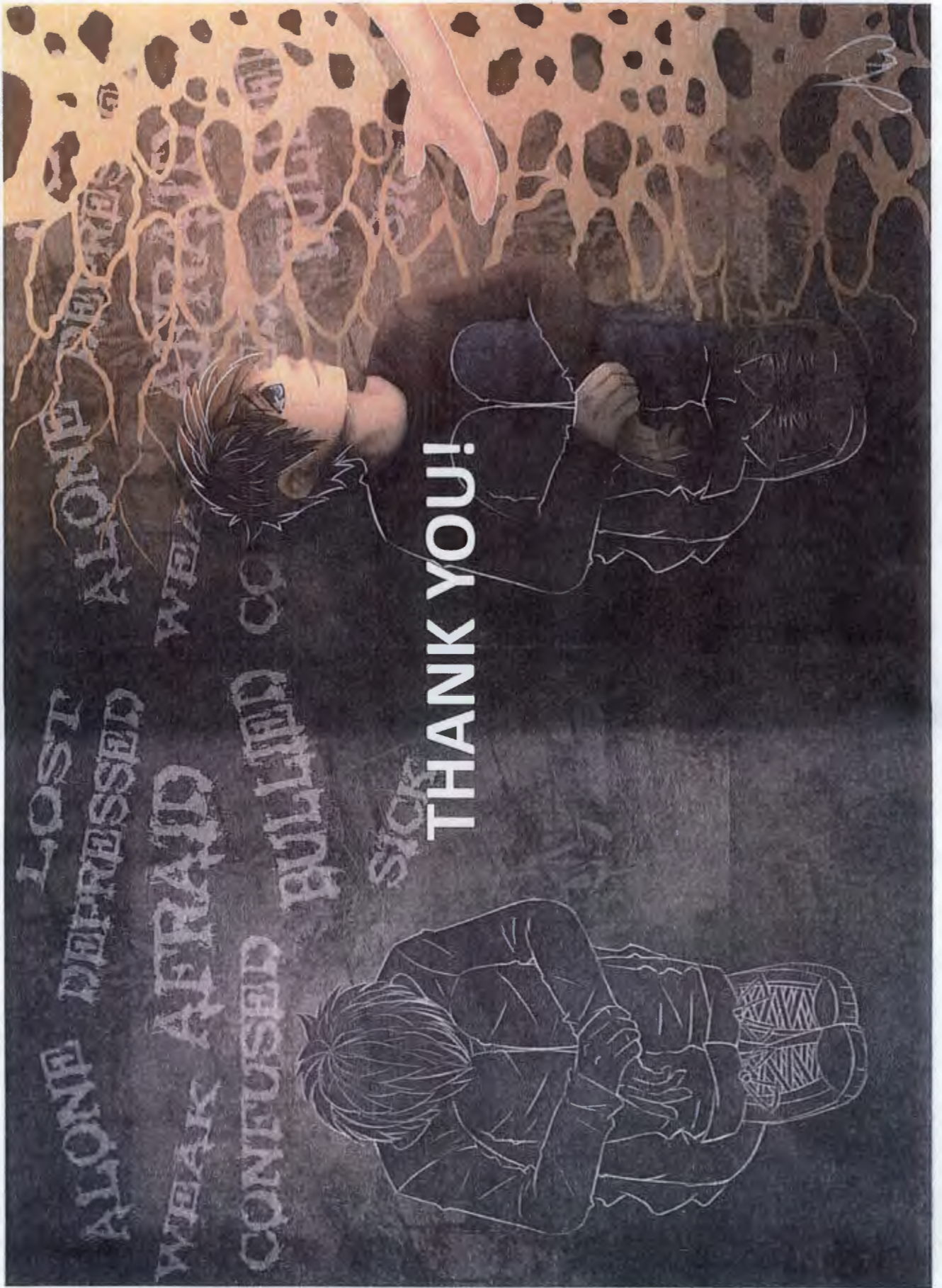
- Leadership Team—Recruit New Members
- Website Updates
- Relationship with schools
- Support from communities
- Fundraising for programmes--\$5000 goal



Next Steps

- Video Contest
- Harrison Health Fair
- School Presentations
- Promote new resources on website
- Speaking engagements
- Bookmark contest (Fall)
- Involvement of kids in committee





THANK YOU!



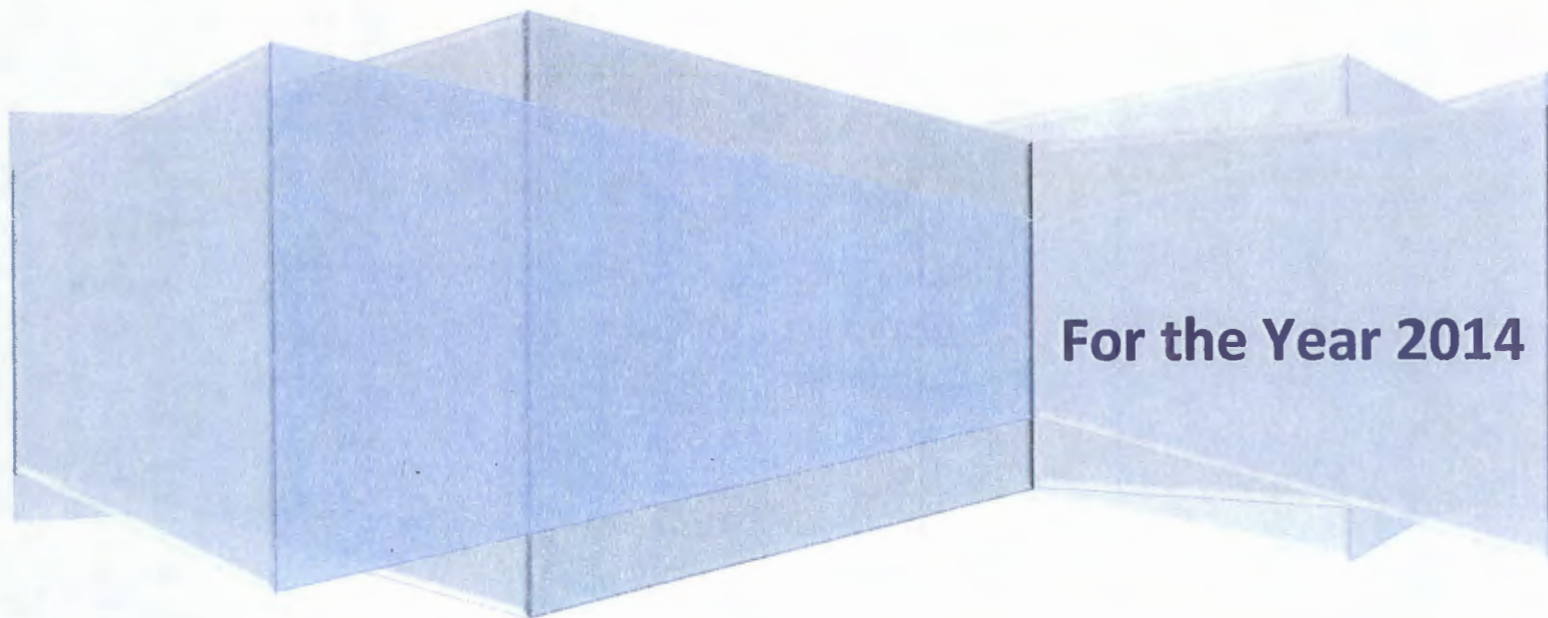
TOURISM
HARRISON
HOT SPRINGS

find nature... just up the road

Marketing Plan

January 21, 2014

Robert Reyerse



For the Year 2014

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Vision and Mission

Tourism Harrison is a Destination Marketing Organisation set up under the Province's Municipal and Regional District Tax program. The vision of Tourism Harrison is to:

"Welcome the world to the Village of Harrison Hot Springs, a year round resort community on the shores of Harrison Lake offering naturally refreshing experiences for all."

As a destination marketing organisation Tourism Harrison's mission is:

"Leading and working with a group of regional partners, Tourism Harrison will grow tourism through a sustained and innovative marketing program."

This document takes this vision and mission as a starting point and sets out a marketing strategy for the coming 5 years and a marketing plan and budget for 2012.

The Current state of the Tourism Industry

2013 was expected to be a year of modest growth for the Tourism industry globally with Asia once again outperforming Europe and the US showing renewed signs of recovery. For Canada in general and BC in particular this was definitely the case with a 5% increase in international overnight stays that saw a 4.4% increase in overnight US stays and a 7.6% increase in overnight stays from Asia.

These increased overnight stays by international visitors resulted in an increase in BC Hotel occupancy of approximately 1.5%. Interesting the Abbotsford/Chilliwack area saw an decrease of .3% while Harrison experienced an increase of 5.3%.

With continued improvement in the US market coupled with a falling Canadian dollar 2014 should show a continuation of this positive trend..

Tourism in Harrison Hot Springs - Market Profile

There is limited demographic information on Harrison Hot Springs visitors. The website and visitor center provide some insight but it is restricted to those that visit the website or visitor center.

The majority of visitors to Harrison Hot Springs arrive from the GVRD and FVRD. Given that most know about Harrison Hot Springs this group tends not to stop at the Visitor Center.

	Visitor Center	Website	Est. Hotel	2009 Survey
GVRD/FVRD	6%	74%	69%	75%
Rest of BC	52%	4%	13%	9%
Rest of Canada	11%	9%	4%	7%
US	10%	10%	13%	8%
Europe	19%	2%	>1%	>1%
Asia	2%	1%	>1%	>1%
Total	100%	100%	100%	100%

Visitors to Harrison Hot Springs are of two distinct types, those coming for the day or “Daytrippers” and those coming to stay overnight at one of the local accommodation providers. The 2009 survey, was conducted during the summer months, is heavily skewed by campers who lengthen the average stay number considerably.

	Visitor Center 2012	2009 Survey	BC Average
Same day	42%	31%	46%
1 Night	31%	12%	23%
2 Nights	21%	24%	13%
3 + Nights	6%	33%	18%
Average stay	1.57 nights	2.30 nights	1.91 nights
Average Hotel stay typically averages just less than 2 nights.			

In terms of what brings people to Harrison Hot Springs and what they enjoyed while in the area there are a wide variety of responses from the 2009 Survey.

What was the purpose of your visit		Did a particular attraction bring you to the area		What did you plan to do while in the area	
Pleasure/relax	35%	Beach/Lake	29%	Have fun	28%
Vacation	29%	Hot Springs	13%	Beach/swim	21%
See sights	10%	Scenery/nature	13%	Shop/Look around	17%
Event/Music	9%	Sand Sculptures	11%	Hot springs	13%
Camping	5%	No	11%	Boating/watersports	7%
Wedding/Anniversary	4%	Other	9%	Biking/hiking	6%
Shopping/café's	4%	The Resort	7%	Camping	4%
Boating/fishing	2%	Shopping	4%	Sporting event	2%
Other	1%	Sporting event	4%	Other	2%
	100%		100%		100%

Target Markets

We have defined our target markets using a combination of historical data, activity profiles and geographical analysis. Our segmentation approach is based on the following strategies:

- Further build current key markets:
 - Family vacation in the summer as well as major school holidays
 - Couple getaways in the winter and shoulder seasons
 - Seniors getaways midweek in the winter and shoulder seasons
 - Asian Couples & Families
- Focus new initiatives on groups that display a strong match between their preferred product and our ability to deliver those products.

Based on these strategies we have identified a number of new niche markets using the Travel Activities and Motivation Survey (TAMS) of the CTC to potentially target.

Soft Adventure – are tourists who take leisure trips in Canada and have a particular interest in soft outdoor adventure. Key characteristics include:

- Market size approx. 23% of adult CDN population or 5 million
- Younger demographic 75% 18 – 44
- Alberta has a disproportionate share of this type of tourist
- Majority live in adult-only households (61%) or have young children
- Generally more affluent and better educated
- Favoured activities: Hiking (58%), wildlife viewing (47%), fishing (46%), cycling (38%), paddling (37%), golfing (34%)
- Narrow interest – generally not interested in heritage, arts, culinary etc.
- Looking for natural beauty, range of outdoor activities, things to do for adults & families
- 73% read daily newspaper/47% read travel section of weekend edition/ 32% read Travel mags.

Rationale – *Harrison Hot Springs offers a wide range of soft adventure opportunities and is a perfect fit for this demographic.*

Heritage Enthusiasts – are tourists who travel in Canada and show a particular interest in heritage-orientated activities. Key characteristics include:

- Market size approx. 11% of adult CDN population or 2+ million
- Tend to be older and a little more affluent
- Prefer to do multiple heritage related activities on a vacation
- Favoured activities - General History Museums (86%), farmer markets (67%), local festivals/fairs (65%), historic sites (55%), historical towns (54%), pick your own farms (39%), aboriginal cultural experience (18%)
- Broad interest – also interested in performing arts, arts, culinary etc.
- Even though their focus is heritage they look for the same things as outdoor adventure tourists : natural beauty, range of outdoor activities especially hiking/cycling/paddling, things to do for adults and families
- 72% read daily newspaper/59% read travel section of weekend edition/ 42% read Travel magazines

Rationale – *The Harrison Hot Springs region has 3 historical sites within a one hour drive, Circle Farm Tours, the Harrison Festival, summer farm market and is a good fit for this demographic.*

Fishing Enthusiasts – are people that go fishing while on an out-of-town overnight trip. Key characteristics include:

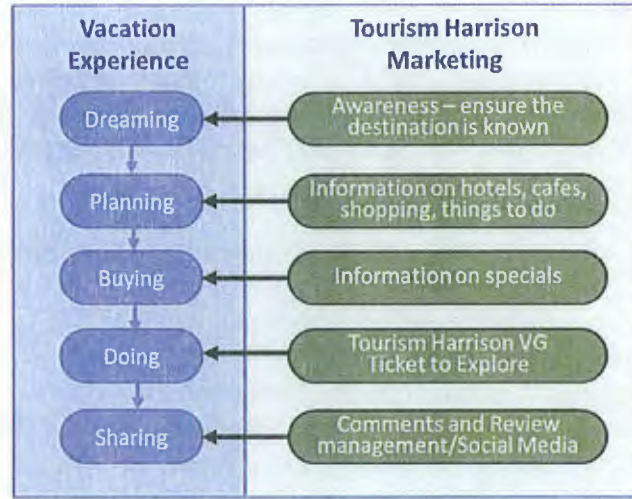
- Fishing is the 5th most common outdoor vacation activity (17.6%) 4M
- For those who fished on vacation 50% or 2M took a vacation just to fish
- 61% male age 18 – 54, tend to earn less and are less likely to have a university degree
- They are over represented in Albert/Sask/Manitoba
- They are looking to escape day to day environment/find nature/solitude
- Less likely to use the internet to plan or book travel and can be best targeted in nature magazines and sports related media

Rationale – *Harrison Hot Springs has a year round sturgeon fishery and excellent salmon & steelhead fishing opportunities. Chilliwack is investing heavily in marketing to this sector and we can offer an alternative in a more natural setting.*

Geographic Markets

As our demographics demonstrate the majority of Harrison Hot Springs visitors come from the Greater Vancouver area and the Fraser Valley. While the summer will see greater numbers of American, European and Asian visitors the winter and shoulder months are nearly exclusively local visitors with the exception of the American Thanksgiving.

In determining our approach to marketing to the different market segments and geographic areas we have taken into consideration the different marketing requirements for Tourism Harrison.



In looking at geographic markets we have used as a starting point the current visitors to Harrison Hot Springs. We have also reviewed the priority markets for both the Province’s Tourism strategy (Ontario, California, UK, Australia, Germany, Japan and South Korea) and Canadian Travel Commission.

In general our approach will be to ensure that high potential visitors are aware of Harrison Hot Springs and that our key target groups and niche markets receive additional information relevant to their interest.

Marketing Matrix	GVRD/FVRD	ROBC/Alta	Rest of CDN	Wash	Rest of US	UK	Germany	Rest of Euro	China	Rest of Asia
Awareness Marketing			Limited		Limited	Limited	Limited	Limited	Limited	Limited
Seasonal/Event Marketing										
General Target Groups										
Couple Getaway										
Senior Getaway										
Family Vacation			Limited							
Niche Target Markets										
Asian Couples/Families										
Spa Traveller							Limited	Limited	Limited	
Soft Adventure										
Fishing										
Heritage Enthusiast										

Year Round or not season specific
 Summer Season
 Winter and shoulder seasons

Marketing Strategy – Goals and Objectives

Our 5-year strategy is to address the major tourism challenges Harrison Hot Springs currently faces, specifically:

Goal 1 – Raise Awareness – Our marketing needs to build up awareness of Harrison Hot Springs as a resort destination. Summer and shoulder seasons will focus on raising awareness of the regional attractions and outdoor activities while winter will focus on Harrison as a place to relax and recharge.

Goal 2 – Increase marketing impact – given the limited budget that Tourism Harrison has to work with raising awareness requires creative and innovative advertising that is more memorable than the typical travel ad.

Goal 3 – Grow and leverage marketing reach – working with local partners Tourism Harrison can leverage the reach of partner advertising by using Tourism Harrison funds to purchase co-op ads that are larger and have more impact.

Goal 4 – Promote the “things to do” of the region more effectively – establish Harrison Hot Springs as a place with lots to do. We will introduce a social media program that highlights events and activities and enhance the Tourism Harrison website to highlight and promote activities and events.

With these long-term goals in place, the current year objectives include:

Objective 1 – Upgrade website for mobile world – the current website is attractive and has extensive useful content. However, the current website is not optimized for mobile traffic and with 25% of our website visitors now mobile and that number, increasing a mobile friendly website is crucial.

Objective 2 –

Continue to build on Harrison Hot Springs as the ideal base for local and regional hiking. Tourism Harrison has created an extensive hiking section to the website as well as turned Ticket to Explore into a hiking brochure. In the current year, we will build on this to include more regional hikes and develop a multi-day hiking itinerary for hiking visitors.

Objective 3 – Position Harrison Hot Springs as an alternative to Chilliwack as a base for fishing the region. Fishing is a major draw to out of province visitors but most Fraser Valley fishing tourists stay in Chilliwack. Harrison Hot Springs offers a more scenic location and a better variety of accommodations. Continue to build up the website to promote Harrison as a base for fishing holidays.

Objective 4 – Build on the use of the Sasquatch in our marketing approach – with the introduction of Hot Springs Harry and his use as a mascot, as a stuffie etc we have effectively integrated him into our brand. This year we will continue to building on this branding by using him in our advertising as well.

Objective 5 – Strengthen connection with regional partners and highlight cooperative marketing opportunities provided by Vancouver Coast and Mountains and others.

2014 Marketing Plan

Based on the information outlined in this document and research material available from Tourism BC and the Canadian Tourism Commission, Tourism Harrison has developed a marketing plan that will guide our marketing activities for 2014. In terms of media 2014 will see a continuation of the the shift away Print media to targetted Internet based advertising. In addition funds have been allocated to enhance/rebuild the current website to add content that ties into the key market segments that this marketing plan has identified.

	Media	2013 Budget	2013 Actual	2014 Budget
1	Print	32,100	45,856	41,500
2	Tourism Harrison Publications	9,500	7,686	9,500
3	Online	40,500	45,341	43,500
4	Radio/TV	41,000	47,834	41,500
5	Trade/Consumer Shows	12,000	11,299	12,000
6	Out of Home	26,000	17,382	26,000
7	PR	17,900	16,852	18,000
8	Other	1,200	4,897	1,200
9	Co-op Marketing	20,000	7,284	16,000
10	Contracted Services	16,500	18,948	20,000
	Total	216,700	223,378	229,200

The overall marketing budget will be allocated nearly equally between general awareness and specific market segments of market events as well out below. The remainder of this document outlines the specific marketing initiatives for each segment.

Our marketing plan **excluding** website development and video is divided into the following sections:

	Market	2013 Budget	2013 Actual	2014 Budget
1	General Awareness/Events	101,500	102,570	103,500
2	Soft Adventure	22,550	22,870	23,500
3	Family vacation	15,950	16,480	18,000
4	Seasonal/Event marketing	18,700	19,400	24,200
5	Fishing	10,000	11,150	11,000
6	Couples Getaway	10,000	10,870	8,500
7	Vancouver Asian market	7,000	9,425	8,500
8	Seniors Getaway	6,500	5,999	6,500
9	Heritage Enthusiast	5,500	4,916	5,500
10	Spa Traveller	2,500	750	0
	Contracted Services	16,500	18,948	20,000
	Total	216,700	223,378	229,200

2014 Marketin Plan (con't)

Key Campaigns and Initiatives for 2014

Internet based marketing

- Continue Google ad word program and selective use of paid blog posts. Some targeted banner ads

Print

- VCM Outdoor Experience guide, Hope Visitor Guide, selective use of Westworld and West Coast Family as well as other niche areas such as BC Fishing Guides
- Continue partnership with Georgia Straight for Beer Festival
- Will continue our own publications in much the same format

Radio/TV

- Drop sponsorship of "The Proposal" Expand use of PSA's to 5 for the year – 4 targetting events and one general Harrison ad
- Package deal with Star/Country and Jack to cover key events with free promotion thrown in for Bands on the Beach

Outdoor

- Superboard program to continue will look at moving to Downtown core or other location based on pricing
- Update the Highway sign

Trade Shows

- Drop the Zoomer and Wedding Show will try the Boat Show this year in partnership with 5 Lake based businesses
- Other shows: Outdoor Show and Northwest Womens Show
- Coop with BC Sportfishing Group on Edmont Outdoor Show and Sandpiper for Golf Show

PR

- Negotiated new contract with Spectacular Ink to focus on writers for key events and more selective use of writers
- Stuffie will be arriving in April and will be a major PR focal point this year

Events

- Same slate of Tourism Harrison managed events as last year with the additon of a two day Family Day event

Other

- Asian marketing program to continue with Chichaku for website and writers and selective use of Lavan 8

Debra Key

From: Reception
Sent: February-11-14 3:24 PM
To: Debra Key
Subject: FW: Nominations sought for UFV's Betty Urquhart Community Service Award
Attachments: Betty Urquhart Guidelines-2014.pdf; Betty_Urquhart_Nomination_Form_2014.pdf



Irene Regier
Clerk/Receptionist

Municipal Office: P.O. Box 160, 495 Hot Springs Road
Harrison Hot Springs, BC V0M 1K0

E info@harrisonhotsprings.ca
P 604 796 2171 F 604 796 2192

www.harrisonhotsprings.ca

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From: Lori Ann Waites [<mailto:Loriann.Waites@ufv.ca>]
Sent: February-11-14 3:19 PM
To: Lori Ann Waites
Subject: Nominations sought for UFV's Betty Urquhart Community Service Award

Hello,

Nominations are now being sought for the UFV Betty Urquhart Community Service Award.

Has a person or a group in your community done something that deserves special recognition? This award is presented to a group or individual who have/has made an extraordinary contribution to a community within the UFV region.

The guidelines for the award, along with a nomination form are attached. Please note that nominations are due by March 14, 2014, and may be submitted as follows:

By Mail:
Office of the Board of Governors
University of the Fraser Valley
33844 King Road
Abbotsford, BC V2S 7M8

By Fax: 604-853-7341
By Email: loriann.waites@ufv.ca

For further information, please see [http://www.ufv.ca/Board/Betty Urquhart award.htm](http://www.ufv.ca/Board/Betty_Urquhart_award.htm) or feel free to contact me by telephone at 604-702-2614 or by email loriann.waites@ufv.ca.

Thank you,

Lori Ann Waites

Executive Assistant to the Board of Governors

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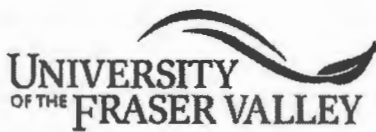
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BETTY URQUHART COMMUNITY SERVICE AWARD

The University of the Fraser Valley will present a Community Service Award annually at an appropriate university event to a group or individual who has made an extraordinary contribution to a community or communities in the university region. In 1995 the Board of Governors agreed that the title of the award would incorporate the name of Betty Urquhart, one of UFV's early employees and someone who spent much of her professional career forging links between the institution and its community, especially in Chilliwack.

GUIDELINES

1. The award is given for a specific project or series of projects.
2. Nominations may be made to the Board of Governors by any individual or group in the university region. Nominations should include a statement of the reasons for the nomination.
3. The award will take the form of a certificate publicly presented at an appropriate university event.
4. Names of award recipients and the reasons for the award will be displayed on campus and on the UFV website.
5. Normally, one but no more than two such awards will be presented in any year.
6. Award-winning projects must meet the following criteria:
 - a. The project must have had a significant impact on the community or communities.
 - b. The recipient(s) of the award must have played a major role in the planning and implementation of the project.
 - c. The project must demonstrate UFV's commitment to enhancing the quality of life of its communities.
 - d. The project must have been undertaken at least partially as a volunteer endeavour, and not as part of anyone's salaried or contractual obligations.
 - e. The project must have taken place at least partially during the immediately preceding twelve-month period.

BETTY URQUHART COMMUNITY SERVICE AWARD NOMINATION FORM

Name of project (event, activity, organization) to be nominated:

Name(s) of person(s) to be recognized with this project:

Description of the project nominated:

Reasons for this nomination (attach additional sheet if necessary):

I, the undersigned, nominate the above-mentioned project and person(s) associated with it for the annual University of the Fraser Valley Betty Urquhart Community Service Award.

Nominator: _____ Date: _____

Telephone: _____

Email: _____

Please forward completed nomination form to:

The Office of the Board of Governors
The University of the Fraser Valley, Abbotsford Campus
33844 King Road, Abbotsford, BC V2S 7M8
604-702-2614 (Direct) 604-853-7341 (Fax) loriann.waites@ufv.ca (Email)



VILLAGE OF HARRISON HOT SPRINGS

REPORT TO COUNCIL

TO: Mayor and Council **DATE:** February 11, 2014

FROM: Lisa Grant **FILE:** 2240-20-01-20
 Manager of Development and Community Services

SUBJECT: Tourism Harrison's 2014 Event Management Plan

ISSUE:

The service agreement between the Village and Harrison Tourism Society requires that a work plan be presented to Council for approval.

BACKGROUND:

Public events are an on-going part of the Village's Resort Development Strategy and the Resort Municipality Initiative program. The goal is to continue to grow tourism in the Village by attracting and retaining visitors. Part of this is accomplished through infrastructure improvements and hosting a variety of community events. The efficient delivery and management of events is vital to ensuring that our tourism economy continues to grow.

The Village and Harrison Tourism entered into a service agreement in January 2013 for the delivery of services associated with community events. By restructuring how events are delivered in the Village, the service agreement allows for a synergy between Harrison Tourism's marketing and event management and promotion. The intent of the service agreement is to continue to grow the tourism economy by increasing the number of visitors coming to the Village.

DISCUSSION:

The event management plan describes 2014 events, the services Harrison Tourism Society will provide, and a detailed description of RMI funded events and a budget for each event. It is proposed that the following RMI funded events will take place in 2014:

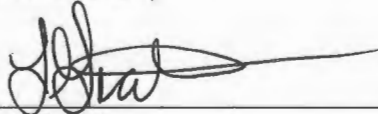
2014 RMI Funded Events	
Date	Event
February 9 – 10	Family Day
March 29 – 30	Health and Wellness Fair
June 7 – 8	Sasquatch Days
July 1	Canada Day
July 12 – 20	Harrison Festival of the Arts
August 2	Slow Food Cycle Tour
August 16	Classic Car Show
August 30 – 31	Bands on the Beach
October 25 – 26	Harrison Beer Festival
November 29 – 30	Bald Eagle Weekend
November 1 – January 1	Festival of Trees
December 6 – 7	Christmas Crawl
December 6	Breakfast with Santa

As described in the Event Management Plan for 2014, Family Day is a new event that was developed and added to our roster of community events. In addition to managing and/or coordinating the above noted events, a portion of the RMI funding will be used to develop new events for 2015. Harrison Tourism Society is proposing to maintain a 2014 budget of \$78,000.00, the same as 2013, for the management of community events. The Event Management Plan for 2014 is attached for your reference and approval.

RECOMMENDATION:

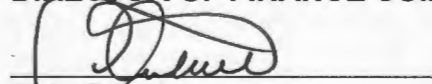
THAT Council approves the Event Management Plan 2014 from Harrison Tourism Society.

Respectfully submitted for your consideration;



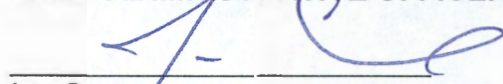
Lisa Grant
Manager of Development and Community Services

DIRECTOR OF FINANCE COMMENTS:



Dale Courtice
Director of Finance

CHIEF ADMINISTRATIVE OFFICER COMMENTS:



Ian Crane
Chief Administrative Officer

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Event Management Plan 2014

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Introduction

Tourism Harrison is a Destination Marketing Organisation set up under the Province's Municipal and Regional District Tax program. The vision of Tourism Harrison is to:

"Welcome the world to the Village of Harrison Hot Springs, a year round resort community on the shores of Harrison Lake offering naturally refreshing experiences for all."

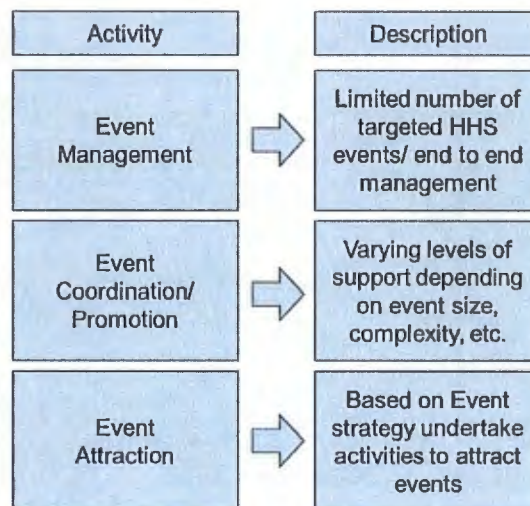
As a destination marketing organisation Tourism Harrison's mission is:

"Leading and working with a group of regional partners, Tourism Harrison will grow tourism through a sustained and innovative marketing program."

Tourism Harrison conducts event management as a separate activity under a Service Agreement with the Village of Harrison Hot Springs with quarterly reporting of events results and plans.

Event Coordination Activities

Tourism Harrison undertakes three general types of activities related to events for the Village of Harrison Hot Springs. For a small, select number of events Tourism Harrison acts as the event manager. For all the other events, Tourism Harrison provides coordination and promotional activities as set out in this diagram:



Event Criteria

New events whether organized and managed by a third party or by Tourism Harrison will need to meet specific criteria to be included in the Tourism Harrison portfolio. Events that Tourism Harrison will target or support must meet the majority of the following criteria:

Event Management Plan 2014

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- Attract tourists from the Fraser Valley and GVRD
- Encourage overnight stays
- Do not exceed our logistical capacity
- Encourage shoulder season visits
- Have a positive economic impact on the local economy
- Are consistent with the Harrison Hot Springs Brand
- Fill in the gaps in the tourism calendar and do not overload current busy periods
- Create clear value for effort/investment required

Complete Event Schedule 2014

The objective for 2014 is to build the existing slate of events into larger more successful tourist events where possible, attract new tourist focused events and to implement new events that encourage overnight stays. In 2014 Family Day will be a new event organized by Tourism Harrison.

2014 Proposed Event Schedule			
Date	Event	Organizer	Event Coordinator Role
Feb 8 - 9	Family Day	Tourism Harrison	Management
30-Mar-14	Heritage Walk	Agassiz Museum/Kilby	Coordination
Mar 29 & 30	Health & Wellness Festival	Tourism Harrison	Management
April 15 - 30	Tulip Festival	Last two weeks of April	Coordination
June 8 & 9	Sasquatch Days	Sts'ailes	Coordination & management
1-Jul-14	Canada Day	Tourism Harrison	Management
July 6 - 14	Harrison Festival of the Arts	Harrison Festival	Coordination
26-Jul-14	Dragon Boat Festival	Fraser Valley Dragon Boat	Coordination
27-Jul-14	Slow Food Cycle Tour	Tourism Harrison	Management
16-Aug-14	Healing Wheels	Border Guards	Management
16-Aug-14	Car Rally	Tourism Harrison	Management
Aug 22-24	Hobie Cat Tournament	Hobie Cat Association	Coordination
Aug 30-31	Bands on the Beach	Tourism Harrison	Management
6-Sep-14	Bikers for Burns	Tourism Harrison	Management
Oct 25 & 26	Beer Festival	Tourism Harrison	Management
Nov 5-7	Harrison Sturgeon Tournament	BC Sport fishing Group	Coordination
23-Nov-13	Mr. & Ms. Vancouver	Vancouver Television	Coordination
Nov 29-30	Bald Eagle Festival	Tourism Harrison	Management
6-Dec-13	Spirit of the Holidays	Tourism Harrison	Management
	- Festival of Trees	Tourism Harrison	Management
	- Santa's Breakfast	Tourism Harrison	Management
	- Christmas Crawl	Tourism Harrison	Management

Event Management Plan 2014

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Event Management Budget Proposal – 2014 RMI Funded or managed Events only

2014 RMI Event Overview		Event Mngt. Fee	RMI Funded Event expenses	Total RMI Event funding
Feb 9/10	Family Day	2,800	7,500	10,300
Mar 29/30	Health & Wellness	1,600	1,500	3,100
June 7/8	Sasquatch Days	2,000	10,000	12,000
1-Jul	Canada Day	2,000	5,000	7,000
July 12 -20	Harrison Festival of the Arts	400	12,500	12,900
2-Aug	Slow food Cycle Tour	2,000	-	2,000
16-Aug	Classic Car Show	800	1,500	2,300
Aug 30/31	Bands on the Beach	1,200	5,000	6,200
Oct 25/26	Harrison Beer Festival	4,000	-	4,000
Nov 29/30	Bald Eagle Weekend	1,000	1,500	2,500
Nov 29-Jan 1	Festival of Trees (Christmas tree light funding)	400	1,000	1,400
Dec 6/7	Christmas Crawl	1,000	1,000	2,000
6-Dec	Breakfast with Santa	1,200	1,500	2,700
	2014 Event Planning and general logistics	6,000		6,000
	Event Administration and reporting	2,000		2,000
	2015 Event Planning	1,600		1,600
Event Management Expense - Fee for service		30,000	48,000	78,000

Please Note:

Our event management fee is charged for the services that we supply for each event. Our involvement ranges from light coordination and facilitation to 100% management.

Events not receiving RMI expense funding are either expected to be breakeven or are funded directly by Tourism Harrison as part of its marketing sponsorships.

Please note that Appendix 1 contains a detailed description of all events funded by RMI designated funding.

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Event Title	Family Day	
Event Description	Family Day is a two day event planned for the Family Day weekend that will utilize the two major indoor facilities in Harrison providing fun recreational activities for the entire family.	
Event Rationale	With February typically a slow month, this two day event has been designed to bring tourists in for a 2 or 3 day stay with their entire family. This event will be accompanied by an extensive ad campaign to build awareness of Harrison as a family destination.	
Event Dates	February 8 & 9	
Event Goals	RDS Goal: Increase Awareness of Harrison Hot Springs	
	Event Goal: Raise the level of awareness of Harrison Hot Springs as a great destination for families in the winter.	
	RDS Goal: Enhance Visitor Experience	
	Project goal: By creating a significant Family Day experience the Resort Community is able to attract city visitors to spend this weekend in Harrison.	
	RDS Goal: Increase Tourism Awareness	
	Project goal: This events provide a great experience for residents who will understand that it would not be possible without the tourism dollars.	
Additional Benefits	A significant Family Day event has the additional benefit of providing residents with a great experience as a reward for	
Event Outcomes and Evaluation	The event will bring in tourists from Vancouver and help to increase the occupancy of local hotels for this new holiday weekend..	
Funding Sources	RMI	\$ 10,300.00
	Sponsors	\$ 750.00
	Ticket/Fees	1,500.00
Cost of Event		\$ 12,550.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Health & Wellness Fair	
Event Description	The Health and Wellness Fair is a two day fair promoting a healthy lifestyle and health support services for both tourists and residents.	
Event Rationale	This event has been organized to profile local health and wellness practitioners from massage specialists to nutritionists. The concept from a tourism perspective is to educate residents and tourists on the many health and wellness services in the region.	
Event Dates	March 29 -30	
Event Goals	RDS Goal: Increase Awareness of Harrison Hot Springs	
	Event Goal: Raise the level of awareness of Harrison Hot Springs as a health and wellness destination.	
	RDS Goal: Enhance Visitor Experience	
	Project goal: By profiling health and wellness in the Resort Community we can attract more visitors interested in this area to Harrison Hot Springs.	
	RDS Goal: Increase Tourism Awareness	
	Project goal: This events provide a great experience for residents who benefit from the health and wellness services dependent on the tourism industry.	
Additional Benefits	Health and Wellness services benefit both residents and visitors alike.	
Event Outcomes and Evaluation	The event will enhance the experience of tourists here for the weekend and potentially increase occupancy rates	
Funding Sources	RMI	\$ 3,100.00
	Sponsors	\$ 500.00
	Ticket/Fees	500.00
Cost of Event		\$ 4,100.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Sasquatch Days	
Event Description	Sasquatch Days is an intercultural event that is jointly sponsored by the Village of Harrison Hot Springs and Sts'ailes. It features First Nations ceremonies, war canoe races and a craft market	
Event Rationale	This event was organized to build a stronger relationship with Sts'ailes and to kick off the Tourist season in early June. It is a perfect vehicle for significant promotional activities at a time when most families are planning their summer vacations.	
Event Dates	June 7 & 8	
Event Goals	RDS Goal: Increase Tourism Awareness	
	Event Goal: Raise the level of awareness with local residents of the benefit of tourism focusing on First Nations history.	
	RDS Goal: Diversify Seasonal Nature of Tourism Industry	
	Project goal: By creating a major event in early June this event effectively moves the start of the tourist season up from early July.	
	RDS Goal: Cooperative Partnerships	
	Project goal: This event builds a strong intercultural relationship with the Sts'ailes First Nations	
Additional Benefits	Well tracked by the media because of its First Nations aspect and its historical roots.	
Event Outcomes and Evaluation	The event attracts numerous First Nations groups and approximately 60 war canoes. Participants number in the 100's and with family and spectators there is an inflow of 500+ visitors. Most participants stay overnight, some in hotels, some in RV parks.	
Funding Sources	RMI	\$ 12,000.00
	Sponsors	\$ 1,000.00
	Ticket/Fees	
Cost of Event (St'ailes and Harrison)		\$ 25,000.00
Event manager	St'ailes/Tourism Harrison	
Operating Responsibilities	Organization	St'ailes
	Financing	St'ailes

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Event Title	Canada Day	
Event Description	Canada Day is a day for both Tourists and Residents in Harrison Hot Springs.	
Event Rationale	This event is an important tourist draw for the community as City dwellers look for an opportunity to experience small town Canada Day.	
Event Dates	July 1st	
Event Goals	RDS Goal: Increase Awareness of Harrison Hot Springs	
	Event Goal: Raise the level of awareness of Harrison Hot Springs for its small town feel with memorable events and festivities.	
	RDS Goal: Enhance Visitor Experience	
	Project goal: By creating a significant Canada Day experience the Resort Community is able to attract city visitors to spend their holiday in Harrison.	
	RDS Goal: Cooperative Partnerships	
	Project goal: This event builds a strong relationship with a wide variety of community partners	
Additional Benefits	A significant Canada Day event has the additional benefit of providing residents with a great experience as a reward for sharing their community with tourists.	
Event Outcomes and Evaluation	The event brings results in all hotels in Harrison Hot Springs being at 100% occupancy and attracts 5-8,000 day trippers.	
Funding Sources	RMI	\$ 7,000.00
	Sponsors	\$ 2,000.00
	Ticket/Fees/other	\$ 3,000.00
Cost of Event		\$ 12,000.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Harrison Festival of the Arts	
Event Description	This 10 Day Festival brings performers from across Canada and the world to perform in Harrison Hot Springs. In addition the Festival organizes two weekends of high caliber art and craft markets.	
Event Rationale	This event is the most significant event organized in Harrison Hot Springs bringing in thousands of visitors both overnight and day trippers.	
Event Dates	July 12-20	
Event Goals	RDS Goal: Increase Awareness of Harrison Hot Springs Event Goal: This event is well know across BC and Canada and plays a significant role in raising the awareness of Harrison as a Festival destination	
	RDS Goal: Enhance Visitor Experience Project goal: This event provides nearly two weeks of activities including free outdoor concerts that attract significant numbers of overnight visitors.	
	RDS Goal: Cooperative Partnerships Project goal: The success of this event is based on a strong partnership between the Festival Society, Tourism Harrison and the Village.	
Additional Benefits	This event has significant community support and provides residents with a world class festival in their community.	
Event Outcomes and Evaluation	The event brings results in many thousands of visitors coming to Harrison Hot Springs. In addition to thousands of day trippers this event attracts significant numbers of overnight stays increasing hotel occupancy to approximately 80% during this 10 period.	
Funding Sources	RMI	\$ 12,900.00
	Sponsors	
	Ticket/Fees/other	
Cost of Event		
Event manager	Harrison Festival Society	
Operating Responsibilities	Organization	Harrison Festival Society
	Financing	Harrison Festival Society

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Event Title	Slow Food Cycle Tour	
Event Description	The Slow Food Cycle Tour brings visitors to the Harrison region to undertake a bike tour through the various farm and food producers in the immediate area.	
Event Rationale	This event promotes the Harrison region in terms of local food and farming and as an ideal place for rural bike riding. It is a two day event with Tourism Chilliwack hosting the second day. As a two day event it encourages overnight stays.	
Event Dates	August 2nd	
Event Goals	RDS Goal: Increase Awareness of Harrison Hot Springs	
	Event Goal: Raise the level of awareness of Harrison Hot Springs as a great biking destination with flat country roads and promote Circle Farm Tours	
	RDS Goal: Support the Development & Enhancement of Local Tourism Assets	
	Project goal: The Circle Farm Tour is a key tourism asset for the region and this event helps sustain the farms and promote the tour.	
	RDS Goal: Cooperative Partnerships	
	Project goal: This event builds a strong relationship with Tourism Chilliwack and Slow Food Vancouver	
Additional Benefits	This event is a key component of the overall branding of Harrison Hot Springs as a naturally refreshing destination	
Event Outcomes and Evaluation	The event brings hundreds of bikers to the region with a significant number staying overnight.	
Funding Sources	RMI	\$ 2,000.00
	Sponsors	\$ -
	Ticket/Fees/other	\$ 8,000.00
Cost of Event		\$ 10,000.00
Event manager	Tourism Harrison/Tourism Chilliwack	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Classic Car Show	
Event Description	Classic Car show that brings 100 plus cars to the Esplanade for display and includes prizes, entertainment and food.	
Event Rationale	To ensure visitors both day trippers and overnight guests have value adding entertainment. This event is meant to enhance the visitor experience.	
Event Dates	16-Aug	
Event Goals	RDS Goal: Enhance Visitor Experience and Satisfaction Event Goal: This event provides a great visual attraction for both car enthusiasts and other Harrison visitors	
	RDS Goal: Increase awareness of Harrison Hot Springs	
	Project goal: The classic car show provides Tourism Harrison the opportunity to promote Harrison with car enthusiasts	
Additional Benefits	This event also enhances the living experience of local residents, some of whom participate in this event.	
Event Outcomes and Evaluation	The event brings 100+ classic cars to the village and many hundred day trippers.	
Funding Sources	RMI	\$ 2,300.00
	Sponsors	\$ 500.00
	Ticket/Fees/other	
Cost of Event		\$ 2,800.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Bands on the Beach	
Event Description	Bands on the Beach is a two day festival the features music from a variety of local and regional performers.	
Event Rationale	This event is a key tourism asset for the labour day long weekend when Harrison Hot Springs has lots of overnight visitors. It also attracts a large number of day trippers which then helps the Festival craft market	
Event Dates	Labour Day weekend	
Event Goals	RDS Goal: Enhance Visitor Experience	
	Event Goal: This event creates a wonderful festival experience offering music free of charge	
	RDS Goal: Raise the level of awareness of Harrison Hot Springs for its small town feel with memorable events and festivities.	
	Project goal: Harrison has built a reputation for great music and this two day festival helps to further establish this reputation	
	RDS Goal: Increase Tourism Awareness	
	Project goal: This events helps residents see the importance of tourism for supporting the local economy	
Additional Benefits	Great event for residents and tourists alike.	
Event Outcomes and Evaluation	The Labour Day weekend operates at 100% occupancy and this event then brings in several thousand day trippers that help stimulate the local economy.	
Funding Sources	RMI	\$ 6,200.00
	Sponsors	\$ 5,000.00
	Ticket/Fees/other	\$ -
Cost of Event		\$ 11,200.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Harrison Beer Festival	
Event Description	A two day festival focusing on Craft Beer offering three separate events.	
Event Rationale	This event has been placed on what is traditionally one of the slowest weekends of the year to encourage overnight stays. By having 3 events over two days and discouraging drinking and driving hotel occupancy is increased to nearly 100%	
Event Dates	October 24 & 25	
Event Goals	RDS Goal: Diversify Seasonal Nature of the Tourism Industry Event Goal: By organizing this event on a traditionally slow weekend in a shoulder season hotel occupancy is significantly improved	
	RDS Goal: Increase Awareness of Harrison Hot Springs	
	Event Goal: Raise the level of awareness of Harrison Hot Springs with a younger demographics	
	RDS Goal: Enhance Visitor Experience	
	Project goal: The Harrison Beer Festival offers a rich experience for those visiting Harrison at a time when there is less to do outside.	
Additional Benefits	This event is attractive to a younger demographic then traditionally visit Harrison in the shoulder season and helps establish Harrison as a destination for this group.	
Event Outcomes and Evaluation	The event results in all hotels in Harrison Hot Springs being at close to 100% occupancy and attracts approximately 1000 visitors over the 3 events.	
Funding Sources	RMI	\$ 4,000.00
	Sponsors	\$ 2,000.00
	Ticket/Fees/other	\$ 20,000.00
Cost of Event		\$ 26,000.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Bald Eagle Weekend	
Event Description	The Harrison River attracts the largest congregation of Bald Eagles in North American and this event celebrates this phenomena with tours, photo expo and photography workshop.	
Event Rationale	This event was organized to profile Harrison and the Harrison River as a wildlife paradise and attract both day trippers and overnight guests.	
Event Dates	Nov 29 and 30	
Event Goals	RDS Goal: Diversify Seasonal Nature of the Tourism Industry Event Goal: This event takes places in late November and helps stretch out the tourist season. November is typically a slow month and this event has the benefit of filling rooms and attracting day trippers	
	RDS Goal: Increase Awareness of Harrison Hot Springs Event Goal: Raise the level of awareness of Harrison Hot Springs as a wildlife paradise	
	RDS Goal: Cooperative Partnerships Project goal: This event is organized in cooperation with the Fraser Valley Bald Eagle Festival and builds a stronger relationship with key partners in Harrison Mills.	
Additional Benefits	Works well with promoting the Harrison Brand "Naturally Refreshed"	
Event Outcomes and Evaluation	Photo Expo attracts several 100 visitors, Photo workshop attracts a dozen participants, and the weekends boat tours are generally sold out.	
Funding Sources	RMI	\$ 2,500.00
	Sponsors	\$ -
	Ticket/Fees	\$ 1,500.00
Cost of Event		\$ 4,500.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Christmas Crawl	
Event Description	The Harrison Christmas Crawl is a two day event that has local retailers offering prizes, refreshments and Christmas goodies to attract local and visiting shoppers.	
Event Rationale	This event is organized to profile local Harrison retailers, attract local shoppers and enhance the experience of overnight visitors.	
Event Dates	November 30 and December 1	
Event Goals	RDS Goal: Increase Awareness of Harrison Hot Springs Event Goal: This event is intended to promote the shopping and retail experience in Harrison Hot Springs	
	RDS Goal: Enhance Visitor Experience	
	Project goal: This event is intended to provide overnight visitors with a wonderful Christmas shopping experience.	
	RDS Goal: Cooperative Partnerships	
	Project goal: This event helps to build a stronger relationship with local retailers.	
Additional Benefits		
Event Outcomes and Evaluation	This event brings several hundred shoppers to Harrison Hot Springs and entertains overnight visitors	
Funding Sources	RMI	\$ 2,000.00
	Sponsors	\$ 500.00
	Ticket/Fees/other	\$ 1,500.00
Cost of Event		\$ 4,000.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison

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Event Title	Breakfast with Santa	
Event Description	Breakfast with Santa is a Christmas event open to residents and visitors alike and offers a pancake breakfast, lots of prizes and a visit with Santa and Mrs. Claus	
Event Rationale	This event is organized to create a Christmas feel and help promote the Christmas in the Village image.	
Event Dates	7-Dec	
Event Goals	RDS Goal: Increase Tourism Awareness	
	Event Goal: This event is intended to promote the importance of events for both residents and tourists	
	RDS Goal: Enhance Visitor Experience	
	Project goal: This event is meant to provide visitors and their families a Christmas experience.	
	RDS Goal: Cooperative Partnerships	
	Project goal: This event helps to build a stronger relationship with local community groups.	
Additional Benefits		
Event Outcomes and Evaluation		
Funding Sources	RMI	\$ 2,700.00
	Sponsors	\$ 100.00
	Ticket/Fees/other	\$ 500.00
Cost of Event		\$ 3,300.00
Event manager	Tourism Harrison	
Operating Responsibilities	Organization	Tourism Harrison
	Financing	Tourism Harrison