



HARRISON HOT SPRINGS

Naturally Refreshed

Village of Harrison Hot Springs
**Resort Development
Strategy 2025/26 – 2027/28**



Cover image taken by Mavic Air

The Village of Harrison Hot Springs gratefully acknowledges that we are situated on the traditional, ancestral, and unceded territory of Sts'ailes.

Table of Contents

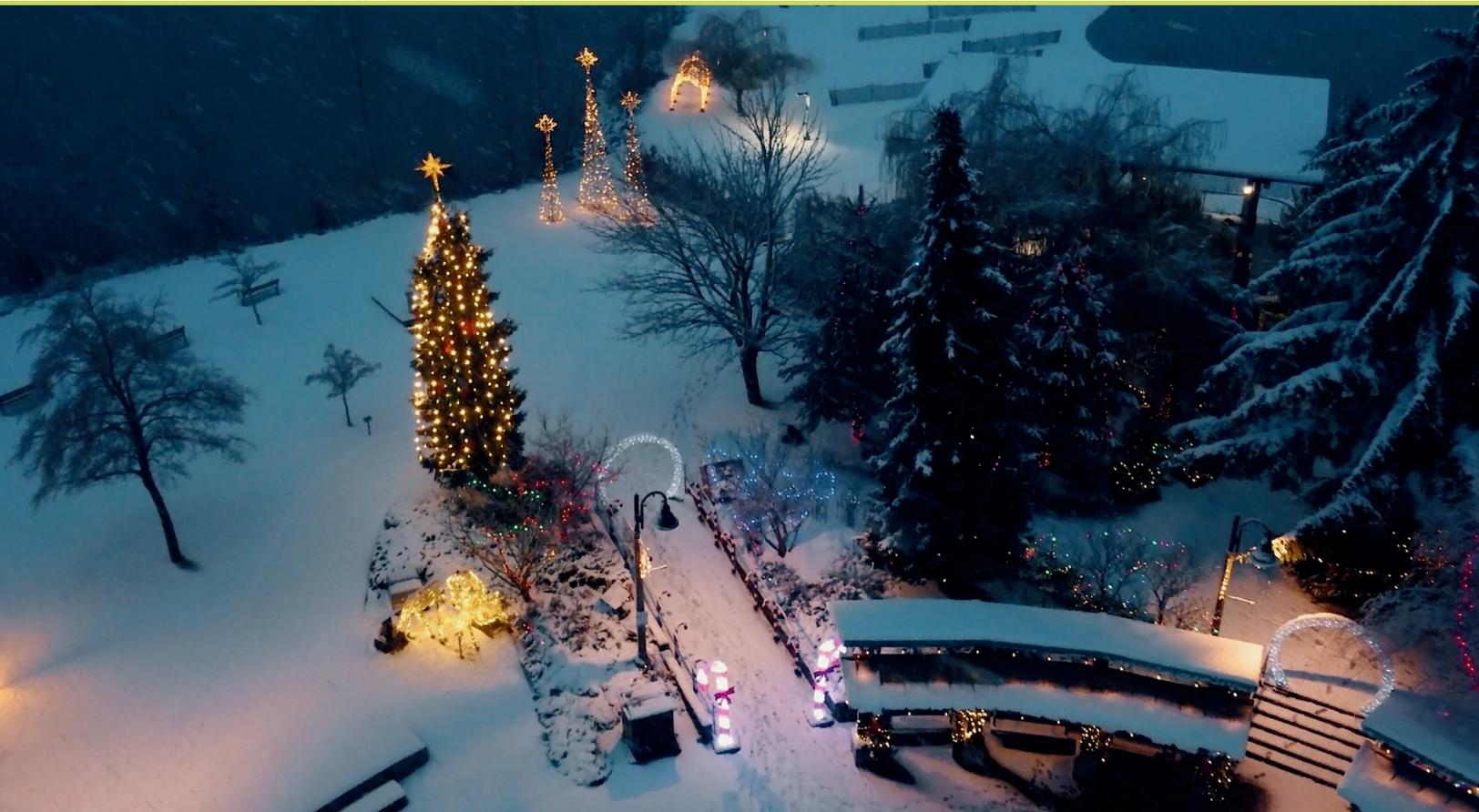
Executive Summary	3
Background	4
• Village of Harrison Hot Springs	
• Sts'ailes	
• Tourism Context	
• Key Attractions	
• Market	
• Completed RMI Projects	
Vision	8
Goals	9
Community Consultation	10
Linkages to Other Plans	11
RMI Projects Overview	14
Three-Year RMI Financial Plan	27



Executive Summary

The Village of Harrison Hot Springs' Resort Development Strategy (RDS) has been developed to outline the use of Resort Municipality Initiative (RMI) funds for the next three-year term. The RDS Committee consisted of the Executive Director and Board Chair of Tourism Harrison River Valley, a Board Member of Harrison-Agassiz Chamber of Commerce, two Village Council representatives, and Village Staff.

Harrison Hot Springs is a tourism-based municipality, and the upcoming RDS will focus on increasing tourism based programs and services to further develop our tourism economy. While often regarded as a summer destination, our primary focus in this RDS term is to increase visitation during the shoulder and winter seasons.



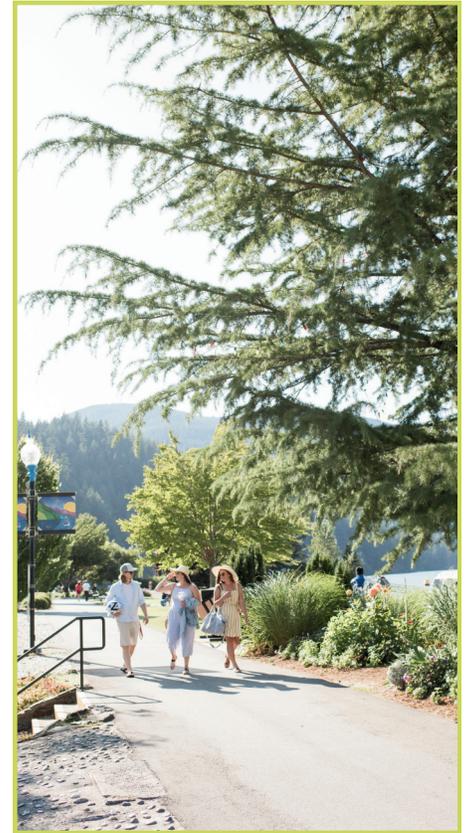
Background

The Village of Harrison Hot Springs

The Village of Harrison Hot Springs is located on the south shore of the beautiful, glacier fed Harrison Lake in the eastern reaches of the Fraser Valley, approximately 140 km from Vancouver. Today, the Village has a population of approximately 1,900 and covers an area of just over 5 km². The Village has spectacular views of the Cascade Mountains, Mount Cheam, and the Miami River which flows through the community. Our climate is warm in the summer and mild and rainy in the winter.

The Village is a member of the Fraser Valley Regional District with our immediate neighbour being the town of Agassiz in the District of Kent. The Abbotsford International Airport is an approximate 40-minute drive (75 km) away.

The Village, and surrounding region, is a popular tourist destination known for the sandy beaches, hot springs, hiking, forest bathing, rock climbing, golfing, bird watching, and more. There are many year-round recreational opportunities for families, retirees, artists and outdoor enthusiasts that bring up 750,000 visitors to town each year.



Population

1,905 (2021)



**Average
Population Age**

51.1 yrs (2021)



**Population
Density**

**347.3 per sq. km
(2021)**

Background

Sts'ailes

Sts'ailes are a sovereign Coast Salish First Nation whose ancestors have lived on these traditional lands since time immemorial. The name 'Sts'ailes' is derived from the Halq'eméylem word 'Sts'a'íles', which means "the beating heart". Sts'ailes Xa'xa Temexw includes the entirety of Harrison Lake, Harrison River, Chehalis Lake, Chehalis River, the lower Lillooet River, the northeastern portion of Stave Lake, and the Fraser River between Hooknose and Queens Island. These major waterways are surrounded by ecologically diverse wetlands, estuaries, and floodplains, a multitude of valleys with small rivers and streams, mountain lakes, and glacial peaks. Situated throughout Sts'ailes Xa'xa Temexw were ancestral settlements, which were the nucleus of everyday commercial and domestic activities, and also semi permanent bases, which were used for hunting, fishing, plant gathering, and ceremonial trips.



Background

Tourism Context

The Village's tourism industry has primarily relied on the area's natural resources – including Harrison Lake, the beaches, and the hot springs. These attractions are an anchor for tourism and are essential for drawing visitors to the Village, complemented by various festivals and events. However, the Village has much more to offer, and the tourism sector is beginning to acknowledge the potential for growth by adopting a destination-focused, accessible approach to product development, management, and marketing through Tourism Harrison River Valley.

The Village has successfully completed several infrastructure improvements such as the lagoon redevelopment project, completion of the new accessible beachfront playground and shade features project, as well as parks & trails maintenance projects, which have all contributed to making Harrison Hot Springs a more attractive place for tourists. Additionally, the Village is committed to enhancing tourism infrastructure in a way that minimizes barriers to access. The fully accessible Visitor Centre of Tourism Harrison River Valley, is a key component to recognizing Harrison Hot Springs as a suitable destination for all. These improvements seek to increase the overall competitiveness of Harrison Hot Springs as a tourism destination in a way that promotes sustainability, accessibility, and inclusivity.

Key Attractions



Market

The primary target markets anticipated to visit Harrison Hot Springs include soft adventure tourists (for day trips or overnight stays), heritage enthusiasts, fishing adventurers, and spa travelers. The COVID-19 pandemic presented significant challenges for Harrison Hot Springs, necessitating public health measures such as travel restrictions, hotel closures, public health orders, and limited events. While there has been a notable increase in visitors from international and transnational locations post-pandemic, the largest demographic continues to be tourists from the Fraser Valley, Lower Mainland, and from across Canada. Future tourism challenges could arise due to uncertainties related to weather conditions, including wildfires, heat domes, and atmospheric rivers or floods.

Background

Completed RMI Projects



Boat Launch Building - Final Phase

The Public Boat Launch building exterior upgrades and concession was completed in March 2025. Washroom improvements will be made later in 2025 and include accessibility improvements.



Lagoon Redevelopment - Final Phase

The lagoon and surrounding walkway underwent upgrades and beautification to enhance the user experience.



Accessible Playground and Shade Features

The accessible playground and sunshade project was completed in December 2024.



Events

Events and festivals are an important offering for visitors during peak and shoulder seasons. Events include: Family Day, Canada Day, Bands on the Beach, Sasquatch Days, Harrison Festival of the Arts, and Lights by the Lake.

Other recent projects of note include the Village Entrance Sign and Carving, Starlight Skating Rink, and the Lagoon Fountain and Aeration Project.

Vision

The below outlined community visions provide guidance for this Resort Development Strategy.

OCP Village Vision

A residential and resort community with an attractive and inviting village core of shops and services. A strong commitment to maintaining the scenic qualities, the environment, the quality of life and the vibrant and cultural life combined with a high standard of development.

2025 Council Strategic Plan Vision

A residential and resort community on the traditional territory of Sts'ailes that provides an exceptional quality of life for residents and an outstanding experience for all visitors.



Goals

The below outlined goals for the Village's Resort Development Strategy reflect the Village's commitment to enhancing the visitor experience by providing diverse, accessible, and sustainable tourism related amenities and infrastructure. These goals will be assessed regularly to track the progress of the Resort Development Strategy.

Performance measurements will include: MRDT monthly revenues and information on length of stays, visitor net promotor score, and visitor satisfaction surveys.

Goal 1

Enhance visitor experience and satisfaction by improving the quality and quantity of tourism amenities and tourism related infrastructure.

Goal 2

Diversify the seasonal nature of the tourism industry by developing a new shoulder season event and investing in tourism assets that prolong the tourism season.

Goal 3

Increase understanding and awareness of local history by making information readily accessible to all visitors.

Goal 4

Increase the number of accessible/barrier free amenities by auditing existing tourism infrastructure and ensure accessibility concerns are integrated into new tourism related infrastructure plans.

Community Consultation



The Village of Harrison Hot Springs began creating a Parks & Trails Master Plan in the fall of 2024. Two community engagement sessions were held to gather feedback from the public. The draft version of this report provided insight for the RDS committee and staff to focus on areas that were identified which could increase recreation based tourism offerings in the Village.

Once the RDS Committee identified their primary projects, staff launched a survey on our engagement platform, *Get Into it Harrison*, to gain insight from residents or tourists who viewed the opportunity to provide input.



There is active consultation taking place regarding the annual planning of Sasquatch Days. This vibrant cultural event, which first began in 1938 and was revitalized in 2012, is collaboratively hosted by Sts'ailes, Tourism Harrison, and the Village. This cultural celebration features canoe races, salmon barbecues, medicine walks, and artisans.

The Village continues its consultation talks with Sts'ailes for a project that aligns with the Village's commitment to reconciliation, as well as educating both visitors and residents about the cultural significance and history of the unceded territory of Sts'ailes.



The Village will continue its ongoing consultations with Tourism Harrison River Valley and other stakeholders who have a direct interest in the planning and implementation stages of local events such as Canada Day, Bands on the Beach, Family Day, Harrison Festival of the Arts, Lights by the Lake, and the development of a new shoulder season event.

Linkages to Other Reports

Vancouver, Coast & Mountains Regional Destination Development Strategy 2019–2029

The Village's RDS ties into a number of the 'experience themes' outlined in this regional destination development strategy including:

- Outdoor Adventure, Nature, and Wellness
- Festivals and Events
- Waterways
- Indigenous Tourism / Heritage and Culture



Regional Growth Strategy for the Fraser Valley Regional District (FVRD)

The Village's RDS aligns with the Fraser Valley Regional District's (FVRD) Regional Growth Strategy, which seeks to enhance the regional economy by anticipating future demands. This is particularly relevant given the prevalent tourism industry in the area. The Strategy emphasizes that "the abundance of and accessibility to nature, a growing demand for recreation, and our proximity to Vancouver position the FVRD advantageously to increase its share of the local tourism market". Furthermore, a key objective of the strategy is to fully realize the region's tourism potential through initiatives such as "Experience the Fraser," alongside the development of high-value parks and recreational assets that enhance the region's recreational tourism portfolio, while supporting eco-tourism initiatives.



Indigenous Tourism Accord

The Village's RDS aligns with the Indigenous Tourism Accord, with a focus on the Accords' objective of "contributing to the understanding and revitalization of Indigenous cultures, protocols and languages for both their intrinsic values and as the underpinning of Indigenous tourism activities". This objective will be realized through the continuation of Sasquatch Days and the implementation of interpretive signage throughout the Village, which will increase understanding and awareness of Indigenous culture, language, and traditional history.



Linkages to Other Reports

Tourism Harrison River Valley Strategic Plan 2022–2027

The Village's RDS aligns with the focus areas presented in the 2022-2027 Strategic Plan for Tourism Harrison River Valley including:

- Growing winter and shoulder seasons (such as leveraging the success of existing events into expanded experiences).
- Extending tourism experiences across our communities (such as strengthening relationships with First Nations and support their lead on Indigenous tourism development in the region).
- Enhancing the visitor experience (such as continuing to expand events and festival programming).
- Aligning tourism approaches to community values (such as identifying and promoting environmental assets).
- Strengthening community and tourism assets (such as developing more active transportation infrastructure).



Fraser Valley Destination Development Plan

In alignment with the Fraser Valley Destination Development Plan, which reflects the provincial vision for destination growth, the Village aims to create outstanding visitor experiences that not only attract new guests but also encourage repeat visits year after year, particularly during the shoulder seasons. Over the next three years, our goals seek to enhance visitor satisfaction by diversifying our tourism portfolio, implementing opportunities for learning and engagement for visitors, and boosting the overall contribution of the visitor economy through the implementation of accessible and sustainable tourism related infrastructure.



Linkages to Other Reports

Official Community Plan

The Village of Harrison Hot Springs' OCP contains significant reference to tourism, mainly related to commercial and tourism specific development. The Community Vision refers to tourism through a series of statements that promote the enhancement of the character and economic base of the Village, including the downtown beachfront areas. Tourism is widely acknowledged as the community's primary industry and critical for the economic sustainability of the Village.



Parks and Trails Master Plan

The Village of Harrison Hot Springs' Parks and Trails Master Plan will guide the Village in creating a more connected, accessible, and welcoming parks and trails system for visitors. Enhancing existing park spaces, improvements to trail networks, and identifying opportunities to increase interpretive signage/placemaking in the natural landscape, reflects Council's commitment to enhancing the visitor experience while protecting the area's natural environment for future generations.



Road, Bridge, and Active Transportation Master Plan

The Village's Road, Bridge & Active Transportation Master Plan will enhance the visitor experience by making it safer and easier to explore Harrison Hot Springs through varying modes of transportation. Improved walking and cycling routes, better connections to parks and key destinations, and clear wayfinding will allow visitors to enjoy and explore the community's natural environment and attractions more comfortably and sustainably.



Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Streetscape Enhancements Phase 2		<u>Project Lead</u> Jace Hodgson, Director of Operations; and Christy Ovens, Community Services Manager	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-07-01	<u>Completion Date</u> 2026-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>The Streetscape Enhancements project will continue to create public space amenities that attract and encourage visitors to Esplanade Avenue and Lillooet Avenue West. These two streets are home to all of the hotel accommodations in the Village of Harrison Hot Springs. Experiences along these primary roadways are important to have visitors return to the area. Harrison Hot Springs is a walkable resort community, however, in order to encourage this, sidewalks and roadways need to be accessible, safe, and have amenities that attract tourists.</p> <p>Esplanade Avenue is currently the primary roadway that tourists frequent, with many small businesses in operation, along the popular beachfront. Previous RMI funding has supported streetscape enhancements along Esplanade Avenue between the Harrison Hot Springs Resort and Maple Street. This has left a portion of Esplanade Avenue requiring site upgrades to increase walkability and safety. Upgrades will include sidewalk enhancements for accessibility, site furniture, and lighting.</p> <p>Along with extending the enhancements to complete Esplanade Avenue, Lillooet Avenue West requires updates to encourage visitors to feel comfortable and move around more easily. Enhancements on this street will include accessibility enhancements to the sidewalks, gathering spaces, and shade trees.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <ul style="list-style-type: none"> -Complete detailed design of Lillooet Ave West Streetscape Plan (gathering spaces, lighting to improve safety)- max 15% of funding -Complete roadwork and sidewalk improvements at both locations -Purchase site furnishings and install at both locations -Installation of interpretive signage along Lillooet Avenue West 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Enhance visitor experience and satisfaction by improving the quality and quantity of tourism amenities and tourism related infrastructure.</p>			

Goal 3: Increase understanding and awareness of local history by making information readily accessible to all visitors.

Goal 4: Increase the number of accessible/barrier free amenities by auditing existing tourism infrastructure and ensure accessibility concerns are integrated into new tourism related infrastructure plans.

Program Objectives Please describe which of the RMI program objectives this project supports and how.

This project supports the enhancement of tourism infrastructure and amenities as it will provide the needed improvements to the area, increasing the flow of visitors to Lillooet Avenue West and Esplanade Avenue.

This project supports delivering remarkable visitor experiences as it will attract visitors and improve the overall tourism focused businesses in the area.

Accessibility upgrades will support those with mobility needs and families with strollers to ensure that everyone can safely navigate the streets.

Please indicate if the project supports one or more of the following initiatives:

- Indigenous Tourism
 Diversity & Inclusion
 Emergency Preparedness
 Sustainability

Please describe how the project supports the selected initiatives:

Work with Indigenous partners to preserve and promote culture through interpretive signage / art installations in these tourist areas. Increasing accessibility supports the tourism sector in becoming more inclusive and accessible, promoting the Village as a welcoming destination.

Attract visitors to return during all four seasons through experiences and showcase areas in the core tourism area of the Village.

Funding Sources

Total RMI Funding	\$400,000.00
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$400,000.00

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Splash Pad		<u>Project Lead</u> Jace Hodgson, Director of Operations; and Christy Ovens, Community Services Manager	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> New	<u>Start Date</u> 2025-09-01	<u>Completion Date</u> 2026-06-01
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>The Village recently completed an installation of an accessible playground and shade structures at the beachfront. This playground is a draw for visitors to the area and visitation numbers have increased. To continue this momentum, staff are planning to add a splash pad to complement the playground and further enhance the visitor experience.</p> <p>As climate change is bringing warmer temperatures, the Village recognizes the importance of having areas in which to cool down in the community. Currently, the Village has Harrison Lake and Harrison Lagoon which are options for swimming. Harrison Lake is glacier fed, with cold temperatures year-round. Harrison Lagoon does warm up, however, is a closed water system and has at times been impacted by Fraser Health warnings. The addition of a splash pad to Harrison Hot Springs would add value to tourists who are looking for ways to cool down with their families in a safe and comfortable way.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <ul style="list-style-type: none"> -Project Design & Engineering (max.15% of funding) -Concrete Pour & Installation of Splash Pad System 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Enhance visitor experience and satisfaction by improving the quality and quantity of tourism amenities and tourism related infrastructure.</p> <p>Goal 4: Increase the number of accessible/barrier free amenities by auditing existing tourism infrastructure and ensure accessibility concerns are integrated into new tourism related infrastructure plans.</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

This project supports the objective to enhance tourism infrastructure and amenities as it will be a new amenity which will attract visitors and broaden the appeal of the resort municipality.

This project supports the objective to implement sustainable tourism projects and initiatives by offering an area for visitors to cool down during heat waves; the system will be 'on demand', to not waste water, outside of times it is being actively used.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism
 Diversity & Inclusion
 Emergency Preparedness
 Sustainability

Please describe how the project supports the selected initiatives:

Diversity & Inclusion: The splash pad will be free to use, promoting inclusion. We will ensure that the concrete pad is accessible and designed with inclusive play principles.

Funding Sources	
Total RMI Funding	\$400,000.00
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	

Total Cost of Project	\$400,000.00
-----------------------	--------------

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Visitor Experience- Pay Parking		<u>Project Lead</u> Christy Ovens, Community Services Manager	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> New	<u>Start Date</u> 2026-01-01	<u>Completion Date</u> 2026-05-15
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>In 2016, the Village initiated a paid parking program along the core tourism area at the beachfront during from May through September. Since its inception, this program has been operated by a contractor responsible for installing the meters, collecting payment and enforcing the requirement to purchase parking. Through this proposed project, the Village is looking to retain more control over the paid parking program to ensure that visitors parking close to tourism amenities have a positive experience with a focus on education and assistance, as opposed to enforcement of parking requirements. The need for this project is supported by visitor feedback submitted to both the Village and Tourism Harrison River Valley.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <ul style="list-style-type: none"> - Purchase and install paid parking meters - Purchase and install paid parking signage 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Enhancing visitor experience and satisfaction by improving the quality and quantity of tourism amenities and tourism related infrastructure.</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

Develop and/or enhance tourism infrastructure and amenities

- This project will allow the Village to implement and operate its paid parking program directly, ensuring that the system is easy to use and does not detract from the visit
- Installing the paid parking infrastructure allows the Village to ensure that paid parking meters are installed in alignment with the Village's Accessibility Plan

Deliver remarkable visitor experiences

- This project will allow the Village to ensure that the paid parking experience is a positive start to the visit, laying the groundwork for the Village to potentially implement a Community Ambassador program focused on assisting and engaging with tourists, as opposed to focusing on parking enforcement

Please indicate if the project supports one or more of the following initiatives:

- Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Sustainability: The Village currently rents parking meters from a third party contractor who provides pay parking services for the community. Purchasing this infrastructure and implementing pay parking with Village staff would support a sustainable program in which the Village has control over the visitor experience.

Funding Sources

Total RMI Funding	\$50,000.00
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$50,000.00

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Parks and Trails Recreational Opportunities		<u>Project Lead</u> Jace Hodgson, Director of Operations; and Christy Ovens, Community Services Manager	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> New	<u>Start Date</u> 2025-09-01	<u>Completion Date</u> 2027-03-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>Tourism Harrison River Valley conducted a Visitor Survey which highlighted that 34.3% of visitors came to the area for hiking. Outdoor recreation was also highlighted as something that they would like to improve about Harrison Hot Springs, particularly amongst day trip visitors. Currently there is a popular trail within the Village (Spirit Trail), however it is at the opposite end of the community to the hotel and beachfront. To increase visitation and awareness, the Village would like to improve and formalize trail connections throughout the Village. Improved path and trail infrastructure will also help reduce parking and traffic congestion as visitors will have more options to connect to the different areas of the Village.</p> <p>This project will expand recreation opportunities in this area and pathways along McCombs Drive including:</p> <ul style="list-style-type: none"> -Addition of a disc golf course as a year-round, recreation opportunity -Enhancement/creation of multi-purpose trail networks and active transportation opportunities -Increase recreational opportunities (pump track, open trails to mountain biking or create new trails) 			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <ul style="list-style-type: none"> -Apply for a 'Transportation and Utility Use' permit with the ALC for the portion of lands that are a Crown Grant (Village is on title in fee simple) -Work with Disc Golf consultants on potential locations / layout -Create trails and look for ways to connect to existing pathways -Purchase supplies and install disc golf course -Create signage for disc golf course and new trails 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Enhance the visitor experience and satisfaction by improving the quality and quantity of tourism amenities and tourism related infrastructure.</p> <p>Goal 2: Diversity the seasonal nature of the tourism industry by developing a new shoulder season event and investing in tourism assets that prolong the tourism season.</p> <p>Goal 4: Increase the number of accessible/barrier free amenities by auditing existing tourism infrastructure and ensure accessibility concerns are integrated into new tourism related infrastructure plans.</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

This project supports the enhancement of tourism infrastructure and amenities by adding recreational opportunities, including disc golf and trails that will attract year-round visitors to the community.

This project supports implementing sustainable tourism projects and initiatives by strengthening or restoring the natural environment.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Diversity and Inclusion: This project supports the Diversity & Inclusion initiative as increasing free recreational opportunities creates inclusive opportunities for visitors. We will also seek to make some of the trail networks accessible.

Funding Sources

Total RMI Funding	\$250,000.00
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$250,000.00

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Interpretive Signage		<u>Project Lead</u> Kalie Wiechmann, Communications & Community Engagement Coordinator	
<u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital	<u>Project Status</u> New	<u>Start Date</u> 2025-09-01	<u>Completion Date</u> 2026-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>The need for an increase in wayfinding opportunities throughout the Village was identified in the Draft Parks and Trails Master Plan (2025). Wayfinding would include interpretive signage located near recreational amenities (parks, trails, sports courts, etc.), as well as linking points of interest throughout the Village (Tourism Centre, Art Gallery, etc.). Interpretive signage could include accessibility focused initiatives (braille, audio) and opportunities for reconciliation through traditional language and learning. Interpretive signage would enhance the wayfinding experience of tourists by increasing awareness of infrastructure and the natural environment, while encouraging an appreciation of traditional culture, for all users.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <ul style="list-style-type: none"> -Creation of a formal signage plan -Consultation with local Indigenous partners -Source and installation of inclusive signage -Creation of online mapping of interpretive signage 			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 3: Increase understanding and awareness of local history by making information readily accessible to all visitors.</p> <p>Goal 4: Increase the number of accessible/barrier free amenities by auditing existing tourism related infrastructure, and ensure accessibility concerns are integrated into new tourism related infrastructure plans.</p>			
<p><u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how.</p>			

This project supports the enhancement of tourism infrastructure and amenities by including engaging and informational signage at tourism-related points of access and throughout (i.e., story walks).

This project supports the objective to deliver remarkable visitor experiences by providing tourists with accessible opportunities to learn of place-based information, traditional knowledge, and language.

This project supports sustainable tourism initiatives by incorporating land-based knowledge on signage, and information to ensure amenity users are aware of environmental considerations during use.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

Indigenous Tourism: This project supports the Indigenous Tourism initiative as there are opportunities to enhance understanding and learning by way of traditional language, knowledge, and place stories.

Diversity and Inclusion: This project supports the Diversity & Inclusion initiative as there are opportunities to increase safe usability and accessibility of tourism related infrastructure through inclusive signage, such as incorporating braille or audio into wayfinding/learning.

Funding Sources	
Total RMI Funding	\$50,000.00
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$50,000.00

Resort Municipality Initiative 2025-2027 Project Outline

<u>Project Title</u> Events		<u>Project Lead</u> Community Services Manager	
<u>RMI Program Category</u> Tourism Programs, Services, or Events	<u>Project Status</u> Ongoing	<u>Start Date</u> 2025-01-01	<u>Completion Date</u> 2027-12-31
<p><u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project.</p> <p>Events and festivals are an important offering for visitors and the tourism economy. Events serve two purposes: they offer a reason for people to visit the Village, in addition to providing entertainment and/or activities for people already visiting the community.</p> <p>The RMI funded events have varied slightly over the years, but all have the same goals in mind: to attract tourists to the region, encourage overnight stays, encourage shoulder season visits, and have a positive economic impact on the local economy.</p> <p>Events are a pull mechanism to attract tourists and to add value to the existing tourism product by increasing diverse and engaging opportunities for visitors. Tourism Harrison River Valley collects data on event attendance.</p>			
<p><u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds.</p> <p>Coordination and delivery of events between the Village of Harrison Hot Springs, Tourism Harrison River Valley, Harrison Festival Society, and Sts'ailes (Sasquatch Days).</p>			
<p><u>Project Goal(s)</u> Please describe which of your RDS goals this project will support.</p> <p>Goal 1: Enhance the visitor experience and satisfaction by improving the quality and quantity of tourism amenities and tourism related infrastructure.</p> <p>Goal 2: Diversify the seasonal nature of the tourism industry by developing a new shoulder season event and investing in tourism assets that prolong the tourism season.</p> <p>Goal 3: Increase understanding and awareness of local history by making information readily accessible to all visitors.</p>			

Program Objectives Please describe which of the RMI program objectives this project supports and how.

This project will support the objective of extending and/or diversifying the Village's tourism season, by offering engaging events throughout the year.

This project supports the objective to increase new visitation/or return visitation by continuing to provide annual events and festivals that have been occurring in Harrison Hot Springs for years, while developing a new shoulder season event.

This project supports the objective to enhance the visitor experience by providing engaging, accessible, and interactive events and festivals to the tourism economy.

Please indicate if the project supports one or more of the following initiatives:

Indigenous Tourism Diversity & Inclusion Emergency Preparedness Sustainability

Please describe how the project supports the selected initiatives:

This project supports Indigenous Tourism as the multi-day cultural event, Sasquatch Days, is held annually in partnership with Sts'ailes, which is one of the most visited, celebrated, and participant forward events in the Village.

This project supports Diversity and Inclusion in the Village, as events are held in accessible locations, cater to diverse audiences, and seek to bring visitors together from all walks of life.

Funding Sources

Total RMI Funding	\$270,000.00
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$270,000.00