



Program Snapshot and Update

Tourism Golden Annual General Meeting
May 29th, 2024

Program Review

- In place since 2007, 14 member communities share approximately \$10.5M per year; Golden has seen over \$10M in the 13 years since inception.
- Membership based on accommodation density, resort region designation, DMO collecting MRDT, and having a Resort Development Plan.
- Priority for tourism centred public infrastructure, programming and events, metrics and surveys.
- Plans are 3-year terms; annual reporting required.
- Initiatives to be developed by tourism representative stakeholders, not politically biased.
- Collective defense of the program to the Province has occurred twice.

Quick Facts

- The RMI communities represent 28% of the province's total tourism visitation.
- The RMI communities hold 1% of the provincial population but represent 29% of provincial tourism taxes.
- **The current annual allocation of \$10.5M in RMI funding is returned to the Province in taxes generated by the RMI communities by January 14th every year.**
- In 2016 the 14 RMI communities also contributed over \$20M in property transfer tax for the Province.



The Members

Whistler
Ucluelet
Tofino
Harrison Hot Springs
Osoyoos
Sun Peaks
Rossland
Valemount
Revelstoke
Golden
Radium Hot Springs
Invermere
Kimberley
Fernie

RMI Communities have only 1% of the total Provincial population but contribute:

<p>29%</p> <p>of the taxes contributed to the Province by the tourism sector or</p> <p>\$265 million annually</p> <p><small>(excluding personal and corporate income taxes)</small></p>	<p>30%</p> <p>of the Province's Tourism Export Revenues or</p> <p>\$1.97 billion annually</p>	<p>22%</p> <p>of the Provincial MRDT and when the Lower Mainland and Victoria are excluded, the 14 RMI communities represent 53% of MRDT collected in rural BC</p>	<p>28%</p> <p>of total Provincial visitation or</p> <p>5.34 million people</p>
<p>16%</p> <p>of Provincial Tourism Employment or</p> <p>21,375 jobs</p>	<p>30% of Provincial Tourism Export Revenues</p> <hr/> <p>31% of Interprovincial Tourism Exports</p> <hr/> <p>29% of International Tourism Exports</p>	<p>30% - 35%</p> <p>of all Foreign Visitors to BC visit one or more of the RMI communities</p>	<p>12%</p> <p>of Provincial Tourism GDP</p> <p><small>(note: provincial tourism GDP includes spending on many items not included in community specific analysis such as spending on RVs, camping equipment, boats, flights, etc)</small></p>

Current 3-Year Plan (April 2022 – March 2025)

- \$2.8M in planned expenditures including carryovers
- Aligned with Destination BC experiential spectrum and provincial tourism framework
- First plan allowing for major event funding and performance measuring



River Walk Final Touches





Resort Municipality Initiative

Investing in B.C. resort communities

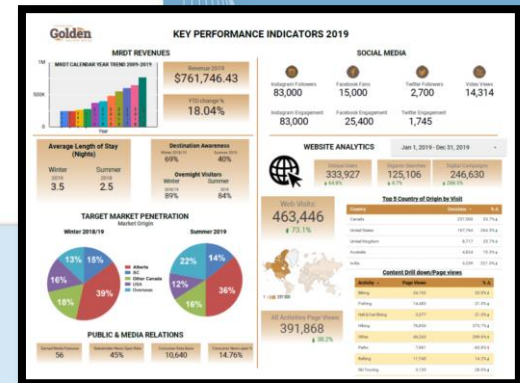
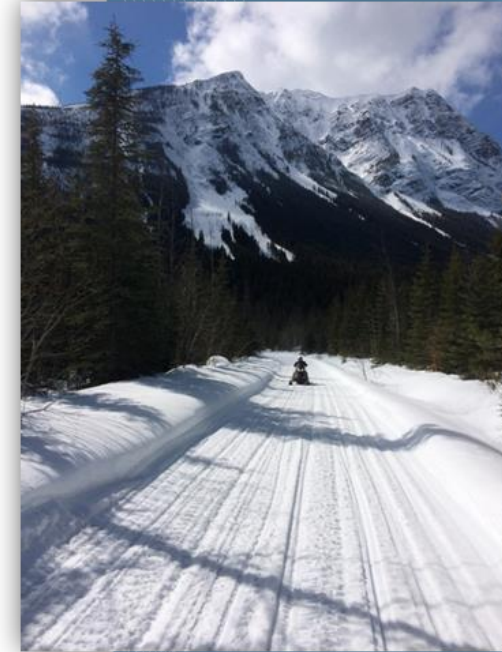
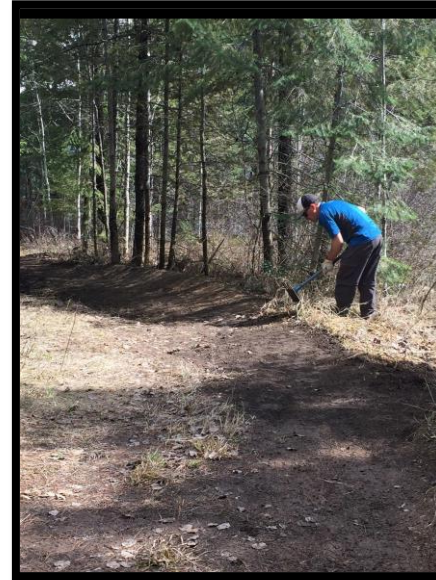
Community Mural Renewal



Annual Contributions



- Area snowmobile trail grooming and mountain bike trails maintenance
- Freeride World Tour and other events
- Performance measuring by Tourism Golden



More Contributions




Golden
The Golden Guide
Everything you need to know about Golden, BC

This is an easy to use, interactive tool that has been built to give everyone the best, most up to date information about this amazing place that we call home. Our goal is to make it easy for everyone who works in Golden to tell its story, make recommendations, and speak confidently to visitors about its past, present, and future.

Here's what to expect:

- 10 short video lessons**
Each video covers a different topic, equipping you with valuable knowledge that you'll use to complete a series of multiple choice questions
- Earn Discounts & Rewards**
When you complete your lessons, you'll earn yourself a **Golden Pass** that gives you access to rewards, discounts and experiences at tourism and hospitality businesses all over Golden

Get started
Visit www.goldenguide.ca or scan the QR code to learn more and start learning



- Winter Shuttle Services pilot
- Golden Guide community tourism training program



Resort Municipality Initiative
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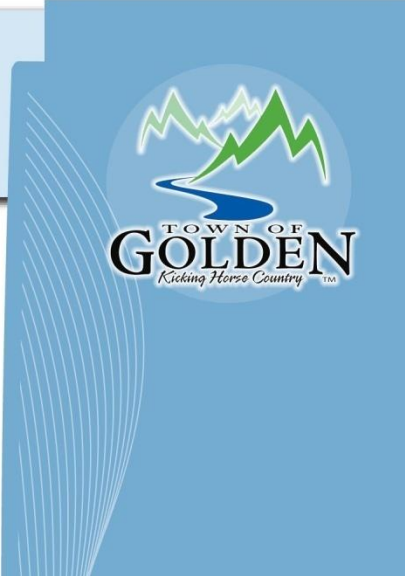
South Entrance Sign Renewal



TCH Phase 3 and Irrigation



Post Office Plaza Renewal





Resort Municipality Initiative

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Visitor Centre Upgrades





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Trends and Future



- Current RDS ends March 2025. The RMI Advisory Committee will be asked to convene this winter to idealize the next 3-year plan.
- Awaiting program commitment from Province.
- Increasing engagement between the RMI communities and the Province.
- Shift in societal thinking and DBC/DMO's:
 - Destination Management – great successes yet economic, workforce, housing, climate change and tourist presence impacts.
 - Infrastructure impacts to municipalities emerging.



Financial Comparatives

Resort Funding Comparative

Resort	Population	Municipal Budget \$Cdn (millions)	% from Property Taxes	% from Resort Sales Tax	% from User Fees	% from inter-governmental transfers	% from permits/ license fees	% from other sources
Aspen, CO	6,658	\$142.43	6%	31%	28%	25%	With user fees	9%
Vail, CO	5,305	\$96.23	7%	40%	23% ^{other tax*}	5%	23%	2%
Ketchum, Sun Valley, ID	4,114	\$22.44	36%	20%	16%	13%		15%
Park City, UT	7,962	\$84.48	21%	29%	24%	11%	15%	0%
South Lake Tahoe, CA	21,387	\$72.73	12%	33%	15%	21% ^{part. from bed tax}	0%	19%
Kitzbuehel AUT	8,134	\$47.04	9%	16%**	33%	26%	16%	0%
Whistler, BC	10,361	\$76.44	57%	0%	14%	13%****	12%	4%
Sun Peaks, BC	550	\$2.30	67%	0%	1%***	30%*****	0.7%	1.3%

Note: data sourced from local government websites and RMI community municipal representatives

*Vail \$4.7 million lift tax, \$6.5 million property transfer tax, \$1.5 million Construction tax, \$4.2 million in parking revenues. (\$4.9 million in property taxes)

** Kitzbuehel Austria 16% of revenue from employee income tax sharing

*** Sun Peaks Utilities owned privately not Municipal operation

**** includes RMI and MRDT revenues

***** includes RMI only; MRDT goes directly to DMO