



# Resort Municipality Initiative

Investing in B.C. Resort Communities

## RESORT MUNICIPALITY INITIATIVE

City of Fernie

# History

- The Resort Municipality Initiative (RMI) was developed by the Province in 2006 as a tool to enhance the resort sector in B.C.
- The RMI provides a funding stream to assist small resort-orientated municipalities in maintaining and growing a robust regional tourism economy without impacting traditional revenue sources such as property taxation.
- The City of Fernie became eligible to participate in the RMI program in 2009.

# Eligibility

To be eligible to participate in the RMI, a municipality must meet the following requirements:

- There must be an authorizing regulation under the *Hotel Room Tax Act* for the community to collect the **Municipal and Regional District Tax** (MRDT) (previously the Additional Hotel Room Tax) and;
- Must be one of the following:
  - ▣ Designated as a Resort Region (Local Government Act s. 6.8); or
  - ▣ Incorporated as a resort municipality (See Resort Municipality of Whistler Act); or
  - ▣ Incorporated as a mountain resort municipality (See Local Government Act, Section 11).

# Eligible Municipalities

As of 2017 there are 14 resort municipalities that are eligible to participate in the RMI as follows:

- City of Fernie
- Town of Golden
- Village of Harrison Hot Springs
- District of Invermere
- City of Kimberley
- Town of Osoyoos
- Village of Radium Hot Springs
- City of Revelstoke
- City of Rossland
- Sun Peaks Mountain Resort Municipality
- District of Tofino
- District of Ucluelet
- Village of Valemout
- Resort Municipality of Whistler

# Fernie RMI Funding 2009-2017

□ 2009	\$194,547
□ 2010	\$396,144
□ 2011	\$382,342
□ 2012	\$439,042
□ 2013	\$445,856
□ 2014	\$596,260
□ 2015	\$383,316
□ 2016	\$303,127
□ 2017	<u>\$227,345</u> (estimated by Province)
	\$3,367.979

# Resort Development Strategy

- To receive funding under the RMI program a municipality must submit to the Province a Resort Development Strategy (RDS) that meets RMI program objectives.
- The RDS identifies the long term vision for the community and what and how the resort municipality plans to do to achieve outcomes that support this vision and the objectives of the RMI Program.
- The RDS also provides the Resort Municipality with direction to sustain and guide future tourism development and promotion for the RDS term.

# Eligible Project Types

- Resort Infrastructure (Infrastructure Projects) - minimum of 70% of annual funds
- Resort Services (Events/Services/Programs) - maximum of 30% of annual funds
- Province dictates that no RMI funds can be spent on operations type expenditures (wages, routine maintenance...)

# Stakeholder Engagement

- Initial RDS adopted in 2009 developed through several stakeholder engagement sessions
- Additional stakeholder engagement conducted throughout 2010 during development of the Cultural and Heritage Tourism and Festivals Strategy
- 2012-2016 RDS offered opportunity for additional stakeholder input
  - Over two sessions a total of 33 individuals attended
  - 24 business, non-profit groups and other organizations represented
  - Participants provided feedback on vision and goals, reviewed SWOT analysis, reviewed proposed budget and project list, provided input on implementation
- Requirement for 2015-2017 RDS resulted in more stakeholder engagement
  - Stakeholder Engagement Plan developed
  - Focus group comprised of RDS Advisory Working Group members, Tourism Fernie and City Council and staff met twice
  - Survey developed through partnership with Tourism Fernie and the Chamber of Commerce, distributed to their members
- Advisory Committee
  - RDS Advisory Working Group (AWG) created in 2012
  - New membership appointed for 2015-2017 RDS, comprised of 12 members representing:
    - Fernie Chamber of Commerce (1); Tourism Fernie (1); Fernie Alpine Resort (1); Accommodation providers (1); Fernie Trails Alliance (1); Fernie and District Arts Council (1); RDEK (1); Community at Large (1); Leisure Services Advisory Board (1); City Council (1); City Staff (2).



# City of Fernie 2015-2017 RDS

## **Vision**

- *Fernie is a world class destination that draws new and returning visitors, that encourages visitors to stay longer and spend more, and that provides tourism services and infrastructure which reflect the cultural, recreational, environmental and economic values of the community.*

## **Goals**

- Improve visitor traffic in Fernie's historic downtown;
- Increase commercial accommodation, overnight stays and revenue;
- Increase number of events and festivals;
- Increase local tourism economy;
- Increase private investment;
- Expand recreational opportunities and accessibility for a wider demographic;
- Increase visitor traffic from the business and professional sectors;
- Improve recreational infrastructure and services; and
- Improve visitor infrastructure and services.

# 2015 Project Budget

Activity	Budgeted Amount - RDS	Jan. 1 - March 31 Expenditures	Q 2 and Q3 Apr. 1 - Sept. 30 Expenditures	Oct. 1 - Dec. 31 Expenditures	Total Expenditures 2015	
<b>Infrastructure Projects</b>						
Summer & Winter Trail and Trail Amenity Develop	\$ 50,600	\$ 4,600	\$ 41,400		\$ 46,000	
Festival & Event Development	\$ 15,000		\$ 20,153	\$ 2,000	\$ 22,153	
Community Trail Paving					\$ -	
Sport Fishing Boat Launch					\$ -	
Event Square Development & D/T Beautification					\$ -	
Tourism Signage	\$ 38,764	\$ 9,487	\$ 13,986	\$ 3,709	\$ 27,182	
Visitor & Business Information Centre (Hwy)	\$ 13,284		\$ 13,284		\$ 13,284	
Winter Shuttle Service	\$ 50,000	\$ 25,000	\$ 25,000		\$ 50,000	
Festival & Event Development	\$ 109,802	\$ 7,500	\$ 72,175	\$ 12,866	\$ 92,541	
Fernie Ambassador Program	\$ 43,000				\$ -	
Summer & Winter Trail and Trail Amenity Develop	\$ 30,000		\$ 13,500		\$ 13,500	
<b>TOTAL</b>	<b>\$350,450</b>	<b>\$46,587</b>	<b>\$199,498</b>	<b>\$18,575</b>	<b>\$264,659</b>	

Financial Snapshot	
Reserve as of Jan. 1, 2015	\$842,794
Funding provided in 2015	\$383,316
<b>Total available for 2015</b>	<b>\$1,226,110</b>
Total currently available (total less expenditures)	\$961,451

# 2016 Project Budget

Activity	Budgeted Amount - RDS	Jan. 1 - March 31 Expenditures	Apr. 1 - June 30 Expenditures	July 1 - Sept. 30 Expenditures	Oct. 1 - Dec. 31 Expenditures	Total Expenditures 2016
Summer & Winter Trail and Trail Amenity Develop	\$119,000	\$ 13,500	\$ 7,600	\$ 92,522	\$ 3,098	\$ 116,720
Festival & Event Infrastructure	\$0	\$ -	\$ 18,000	\$ 24,540	\$ 9,900	\$ 52,440
Community Trail Paving	\$265,000	\$ -	\$ -	\$ -	\$ -	\$ -
Sport Fishing Boat Launch	\$15,000	\$ -	\$ -	\$ -	\$ -	\$ -
Event Square Development & D/T Beautification	\$180,000	\$ -	\$ -	\$ -	\$ 180,000	\$ 180,000
Tourism Signage	\$197,304	\$ 642	\$ 6,847	\$ 5,090		\$ 12,579
Visitor & Business Information Centre (Hwy)	\$180,000	\$ -	\$ -	\$ -	\$ 180,000	\$ 180,000
Winter Shuttle Service	\$40,000	\$ 45,000	\$ -	\$ 5,000	\$ -	\$ 50,000
Festival & Event Development	\$95,000	\$ 5,000	\$ 12,800	\$ 92,700	\$ 5,200	\$ 115,700
Fernie Ambassador Program	\$26,000	\$ 30,325	\$ 5,925	\$ 5,925	\$ 8,225	\$ 50,400
<b>TOTAL</b>	<b>\$1,117,304</b>	<b>\$94,467</b>	<b>\$51,172</b>	<b>\$225,777</b>	<b>\$386,423</b>	<b>\$757,839</b>

*\*2016 Year End is not complete and numbers could be subject to change.*

Financial Snapshot	
Reserve as of Jan. 1, 2016	\$ 1,092,959 (only accurate once 2016 Q4 complete)
Funding provided in 2016	\$ 303,127
<b>Total available for 2016</b>	<b>\$ 1,396,086</b> (only accurate once 2016 Q4 complete)
<b>Total currently available (total less expenditures)</b>	<b>\$ 638,247</b> (only accurate once 2016 Q4 complete)

# 2017 Project Budget

Activity	Total COF Budget Amount - RDS	Jan. 1 - March 31 Expenditures	Apr. 1 - June 30 Expenditures	July 1 - Sept. 30 Expenditures	Oct. 1 - Dec. 31 Expenditures	Total Expenditures 2017
Summer & Winter Trail and Trail Amenity Develop	\$ 81,000	0	0	0	0	0
Festival & Event Infrastructure	\$ 0	0	0	0	0	0
Community Trail Paving	\$ 79,184	0	0	0	0	0
Sport Fishing Boat Launch	\$ 15,000	0	0	0	0	0
Event Square Development & D/T Beautification	\$ 312,500	0	0	0	0	0
Tourism Signage	\$ 196,307	0	0	0	0	0
Winter Shuttle Service	\$ 55,000	0	0	0	0	0
Festival & Event Development	\$ 95,000	0	0	0	0	0
Fernie Ambassador Program	\$ 31,600	0	0	0	0	0
						\$0.00
						\$0.00
<b>TOTAL</b>	<b>\$ 865,592</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

\*2016 Year End is not complete and numbers could be s

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Financial Snapshot	
Reserve as of Jan. 1, 2017	\$638,247 (only accurate once 2016 Q4 complete)
Funding provided in 2017 (75% of \$303,127)	\$227,345
<b>Total available for 2017</b>	<b>\$865,592</b> (only accurate <u>once 2017 Q4 complete</u> )
Total currently available (total less expenditures)	(only accurate <u>once 2017 Q4 complete</u> )

# Next Steps...

- Re-allocate remaining \$64,184 in community trails paving program for a sustainable winter shuttle strategy
- Secure funding for a Tourism Master Plan
- Review the RDS Advisory Working Group Terms of Reference

# Building on Success



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



RMI FUNDING  
BUILDING ON SUCCESS

PREPARED FOR THE RESORT MUNICIPALITY INITIATIVE RESORT COLLABORATIVE

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