



BOARD REPORT

TO: Chair and Directors

File No: 0580 01

SUBJECT: Secwepemc Landmarks Project – Rural Dividend Application

DESCRIPTION: Report from Robyn Cyr, Economic Development Officer, dated August 2, 2018. Resolution required from the CSR D Board for submission of an application to the Rural Dividend Program for the development and implementation of the Secwepemc Landmarks project.

RECOMMENDATION #1: THAT: the CSR D Board provide a resolution to authorize the submission of an application to the BC Rural Dividend Program for \$100,000.00 for the development and implementation of the Secwepemc Landmarks project.

SHORT SUMMARY:

The Secwepemc Landmarks and Trail Sign Project creates awareness of Secwepemc traditional territory through a series of iconic Landmarks (sculptures) situated at key, highly visited areas, which portray Secwepemc location names, culture and stories throughout the Shuswap lakes region. Within the Landmark designs will be a series of viewing portals that when looked through will point to various historical locations and physical landmarks within the line of site. They will include the Secwepemc and English names of the location or landmark and some featured details (ie. Stories, elevations, etc.).

There will also be a series of trailhead sign posts that will be designed by Secwepemc artists/instructors that are to be placed at trailhead locations throughout the Shuswap region.

These Landmarks and trailhead signs will be created to increase awareness of the Secwepemc language, culture and stories, and act as a foundation on which to grow the Secwepemc Tourism Strategy.

This project also is defined in the Cultural Tourism Sector Development section in the 2015 Shuswap Tourism Development Plan. It is identified in this plan – section 3.3.1 b) iv – that developing a framework for cultural historic tours of the area that will build on historic themes – First Nations, early settlers and pioneer life, the CPR story, etc. – will increase visitation to the Shuswap region. Working with businesses and community partners to identify funding and implementation plans to develop these experiences into a tourism product can then be part of the overall Tourism development for the Shuswap region.

The CSR D may submit an application to the BC Rural Dividend Program to develop and implement the Secwepemc Landmarks projects, as reflected in the recommendation for a Board resolution in support of the grant application for \$100,000.

VOTING: Unweighted Corporate LGA Part 14 (Unweighted) Weighted Corporate Stakeholder (Weighted)

BACKGROUND:

This project is identified as a priority in the Secwepemc Tourism Strategy and the Shuswap Regional Trails Strategy acknowledging its high value in growing authentic First Nations trail based destination

Tourism. First Nations Tourism and trail experiences are Sector Development priorities in the 2015 Shuswap Tourism Strategy and intentionally linked to the Shuswap Trails Strategy for BC's vision, principles, and strategic actions to grow a world-renowned, sustainable trail network throughout the province and the Shuswap region.

POLICY:

This grant application is defined in Bylaw No. 5582 – Section 11. The Rural Dividend funding applications also all require a Board resolution for the application to be eligible for submission, from the eligible applicant.

FINANCIAL:

There are no financial implications for the CSRD other than an in kind contribution of staff time to manage the reporting and financial management of the project.

KEY ISSUES/CONCEPTS:

This project builds on the requirement to expand the Shuswap region into a four season destination. Trail experiences can be on a bike or on foot in the spring/summer/fall, and on snowshoes, Nordic skis, or a fat bike in the winter. This type of trail experience can be experienced in all seasons.

IMPLEMENTATION:

The CSRD Shuswap Economic Development department will partner with the supporting organizations, but the physical infrastructure will be created by Indigenous artists and the structures will be placed on site by the Shuswap Trail Alliance

COMMUNICATIONS:

Robyn Cyr, EDO, will provide updates to the Shuswap Tourism Advisory Committee on this project and ensure make sure that the reporting requirements for the Rural Dividend funding are completed. Updates on the project will also be on websites and social media – Facebook, Twitter, Instagram, and YouTube – of all the organizations that are supporting this project.

DESIRED OUTCOMES:

That the Board will authorize, by resolution, the submission of an application for \$100,000.00 to the BC Rural Dividend Program for the Secwepemc Landmarks project.

BOARD'S OPTIONS:

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

LIST NAME OF REPORT(S) / DOCUMENT(S) AVAILABLE FROM STAFF:

1. Secwepemc Landmarks project concept and budget
2. 2015 Shuswap Tourism Development Plan
3. Shuswap Trails Regional Trail Strategy

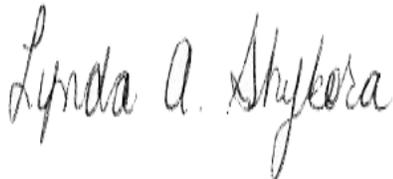
Report Approval Details

Document Title:	Board resolution - Secwepemc Landmarks.docx
Attachments:	- 18 07 29 Secwepemc Landmarks Project Concept Plan.pdf
Final Approval Date:	Aug 3, 2018

This report and all of its attachments were approved and signed as outlined below:



Jodi Pierce - Aug 3, 2018 - 10:24 AM



Lynda Shykora - Aug 3, 2018 - 11:22 AM



Charles Hamilton - Aug 3, 2018 - 11:34 AM