

Indigenous Tourism Project Update,

May 9, 2019

The Project Team has been working diligently on their respective project “Deliverables”, as follows:

Deliverable #1 – Cultural Sharing Guidelines: Shelley Witzky has been working closely with Community Elders to create a list of cultural elements, stories, places, legends, place names that can be shared within and outside of the community as a means of furthering Indigenous Tourism opportunities and a greater cultural presence on the Traditional Territory.

Deliverable #2 – Indigenous Artisan Support: Bonnie Thomas has been researching existing Artisan databases and has developed a survey to be circulated within each community to identify artisans and their potential interest to develop and market their crafts. She is also attempting to determine their level of interest in developing a business model around their craft, with support from others.

Deliverable #4 – Assist Entrepreneurs in the Development of their Tourism Based Business: Julie John has been identifying existing entrepreneurs and soliciting their feedback about their individual experiences. As well, she is developing an awareness campaign to inform each community of the opportunity to access entrepreneurial mentorship and assistance to start a business, if that is their desire.

Deliverable #6 – Develop and Deliver Tourism Events: Donna Felix has been developing a database of Indigenous events throughout the region where cultural tourism can be showcased to a wider audience, such as the annual Indigenous Day Celebrations and the Roots and Blues festival that occur each summer. She is reaching out to the organizers of the various events to coordinate our participation.

As well, the four Project Team members have been meeting regularly to coordinate their activities and to make the most value of their visits with Elders and Band Councils. They have also put together a marketing campaign to showcase their Team and to share information about the project.

The project has been well supported within each of the four Secwepemc communities and momentum and enthusiasm has been building as we proceed. There is growing interest in the prospect of entrepreneurial training and starting businesses.

Sincerely,

Rob Marshall
Steering committee Chair