



Date: November 21, 2019

Columbia Shuswap Regional District
555 Harbourfront Dr NE
Salmon Arm, BC V1E 4P1

Re: CSRD Board Meeting Delegation Request

Dear Board of Directors,

In 2016 the Ministry of Tourism, Arts and Culture in partnership with Destination BC, Indigenous Tourism BC and the Tourism Regions launched the Destination Development program. The intent of the program was to create set of ten-year strategic plans with a focus on creating compelling tourism product and experiences in order to make BC more competitive in the global tourism market. Through this process the Hwy 1 (Trans-Canada) Destination Development Strategy was developed.

Goals within this strategy include: improving the quality and safety of the Highway 1 Corridor journey, increasing the visitor economy and spending, increasing community resiliency and enhancing the overall visitor experience within the Highway 1 Corridor.

The implementation of the Strategy and the achievement of a cohesive and sustainable travel corridor requires strong leadership and collaboration. One of the recommendations within the strategy is to consider developing a coalition of elected community representatives along the Hwy 1 corridor, similar to that of the Hwy 3 Mayor's and Chairs Coalition. The Hwy 3 coalition spans the Alberta border to Hope, BC. The purpose of the coalition is to improve the quality of the highway corridor through infrastructure development and to leverage the relationships between communities to attract more visitors and residents to the area. This coalition has been in place for several years and is showing benefits through highway improvements and collaborative corridor projects.

To this end, I am requesting to present as a delegation at the January 16th CSRD Board meeting. My presentation is intended to seek interest in the development of a Hwy 1 coalition between the Alberta border and Kamloops.

Warm Regards,

Richard Toperczer
Regional Manager
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