

**PRESENTATION TO KOOTENAY ROCKIES
ANNUAL GENERAL MEETING 2015:
RESORT DEVELOPMENT IN REVELSTOKE**



**Resort Municipality
Initiative**

Investing in B.C. Resort Communities

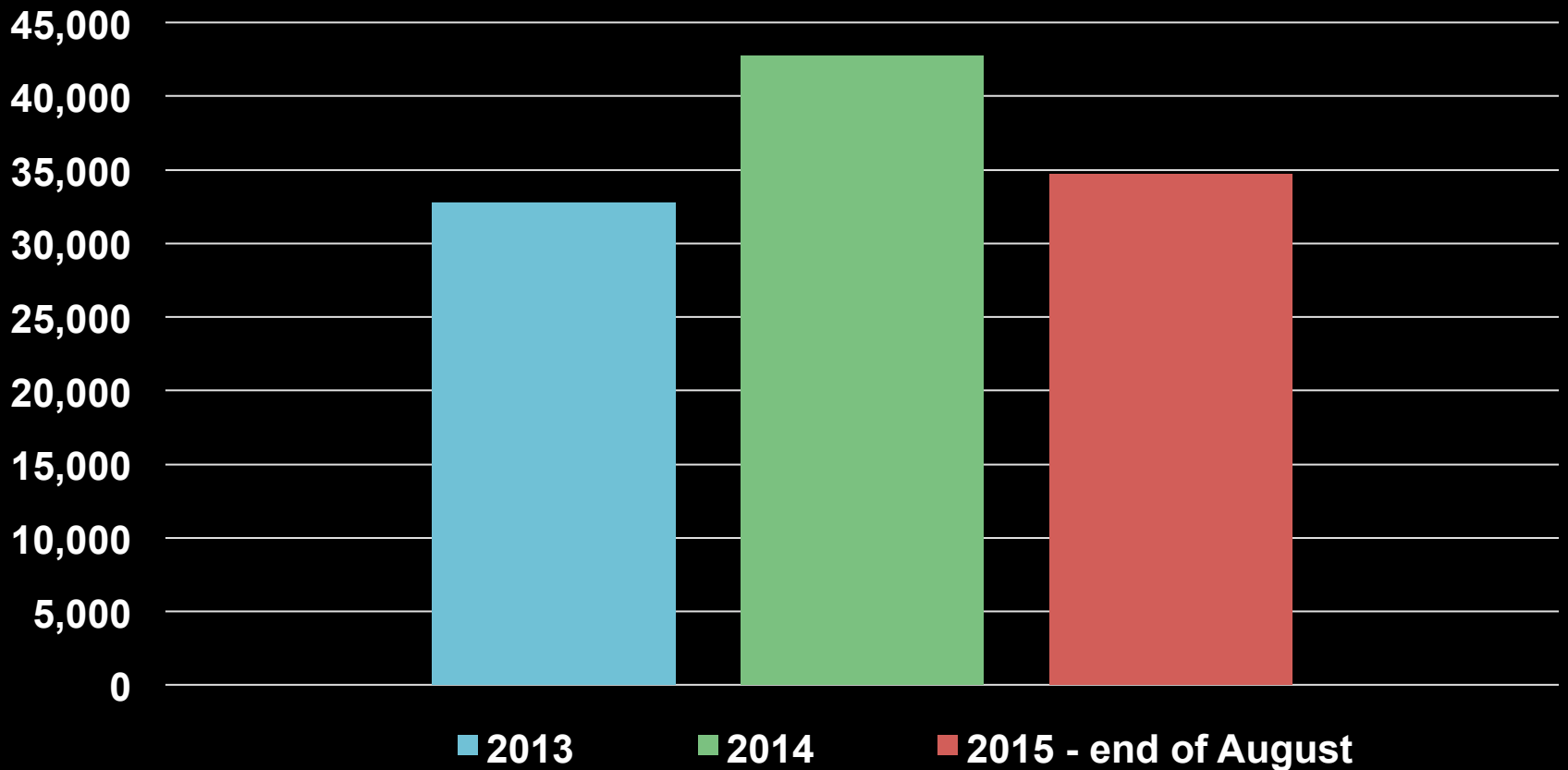
Revelstoke Visitor & Business Information Centre

- RMI funding: \$520,000
- Total Project: \$1.2M



Visitor Information Centre Stats

Revelstoke Visitor Stats



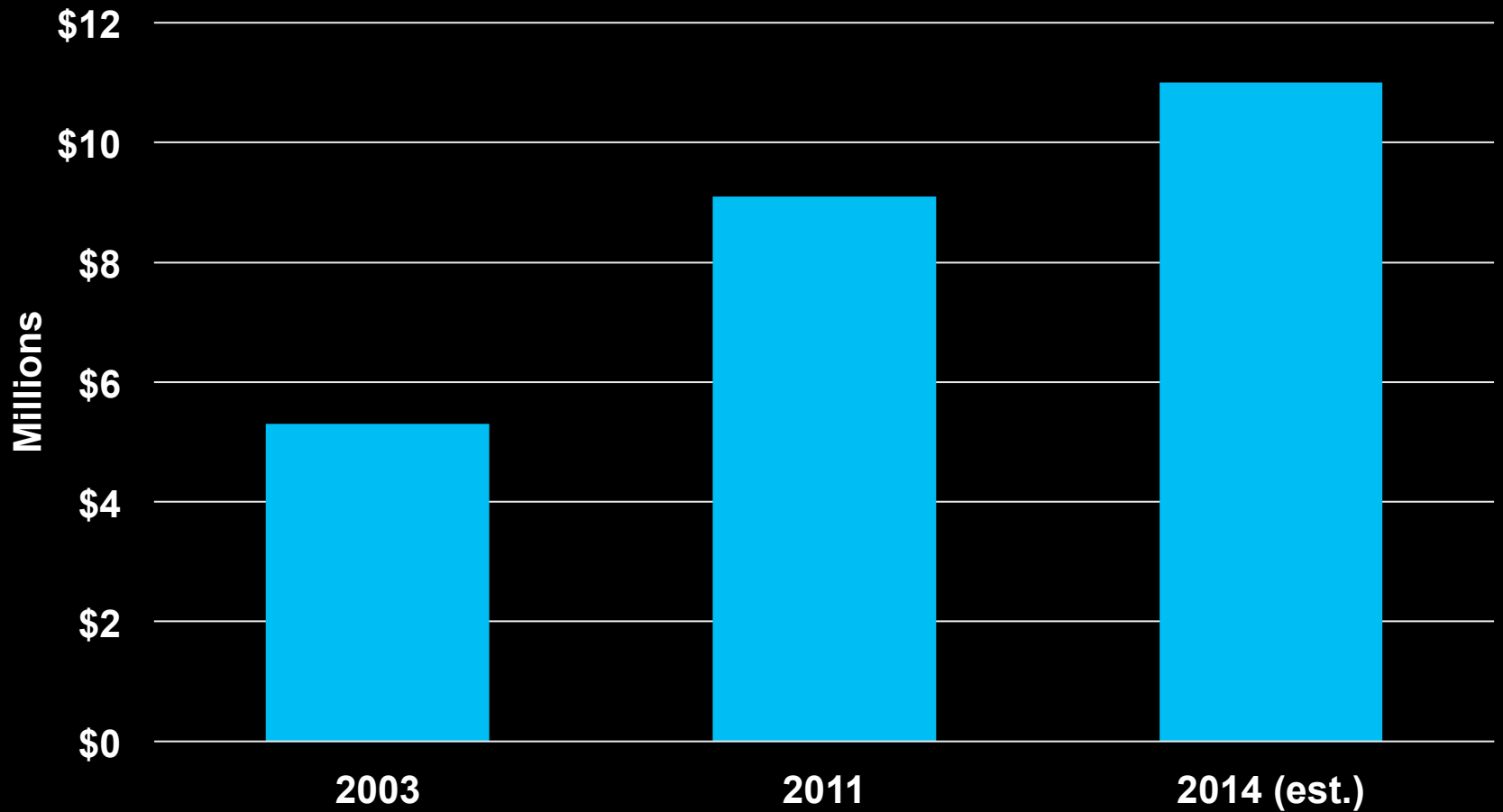
Developing Snowmobile Infrastructure

- RMI Funds: \$450,000
- Total Projects: \$1.36M



Developing Snowmobile Infrastructure

Tourism \$ Impact on Local Economy



Nordic Ski Centre



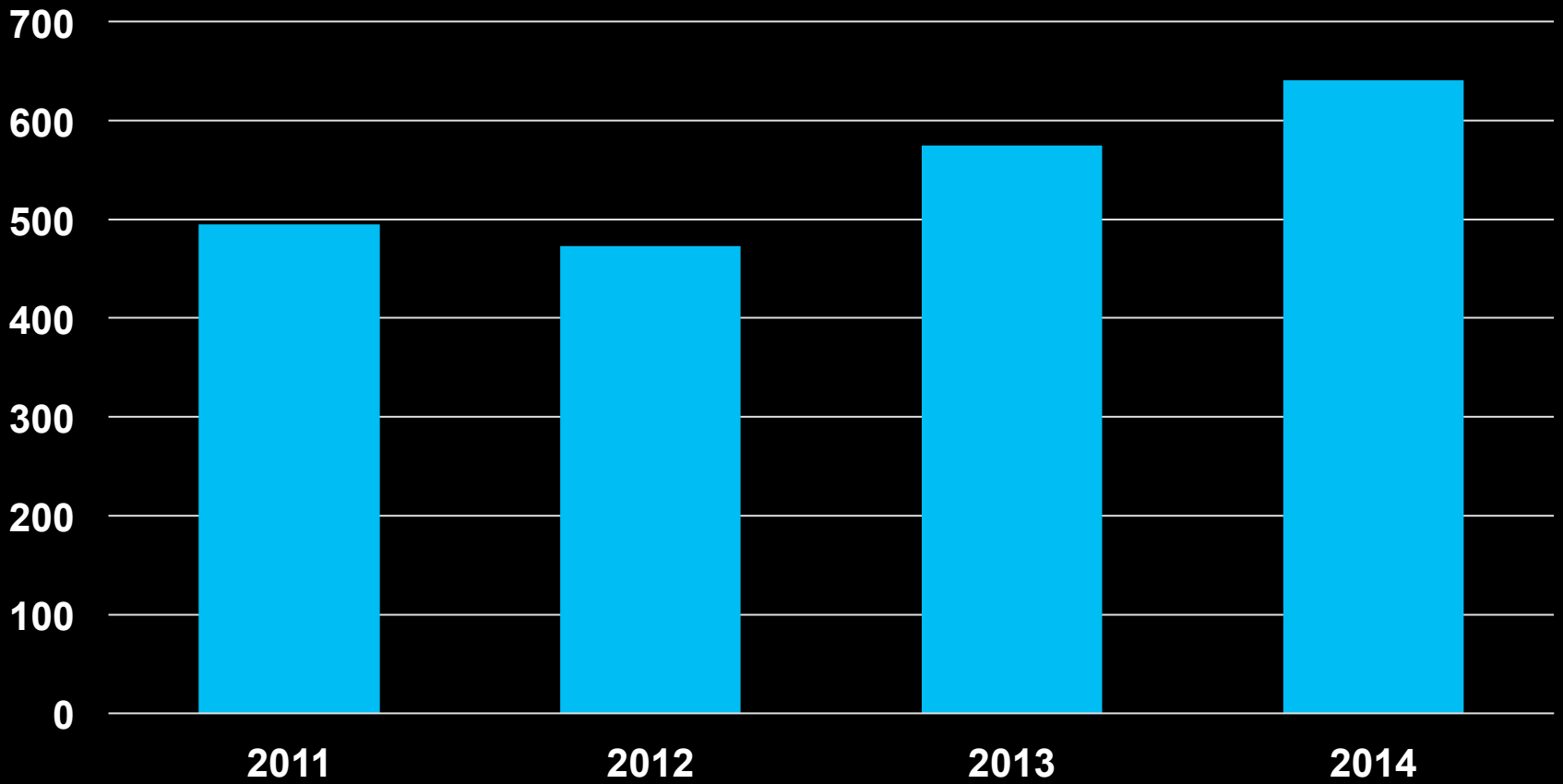
Nordic Ski Centre Lighted Trails

- RMI Funds: \$132,000
- Total Project: \$543,000



Nordic Ski Club

Nordic Ski Club Membership



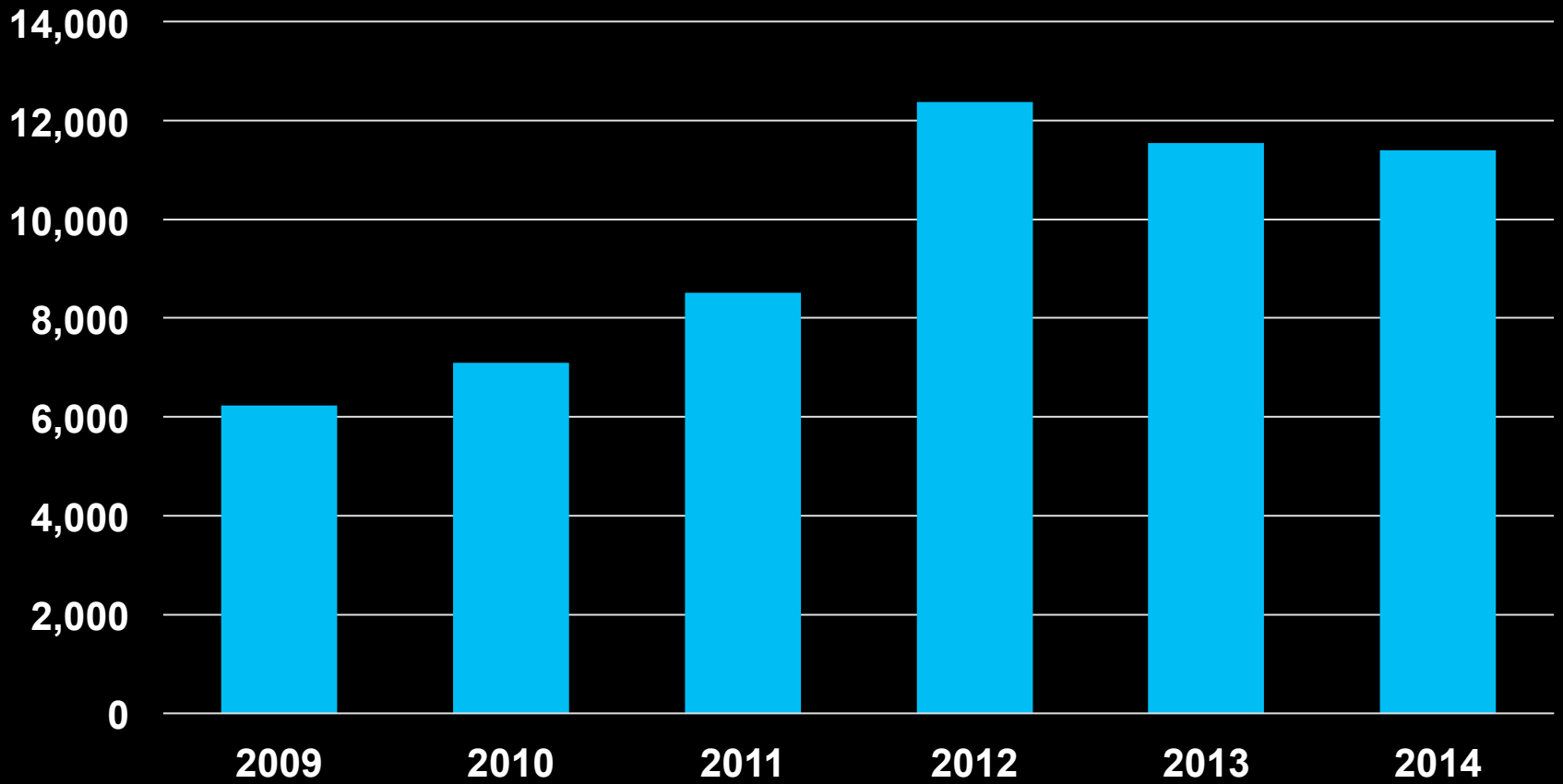
Revelstoke Museums

- RMI Funds: \$65,000
- Total Project: \$160,000



Revelstoke Museum

Visitors



Alpine Ski Club



Alpine Ski Club Equipment to Host Races

- RMI Funds: \$51,000
- Total Project: \$160,000
- 3 major races in 2015
- Economic impact: \$750,000 approx.



Multi-use Trails: Mark Kingsbury Bridge



Improvements to Revelstoke Golf Course



Revelstoke Resort Shuttle



Public Art



Sternwheeler



Tournament of Champions



Downtown Enhancement



Downtown Enhancement



Mountain Bike Trails



Revy Riders Dirtbike Club

Papa John's Classic Event – September 2015
with over 200 riders competing



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Tourism Marketing

REVELSTOKE 
BRITISH COLUMBIA, CANADA

Tourism Revelstoke

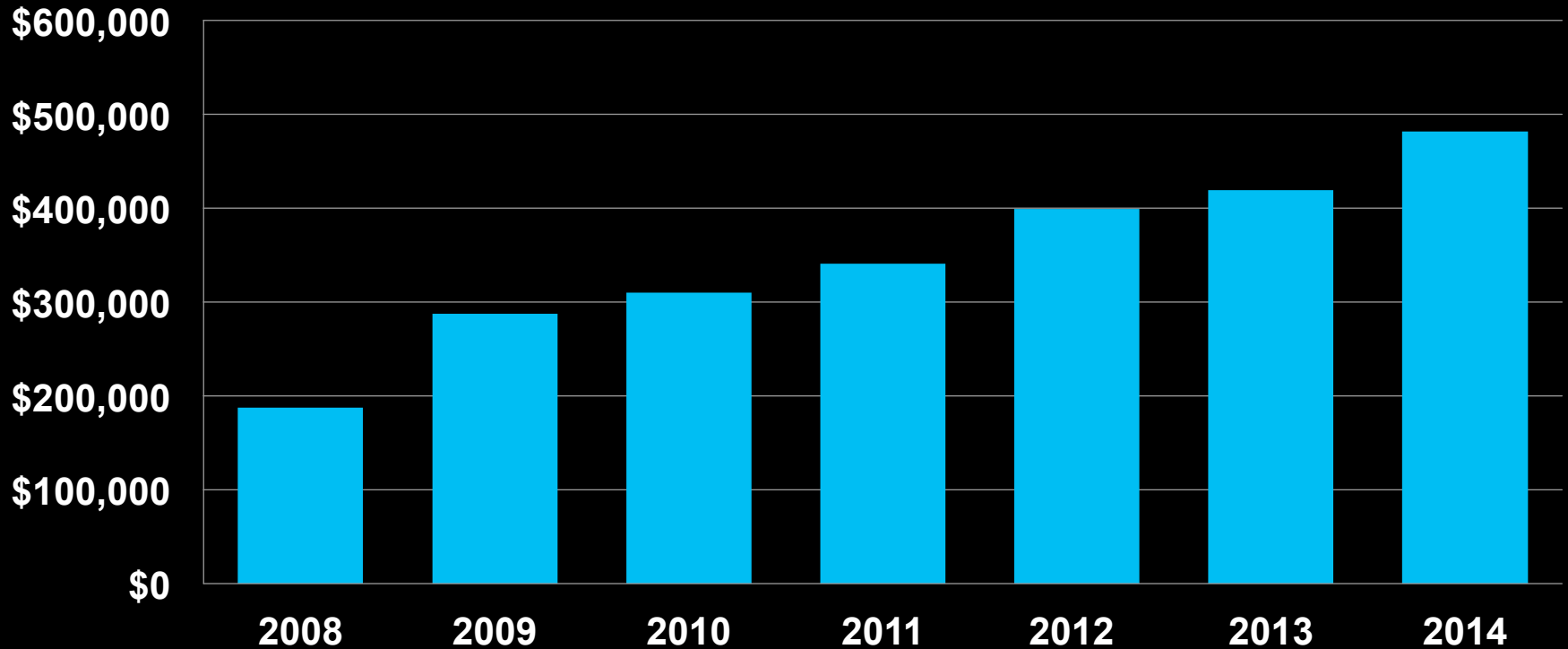
- **Tourism Revelstoke** formed in 1997
- Partnership between Chamber of Commerce, City and CSRD
- Funding shared between three agencies for Tourism Coordinator
- \$ provided by City for Tourism Marketing/Advertising - leveraging
- **Revelstoke Accommodation Association** formed in 2008
- 2% AHRT (MRDT) – 20 Hotels, Motels, Inns, Resorts, Hostels & B&B
- Operates on a 5 year agreement w/Province (2nd term)

Collaboration between RMI Program and DMO

- Revelstoke Tourism Infrastructure Advisory Committee
- Strong DMO representation on the Tourism Infrastructure Committee
- Marketing of RMI projects an important consideration
- City staff and DMO both track impacts of RMI projects in increasing tourism

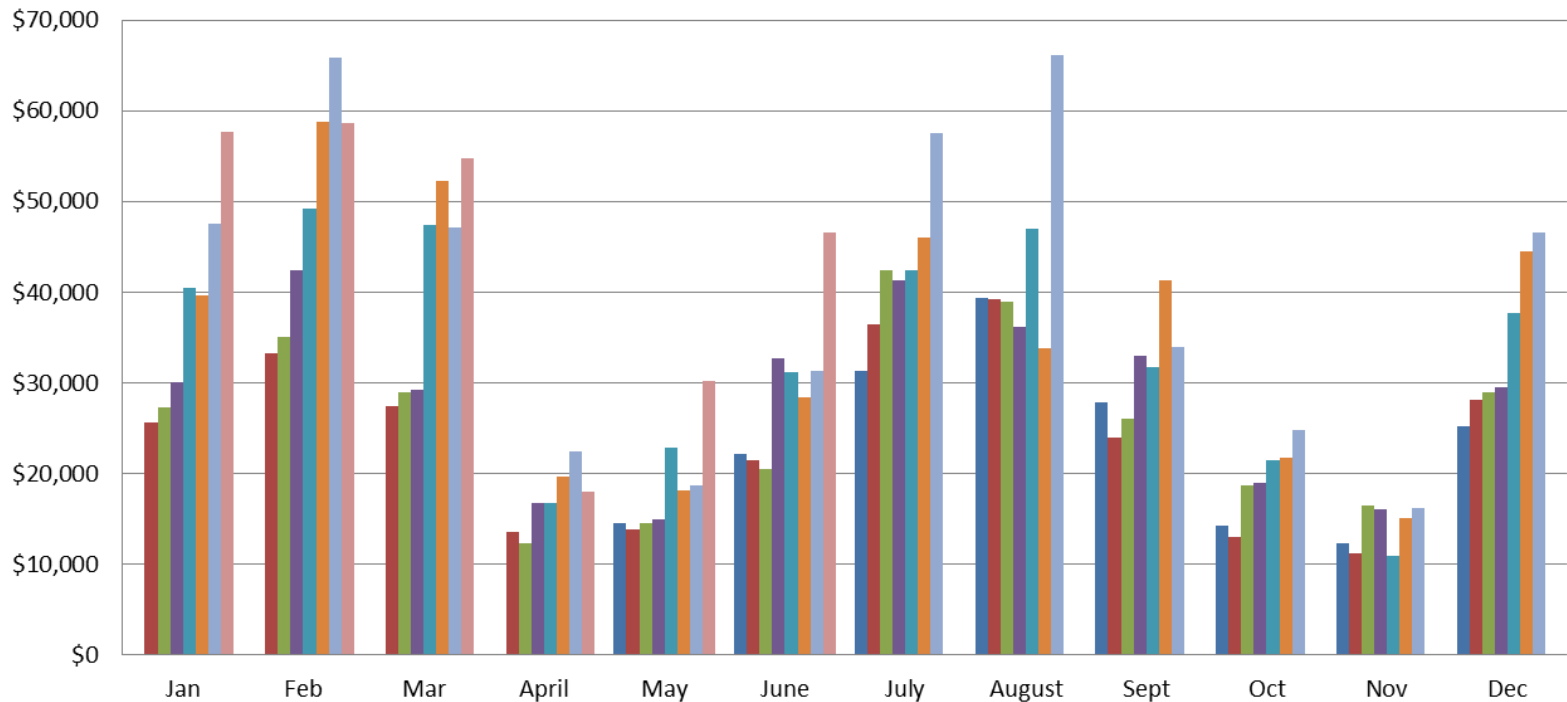
Hotel Promotional Funding

Annual Revelstoke Accommodation
Funding from Province (MRDT)



Monthly Funding Comparisons

Hotel Promotional Funding
(2% of Total Hotel Revenue)



Annual Funding

Tourism Infrastructure Funding Received From Province



Business Licenses

Revelstoke Business Licenses

