



**VISITOR CENTRE NETWORK MEMBERSHIP
RENEWAL APPLICATION**
(January 1, 2012 – December 31, 2012)

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Contact Information

Visitor Centre contact information listed below will be made available for **public distribution** and will be used in Ministry materials such as the Approved Accommodation Guide and the Ministry of Jobs, Tourism and Innovation (MJTI) website. All other information is for confidential MJTI use only. Please keep in mind that the contact listed for the Visitor Centre will receive information that may need to be distributed to all staff members at the Visitor Centre.

Visitor Centre

Visitor Centre: McBride Visitor Centre

Visitor Centre Street Address: 1000 - 1st Ave, CN Station

Visitor Centre Mailing Address: PO Box 519, McBride, VOJ2E0

Visitor Centre Phone: 250-569-3366 Visitor Centre Fax: 250-569-3276

Toll Free Phone: 866-569-3366

Winter Phone (if seasonal): 250-569-2229 Date Effective: 10/1/2011

Winter Fax (if seasonal): 250 569-3276 Date Effective: Sept 4th, 2012

(you must provide year round contact numbers)

Visitor Centre Email Address: come2mcbride@telus.net

Visitor Centre Supervisor/Manager: Glenda Thompson

Visitor Centre Supervisor/Manager's Email: glenda@mcbride.ca

Please note: All day-to-day actionable operations instructions and communication from Visitor Services (MJTI) will be sent to the manager/supervisor to the email address provided. It is the manager's responsibility to ensure that the appropriate person or persons receive the information.

Visitor Centre Website Address: www.mcbride.ca

Sponsor Organization (organization designated by the municipal authority responsible for visitor servicing in the community)

Legal Name of Sponsor Organization: Village of McBride

Sponsor Contact Name and Title: Eliana Clements

(must be different from contact listed for the Visitor Centre)

Sponsor Telephone: 250 569-2229

Sponsor Contact Email Address: glenda@mcbride.ca

Sponsor Contact Mailing Address: PO Box 519, McBride, VOJ 2E0

Sponsor Website Address: www.mcbride.ca

Applicable Act/Society/Business Registration number: 10807 9138 RT0001

2011 Operating Dates/Hours

Visitor Centres are required to operate the Visitor Centre for the minimum season of the May long weekend to the September long weekend during regular business hours and operate seven days a week for a minimum of eight (8) consecutive hours between 9 AM and 5 PM from July 1 to August 31.

Note: If a variance to the required hours of operation would better serve visitors/traffic flow and is required, please send the rationale for the variance request in writing to MJTI for review and approval.

Main Visitor Centre: year-round ☐ seasonal ☒ variation request attached ☐

Months	Daily	Times
Example: May 21 to Oct 15	Mon to Sun	9am to 5pm
May 19 - Sept. 3 rd	Mon to Sun	9am to 5pm

Satellite #1:

Street Address:

N/A

Mailing Address:

Phone:

Fax:

Email Address:

Year-round ☐ seasonal ☐ variation request attached ☐

Months	Daily	Times
Example: May 21 to Oct 15	Mon to Sun	9am to 5pm

Satellite #2:

Street Address:

N/A

Mailing Address:

Phone:

Fax:

Email Address:

Year-round ☐ seasonal ☐ variation request attached ☐

Months	Daily	Times
Example: May 21 to Oct 15	Mon to Sun	9am to 5pm

Brochure Racking Fees

Brochure racking policies None

The BC Parks Guide and Road map is available for purchase ☒ Yes

☐ No

Visitor Centre Branding (Trademark License Agreement)

Under the Trademark License Agreement (see separate document with this title), sponsor organizations agree to use the Visitor Centre logo and brand only under approved circumstances. Part of this Agreement requires a Visitor Centre to publicly post documentation that the logo is used under license. To that end, the Ministry supplied a laminated poster to each Visitor Centre in 2009 ("The Trademark Poster"). The Trademark Poster must be prominently displayed in your Visitor Centre and in all satellite locations.

Is the Trademark Poster displayed in a prominent location in the:

- ☒ Main Visitor Centre
☐ Satellite Visitor Centre(s)

If the Visitor Centre flag is not flown or prominently displayed at either the main Visitor Centre or satellite operation, please supply a brief explanation as to why. The Ministry must pre-approve any exemptions.

Training

Tourism/Visitor Information Counsellor Training (T/VIC)

All Visitor Centre staff (seasonal and year round, paid and volunteer) must successfully complete Tourism/Visitor Information Counsellor (T/VIC) training prior to or within the first twenty (20) working days of employment or service. Supervisors/managers must successfully complete this course within one (1) year of employment or service.

T/VIC Trainer: Thompson, Glenda Certificate # (e.g. M2009.011): M95.016

Proposed staff/volunteer training dates: March/April

Is Visitor Centre manager T/VIC trained? ☒ Yes ☐ No

User Codes

Program	User ID	Password
On-line Stats Program	s15	
Network Exchange		

Optional/Recommended Programs

As a way to generate incremental revenue and offer enhanced visitor services, Visitor Centres can also participate in Ministry programs such as the **HelloBC reservation program (Inntopia)** and the **Super, Natural British Columbia** retail program.

- ☐ Check here if you would like information about the **HelloBC reservation program (Inntopia)**
☐ Check here if you would like information about the **Super, Natural British Columbia** retail program?

Website

One of the benefits of membership in the Network Program is the opportunity to use the Visitor Centre trademarks. It is recommended that you add the Visitor Centre logo to your sponsor organization and/or Visitor Centre website.

Do you have the Visitor Centre graphic on the Visitor Centre/Sponsor Website? Yes (yes or no)

HelloBC Listings Program Information

As a member of the Visitor Centre Network Program, information about your Visitor Centre will be posted on the HelloBC consumer website (HelloBC Listings Program). This is a great opportunity for your Visitor Centre to get exposure to the many visitors to the website and allows you to provide more information about what services are offered at your Visitor Centre.

What services are available to the visitor at your Visitor Centre? Please check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Attraction/Tour/Event Ticket Sales | <input type="checkbox"/> Guided Industry Tours <i>(by Visitor Centre staff)</i> |
| <input type="checkbox"/> Bank Machine | <input checked="" type="checkbox"/> Internet Access |
| <input type="checkbox"/> Business Services <i>(e.g. faxes, photocopies)</i> | <input type="checkbox"/> Picnic Tables |
| <input type="checkbox"/> Designated Children's Area <i>(e.g. playground)</i> | <input type="checkbox"/> Vending Machine(s) |
| <input type="checkbox"/> Designated Pet Area | <input checked="" type="checkbox"/> Washrooms |
| <input checked="" type="checkbox"/> Food & beverage <i>(e.g. snack foods, coffee)</i> | <input type="checkbox"/> Wireless Internet |
| <input checked="" type="checkbox"/> Full Wheelchair Access <i>(as per building code)</i> | |

Visitor Centre Description

Please provide an appealing description of your Visitor Centre in 100 words or less.

Sharing our Heritage Train Station with a coffee shop and art/craft gallery, McBride Visitor Centre is next to a playground with free parking. We offer travelers friendly, helpful service in a spectacular setting, rich in history and culture. Book a tour, reserve accommodations, explore the Robson Valley - your first stop is your best stop - McBride Visitor Centre!

Please provide basic driving instructions to your Visitor Centre in 20 words or less.

Turn off of Hwy 16 at the McBride intersection and drive to the Train Station at end of Main St.

Agreement

The sponsor organization agrees to observe, perform and comply with the above Network Program Membership Requirements (2012). The sponsor organization recognizes that the use of any and all official marks and logos must conform to the terms of the Trademark License Agreement, and further agrees to adhere to the Ministry of Jobs, Tourism and Innovation graphic standards, i.e. all uses of the Visitor Centre graphics will be submitted to the Ministry of Jobs, Tourism and Innovation for approval.

Sponsor Organization Legal Name: THE CORPORATION OF THE VILLAGE OF McBRIDE

Daytime Phone: 250 569-2229 E-mail address: glenda@mcbride.ca

Authorized Signatory: [Signature] Date: December 13, 2011

Print Name: ELIANA CLEMENTS Position/Title: CAO

(Personal home and work phone numbers will be held in confidence by Visitor Services)

Deadline for submission to the Ministry of Jobs, Tourism and Innovation: Thursday, December 15, 2011

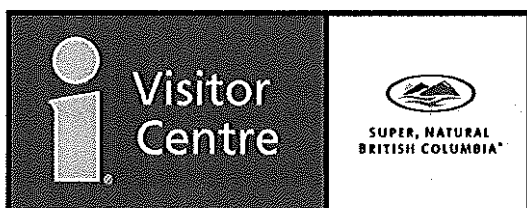
For Ministry Use:

Further Info Requested ☐

Approved ☒

Signature: [Signature]

Date: Dec 19/11



Visitor Centre Network Membership Requirements (January 1, 2012 – December 31, 2012)

The Visitor Centre Network consists of community and provincial visitor centres (provincial visitor centres owned and operated by the Province of British Columbia). The mandate of the Visitor Centre Network is to promote tourism products and services and generate increased tourism revenue in the community, tourism regions and province while providing a professional level of service to users of the Visitor Centres. To qualify for membership in the Network Program, Visitor Centres must meet the following requirements:

1. Be the sole organization recognized in the community as the operator of the official Visitor Centre and provide a letter of such recognition;
2. Provide a Tourism Development Plan and Marketing Strategy including a financial sustainability plan;
3. Promote tourism opportunities in the tourism regions and province as well as the community;
4. Fulfill all operating requirements, and,
5. Service a minimum of three (3) visitor parties per hour during the month so July and August.

Operating Requirements

The Applicant will:

- Hours of Operation:** 1. Operate the Visitor Centre for the minimum season of the **May long weekend to the September long weekend** during regular business hours and operate seven days a week for a minimum of eight (8) consecutive hours between 9 AM and 5 PM from **July 1st to August 31st**. If a variance to the required hours of operation would better serve visitors/traffic flow and is required, please send the rationale for the variance request in writing to the Ministry of Jobs, Tourism and Innovation for review and approval.
- Brochure Racking:** 2. Rack Ministry of Jobs, Tourism and Innovation approved publications as follows:
- a. Provincial publications (as identified on the MJTI "On-line Brochure Fulfilment System");
 - b. Regional publications (as identified on the MJTI "On-line Brochure Fulfilment System"); and
 - c. Community information.
3. Have the BC Road Map & Parks Guide available for purchase.
- Branding/Signage:** 4. Adopt the Visitor Centre branding as follows:
- a. The minimum sign requirement for a Visitor Centre consists of one external sign no smaller than 1500mm x 500mm and one internal sign no smaller than 750mm wide x 250mm high.
 - b. The Visitor Centre flag must be flown or prominently displayed.
5. Ensure that minimum advance kilometre and metre highway signs are in place for all major approaches to the Visitor Centre. Size and placement of signs, distances and directional tabs are determined by the Visitor Centre in consultation with Visitor Services of the Ministry of Jobs, Tourism and Innovation and the Ministry of Transportation and Infrastructure to ensure that they are in accordance with Ministry regulations and safety standards.
6. Sign a Trademark License Agreement that outlines the guidelines for use of the Visitor Centre graphics (annually).
7. Adhere to graphic standards guidelines as set out by the Ministry of Jobs, Tourism and Innovation for all Visitor Centre logo usage. Design proofs for all use of the Visitor Centre graphics (advertising, stationery, publications, signs or displays, etc) must be forwarded via email to the Ministry of Jobs, Tourism and Innovation for approval prior to print or production.

- Uniforms:**
8. All Visitor Information Counsellors wear the Visitor Centre uniform provided by the Ministry of Jobs, Tourism and Innovation year round. Exceptions can be made during special events when uniforms or clothing related to the event is required.
 9. Provide official name tags to all Visitor Centre staff purchased from a Ministry of Jobs, Tourism and Innovation licensed supplier.
- Training:**
10. Ensure all Visitor Centre staff (seasonal and year round, paid and volunteer) successfully complete Tourism/Visitor Information Counsellor (T/VIC) training prior to or within the first twenty (20) working days of employment or service. Supervisors/managers must successfully complete this course within one (1) year of employment or service.
- Statistics:**
11. Provide visitor information statistics to the Ministry of Jobs, Tourism and Innovation using the on-line stats program at <https://www.networkstats.tourismbc.com>. Each month stats must be completed no later than the 5th of the following month.

Recommendations:

The benefits of membership in the Visitor Centre Network Program are many. Two important benefits are the opportunity to participate in revenue generating programs operated by the Ministry of Jobs, Tourism and Innovation and the use of the Visitor Centre logo. Please note the following recommendations:

1. Participate in the tourism product reservations and the retail sales programs:
 - a. Reservations Program (Inntopia reservation platform)
 - b. Super, Natural British Columbia® retail program.
2. Add the Visitor Centre logo to your sponsor organization and/or Visitor Centre website.

If any of the above Membership Requirements are not, to the satisfaction of the Ministry of Jobs, Tourism and Innovation, observed, performed and complied with, then the Applicant will forthwith:

- a) Be de-registered from the Visitor Centre Network for a minimum of one (1) year. Upon re-applying for membership, the Applicant must operate a Tourist/Visitor Information Booth for a minimum of one (1) year, meeting all membership requirements to the satisfaction of the Ministry of Jobs, Tourism and Innovation, before applying for Visitor Centre status;
- b) Return to the Ministry of Jobs, Tourism and Innovation materials provided by the Ministry including, without limitation, any and all Visitor Centre logos, decals, signs, flags, banners, manuals and equipment;
- c) Remove all Visitor Centre signs, logos and web graphics;
- d) Arrange for the removal of all Visitor Centre highway signs;
- e) Repay to the Ministry of Jobs, Tourism and Innovation any unused funds for the current year;
- f) Cease promoting itself as a Visitor Centre.

The sponsor organization agrees to observe, perform and comply with the above Network Program Membership Requirements (2012). The sponsor organization recognizes that the use of any and all official marks and logos must conform to the terms of the Trade-mark License Agreement, and further agrees to adhere to the Ministry of Jobs, Tourism and Innovation graphic standards, i.e. all uses of the Visitor Centre graphics will be submitted to the Ministry of Jobs, Tourism and Innovation for approval prior to print or production.

Sponsor Organization Legal Name: THE CORPORATION OF THE VILLAGE OF MCBRIDE
 Daytime Phone: 250 569-2229 E-mail address: glenda@mcbride.ca
 Authorized Signatory: [Signature] Date: December 13th, 2011
 Print Name: ELIANA CLEMENTS Position/Title: CAO

(Personal home and work phone numbers will be held in confidence by Visitor Services)

ID # 111



VISITOR CENTRE NETWORK MEMBERSHIP RENEWAL APPLICATION

(January 1, 2011 – December 31, 2011)

TOURISM BRITISH COLUMBIA

DEC 23 2010

VISITOR SERVICES & SALES

Contact Information

Visitor Centre contact information listed below will be made available for public distribution and will be used in Ministry materials such as the Approved Accommodation Guide and the Ministry of Tourism, Trade and Investment (MTTI) website. All other information is for confidential MTTI use only. Also keep in mind that the contact listed for the Visitor Centre will receive information that may need to be distributed to all staff members at the Visitor Centre.

Visitor Centre

Visitor Centre: McBride Visitor Centre

Visitor Centre Street Address: 1000 - 1st Ave, CN Station ✓

Visitor Centre Mailing Address: PO Box 519 ✓

Visitor Centre Phone: 250-569-3366 ✓

Visitor Centre Fax: 250-569-3276 ✓

Toll Free Phone: 1 866 569-3366 ✓

Winter Phone (if seasonal): 250 569-2229 ✓

Date Effective: (SEE ATTACHMENT)

OCTOBER 1, 2011

Winter Fax (if seasonal): 250 569-3276

Date Effective: OCTOBER 1, 2011

REDUCED HOURS

(you must provide year round contact numbers)

Visitor Centre Email Address: glenda@mcbride.ca

Visitor Centre Supervisor/Manager: Glenda Thompson

(day to day actionable operations instructions will be sent to this person)

Visitor Centre Supervisor/Manager's Email: come2mcbride@telus.net ✓

(to be used by MTTI to communicate regularly with Visitor Centre Manager)

Visitor Centre Website Address: www.mcbride.ca ✓ ALSO www.2mcbride.ca ✓

Sponsor Organization (organization designated by the municipal authority responsible for visitor servicing in the community)

Legal Name of Sponsor Organization: Village of McBride

Sponsor Contact Name and Title: ELIANA CLEMENTS CAO ✓

(must be different from contact listed for the Visitor Centre)

Sponsor Contact Email Address: eliana@mcbride.ca ✓

Sponsor Contact Mailing Address: P.O Box 519 McBride B.C. V0J 2E0 ✓

Sponsor Website Address: www.mcbride.ca

Applicable Act/Society/Business Registration number: 10807 9138 RTO ✓

2011 Operating Dates/Hours

Visitor Centres are required to operate the Visitor Centre for the minimum season of the May long weekend to the September long weekend during regular business hours and operate seven days a week for a minimum of eight (8) consecutive hours between 9 AM and 5 PM from July 1st to August 31st.

Note: If a variance to the required hours of operation would better serve visitors/traffic flow and is required, please send the rationale for the variance request in writing to MTTI for review and approval.

Main Visitor Centre: year-round ☐ seasonal ☒ variation request attached ☐

Months	Daily	Times
Example: May 21 to Oct 15	Mon to Sun	9am to 5pm
MAY 21 ST to SEPT 5 th	MON TO SUN	9am to 5pm ✓

Satellite #1:

Street Address: _____

Mailing Address: _____

Phone: _____

Fax: _____

Email Address: _____

N/A

Year-round ☐ seasonal ☐ variation request attached ☐

Months	Daily	Times
Example: May 21 to Oct 15	Mon to Sun	9am to 5pm

Satellite #2:

Street Address: _____

Mailing Address: _____

Phone: _____

Fax: _____

Email Address: _____

N/A

Year-round ☐ seasonal ☐ variation request attached ☐

Months	Daily	Times
Example: May 21 to Oct 15	Mon to Sun	9am to 5pm

Brochure Racking Fees

2011 fee schedule for members: NONE

2011 fee schedule for non-members: NONE

2011 fee schedule for others (identify): NONE

The BC Parks Guide and Road map is available for purchase ☒ Yes ☐ No

Visitor Centre Branding (Trademark License Agreement)

Under the Trademark License Agreement (see separate document with this title), sponsor organizations agree to use the Visitor Centre logo and brand only under approved circumstances. Part of this Agreement requires a Visitor Centre to publicly post documentation that the logo is used under license. To that end, the Ministry supplied a laminated poster to each Visitor Centre in 2009 ("The Trademark Poster"). The Trademark Poster must be prominently displayed in your Visitor Centre and in all satellite locations.

Is the Trademark Poster displayed in a prominent location in the:

☒ Main Visitor Centre

☐ Satellite Visitor Centre(s)

If the Visitor Centre flag is not flown or prominently displayed at either the main Visitor Centre or satellite operation, please supply a brief explanation as to why. The Ministry must pre-approve any exemptions.

FRONT OF VISITOR CENTRE

Uniforms

Staff wear the official Visitor Centre uniform provided by the Ministry at all times (except when special clothing is worn for events or festivals) ☒ Yes ☐ No

Tourism/Visitor Information Counsellor Training (T/VIC)

All Visitor Centre staff (seasonal and year round, paid and volunteer) must successfully complete Tourism/Visitor Information Counsellor (T/VIC) training prior to or within the first twenty (20) working days of employment or service. Supervisors/managers must successfully complete this course within one (1) year of employment or service.

T/VIC Trainer: GLEND A THOMPSON Certificate # (e.g. M2009.011): M95.016

Proposed staff/volunteer training dates: APRIL / MAY 2011

Is Visitor Centre manager T/VIC trained? ☒ Yes ☐ No

User Codes

Program	User ID	Password
On-line Stats Program	s15	
HelloBC Listings		
Network Exchange		

Optional/Recommended Programs

As a way to generate incremental revenue and offer enhanced visitor services, Visitor Centres can also participate in Ministry programs such as the **tourism products reservation program** and the **Super, Natural British Columbia**® retail program.

What reservations program does your Visitor Centre use?

☐ **Super, Natural British Columbia**® reservation and information service

☒ Local (e.g. staff calls local properties to reserve)

☐ Other (e.g. ResRes): _____

☐ No reservations program in place.

Would you like information about the **tourism products reservation program**? ☐ Yes ☒ No

Would you like information about the **Super, Natural British Columbia**® retail program? ☐ Yes ☒ No

Website

One of the benefits of membership in the Network Program is the opportunity to use the Visitor Centre graphics/trademarks. It is recommended that you add the Visitor Centre logo to your sponsor organization and/or Visitor Centre website.

Do you have the Visitor Centre graphic on the Visitor Centre/Sponsor Website? ☒ Yes ☐ No

ON BOTH

HelloBC Listings Program Information

As a member of the Visitor Centre Network Program, information about your Visitor Centre will be posted on the HelloBC consumer website (HelloBC Listings Program). This is a great opportunity for your Visitor Centre to get exposure to the many visitors to the website and allows you to provide more information about what services are offered at your Visitor Centre.

What services are available to the visitor at your Visitor Centre?

<input type="checkbox"/> Attraction/Tour/Event Ticket Sales	<input type="checkbox"/> Guided Industry Tours (by Visitor Centre staff)
<input type="checkbox"/> Bank Machine	<input checked="" type="checkbox"/> Internet Access
<input checked="" type="checkbox"/> Business Services (e.g. faxes, photocopies)	<input checked="" type="checkbox"/> Picnic Tables
<input checked="" type="checkbox"/> Designated Children's Area (e.g. playground)	<input type="checkbox"/> Vending Machine(s)
<input checked="" type="checkbox"/> Designated Pet Area ACROSS THE ROAD	<input checked="" type="checkbox"/> Washrooms
<input checked="" type="checkbox"/> Food & beverage (e.g. snack foods, coffee)	<input type="checkbox"/> Wireless Internet
<input checked="" type="checkbox"/> Full Wheelchair Access (as per building code)	

Visitor Centre Description

Please provide an appealing description of your Visitor Centre in 100 words or less. (

Sharing our Heritage Train Station with a coffee shop and art/craft gallery, McBride Visitor Centre is next to a playground with free parking. We offer travelers friendly, helpful service in a spectacular setting, rich in history and culture. Book a tour, reserve accommodations, explore the Robson Valley, your first stop is your best stop - McBride Visitor Centre!

Please provide basic driving instructions to your Visitor Centre in 20 words or less.

Turn off of Hwy 16 at the McBride intersection and drive to the Train Station at end of Main St.

Agreement

The sponsor organization agrees to observe, perform and comply with the above Network Program Membership Requirements (2011). The sponsor organization recognizes that the use of any and all official marks and logos must conform to the terms of the Trade-mark License Agreement, and further agrees to adhere to the Ministry of Tourism, Trade and Investment graphic standards, i.e. all uses of the Visitor Centre graphics will be submitted to the Ministry of Tourism, Trade and Investment for approval.

Sponsor Organization Legal Name: CORPORATION OF THE VILLAGE OF MCBRIDE

Daytime Phone: 250 569-2229 E-mail address: eliang@mcbride.ca

Authorized Signatory: [Signature] Date: December 17, 2010

Print Name: ELIANA CLEMENTS Position/Title: CAO

(Personal home and work phone numbers will be held in confidence by Visitor Services)

Deadline for submission to the Ministry of Tourism, Trade and Investment: Friday, December 24, 2010

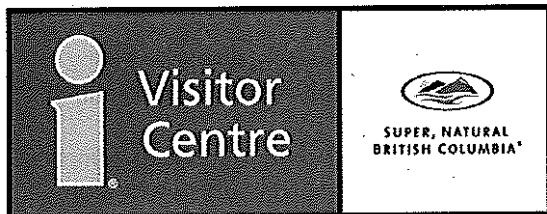
For Ministry Use:

Further Info Requested ☐

Approved ☒

Signature: [Signature]

Date: Jan 8/11



Visitor Centre Network Membership Requirements (January 1, 2011 – December 31, 2011)

The Visitor Centre Network consists of community visitor centres and provincial visitor centres (BCVCs owned and operated by the Province of British Columbia). The mandate of the Network is to promote tourism products and services and generate increased tourism revenue in the community while providing a professional level of service to users of the Visitor Centres. To qualify for membership in the Network Program, Visitor Centres must meet the following requirements:

1. Be the sole organization recognized in the community as the operator of the official Visitor Centre and provide a letter of such recognition;
2. Provide a Tourism Development Plan and Marketing Strategy including a financial sustainability plan, and;
3. Fulfill all operating requirements.

Operating Requirements

The Applicant will:

- Hours of Operation:**
1. Operate the Visitor Centre for the minimum season of the **May long weekend to the September long weekend** and operate seven days a week for a minimum of eight (8) consecutive hours between 9 AM and 5 PM from **July 1st to August 31st**. If a variance to the required hours of operation would better serve visitors/traffic flow and is required, please send the rationale for the variance request in writing to the Ministry of Tourism, Trade and Investment for review and approval.
- Brochure Racking:**
2. Rack Ministry of Tourism, Trade and Investment approved publications as follows:
 - a. Provincial publications (as identified on the MTTI "On-line Brochure Fulfilment System");
 - b. Regional publications (as identified on the MTTI "On-line Brochure Fulfilment System"); and
 - c. Community information.
 3. Have the BC Parks Guide and Road Map available for purchase.
- Branding/Signage:**
4. Adopt the Visitor Centre branding as follows:
 - a. The minimum sign requirement for a Visitor Centre consists of one external sign no smaller than 1500mm x 500mm.
 - b. The Visitor Centre flag must be flown or prominently displayed.
 5. Ensure that minimum advance kilometre and metre highway signs are in place for all major approaches to the Visitor Centre. Size and placement of signs, distances and directional tabs are determined by the Visitor Centre in consultation with Visitor Services of the Ministry of Tourism, Trade and Investment and the Ministry of Transportation and Infrastructure to ensure that they are in accordance with Ministry regulations and safety standards.
 6. Sign a Trademark License Agreement that outlines the guidelines for use of the Visitor Centre graphics (annually).
 7. Adhere to graphic standards guidelines as set out by the Ministry of Tourism, Trade and Investment for all Visitor Centre logo usage. Design proofs for all use of the Visitor Centre graphics (advertising, stationery, publications, signs or displays, etc) must be forwarded via email to the Ministry of Tourism, Trade and Investment for approval.
- Uniforms:**
8. All Visitor Information Counsellors wear the Visitor Centre uniform provided by Ministry of Tourism, Trade and Investment year round. Exceptions can be made during special events when uniforms or clothing related to the event is required.
 9. Provide official name tags purchased from a Ministry of Tourism, Trade and Investment licensed supplier to all Visitor Centre staff.

- Training:** 10. Ensure all Visitor Centre Managers participate in the Orientation/Training session provided by Visitor Services of the Ministry of Tourism, Trade and Investment and meet with Ministry staff if requested.
11. Ensure all Visitor Centre staff (seasonal and year round, paid and volunteer) successfully complete Tourism/Visitor Information Counsellor (T/VIC) training prior to or within the first twenty (20) working days of employment or service. Supervisors/managers must successfully complete this course within one (1) year of employment or service.
- Statistics:** 12. Provide visitor information statistics to the Ministry using the on-line stats program at <https://www.networkstats.tourismbc.com>. Each month stats must be completed no later than the 5th of the following month.

Recommendations:

The benefits of membership in the Visitor Centre Network Program are many. Two important benefits are the opportunity to participate in revenue generating programs operated by the Ministry of Tourism, Trade and Investment and the use of the Visitor Centre logo. Please note the following recommendations:

1. Participate in the tourism product reservations and the retail sales programs:
 - a. Reservations Program (Inntopia reservation platform) – contact Rhia Cruz, rhia.cruz@gov.bc.ca or 604-660-9695.
 - b. Super, Natural British Columbia® retail program – contact Beth Sangara, beth.sangara@gov.bc.ca or 250-387-8110.
2. Add the Visitor Centre logo to your sponsor organization and/or Visitor Centre website.

If any of the above Membership Requirements are not, to the satisfaction of the Ministry of Tourism, Trade and Investment, observed, performed and complied with, then the Applicant will forthwith:

- a) Be de-registered from the Visitor Centre Network for a minimum of one (1) year. Upon re-applying for membership, the Applicant must operate a Tourist/Visitor Information Booth for a minimum of one (1) year, meeting all membership requirements to the satisfaction of the Ministry of Tourism, Trade and Investment, before applying for Visitor Centre status;
- b) Return to the Ministry of Tourism, Trade and Investment materials provided by the Ministry including, without limitation, any and all Visitor Centre logos, decals, signs, flags, banners, manuals and equipment;
- c) Remove all Visitor Centre signs, logos and web graphics;
- d) Arrange for the removal of all Visitor Centre highway signs;
- e) Repay to the Ministry of Tourism, Trade and Investment any unused funds for the current year;
- f) Cease promoting itself as a Visitor Centre.

The sponsor organization agrees to observe, perform and comply with the above Network Program Membership Requirements (2011). The sponsor organization recognizes that the use of any and all official marks and logos must conform to the terms of the Trade-mark License Agreement, and further agrees to adhere to the Ministry of Tourism, Trade and Investment graphic standards, i.e. all uses of the Visitor Centre graphics will be submitted to the Ministry of Tourism, Trade and Investment for approval.

Sponsor Organization Legal Name: CORPORATION OF THE VILLAGE OF McBRIDE

Daytime Phone: 250 569-2229 E-mail address: eliana@mcbride.ca

Authorized Signatory: [Signature] Date: December 17th, 2010

Print Name: ELIANA CLEMENTS Position/Title: CAO

(Personal home and work phone numbers will be held in confidence by Visitor Services)

**MCBRIDE VISITOR CENTRE HOURS
2011**

**WE WILL BE OPEN ALL YEAR BUT NOTE THE REDUCED HOURS AFTER
THE MINIMUM REQUIREMENTS.**

**JANUARY 1ST – MAY 20TH
11:00 AM – 3:00PM**

THURSDAY, FRIDAY, SATURDAY

**MAY 21ST – SEPTEMBER 5TH
9:00AM – 5:00PM**

MONDAY TO SUNDAY

**SEPTEMBER 6TH – DECEMBER 31ST
11:00 AM – 3:00PM**

THURSDAY, FRIDAY, SATURDAY

**THE VILLAGE OFFICE WILL BE ANSWERING CALLS DURING THE
MONTHS WITH THE REDUCED HOURS, STARTING OCTOBER 1ST BEFORE
THAT WE WILL CHECK THE VISITOR CENTRE FOR CALLS.**