

Davidson, Julie MAH:EX

From: Christopher Nicolson - CEO CWSAA <ceo@cwsaa.org>
Sent: Thursday, October 19, 2017 3:31 PM
To: 'CSCD.Minister@gov.bc.ca'
Cc: Minister, TAC TAC:EX
Subject: 31523 Incoming BC Ski Industry Meeting Request with Minister Beare
Attachments: Minister of Tourism Meeting Request Oct 2017.pdf

Attn: Minister of Tourism, Arts, & Culture

I am requesting a confirmation of receipt of this email, and am following up on the proposed meeting request proposal (attached) so we may accommodate travel arrangements from around the province.

Thank you in advance.

Christopher Nicolson

Christopher Nicolson
President & CEO
Canada West Ski Areas Association
Mobile: 778.257.4155
Office: 778.484.5535
Email: ceo@cwsaa.org

From: Christopher Nicolson - CEO CWSAA
Sent: October 13, 2017 8:03 AM
To: 'CSCD.Minister@gov.bc.ca' ; 'TAC.Minister@gov.bc.ca'
Subject: BC Ski Industry Meeting Request with Minister Beare

Attn: Minister of Tourism, Arts, & Culture,

Please find the attached meeting request, as per discussion on October 12, 2017.

Thank you.

Christopher

Christopher Nicolson
President & CEO
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October 13, 2017

The Honourable Lisa Beare
Minister of Tourism, Arts, & Culture
West Annex, Parliament Buildings
Victoria, BC V8V 1X4

Via E-mail: TAC.Minister@gov.bc.ca, CSCD.Minister@gov.bc.ca

RE: BC Ski Industry meeting request with Minister

Dear Minister Beare,

It was a pleasure to meet the Minister at the TIABC AGM on October 12. Thank you for your attendance and obvious enthusiasm for the tourism portfolio. Your energy made a strong and positive impression on the industry delegates.

As explained during our brief introduction, Canada West Ski Areas Association (CWSAA) was in communication with the Minister's office (David) in mid-September regarding dates for an introductory call with the Minister. We appreciate the transition of government and new ministry staff likely created some understandable delays. However, as winter approaches, ski tourism will again be a topic of strong media interest, and there is urgency to update the minister on the ski industry.

We would like to propose a meeting in Victoria (or Vancouver) on the week of November 6 – 10, or November 13 – 17. The intent of the meeting is to share with the Minister:

1. the province-wide geographic and economic scope of the industry and,
2. the priorities in provincial policy that serve as competitive advantages for BC compared to other ski destinations around the world, and enable the ski industry to contribute significantly to the economy.

In attendance from CWSAA will be:

- Steve Paccagnan, Chair, Canada West Ski Areas Association
- Mayor Al Raine, Sun Peaks Mountain Resort Municipality
- Christopher Nicolson, President, Canada West Ski Areas Association

I look forward to receiving a proposed time and date for the meeting from your office, and confirming the arrangements.

The Canada West Ski Areas Association (CWSAA) is a not-for-profit trade association that represents the Ski Areas of Western Canada. Its primary areas of focus are safety and risk management, government advocacy, industry development, new skier/rider growth and industry communications. CWSAA has 274 Members, including 124 ski areas and 150 suppliers to the ski industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'CN', with a long horizontal stroke extending to the right.

Christopher Nicolson
President & CEO
Canada West Ski Areas Association
ceo@cwsaa.org

Information Note Advice to Minister

Date: October 30, 2017

Cliff #: 31523

Issue: Meeting with Canada West Ski Areas Association to discuss the Ski Destination Industry

Background / Facts:

- The Canada West Ski Areas Association (CWSAA) is a not-for-profit trade association that represents the ski areas of western Canada (BC, Alberta, Saskatchewan, Manitoba, and Yukon).
- CWSAA's primary areas of focus are safety and risk management, government advocacy, industry development, new skier/rider growth and industry communications. CWSAA has 278 members, including 125 ski areas and 153 suppliers to the ski industry. CWSAA members account for over 92% of ski areas and over 99% of skier visits in western Canada.
- According to CWSAA, ski areas in western Canada generate in excess of 8.4 million alpine skier visits and \$790 million in revenues annually. They employ 16,200 people and provide an economic cornerstone for the winter tourism industry (stats not confirmed by government).
- Since 2005, Destination BC (DBC) has promoted skiing through a dedicated annual marketing campaign and has recently expanded this campaign to target global markets beyond North America.
- The ski sector is currently planning its 2017/18 ski strategy and marketing plan with support from DBC's Reserved Pool Co-operative Marketing Partnerships Program. The campaign will run through February 2018, with a total budget of \$1.6 million.
- It is anticipated that CWSAA will share with the Minister an overview of the scope of the industry and their provincial policy priorities, including climate change, air access and temporary foreign workers; as well as the Premier's recent announcement to change the date of Family Day.

Analysis:

- CWSAA has indicated that this meeting is intended as an introduction to the sector and the association. The Tourism Branch does not anticipate any formal requests of government at this meeting, other than a request to maintain the current date for Family Day in B.C.
- The ski industry has advocated in the past for keeping BC Family Day on a different day than the rest of Canada. Reasons for this include that fact that ski hills are already at capacity with the influx of visitors on Alberta's Family Day, and would like to spread out the extra business between two weekends. They will likely oppose any plan to harmonize BC's Family Day with the rest of Canada.
- The other policy priorities of CWSAA are familiar to TAC staff and ongoing efforts exist to support CWSAA through a cross-government approach to policy development. TAC is engaged with Ministry of Environment and Climate Change on provincial climate change efforts, and advocates for supportive policies on air access and temporary foreign workers through the Canadian Council of Tourism Ministers.

Conclusion:

- The ski sector is an important economic contributor to the provincial economy.
- The Province, through DBC, has provided significant funding for marketing to the ski Industry since 2005 and continues to work with the sector on new and more innovative ways to promote the sector.

Attachment(s): **Appendix 1:** *Suggested Messaging*
Appendix 2: *Biographies of CWSAA Representatives*

Contact: *Asha Bhat (250) 213-7833*

Appendix 1: Suggested Messaging

General Messaging:

- I recognize the important role of the Association in driving one of BC's most valuable tourism sectors.
- The Association has a strong history of partnership with Destination BC in marketing BC as a world-class ski destination.
- I look forward to working with the Association to expand the reach of the market for ski vacations and to remove barriers to sector growth.

Family Day:

- British Columbians have asked us to bring Family Day in line with the other Canadian provinces.
- The previous government chose Family Day five years ago, but we now understand that there are significant implications to staying with a unique date.
- Businesses with multi-jurisdictional locations, such as banks and federal agencies, are having operational challenges.
- As well, it is more difficult for families to unite with loved ones from outside of B.C., which is contrary to the intent of the holiday.
- As such, this change would mean people can plan time with friends and family in other provinces and multi-jurisdictional businesses will find efficiencies by having the holidays aligned.
- I recognize any date change may have potential impacts on the businesses in this sector and we will balance these economic impacts when considering aligning the holiday with other provinces.
- Finally, we will continue to work closely with Destination BC to market the ski resort sector globally and bring people to our doorstep.

Appendix 2: Biographies



In 2016 **Christopher Nicolson** was appointed president and CEO of Canada West Ski Areas Association (CWSAA), the industry's trade association.

CWSAA is a not-for-profit trade association that represents the ski areas of Western Canada. Nicolson's primary role is to represent the ski industry in the areas of government advocacy, safety and risk management, media relations, marketing, and industry conferences.

Nicolson comes to his role at CWSAA through many ski areas including Sun Peaks, Whistler Blackcomb, Silver Star, Forbidden Plateau and St. Anton, Austria. He has been part of the leadership team achieving visitor and awareness objectives in winter and summer as the president of Tourism Sun Peaks. He has served as a chair and director for many industry committees including the Canadian Ski Council International Marketing Committee, CWSAA's marketing advisory group and the B.C. Nordic Ski Society. Nicolson continues to be engaged with skiing at a grassroots level as a volunteer coach at a local ski club, sharing his childhood passion for sliding on snow first learned at the Kemano Ski Club in northern B.C.



Sarah McCullough serves on Whistler Blackcomb's senior team as the Director of Government and Community Relations. She oversees the resort's relationships with local and provincial governments and First Nations to maintain and build the strong community partnerships the resort has had for many years.

Sarah is a communications professional with more than two decades of experience in British Columbia's natural gas sector. Most recently she served as director of external affairs and communications for Spectra Energy's Canadian LNG business, working with communities across Western Canada on infrastructure investment opportunities. Prior to assuming this role, Sarah served as director of government relations for Spectra Energy, responsible for leading the organization's government relations and climate change functions.

Sarah has significant experience in communications and stakeholder outreach, policy development, advocacy strategy and execution, and local and Aboriginal supply chain inclusion.



Steve Paccagnan is the current President and CEO of Panorama Mountain Resort, located in the East Kootenays. He has a Masters of Business Administration (MBA) from Athabasca University, is a graduate of the Ski Resort Operations & Management program at Selkirk College; Operations Management from the British Columbia Institute of Technology; Leadership & Strategy Cornell University and holds an Advanced Diploma in Business Strategy.

Steve also serves on various Boards, Associations and Organizations including:

- Young Presidents Organization (YPO) – Member Calgary Chapter & Moderator
- Canada West Ski Areas Association- Chairman of the Board
- Canadian Ski Council – Co-Chair of the Board
- Selkirk College (Tourism & Business/Resort Operations)- Chairperson Advisory Board
- BC Ministers Council on Tourism – Council Member Mountain Resorts

Steve has over 30-years' experience in the resort tourism industry in Canada, the US and Japan. Starting his career from the ground up in the front lines here at Panorama Resort to working at several resorts throughout the industry, managing lodging, food & beverage, mountain operations, golf operations, human resources to sales/marketing and master planning/development. Steve also enjoyed several years with Intrawest as a senior leader of several resorts including one of the largest North American resorts, Copper Mountain (Colorado). Steve has been married for over 26 years and has three young children.



Mayor, Sun Peaks - Al Raine is the co-author of B.C.'s Commercial Alpine Ski Policy, was the provincial government's ski area coordinator in the mid-70s, and a key figure in Whistler's development. In addition to serving on Whistler's Council from 1975 to 1982 he was very active in the planning of Whistler Village and managed the investor proposal call for Blackcomb. He also led the Whistler Resort Association (now Tourism Whistler) and built and managed the Nancy Greene Lodge in Whistler.

In 1994, Al and Nancy Greene Raine moved to Sun Peaks, where they opened Nancy Greene's Cahilty Lodge. Mayor Raine also acted as the first executive director of the Sun Peaks Mountain Resort Association (now Tourism Sun Peaks) and continues to chair the Board of Directors. Raine was part of the referendum committee that incorporated Sun Peaks and created a municipality in June 2010 and was elected as Mayor in June 2010.