



**Briefing Note
Advice to Minister**

Date: January 23, 2019

Cliff: 34912

Issue: Introductory meeting on January 28, 2019 with newly elected Whistler Mayor Jack Crompton, Councillors John Grills and Cathy Jewett, and Chief Administrative Officer Mike Furey.

Background / Facts:

- Jack Crompton was elected Mayor of Whistler on October 20, 2018.
- Whistler is a participant of the Resort Municipality Initiative (RMI). The RMI was established in 2006 to help resort based communities whose tax base is often inadequate to support the infrastructure and experiential demands of a large annual influx of visitors.
- Since 2006, Whistler has received \$87,339,229 in RMI funding, the largest share of the 14 communities (approximately 68 per cent). Whistler's 2018/19 RMI allocation was \$6,259,866.
- Whistler's RMI investments have focused on visitor services and the visitor experience.
 - Significant investment has gone into Whistler Village, including the Whistler Olympic Plaza ice rink, public art projects, visitor signage, trails and a cultural connector project.
 - Whistler has also invested in a number of projects to improve accessibility, including construction of an accessible lift at the conference centre, installation of an accessible ramp from the Whistler Village Day lot to the Village entry, paved trails and ongoing construction of accessible public washrooms.
- The purpose of the introductory meeting is for Mayor Compton to:
 - thank the Minister for her continued support of the RMI and approval of their Municipal and Regional District Tax (MRDT) application;
 - discuss securing RMI into the future; and
 - provide an update on other priorities for Whistler.

Analysis:

RMI

- In spring 2018, government confirmed the RMI as an ongoing tourism infrastructure program.
- The Ministry has requested a budget lift to include the RMI as a core ministry program (to be confirmed through the Budget 2019 process).
- A number of other program improvements come into effective in 2019/20, include:
 - Implementation of a revised equity-based funding formula;
 - Shifting the annual minimum of 70% infrastructure and maximum of 30% spending requirements across the three-year program term;
 - Allowing communities to spend up to \$10,000 per year on program administration; and
 - Updated spending categories to include sustainability, emergency preparedness and Indigenous cultural tourism.
 - See Appendix 3 for a summary of spending categories.
- All RMI communities, including Whistler, must submit a new three-year Resort Development Strategy (RDS) for the upcoming program term (2019-2022).
 - The RDS outlines the community's goals, projects and stakeholder support.
 - The Ministry developed a guide to assist communities in developing their RDS.

- Drafts are due to the Ministry for review and approval by March 15, 2019.
- Whistler recently shared a draft of their RDS with program staff for initial feedback. Although draft, projects are aligned well with program goals.

MRDT

- On December 1, 2018, Whistler was approved and began collecting a 3 per cent MRDT rate.
- Whistler began collecting the MRDT in 1987 and is one of six “grand-parented” MRDT communities, meaning they do not need to renew their MRDT every five years. In 2017/18, Whistler received s.16,s.17 through the MRDT program.
- In June 2018, the *Designated Accommodation Area Tax Regulation* was updated to expand the allowable use of MRDT to include affordable housing initiatives.
- MRDT recipients are able to use MRDT revenue from online accommodation platforms for affordable housing initiatives without submitting an additional application, but they must account for the use of these revenues in their annual reporting obligations.
- If recipients wish to use MRDT revenues beyond those generated by online accommodation platforms towards affordable housing, they must also submit a full application package, which includes stakeholder support and the support of 51% of accommodation providers representing 51% of available rooms.
- All communities wishing to use MRDT for affordable housing initiatives must submit an Affordable Housing Plan by November 30th of each year. The plans are then reviewed by the Ministry of Municipal Affairs and Housing (MAH) and FIN prior to implementation.
- s.13,s.16,s.17

Other Priorities (Whistler may provide an update on the following):

- Housing to support tourism: Whistler will be undertaking a number of employee housing initiatives over the next five years to house tourism workforce.
- s.13,s.16,s.17
- Continued growth of the cultural sector. Of note, through the RMI, Whistler has invested in the Cultural Connector project (see Appendix 3).

Suggested Response:

- I want to welcome you into your role as Mayor of Whistler.
- Whistler is truly a destination of choice for visitors from around the world and across Canada. I recognize the tremendous contributions Whistler makes to tourism and the provincial economy.
- I am pleased to hear your 3% MRDT is now in place and appreciate your team’s work in getting the application revised and projects realigned under RMI and MRDT.
- I am very pleased government is committed to the RMI as an ongoing program.
- I look forward to seeing your new Resort Development Strategy and hearing about your plans for the future. I would be pleased to have further discussions about those plans in the spring, once your Strategy has been finalized.



- I understand workforce housing is a significant issue for Whistler. Many communities have asked for help to address housing affordability.
- That is why we expanded the allowable use of municipal and regional district tax revenues to include affordable housing initiatives.^{s.13}
- If you have any questions about the RMI or MRDT, program staff can assist, please contact Suzanne Ferguson, Executive Director of Tourism at Suzanne.Ferguson@gov.bc.ca or 250 415-3451.

Attachment(s):

- Appendix 1: Biography of Mayor McKortoff
Appendix 2: RMI project examples
Appendix 3: Summary of updated RMI spending categories

Contact: Suzanne Ferguson, Executive Director, Tourism Branch, 250 415-3451

Appendix 1: Mayor Jack Crompton Biography

Jack Crompton has deep roots in Whistler and is passionate about the future of his community. His grandparents were original shareholders in the Garibaldi Lift Company and the Cromptons have been engaged in business and community organizations since the beginning.

Jack's professional life has focused mainly on transportation and software. He founded Whistler Resort Cabs and operated the company until selling the company in 2008. He then founded and served as CEO for Ridebooker; a Whistler based transportation software company.

In October 2018, Jack resigned his position with Ridebooker to serve full-time as Mayor of Whistler. Jack likes to talk politics of any description. He is fascinated by political history, local government and international affairs. Jack and his wife Carolyn have four children; Georgia, Margaret, Van and Harriet. They enjoy "the beautiful game", mountain biking, skiing and being in the mountains.



Appendix 2: RMI project examples

Whistler has focused on visitor services and the visitor experience. In particular, the Whistler Village experience is regarded as one of the community's most attractive qualities. In 2014 and 2015, funding supported construction-related work and has provided new attractions, such as the Whistler Olympic Plaza ice rink and public art projects. Whistler has also invested in accessibility improvements, signage, plantings, paving and stone work to enhance the village experience. Work on Whistler's recreational trails commenced in 2015 and will continue, providing further summer recreation opportunities for visitors.

In 2016, Whistler completed substantial projects such as the train wreck pedestrian access bridge, improvements to the conference centre, construction of a BMX track and rejuvenation of the skate park. Whistler also completed the Valley Train Mons crossing project which included accessibility enhancements such as a paved valley trail railway underpass between Cypress Place and Nesters Crossing inclusive of trail approaches and lights.

In 2017 and 2018, Whistler will invest in a wide variety of projects, including: Village shuttle services, construction of three Spearhead Huts along the Spearhead Traverse, Olympic Plaza ice rink improvements, reconstruction of the Gateway Loop, Cultural Connector project, Wayfinding, commissioning of a public art piece, and the restoration and development of trails in the local alpine. Whistler will also invest in village animation, festivals and events program which includes 29 events in 2017. Some of these popular and well attended events include the Whistler Film Festival, Whistler Ski & Snowboard Festival, Crankworx Freeride Mountain Bike Festival, Tough Mudder, Ironman, and Cornucopia Festival.

Alpine Trail Program

This project will enhance the visitor experience by extending the resort trail network. It is a multi-year initiative to restore popular hiking and mountain biking trails and develop a new network of multi-use trails to and within the local alpine. Trail construction is focused on Sproatt Mountain.

Anticipated completion: 2018







Village Shuttle

The free village shuttles play a major role in the economic vitality of the resort, by continually moving people between the visitor accommodations in the Village and Upper Village, the Benchlands area and the main activity centres. The shuttles carry almost 1,000,000 riders annually, enhancing the overall visitor experience and walkability of the resort.

Annual funding.



<p><i>Village Square and Mall Rejuvenation</i></p> <p>As part of this project, Whistler installed master wayfinding signs to improve visitor experience and support distinct neighbourhood identities.</p> <p>Project completed 2018.</p>	
<p><i>Valley Trail Mons/Nesters Crossing</i></p> <p>This project seeks to fill some gaps of the 40 kilometre Valley Trail network where the trails require better grades, improved lighting, enhanced wayfinding/signage, and general upgrades to ensure safety. This project included construction of a valley trail railway underpass between the Cypress Place subdivision and Nesters Crossing inclusive of trail approaches and lights.</p> <p>Project completed 2016.</p>	
<p><i>Train Wreck Pedestrian Bridge</i></p> <p>This project provided a new pedestrian bridge over the Cheakamus River linking the Train Wreck trail with the Sea to Sky trail.</p> <p>Project completed 2016.</p>	
<p><i>Whistler Master Wayfinding</i></p> <p>The purpose of the Whistler Master Wayfinding Project is to enhance and improve the Whistler Village guest experience and support ongoing business success throughout the community. New visitors will find Whistler easy and friendly to navigate and all users will benefit from improved digital and physical infrastructure and signage.</p> <p>New vehicular signage has been installed throughout Whistler village and work continues on the installation of municipal park signs and Valley Trail directional signage. The new park and Valley Trail wayfinding signs are part of Phase Three of the Master Wayfinding Strategy (expected completion of Phase Three in summer 2018). The signs replace the uncoordinated</p>	

assortment of previous signs with a refreshed and integrated appearance that aligns with the updated signs in Whistler Village and the Day Lots.



Cultural Connector Project

The Cultural Connector is a scenic pathway and bikeway that links six significant cultural institutions in Whistler and identifies noteworthy points and anecdotes. It provides an opportunity to learn about the community's cultural evolution over time. It improves the physical, visual and experiential connectivity between the following six significant cultural institutions located in Whistler Village and the Upper Village: Whistler Public Library, Whistler Museum, Maury Young Arts Centre, the Audain Art Museum, Lost Lake PassivHaus and the Squamish Lil'wat Cultural Centre.

The Cultural Connector project is substantially complete. Whistler expanded the scope of the project after receiving RMI funding in 2017/18 to include improving the Valley Trail between the skate park and the connection to the Village Centre/Upper Village, widening the Valley Trail, adding two new picnic areas and landscaping, as well as water and electrical service upgrades. Additionally, improvements for the area in front of the PassivHaus, at the entrance to Lost Park Park, are being designed.

Project: ongoing

Appendix 3: Summary of Updated RMI Spending Categories

RMI Objectives

1. Develop and/or enhance tourism infrastructure and amenities

- Develop, enhance or diversify tourism-related infrastructure and amenities to attract visitors, encourage longer stays or broaden the appeal of the resort community beyond its main draw.
- Ensure or improve accessibility to tourism infrastructure and amenities (for visitors of all ages and abilities).

2. Deliver remarkable visitor experiences

- Deliver accessible tourism-related services, programs or events that will contribute to a positive visitor experience and/or show cases local and Indigenous cultural tourism.
- Develop and deliver programs to attract and retain labour to improve tourism businesses' operations and the visitor experience.

3. Implement sustainable tourism projects and initiatives (new)

- Implement sustainability projects that minimize tourism impacts, mitigate climate change, and strengthen or restore our natural environment and communities.
- Increase awareness of sustainable practices and influence responsible tourism from visitors.
- Develop plans and mechanisms to ensure the local tourism industry is well positioned to respond to and recover from natural events, such as floods and fires.

RMI Spending Parameters

Core RMI Projects	Funding Limit
Tourism Infrastructure, Amenities and Capital Infrastructure projects may include the construction or modification of tourism facilities and amenities such as buildings, trails, beaches, streetscape improvements, signs, or parks. This may include enhancement, accessibility upgrades or restorative maintenance such as renewal, repairs or updates. All projects must be visitor-focused and should include accessibility and sustainability elements wherever possible. Core projects are: <ol style="list-style-type: none"> 1. Tourism amenities, infrastructure or capital purchases 2. Beautification and streetscape improvements 3. Visitor signage 4. Visitor-related accessibility improvements 5. Climate mitigation projects (i.e. electric vehicle charging station, low energy lighting, biodegradable products, etc.) (new) 6. Emergency preparedness capital projects (i.e. evacuation routes, signage, safety kiosks, etc.) (new) 7. Visitor impact mitigation or restoration projects (new) 	Minimum of 70% over three year program term (new)
Tourism-related Programs, Services, or Events <ol style="list-style-type: none"> 1. Programs (i.e. tourism employment attraction/retention projects, Good Host/tourism ambassador programs, arts & culture tours) 2. Services (i.e. tourist shuttle, beach cleaner, trail groomer) 3. Events and Festivals 4. Visitor awareness initiatives (i.e. "do's and don'ts" guide for responsible visitor behaviour etc.) (new) 5. Emergency preparedness programs (i.e. evacuation planning and information, workshops, education and training for tourism operators etc.) (new) 	Maximum of 30% over three year program term (new)
Program Administration (new) <ol style="list-style-type: none"> 1. Program Administration (salaries related to the management of RMI funds) 2. Travel to the <u>Spring</u> Resort Collaborative Committee meeting 3. Performance Measurement (data collection, visitor satisfaction, and tourism growth) 	Up to \$10,000 annually (new)

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BRIEFING NOTE

Meeting with the Pacific Canada Heritage Centre - Museum of Migration Society.

Location: TBD

Briefing Note (maximum 2 pages)

What:

The Pacific Canada Heritage Centre - Museum of Migration (PCHC-MoM) Society is requesting an in-person meeting with the Premier to discuss the next stage of planning and consultation regarding the creation of a Museum of Migration.

Who:

PCHC-MoM Board of Directors: Mr. Amador Astudillo, Ms. Connie Baxter, Ms. Sargy Chima, Ms. Ada Con, Mr. Harb Gill, Mr. Howard Grant, Dr. Tineke Helliwig, Ms. Kalene Lee, Mr. Richard N. Liu and Winnie L. Cheung, Executive Director.

Executive Summary:

- *The PCHC-MoM Society's mission is to establish a Museum of Migration at a site of historical significance for Canadians whose families first arrived in Canada through its western portals.*
- *Ministry of Tourism staff began working with the City of Vancouver (CoV) in June 2018 and this work was formalized on September 17, 2018 when the Province of British Columbia and CoV signed the Memorandum of Understanding to partner on both the establishment of a Chinese Canadian Museum (CCM) and UNESCO designation for Vancouver Chinatown.*

● s.13

Background:

- *The PCHC-MoM is a non-profit society established in 2011. It aims to build understanding of Canada's history of trans-Pacific immigration.*
- *Since 2011, PCHC-MoM has functioned as a "museum without walls" and offered a range of activities throughout Vancouver and Toronto in*

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collaboration with its wide networks of institutional partnerships such as the University of British Columbia and the University of Victoria.

- *In September 2013, the PCHC-MoM Society received a \$3,500 grant from the Ministry of Multiculturalism to host an inaugural PCHC Symposium.*
- *Premier Horgan and Minister of Tourism, Arts and Culture, Lisa Beare, informally engaged (and had their pictures taken) with the PCHC-MoM Society during their visit to BC Artscape in summer 2018.*

Connections to the Chinese Canadian Museum (CCM)

- *Public consultations are currently underway for the establishment of a CCM, including identifying sites with historical and/or cultural relevance to the Chinese-Canadian experience in B.C.*
- *Minister of State for Trade, George Chow, is leading the public consultation process with support from a CCM Working Group.*
 - *Co-founder and Executive Director of the PCHC-MoM Society, Winne L. Cheung, is one of the 22 Minister-appointed members of this working group.*
 - *Co-founder and member of the PCHC-MoM Society's Board of Directors, Henry Yu, is the Principal Proponent for UBC's contract with the Province to develop the CCM Museum Feasibility and Implementation Plan.*
 - *Further, the PCHC-MoM is listed as a sub-contractor for UBC's work on the CCM feasibility and implementation plan development.*

Recommendations:

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