

Village of Clinton Community Tourism Plan

January 10, 2025 Final Draft



First Draft Prepared by:



#2 – 2204 Island Highway South, Campbell River, BC V9W 1C3

Acknowledgements

Land Acknowledgement

The Village of Clinton and the Tourism Working Group respectfully acknowledges that the Village of Clinton and surrounding community is located within the traditional territory of the Secwepemc people, and more specifically Llenlleny'ten (High Bar First Nation) and Whispering Pines/Clinton Indian Band (the Pelt'iq't People). This plan references the critical and ongoing need to engage Indigenous groups within the region. The Nations were invited to participate in the community planning process but the Village of Clinton and other tourism stakeholders have a responsibility to build on these first steps. It is hoped that future local engagement will identify ways to collaborate and assist with any of the current Indigenous offerings in the region as well as determine if there is any interest in pursuing tourism initiatives by any communities who currently are not engaged in tourism.

Volunteer Acknowledgement

This document is the outcome of the work of a dedicated group of tourism stakeholders who were approached by the Village of Clinton to participate in the Tourism Working Group. The vision, strategies, goals and actions recommended in this plan represent the direction provided by this group of volunteers. Particular thanks go to Trina Hawkins, Community Development Coordinator, Village of Clinton whose contribution and assistance was a key element in the entire planning process. The project facilitators want to express their sincere thanks to the volunteers who shared their passion and knowledge during this planning process.

Living Document

This plan is intended to be a living document that continues to evolve as additional engagement takes place, goals are achieved, and new challenges appear. It should be updated and revised as required to support the planned development and growth of tourism within Clinton and the surrounding area.

Program Support

The Community Tourism Planning program was made available by:



With the support of:



Pacific Economic
Development Canada

Développement économique
Canada pour le Pacifique

Canada

Contents

Acknowledgements.....	2
Land Acknowledgement	2
Volunteer Acknowledgement	2
Living Document	2
Program Support.....	2
List of Tables.....	5
Purpose of the Plan.....	6
Guiding Principles	6
Recognize and respect the values, culture, traditions and heritage of our people.....	6
Host Community Quality of Life.....	6
Regenerative.....	6
Industry Supported.....	6
Plan Development Process	7
Methodology.....	7
Engagement Summary.....	7
Introduction to the Community.....	8
Visitation Statistics	10
Visitation Data.....	11
Highway Traffic Counts.....	11
Situation Analysis	12
Asset Inventory	12
Events and Festivals	12
Accommodations	12
Campgrounds	12
Guest Ranches.....	13
Infrastructure	13
Food and Beverage Services	13
Digital Assets	13
Destination Governance Ecosystems	14
Parks and Protected Spaces	14
Arts/Culture/Heritage Resources and Facilities.....	14

Guest Experiences Guided/Non-Guided.....	15
Destination Ecosystem	15
Strengths, Weaknesses, Opportunities and Threats.....	16
Internal and External Factors	16
Gap Analysis	18
Governance/Government Collaboration	19
Resident Engagement	19
Experience Development.....	19
Brand Awareness, Gold Rush Trail Integration and Marketing.....	20
Infrastructure	20
Technology	20
Vision Statement.....	21
Goals, Strategies and Action Items	22
Gold Rush Trail Destination Development Strategy.....	22
Planning Goals and Strategic Priorities	22
Clinton Community Tourism Development Goals:.....	22
Clinton Destination Development Strategic Priorities:	23
Goals & Action Items.....	23
Prioritized Action Items.....	23
Strategic Priority 1: Governance/Government Collaboration	23
Strategic Priority 2: Resident Engagement	24
Strategic Priority 3: Experience Development.....	25
Strategic Priority 4: Brand Awareness, Gold Rush Trail Integration and Marketing	27
Strategic Priority 5: Infrastructure	27
Strategic Priority 6: Technology	28
Marketing Strategy.....	28
Digital Performance Audit.....	28
Gravel Biking	29
Antiquers and Collectors.....	29
Snowmobilers/ORVr's	29
Social Network Sites.....	30
Monthly e-Newsletter Campaigns	30
Industry Engagement & Partnership Development	30

Billboards 30
Appendix I – Potential Funding Sources 32

List of Tables

Table 1: Environics Analytics Monthly Visit Summary - Clinton 2022

Table 2: Environics BC Visitor Profile – Clinton 2022

Table 3: SWOT Analysis Summary

Purpose of the Plan

Guiding Principles

This plan is a road map for the growth of tourism within the Village of Clinton community. It is meant to help guide the creation of compelling guest experiences and position the community for meaningful and sustainable growth of its visitor economy. The critical analysis and recommendations included in this document directly represent the input from both the Tourism Working Group and local key stakeholders who were engaged in the planning process.

This Community Tourism Plan was developed based on stakeholder input with the absolute intent that it be executed. This plan is not intended to be a wishlist for the future, but a concrete plan for action that can be taken according to the Village of Clinton's current capacity and resources, and which it can obtain through outside grants. The recommendations and action items found in this document are meant to be pragmatic tasks that will serve to enhance the community's strengths, address its weaknesses, mitigate threats and realize its opportunities.

Throughout the planning process the following principles and values provided the foundation upon which the plan was developed:

Recognize and respect the values, culture, traditions and heritage of our people. Ensure that we remain authentic and true to those same values and traditions at all times.

Host Community Quality of Life. Positive resident sentiment and support are crucial to ensuring the social license required to pursue growth in the visitor economy. In order to promote that support any and all strategies and recommendations need to contribute to enhancing the quality of the lives of the local residents.

Regenerative. The natural resources of the region are what ultimately makes it so special and worthy as an exceptional destination. It is therefore crucial that these resources not only be conserved, but that the region's tourism sector becomes regenerative, leaving the land and resources better off than prior to that development occurring. It is further recognized that wherever possible, any growth in tourism should be developed in a way that supports the region's efforts towards being a greener, carbon-neutral economy.

Industry Supported. The plan must accurately represent the input from stakeholders on the Tourism Working Group and within the region and only recommend strategies and action items that have the support of those stakeholders and can realistically be implemented. The plan should prioritize support and enhancement of existing businesses and assets prior to investigating and pursuing the creation of new ones.

Plan Development Process

The Village of Clinton was selected as one of several communities in British Columbia to participate in the Community Tourism Planning program for 2023-2024. The program is provided by Destination BC with support from Pacific Economic Development Canada. The planning process spanned from September 2023 to March 2024. Following the consultant's completion of the draft plan, further changes were made by Village of Clinton Staff to make the plan more in line with capacity limitations and on-the-ground data. The Final Draft was completed January 2025.

Methodology

The process followed to complete the Village of Clinton Community Tourism Plan was as follows:

1. Primary and secondary research and documents provided by regional and provincial organizations (Cariboo Chilcotin Coast Tourism Association (CCCTA), Destination BC, Village of Clinton) were reviewed by the project team.
2. Meetings were held with the Tourism Working Group to ground truth the data compiled from the research review and to complete the asset inventory for the region which was then augmented by research by the project team.
3. Visioning sessions were held with the Tourism Working Group to develop the Vision statement and aspirations for the region.
4. An inventory of the community current tourism resources and experiences was undertaken.
5. The destination analysis process was further confirmed with the Tourism Working Group by completing a SWOT analysis review and asset inventory.
6. Based on that analysis, strategic priorities were developed with input from the Tourism Working Group.
7. Specific goals and corresponding action items related to each strategic priority were then created. Key Performance Indicators were determined to measure success.
8. A draft report was provided to the Village of Clinton and key working group members for final review prior to the delivery of the final document.
9. Village of Clinton Staff and CCCTA Staff reviewed plan, making changes and updates in line with established data sources and more reasonable capacity limits.

Engagement Summary

When identifying tourism opportunities, it is critical to ensure the process is strategic and stakeholder centric. This approach provides the foundation for the plan and results in positive attention and support from key stakeholder groups. It allows for the development of stakeholder-supported plans that accurately reflect the priority issues that are important to the

local stakeholders and operators while ensuring that resident concerns are acknowledged and included.

A Tourism Working Group was established by the Village of Clinton Community Development Coordinator. The Tourism Working Group is a critical component of the engagement process in order to have the participation, input and support of key stakeholders at each stage of the plan's development.

The Tourism Working Group meetings were effectively workshops where issues were discussed, information was reviewed, and then adjusted based on the group's input. The Tourism Working Group had assigned homework between meetings to ensure that the process could proceed within the timelines required for the project. This process was used to develop and confirm the asset inventory, the vision, SWOT analysis, goals, action items and key performance indicators. A project kick-off meeting was held virtually with Destination BC, the Village of Clinton and the project team on September 1, 2023. One in-person workshop was held on November 6 with 18 participants. The project team also toured the community during the day on November 6, 2023 in order to gain an understanding of the opportunities and challenges present. Follow-up virtual meetings were held on January 17, 2024 with 10 participants and on February 22, again with 10 participants. Written input was received from the participants based on assigned homework between and after each of the engagement sessions.

Introduction to the Community

"The Village of Clinton is a small, friendly community located in one of the most pristine natural environments in the world while still being close and accessible to larger centres." These are the very first words found on the Village of Clinton website (<https://village.clinton.bc.ca>) and they are a very accurate description of this lovely town. The village's tagline of "Where History meets Adventure" is also perfectly chosen and is a perfect summary of what a guest can look forward to during their visit to this historical gem.

Located on Highway 97 midway between Vancouver and Prince George, 40 km northwest of Cache Creek and 30 km south of 70 Mile House, Clinton sits immediately below the southern edge of the Cariboo Plateau. From a tourism planning and marketing perspective, Clinton is located on the 750 km Gold Rush Trail, (the only major, stand-alone branded touring corridor within BC) and is considered part of the Cariboo Chilcotin Coast tourism region.

It was originally known as "47 Mile House" or "47 Mile" and was not named Clinton until 1863 upon completion of the Cariboo Wagon Road. The village was named after Henry Fiennes Pelham Clinton, the 5th Duke of Newcastle who was the region's colonial secretary in 1854 and from 1859 to 1864. Diverging from Highway 97 at Clinton is the route of the original Cariboo Road, which climbs a gentle grade up the side of the Bonaparte River valley up to the Cariboo Plateau, via Chasm and the associated provincial park and the community of Lone Butte. The BC Rail line also follows roughly the same route and has stops at Chasm, Lone Butte and the Flying

U Ranch, one of the province's oldest dude ranches. Loon Lake is accessed via the Loon Lake Road, which departs Highway 97 eastwards to the south of Clinton.

To say that Clinton has a rich and lengthy history would be a significant understatement. As an example, the Annual Ball was first held in Clinton in 1867 and remains the longest, continuously held event of its kind in the history of British Columbia. The Ball is held every Victoria Day long weekend and continues to be the kick-off event for Heritage Week in the village and has been an important date on the social calendar of BC Interior residents and other visitors alike for one and a half centuries.

The centrepiece of the Village's historical roots is the Clinton Museum. This museum is absolutely remarkable and is recognized as one of the finest community museums in the province. It is housed in what was the 1892 schoolhouse and both inside and outside the building visitors will find absolute treasures from all the way back to the significant Indigenous history of the region, then into the 1870's when Clinton was a cattle ranch town, and further into the 1900's when it was a manufacturing and distribution hub for soap-soda and epsom salts. The Whispering Pines/Clinton Indian Band is the home of the Pelt'iq't peoples and part of the larger Secwepemc Nation. The Pelt'iq't people have inhabited the region surrounding Clinton for thousands of years and their history and culture forms a critical part of the region's historical narrative. The other Indigenous community that has resided within the Clinton region is the High Bar First Nation. Known as the Llenlney'ten peoples, this community is also part of the larger Secwepemc Nation.

History, however, is not the only reason to visit Clinton. The environment surrounding the downtown is perfect for visitors seeking outdoor adventure. The village is located on Leg 6 of the famous Gold Rush Trail, which in its entirety at almost 1900 km long represents the longest continuous, multi-use trail in the province. Leg 6 stretches for 177 km between the southern end at Historic Hat Creek until the northern end at 150 Mile House. The rolling hills around Clinton provide for an abundance of trails for horseback riding, hiking, biking and ORV use. In the winter these same trails provide for spectacular snowmobiling, including the Gold Rush Snowmobile Trail which currently travels from Clinton to Likely and is an iconic destination for snowmobilers. In the Spring, Summer, and Autumn months the surrounding lake country provides great opportunities for fishing, boating, and camping.

Clinton remains an ideal place to live, work and bring up a family with a K-12 school located in the village as well as a health centre, ambulance station and RCMP station found within an 8.14 sq. km area. The 2021 census had the population of Clinton at 568 persons living in 291 of the total 336 private dwellings. This represented an 11% decline from the 2016 population of 641 persons. One quarter of the population is under the age of 34 and 50% of the population has a post-secondary education, however stakeholders reported that there are also many seniors living in Clinton. It was also stated that resident sentiment towards tourism is mixed. The number of residents who support the growth of tourism and those who don't is approximately a 50/50 proposition. The cost of living in Clinton has been as much as 33% less than that of the BC average with the average price of a detached home being as low as \$275,000. However, affordable housing is contextualized by the requirement to seek many amenities such as healthcare, shopping, and other services outside the community.

While the environment for tourism development within the immediate Clinton area is very positive, there are some significant challenges as well. The creation of the Coquihalla Highway which has resulted in a diversion of the eastbound traffic away from both Highway 1 and 97 (on which Clinton resides) has led to critical changes to the travel patterns in the region, subsequently leading to major decreases in visitation thru stops such as Clinton. The impacts of some of the extreme weather events such as the fires of 2017, 2018 and the flooding in 2018, remain issues for tourism assets along the Gold Rush Trail and will likely continue to have a slight, negative effect on the number of guests deciding to travel the corridor for a few years to come.

The decrease in tourism visitation has led to a negative impact on the overall economic health of the Village of Clinton which was identified by stakeholders as one of the most economically challenged towns in British Columbia with one of the lowest average household incomes as well. In discussions with tourism stakeholders from the area it was made clear that the tourism assets within Clinton are in need of a revitalization, however the capacity and capital to realize this work is in short supply. It cannot be stressed enough that capacity within Clinton to develop tourism from programming events, to revitalizing infrastructure is extremely limited. With such a small population base, despite the heroic efforts of so many of its residents, the volunteer base is already stretched to its limits. It must also be reiterated however, that those same stakeholders understand and believe fervently that Clinton possesses some key assets that continue to make the tourism opportunity very real. To that end it should also be noted that the Village does have many of the tools required to help attract more tourism businesses and visitors including an investment profile, trail maps, and a gallery/boutique brochure.

Visitation Statistics

The following statistics are based on data provided by the CCCTA. From a market/demographics perspective the top markets identified for this region are as follows:

1. British Columbia
2. Alberta
3. Washington
4. Germany
5. California
6. Ontario

Of the domestic visitors the majority of visitors were from BC, Albertans were second and only 1/10th of the British Columbians. Third were Ontarians, fourth were Quebecers and fifth were from Saskatchewan.

Visitation Data

The following data is taken from the Environics Analytics work completed specifically for Clinton for 2022. The data is also based on statistical analyses of mobile phone location data. While the data is useful, it should not be considered highly accurate.

Visitor Profile

	2022	%
British Columbia	94,400	99%
Thompson-Nicola	41,800	44%
Ashcroft	30,900	32%
Kamloops	7,900	8%
Cariboo	16,000	17%
Williams Lake	6,000	6%
Greater Vancouver	10,400	11%
Vancouver	10,400	11%
Fraser-Fort George	6,900	7%
Prince George	6,700	7%
Fraser Valley	5,600	6%
Rest of Canada	1,200	1%

Table 2: Environics BC Visitor Profile – Clinton 2022

Guest that visited Clinton from BC are represented above. It is not surprising that towns with the closest proximity to Clinton are well represented, however 43% of the visitors are still considered long-haul travellers.

Highway Traffic Counts

	2023		
	N	S	Total
Jan	37,540	37,285	74,825
Feb	35,268	35,177	70,445
Mar	47,377	48,212	95,589
Apr	58,066	54,220	112,286
May	63,105	57,089	120,194
June	74,072	68,188	142,260
July	82,844	84,705	167,549
Aug	86,855	88,364	175,219
Sept	72,559	73,956	146,515
Oct	63,932	67,843	131,775
Nov	43,266	44,327	87,593
Dec	43,843	43,268	87,111
Total	708,727	702,634	1,411,361

Traffic counts recorded 16km north of Clinton, representing all (two-way) traffic show a daily average vehicle count of 3866 vehicles per day in 2023. While these vehicles are not all filled with tourists, nonetheless this is a very promising number and shows that the general visitation is present, the Village of Clinton just needs to identify ways to get these vehicles to stop.

Situation Analysis

The November 6 workshop focused on developing the community asset inventory and the SWOT analysis from the perspective of the community volunteers and representatives. This information was then reviewed and amended with the input from the working group over the following weeks and confirmed during the January 17 virtual workshop.

Asset Inventory

Events and Festivals

- Annual Rodeo
- May Ball – Rodeo (Also known as the Annual Ball)
- Rodeo Parade
- Daffodil Tea - February
- Bean Supper
- Society for Creative Anachronisms Event
- Art Shows. Clinton Arts and Culture Society is one of two groups. Early spring and August long weekend. Mini-painting art show in winter, downstairs in Legion.
- Old Timers Tea during rodeo weekend
- Car Swaps/Shows
- Parent Advisory Committee Auction (Clinton for Kids Auction)
- Cadosa Game Dinner & Fishing Derby
- Indigenous Peoples Day
- Truth and Reconciliation Day
- High Bar Christmas Market
- Hunnies Farmer Market
- Seedy Sunday
- Communities in Bloom
- Craft and Second Hand Fairs

Accommodations

- Round-up Motel
- Cariboo Lodge
- Tutti Gravel Inn
- Nomad Motel

Campgrounds

- Gold Trail RV

- Clinton Pines
- Downing Provincial Park
- Willow Springs
- Beaver Dam
- Big Bar Provincial Park

Guest Ranches

- Echo Valley
- Big Bar

Infrastructure

- Arena
- Curling Rink
- Reg Conn Park
- Dog Park
- Elliot Park
- Memorial Hall
- Legion Hall
- Library
- Tennis Court
- Fitness Centre
- RCMP
- Post Office
- Bank
- David Stoddart School

Food and Beverage Services

- The Cordial
- The Lodge Restaurant & Pub
- Gold Mountain
- The Junction Coffee House
- Roadkill Grill
- Hunnies & Market (Seasonal)
- Local Markets (Christmas, Seniors, etc. in the hall)
- Big H's Fish and Chips (Seasonal)
- Liquor Store

Digital Assets

- Village of Clinton Website
- Clinton Facebook Groups
- Drift Scape
- Invest Clinton BC
- Fibre Optic Network

- DMO Websites

Destination Governance Ecosystems

- Economic Development Officer (Village of Clinton CDC)
- Cariboo Chilcotin Coast Tourism Association
- Community Futures
- High Bar First Nation
- Spirit Valley Development
- Whispering Pines/Clinton Indian Band
- Gold Country
- Gold Rush Trail
- New Pathways to Gold – Not for profit society, similar to DMO

Parks and Protected Spaces

- Dog Park
- Downing Provincial Park
- Edgehills Provincial Park
- Chasm Provincial Park
- Cougar Point
- Hat Creek Ranch (closer to Cache Creek)
- Gold Rush Trail – designated ORV route
- Big Bar Provincial Park
- Little Big Bar
- Marble Range Provincial Park
- Historic Cemetery
- Recreation Sites – Beaver Dam, Riley Dam, Haller/Grinder
- Green Lake Provincial Park
- Museum
- Loon Lake Provincial Park
- Mount Bowman/Porcupine/Wagon Road
- Tincan & Fennel & Cut-off Valley
- Jesmond Look-out
- Elliot Park
- Cairn
- Pear Lake
- Reg Conn Park
- David Stoddart School Playground and Field

Arts/Culture/Heritage Resources and Facilities

- Museum
- Historic Cemetery
- Memorial Hall
- Legion Hall

- Antique Retail Hub

Guest Experiences Guided/Non-Guided

- Antiquing/Collectibles/Artisan products
- Clinton Falls
- Tutti's Gravel Inn (gravel biking) seasonal
- Walking Tourism (Tour)
- Walking Trail – Tin Can/Fennel
- Geocache
- Big H food truck - seasonal
- Big Bar Ski Trails - seasonal
- Public Washrooms
- Snowmobile/ORV Trails
- Highway Locations
- Guest Ranches
- Cougar Point
- Hat Creek Ranch (nearby)
- Begbie and Jesmond Lookout
- Lime Lookout
- Amblers Big Horn Guiding
- Free Spirit Gallery
- Arts and Crafts Fairs
- Archaeological Sites and Tour
- Music Events
- Guided Historic/Scenic Tours
- Scavenger Hunt

Destination Ecosystem

Successful tourism destination development recognizes that we all have a role to play. The Village of Clinton Community Tourism Plan is not intended to work in isolation or disregard the existing strategies, plans, policies or planning framework that already exists. Rather, this planning process brought tourism stakeholders to the table to work within the context of wider policies and planning efforts.

Successful networks represent clusters of businesses and organizations that are encouraged to collaborate and work together to capitalize on an opportunity and bring the plan to fruition. As such, this plan has been built on a foundation of alignment and collaboration with provincial, regional and local organizations, and available resources. It is only through working collaboratively in the continued planning and implementation of the plan can the true potential of the community be realized.

The following are organizations that are part of the tourism ecosystem for the Village of Clinton and represent potential partners who may help to execute the action plan items found later in this plan:

- Llenlley' ten (High Bar First Nation)
- Whispering Pines/Clinton Indian Band
- Destination BC
- Cariboo Chilcotin Coast Tourism Association
- Gold Rush Snowmobile Trail Association
- South Cariboo Historical Museum Society
- Clinton Annual Ball Committee
- Clinton Art and Cultural Society
- Clinton and District Agricultural Association
- Clinton CiB Beautification Society
- Clinton and District Outdoor Sportsmen Association (CADOSA)
- Clinton Minor Sports Association
- Clinton Schools Parent Advisory Council
- Mill Girl Follies
- Clinton Seniors Association
- Spirit of Clinton Society
- Clinton Snow Jockey Club
- Economic Development Officer (Village of Clinton)
- Community Futures
- Spirit Valley Development
- Gold Country Communities Society
- New Pathways to Gold – Not for profit society, similar to DMO

Strengths, Weaknesses, Opportunities and Threats

The name SWOT is an acronym for the four components the evaluation technique examines:

- **Strengths:** characteristics of the community that give it an advantage over others.
- **Weaknesses:** characteristics that place the community at a disadvantage relative to others.
- **Opportunities:** elements in the environment that the community could exploit to its advantage.
- **Threats:** elements in the environment that could cause issues for the community, restricting growth and impeding other objectives.

Internal and External Factors

Strengths and weaknesses are considered internal factors, while opportunities and threats are usually considered external factors. The degree to which the internal strength of the community matches with the external opportunities is often referred to as alignment and strategic fit.

Internal factors are viewed as strengths or weaknesses depending upon their effect on the region's potential performance objectives. These elements may include labour, natural resources, and access to capital, for example.

The following prioritized list of strengths, weaknesses, opportunities and threats were identified and developed through input from the Tourism Working Group as well as research completed by the project team.

Strengths	Weaknesses	Opportunities	Threats
Low crime	Aging downtown corridor (sidewalks, buildings)	Sustainable Industry	Lack of groceries & supplies
Outdoor recreation	Lack of housing	Guided tours	Businesses closing/less people stopping
History	Grocery access/lack of store	Main highway through Village (traffic)	No housing
Great Museum	High taxes	Music Festival	Derelict buildings
Fire Department	Seasonal focus	Outdoor/Nature	No staff
Good K to 12 school	Boundaries (Indigenous, ALR, Crown, riparian)	Add to current events	Seasonality of businesses
Friendly people	Business space	Cowboy culture	Small tax base
Highway through town	Excellent restaurants (lack of)	Escape from cities	Lack of logistics (freight)
Antiques (stores)	Information distribution	First Nations	Lack of trades people
Walkability	No visitor centre (museum seasonal)	Grocery Store (Coop)	Bylaws
Volunteers	Labour (lack of)	Adventure tourism	Highway closures
Lower cost of living	Retention of volunteers (aging or worked out)	Goldrush Trail (ATV/ORV)	Lack of inventory (commercial buildings)
Fibre optic network	Businesses closed for winter, half for spring/fall	Winter Travel	Travel (bad roads, winter roads)
Water (good quality)	Big town square	Butcher	Absentee owners
Non-profit groups	Tourism not a priority	Recreation rentals (bikes, kayaks, etc.)	Bigger attractions
Ambulance	Office space	Geology attractions	No volunteers (not enough)
Long running events (Ball, Rodeo)	Medical services (lack of)	Farm to table	Decreased funding for infrastructure
Geology	Aging demographic	Expand German & Dutch connections	Underemployment
Dog park	Local government lacks support	Sani Station	Consistency
Population of families growing	Bylaws	Room for new development	Population decline?
Public library	No public transit	Vintage/Antiques	Low capacity
Basic amenities	Capacity	Main highway beautification/trees	Lack of resources (sidewalks, etc.)
Hunting areas	Mail access	Servicing resort communities	Weather/Natural disasters (fire, flood, etc.)
Sports Culture (arena, curling, skiing)	No central industry		Highway bypass
Close to lower mainland			
Close to 100 Mile House, Ashcroft, Kamloops			
4 H group			
Public washrooms (downtown)			
Low rent			
Local organic beef, poultry			
Ranch culture			
EV chargers			
Nature			
Fish			

Table 3: SWOT Analysis Summary

Gap Analysis

The following Gap Analysis summarizes the current state of the visitor economy in the Village of Clinton community versus the desired state of the same, identifying the gaps between both realities. This analysis has been written based upon data provided by Destination BC, Cariboo

Chilcotin Coast Tourism Association, Village of Clinton, the research completed and summarized earlier in the report including the SWOT analysis, and the discussions that were held with the Tourism Working Group. The Action Plan items included in this plan have been created in part to address these gaps.

Governance/Government Collaboration

One of the identified gaps was the fact that tourism industry representation was somewhat fragmented and that there is a need to have an active tourism-related entity to provide representation and to ensure consistent messaging and collaboration. This group is referred to in the Goals and Action Plan section as the Clinton Tourism Advisory Committee (CTAG). It would be made up of interested tourism operators and stakeholders and would be tasked with working together with the Village of Clinton to ensure that the action items listed in this report are executed and that tourism is strongly represented in future local planning and policy processes.

Resident Engagement

Reflecting some of the negative perceptions residents have of tourism, a number of action items have been identified to improve perceptions and understanding of the value of tourism to the local economy and in the provision of services to the community as a whole. It is also understood that the friendly, welcoming residents of Clinton are a major part of the village's overall brand. As such it has also been identified that ways in which to engage the local residents to become more active tourism ambassadors should be a goal to work towards.

Experience Development

The community is home to two Indigenous communities that possess remarkable culture and heritage attributes that have the potential to be a key differentiator for the community's tourism sector. While it is critical to acknowledge that not all Indigenous communities will wish to engage in the tourism sector, there is a major opportunity to engage with both communities in an effort to determine if there is interest in increasing their participation in the local visitor economy.

The organic growth of Clinton as a destination for antiques, artisan works and collectibles should be built upon and developed as one of the key experiences in the community that is appealing and available year-round.

The original and premiere gravel bike hotel in BC, the Tutti Gravel Inn is a must-visit destination for gravel biking enthusiasts. In fact, Clinton and the surrounding area is known for possessing some of the best gravel bike riding terrain in the world. These trail assets could be developed and marketed in a significant way, attracting many more of these high-yield tourists to Clinton and the surrounding region.

The historic rodeo experience is in a mature stage of development, nonetheless the events surrounding rodeo weekend can be built upon to create a destination experience to enhance

the local nature of the rodeo events. This must be done carefully so the “feel” of the rodeo, annual ball and other events remains authentic.

The Gold Rush Snowmobile or Off-Road Vehicle (ORV) Trail is a unique experience and opportunity that has not been developed by the community to date. The trail is the longest, designated ORV trail in all of British Columbia, with the legally established section stretching from Clinton to Likely. The trail is intended to start at Clinton and eventually end up in Wells-Barkerville at a length of 426 km. An opportunity exists to develop Clinton as the “base of operations” for the ORV community in the lower mainland and other larger centres that do not have significant riding opportunities.

The Clinton Museum is one of Clinton’s best experiences and assets. It could become the “anchor experience” for Clinton and should be marketed as a must-see attraction for any visitor that has even a passing interest in the history of the region and the Gold Rush Trail. Specific and targeted actions are required to build this attraction into a year-round, seven-day per week experience. The museum also has the potential to fill the gap of becoming the de facto Visitor Information Centre, becoming a sales portal for all the local tourism providers as well as a place for visitors to get trail information and maps.

Brand Awareness, Gold Rush Trail Integration and Marketing

The Gold Rush Trail and the number of communities along this corridor create one of the great opportunities and challenges for Clinton - to stand out amongst its peers while benefitting from the overall brand awareness and marketing strategy for the region. The challenge to create a community brand identity while continuing to support and respect the specific brands of the many communities that make up the region is addressed as an action item in the report.

Infrastructure

The SWOT analysis has identified a series of infrastructure challenges for the community that have an impact on both the visitor and residents alike.

A significant issue exists with some of the properties that are located right on the main thoroughfare but have not been maintained to the point of being an eyesore. A revitalization of parts of the main street was identified by stakeholders as a need that must be addressed.

Signage is an issue, both in terms of making a compelling case for visitors to stop but also to direct them efficiently to attractions and services within the Village.

It was identified that Clinton is primarily a road stop attraction for visitors and as such there needs to be a concerted effort to provide attractions and services that will be reasons for folks to stop. (i.e. a dog park, kids’ playground, specialty food and beverage offering etc.)

Technology

While there are operators providing excellent guest experiences in the region a gap currently exists in that there is no centralized, interactive, visitor information system or portal for booking

these experiences. Operators are also often unaware of the other experiences available in the region, limiting their ability to create longer-stay options and packages for their guests.

Vision Statement

The Tourism Working Group completed a drafting process that led to the vision statement included below. The vision is aspirational. It's a statement of where the community wants to be in the future. This vision looks ahead and is purposefully ambitious and realistically elastic. It was worded to convey a sense of passion for the ideal future toward which the community is working. This vision statement is designed to inspire stakeholders and engage the imagination of our visitors. It paints a picture of the region's key attributes and the future and the impact we want the community and its experiences to have on the world.

Clinton will give travellers a reason to stop; their experiences will give them a reason to come back again and again.

Stepping back into a simpler time with legendary old-fashioned hospitality will make our guests want to stay and enjoy more of our small-town warmth.

We will become renowned as a destination for antiques, collectables and artisan goods. We will enhance, animate and share our rich Indigenous and pioneer history and festivals. We will realize the potential and promise of the Gold Rush Trail.

This will enable us to sustainably grow our community into a year-round "go-to destination" that makes residents proud.

Goals, Strategies and Action Items

Gold Rush Trail Destination Development Strategy

The Village of Clinton is included in the Gold Rush Trail Destination Development Strategy region. It is a critical goal of the Clinton Community Tourism Plan that it remains aligned with the goals, themes and strategies of the overall Gold Rush Trail Plan. This will ensure that there will be support for the strategies and action items include in this report that are critical for Clinton's future. The Gold Rush Trail Destination Development Strategy Goals include:

1. Demonstrate Leadership provincially through strategic, collaborative planning, development, and investment in touring routes.
2. Amplify awareness of the Gold Rush Trail along the entire corridor amongst visitors, businesses, and residents alike.
3. Incrementally grow the benefits from tourism while respecting the limited carrying capacity of the land, people, cultural, and heritage assets.
4. Maintain a keen awareness and understanding of the customer, adapt to the changing needs of the market and develop experiences that enhance the visitor journey to attract more travellers, increase length of stay and spend throughout the year.

The Gold Rush Trail Destination Development Plan Themes are:

1. Strategically invest in targeted infrastructure upgrades that support this unique heritage touring corridor.
2. Continue to grow awareness and engagement throughout the Gold Rush Trail amongst businesses and communities to strengthening the corridor's brand and end-to-end visitor experience.
3. Diversify and expand the visitor experience to increase the destination appeal.
4. Enable business viability and success.
5. Protect the environment while managing growth.
6. Support natural disaster recovery.

Planning Goals and Strategic Priorities

Clinton Community Tourism Development Goals:

1. Ensure that the Clinton Tourism Plan is aligned with the overall, Destination BC and Gold Rush Trail region development strategies.
2. Assist in improving the economic viability for all Clinton tourism businesses.
3. Ensure that any improvements completed to improve the visitor economy also contribute to improving the standard of living of Clinton's residents.
4. Enhance, grow and create current and new tourism products that ensure that Clinton becomes a year-round/four-season destination.

Clinton Destination Development Strategic Priorities:

1. Governance/Government Collaboration
2. Resident Engagement
3. Experience Development
4. Brand Awareness/Gold Rush Trail Marketing Integration
5. Infrastructure
6. Technology

Goals & Action Items

The following are the action items developed with input from the Tourism Working Group to address the issues identified in the gap analysis. Action items are also listed based on the timeline attached to that task.

Prioritized Action Items

These action items have been prioritized based on the following timelines:

Quick Wins

Tactics that can be achieved within 1 year.

Medium Term Actions

Tactics that can be achieved within 1 - 3 years.

Longer Term Actions

Tactics that require 4- 10 years to achieve.

Strategic Priority 1: Governance/Government Collaboration

Goal 1.1: Increase Collaborative Tourism Development Efforts

Action (1 – 6 months): Create a Clinton Tourism Advisory Group (CTAG) to direct and help manage the collaborative efforts to implement the Community Tourism Plan for Clinton (needs involvement/alignment between all existing groups and the Village of Clinton). The group will annually review the action plan accomplishments, develop a report card and prioritize action items for the coming year.

Lead: Village of Clinton, CTAG

KPI: CTAG formed, and first meeting held by summer 2025.

Goal 1.2: Create a Clinton Tourism Investment Guide

Action (6 – 12 months): To augment the current Clinton Investment package, create a Clinton Tourism Specific Investment Guide as a means to attract new tourism businesses to the community, ranging from main street retailers to dude ranches to guided ORV tours.

Lead: Village of Clinton, CTAG

KPI: Guide created by mid-2026, grant dependent.

Goal 1.3: Continue to Create Printed Clinton Tourism Guides

Action (1 – 2 years): Continue to develop a list and descriptions of consistent offerings and tourism information in a printed form that all businesses and residents can easily reference. Maintain and update the guide annually.

Lead: Village of Clinton, CTAG

KPI: Guide updated annually.

Goal 1.4: Enhance Relationships and Tourism Needs Understanding with Village of Clinton Council and the Provincial Government

Action (1-3 years): Engage mayor and council on components of this plan that require the support of the Village of Clinton (i.e. ORV access regulatory changes, creation and enforcement of building maintenance and appearance requirements).

Lead: CTAG

KPI: 2 meetings annually to discuss tourism issues with Council. Council support for changes required.

Strategic Priority 2: Resident Engagement

Goal 2.1: Strengthen resident pride in place through increasing awareness of tourism initiatives and the benefits tourism brings to the economy, quality of life and the environment in the Clinton community.

Action (6-12 months): Encourage operators to develop ‘try it’ days for residents to experience offerings at a reduced rate. Conduct ‘operator open houses’ so that operators know what each other are offering.

Lead: CTAG, operators

KPI: First “try it” days implemented by fall 2026.

Goal 2.2: Improve resident support and pride in place for tourism through community engagement.

Action (1 year): Host an annual Tourism Open House for residents that provides an update on tourism initiatives from the previous year, reinforcing the benefits (economic, social and other) to the community from these initiatives. Engage residents in being part of the Unique Selling Position for Clinton (warm, welcoming hospitality). Open houses will be followed-up with a short survey to track and measure resident sentiment, ideas, and concerns. Destination BC has a new 'how-to' guide available for measuring resident sentiment: <https://www.destinationbc.ca/content/uploads/2024/01/Resident-Perceptions-of-Tourism-Research-Toolkit-FINALIZED-January-2024.pdf>

Lead: Village of Clinton, CTAG

KPI: First tourism open house held by spring 2026.

Goal 2.3: Create a Clinton Ambassador Program

Action (1-3 years): Create and implement a Clinton Ambassador program that trains local residents and provides baseline information for residents and helps to improve and accentuate the “welcoming” nature of Clinton.

Lead: CTAG, Village of Clinton

KPI: Ambassador program implemented by 2026.

Strategic Priority 3: Experience Development

Goal 3.1: Respect and Support the Development of Authentic Indigenous Experiences by local Indigenous Communities with an Interest in Participating in Tourism

Action (1-10 years): CTAG to work collaboratively with Indigenous Tourism BC, current Indigenous communities engaged in tourism as well as any of the Indigenous communities or operators from the community that express an interest and want to participate in tourism to help expand current experiences or create new experiences.

Lead: ITBC & CTAG

KPI: Increase in Indigenous tourism experiences.

Goal 3.2: Support, Build and Promote Existing Rodeo and Associated Events

Action (1-3 years): Working with the local rodeo association, develop a plan to enhance connectivity and collaboration in the region amongst rodeo events and determine a strategic direction for the development of the rodeo and complimentary events.

Lead: CTAG

KPI: Create a destination experience to enhance the local nature of the rodeo events.

Goal 3.3: Develop Clinton as the best Antiques, Artisans and Collectibles Destination in the Cariboo

Action (1-3 years): Develop a plan to support and attract artisans and antique/collectible retailers for year-round operations.

Lead: CTAG, Village of Clinton

KPI: Plan developed and implemented by 2027.

Action (1-3 years): Work with vacant shop owners to create window displays/frontage improvements so that vacancies are not apparent to visitors and it improves the main street viewscape.

Lead: CTAG, Village of Clinton

KPI: Continual improvements in main street view scape over next three years.

Goal 3.4: Amplify the awareness of Clinton as the starting point of the Gold Rush ORV Trail
<https://goldrushsnowmobiletrail.com>.

Action (1 year): Market the museum so that it is a must-do historical attraction to start your GRT journey.

Lead: Museum, CTAG

KPI: Integration of museum information into the Gold Rush Snowmobile Association information and development of support materials for ORV riders.

Action (1-2 years): Make physical improvements to the actual GRT trail starting area, signage, safety, and other resources. Pursue funding from Canada Student Works and others that can contribute to local employment and costs of project works. Specifically improve signage that directs visitors to the starting area.

Lead: CTAG, Gold Rush Snowmobile Trail Association.

KPI: Completion of initial physical improvements and signage by 2027.

Action (1-3 years): Support the creation or enhancement of businesses to provide services to the ORV users (secure parking, shuttle and mechanical services for example).

Lead: CTAG, Village of Clinton

KPI: New business opportunities operational by 2028.

Goal 3.5: Museum and Visitor Information Centre open 7 days a week throughout the year.

Action (1-3 years): Develop the museum in a way that creates a more distinct Visitor Information Centre within the museum as well as a trails inventory display/printed map available within the Museum and a system that ensures that the Museum be open 7 days a week throughout the year.

Lead: CTAG, Village of Clinton, South Cariboo Historical Museum Society

KPI: Model developed and implemented; goal reached by 2028.

Goal 3.6: Work with Operators to exploit the opportunity to convert Clinton into a hub for Gravel Biking.

Action (1-3 years): Engage with the BC Gravel Biking group and the BC Gravel Race Series to determine what opportunities exist to host events in Clinton. Market the opportunity in gravel bike-specific targeted social media and e-news magazines.

Lead: CTAG, Village of Clinton, operators

KPI: Engaged with the groups and developed an outreach/marketing component by 2028.

Strategic Priority 4: Brand Awareness, Gold Rush Trail Integration and Marketing

Goal 4.1: Engage with the Gold Rush Trail Management Committee and integrate into their efforts to rejuvenate the tourism region through branding and product development.

Action (1-3 years): Develop a formal relationship with the GRTMC to ensure that Clinton priorities are included in their marketing efforts.

Lead: CTAG

KPI: CTAG is involved in the GRTMC deliberations and Clinton priorities are included in the plans.

Goal 4.2: Increase the community destination brand awareness locally and regionally.

Action (3-5 years): Create a marketing campaign centered on billboard promotions of the community in and near surrounding communities and key intersections. These billboards should promote the key attractors and reasons to stop for Clinton (i.e. “The best little museum in BC”) rather than simply a generic welcoming theme.

Lead: CTAG

KPI: Design and installation of billboards in key areas.

Action (3-5 years): Create a local murals campaign centered on the historic nature of the community. Major billboards/murals at both ends of town describing/showing the ‘must do’s’.

Lead: CTAG, Clinton Youth Group

KPI: Design and installation of murals/signs in key areas.

Strategic Priority 5: Infrastructure

Goal 5.1: Transition Existing Sunsetting Properties into New and Enhanced Tourism Offerings

Action (1-3 years): Inventory and review existing properties in the region that are potentially sunsetting and could be purchased by a new private operator and converted into an enhanced offering.

Lead: CTAG, Village of Clinton

KPI: Properties identified and confirmed with owners, list available to potential investors by mid-2027 and integrated into the tourism investment guide.

Goal 5.2: Improve Visitor Access to Travellers Facilities

Action (1-2 years): Improve directional signage and parking from the highway to the dog park and playground areas. Improve services available at the dog park (water station, etc.). Investigate options for public sani-station and rest stop.

Lead: Village of Clinton

KPI: Improved signage and facilities for visitors and residents by 2027.

Goal 5.3: Create More Reasons for Visitors to Stop

Action (1-3 years): Create a series of “selfie” stops tied to Clinton history/values/fun, areas where social media influencers will want to stop and create content.

Lead: CTAG, Village of Clinton

KPI: Stops created and being used by the public and residents by 2028.

Strategic Priority 6: Technology

Goal 6.1: Determine what innovative technology is available to enhance the guest experience in the community.

Action (1-3 years): Research innovative technology and find ways to integrate them into new and existing tourism opportunities (QR Code walking tours, VR immersive experiences, digital travel itineraries, Trail Forks, etc.)

Lead: CTAG, Village of Clinton

KPI: Research completed, and report compiled. Prioritized opportunities implemented by 2028.

Marketing Strategy

The following is a high-level strategy for increasing the market exposure for Clinton as well as enhancing the effectiveness of the current marketing efforts. While it is understood that obtaining major funding from DBC, the CCCTA, or the Village specifically for marketing Clinton is unlikely, there are still opportunities to collaborate and participate in cooperative marketing programs. Additionally, many of the opportunities outlined below are digital-based and relatively cost-effective. With the help of some of the aforementioned tourism bodies to leverage the few funds currently available it is hoped some of these strategies may be executed.

Digital Performance Audit

A digital marketing performance audit was completed for Clinton and the results were quite good. In general Clinton sees good exposure in the major websites/guides such as goldrushtrail.com and the Gold Rush Trail Guide. These marketing opportunities are managed by the Gold Rush Trail Management Committee under the auspices of the Cariboo Chilcotin Coast Tourism Association.

Explore Clinton, the Facebook page for the village, has only 106 followers and it could definitely benefit from more recent and more tourism related posts. It would benefit from more profiles of the area and it's more colourful residents as well.

That said, an organic search on Google using the search term Clinton BC saw The Village of Clinton home page listed number #2 right after a sponsored listing for Clinton provided by landswithoutlimits.com. #3 was the Wikipedia Listing for Clinton. #4 was Travel British-Columbia.com's listing for Clinton. #5 was the Ebus listing for Clinton. #6 was the Trip Advisor page listing the “15 best things to do in Clinton”.

So, all in all, it is fairly impressive in that each of these listings is tourism related. The Village of Clinton website is excellent and extremely tourism centric. The search optimization must be relatively effective with the positioning of these key sites appearing so high in an organic search. In general, then the overall digital positioning of Clinton as a destination is reasonably good.

What is reasonable and would help significantly is effective roadside marketing and some digital marketing targeted at the very niche markets that have been identified in this report. The key here is to build on those specific assets that have been identified as strengths and opportunities that will help differentiate Clinton within the marketplace.

Examples would be the following:

Gravel Biking

There are a number of websites that cater exclusively to “gravel grinders”, the folks that search out quiet, extended, and picturesque gravel roads to ride. Clinton is a mecca for just these experiences. It would therefore make sense to invest in some inexpensive, digital ads on sites such as ridinggravel.com, gravelcyclist.com and ridegravel.ca. While there is only one accommodation business aimed at this market currently, by creating a “buzz” around the opportunities in Clinton, there is a real possibility to attract both day-trippers from the Lower Mainland as well as others who might want to return for longer trips extended trips, particularly if Clinton accommodations were to partner with other accommodations far afield or provide a shuttle service for the cyclists.

Antiquers and Collectors

The page regarding antiquing on the goldrushtrail.ca website provides outstanding exposure for these Clinton businesses. In fact, the list of businesses for Clinton on the site dwarfs the other towns’ listed offerings.

Where the opportunity lies is to pursue marketing on the niche platforms aimed specifically at the antiques market segment in places like the Fraser Valley. This also serves as marketing to vendors who may begin to see the critical mass of these types of businesses in Clinton and decide to relocate their business there for the tourists and the lifestyle.

Snowmobilers/ORVr’s

More and more, ORV and snowmobile use is becoming extremely regulated in the Lower Mainland. “Sled-heads” are looking farther abroad for both day trips and extended trips. The Gold Rush Trail provides exactly that opportunity. The Gold Rush Snowmobile Trail website is the perfect place for Clinton to alert folks to the fact that the start of the snowmobile trail is in fact in Clinton. Again, success begets success and once more snowmobilers, ORV and dirt bike users begin to use this section of trail, new businesses such as shuttle services, accommodation with secure parking, and guided family tours will begin to fill that vacuum. It takes time but this is the process that most of the best-known adventure hotspots in the province have followed before they became a successful, monetized destination.

Social Network Sites

In general, particular attention should be paid to increasing the number of social networking sites, and specifically by encouraging potential guests to post comments and questions to build consumer knowledge quickly. Some of these sites are already being utilized. This impartial, guest-created content is absolutely critical to foster as more and more potential visitors base their travel decisions on the experiences and reflections of past guests posted to the internet. Content should also be provided to all stakeholders for sharing to their own communities via their own social media. Some of the potential sites are:

- Facebook
- Instagram
- Pinterest
- YouTube Channel
- LinkedIn

If resources allow, paid Facebook boost posts should be executed in key, niche markets using visitor profiling / demographics provided by the platforms such as Facebook themselves.

Monthly e-Newsletter Campaigns

This could include dynamic video footage and could be distributed to a wide data base of all industry partners & travel media. Bi-monthly email campaigns will build strong partnerships, and provide information and confidence within the tourism industry, travel trade, media, transportation partners and direct consumers. This might be the type of project that stakeholders suggested some of the older youth in town might want to engage in.

Industry Engagement & Partnership Development

Destination BC, Destination Canada, Indigenous Tourism Association of Canada, Indigenous Tourism BC, all of these organizations partner with local, regional and national tourism partners. They should be engaged to ensure that the Village's operators enjoy joint marketing and cooperative sales efforts with these kinds of partners to bring more regional attention to the Clinton region. When cooperative marketing funds are available and can be leveraged to reduce the cost, Clinton should engage in these types of partnerships.

Billboards

Traffic that passes through the town on Highway 97 is significant and year-round and is clearly a huge opportunity for the village. As such, wherever billboards are allowed on the highway (i.e. privately owned lands and FN reserves) within a 200 km range (particularly to the north and south) should be considered and installed.

These signs need to show off the key attractors that will make a driver want to stop. "The Best Little Museum in BC", or a particularly great food and beverage item (i.e. the worlds best cinnamon bun) are examples of what might be showcased. Historical assets are particularly attractive to the older demographic that has been visiting Clinton in the past. That said the

village should also be targeting the children of the key family market segment. Children make their parents stop when they see something they love. Again - what Clinton really needs is a roadside “hook” such as “the best waffle cones in Canada” or “the best roadside pet park in BC” or the most intriguing roadside washrooms” – something that is unique and that will gain the attention of drivers and their occupants and make them feel that they are missing out if they do not stop. Once they are out of their vehicle, the chances of them purchasing another experience, service or product increases exponentially.

Again – it cannot be stressed enough - marketing is very important - but as the saying goes “content is king”. Clinton needs to identify what experiences, and assets should become the anchor attractions for the village and the differentiator of their offering. The Clinton Museum is a likely choice, focusing on the Gold Rush Trail history. Gravel biking and ORV/snowmobiling is another as is the fact that the village is already known for its collectible /antique/artisan stores. The other reality that must be stressed is that the product/experience needs to be seen as a quality offering. If the facades of the stores require updating, guests are much more likely to stop if those facades look fresh or appropriately “historic”.

Appendix I – Potential Funding Sources

Fund	Program Description	Available Funding
Cariboo Chilcotin Coast Tourism	<p>Marketing: Digital first, dollar matching marketing program, for tourism marketing programs and projects aligned with CCCT’s Marketing Strategy to promote the Cariboo Chilcotin Coast</p> <p>Consumer Shows: provides businesses with access to marketing funds to help cover the cost of consumer show exhibition</p>	<p>CCCT investment will not exceed 50% of proposed total cost.</p> <p>Up to 50% of event fee covered.</p>
Destination BC Cooperative Marketing Program	<p>An application-based program that provides co-operative, consumer-focused marketing and promotional support to Community Consortiums, Sector Organizations</p>	<p>Funding Requests \$20,000 (minimum) to \$250,000 (maximum) per year.</p>
Destination BC Learning Centre	<p>Offers free resources, tools, guides, and templates to enhance tourism operations from safety and emergency preparedness to social media, marketing, and accessible tourism resources.</p>	<p>Free resources.</p>
<p>Northern Development Initiative Trust Marketing Initiatives</p>	<p>Northern Development Trust Initiative offers many different funding options. Below are a few highlighted opportunities:</p> <p>Marketing Initiatives: Provides funding to support new marketing campaigns or projects that position a community or region to take advantage of opportunities that support economic vitality and diversification.</p> <p>Cultural Infrastructure: supports creation of, or the improvement of, arts, heritage, culture, and creative innovation spaces.</p> <p>Main Street Revitalization: Capital program provides local governments and First Nation bands with grant funding to complete strategic public investments in public infrastructure within a community’s downtown/main street area.</p>	<p>Up to \$20,000.</p> <p>Up to \$100,000 (upgrades or repairs). Up to \$300,000 (new construction and/or substantial upgrades).</p> <p>Up to \$200,000 to a maximum of 70% of the project budget.</p>

	<p>Economic Infrastructure: supports projects of regional and local significance that contribute to economic growth and stronger communities. These projects include renovations or new construction of public multi-use facilities or capital investments that drive revenue and job creation within the community.</p> <p>Festivals and Events: supports festivals and events that promote Northern BC as a destination for tourism.</p>	<p>Up to \$100,000 (upgrades or repairs). Up to \$300,000 (new construction and/or substantial upgrades).</p> <p>Up to \$2,500 available for projects with a budget less than \$50,000. Up to \$5,000 available for projects with a budget more than \$50,000.</p>
ORV Trail Fund	Improves off-road vehicle trails for increased resident and visitor outdoor recreation experiences. It is administered by Recreation Sites and Trails BC.	\$400,000 available for 2024 projects.
Pacific Economic Development Canada – Tourism Growth Program	Supports small and medium sized businesses, organizations, and local communities’ grow tourism.	Businesses and not-for-profit organizations can apply for up to \$250,000.
Rural Economic Diversification and Infrastructure Program (REDIP)	Supports rural economic development projects that promote economic capacity building, economic diversification, resilience, clean economy opportunities, and infrastructure development. <i>The 2024-25 REDIP intake will run from July – October 2024</i>	Maximum funding between \$100,000 and \$1 million (depending on funding category).
The Outdoor Recreation Fund of BC	Launching Spring 2024, this fund will provide grants for community-based initiatives that create and shape meaningful outdoor recreational and nature-based experiences for British Columbians.	\$10 million contributed to support ORCBC establishment of this fund.

Note:
 Union of BC Municipalities (UBCM) newsletter includes a monthly funding and resources update, listing upcoming available grants and the associated deadlines.

[Funding and resources update: March 2024 | Union of BC Municipalities \(ubcm.ca\)](#)

The Outdoor Recreation Council of BC lists grant opportunities for recreation and outdoor projects:

docs.google.com/spreadsheets/d/14UJE6DEx-DOaq3ih6PnHhmrANjWT3KSF/edit#gid=1435365537