

**REGULAR MEETING OF COUNCIL
AGENDA**

DATE: June 3, 2024
TIME: 4:30 p.m.
LOCATION: Council Chambers, Enderby City Hall

The public may attend this meeting in person or by means of electronic facilities.

The City of Enderby uses Zoom for its electronic facilities and encourages those who are unfamiliar with the application to test it in advance; for technical support, please contact Zoom.

The access codes for this meeting are:

*Meeting ID: 846 8408 0855
Passcode: 899416*

If you would like to attend this meeting by means of electronic facilities and do not have a computer or mobile phone capable of using Zoom, please let us know and we can provide you with a number that you can call in from a regular telephone.

*When applicable, public hearing materials are available for inspection at
www.cityofenderby.com/hearings/*

1. LAND ACKNOWLEDGEMENT

We respectfully acknowledge that we are on the traditional and unceded territory of the Secwepemc.

2. APPROVAL OF AGENDA

THAT the June 3, 2024 Council Meeting agenda be approved as circulated.

3. ADOPTION OF MINUTES

3.1 Meeting Minutes of May 21, 2024

THAT the May 21, 2024 Council Meeting minutes be adopted as circulated.

Page 3

4. CONTINUING BUSINESS AND BUSINESS ARISING FROM COMMITTEES AND DELEGATIONS

4.1 The Royal Canadian Legion #98 – Partnering Agreement

Memo prepared by Chief Financial Officer dated May 27, 2024

Page 8

4.1.1 Public Input

4.1.2 Recommendation

THAT Council, subject to considering public representation, authorizes Staff to execute a partnering agreement between The Royal Canadian Legion #98 and the City of Enderby to provide assistance valued at \$25,000 to The Royal Canadian Legion #98 through the Community Enhancement Fund.

5. REPORTS

5.1 Mayor and Council Reports

5.2 Area F Director Report

5.3 Chief Administrative Officer Report

5.3.1 Council Inquiries

6. NEW BUSINESS

6.1 Request to Fund Let's Ride BC Partnership on Behalf of Hunter's Range Snowmobile Association

Page 12

Memo prepared by Chief Administrative Officer dated May 30, 2024

THAT Council does not fund the Let's Ride BC Partnership on behalf of Hunter's Range Snowmobile Association in 2024;

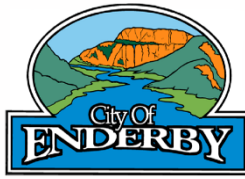
AND THAT Council refers the matter of funding sector-specific tourism marketing initiatives to its 2025 budget deliberations.

7. PUBLIC QUESTION PERIOD

8. CLOSED MEETING RESOLUTION

THAT pursuant to Section 92 of the Community Charter, the regular meeting convene In-Camera to deal with matters deemed closed to the public in accordance with Section 90 (1) (k) and 90 (2) (b) of the Community Charter.

9. ADJOURNMENT



THE CORPORATION OF THE CITY OF ENDERBY

Minutes of a **Regular Meeting** of Council held on Tuesday, May 21, 2024 at 4:30 p.m. in Council Chambers.

Present: Mayor Huck Galbraith
Councillor Tundra Baird
Councillor Roxanne Davyduke
Councillor David Ramey
Councillor Brian Schreiner
Councillor Shawn Shishido
Councillor Sarah Yerhoff

Staff: Chief Administrative Officer – Tate Bengtson
Chief Financial Officer – Jennifer Bellamy
Planner – Kurt Inglis
Clerk-Secretary – Andraya Holmes

Other: Press and Public

LAND ACKNOWLEDGEMENT

We respectfully acknowledge that we are on the traditional and unceded territory of the Secwepemc.

APPROVAL OF AGENDA

Moved by Councillor Ramey, seconded by Councillor Davyduke
“THAT the May 21, 2024 Council Meeting agenda be approved as circulated.”

CARRIED

ADOPTION OF MINUTES

Meeting Minutes of May 6, 2024

Moved by Councillor Shishido, seconded by Councillor Baird
“THAT the May 6, 2024 Council Meeting minutes be adopted as circulated.”

CARRIED

Public Hearing Report May 6, 2024

Moved by Councillor Schreiner, seconded by Councillor Shishido
“THAT the Public Hearing Report dated May 6, 2024 be adopted as circulated.”

CARRIED

REPORTS

Mayor and Council Reports

Councillor Baird

Attended the Rail Trail Grand Opening event.

Attended the cheque presentation for the winners of the Street Banner Redesign Contest.

Reported that there are issues with drivers not stopping at the three-way stop by the library heading east.

Councillor Ramey

Attended an Enderby & District Arts Council meeting and reported that there will be a pride themed exhibition at the Arts Centre during the month of June. Also reported that there is a Plein Air event on July 14th. Tickets are available at the Arts Centre. The last Coffee House event of the season was held on May 17th and will start again in the fall.

Attended an Okanagan Regional Library Board meeting and reported that new hours for our library should take effect by July. There is a plant share event at the library on May 24th and 25th.

Councillor Schreiner

Attended the Rail Trail Grand Opening event.

Spoke with a Nurse Practitioner who is planning to open a practice in Enderby.

Councillor Yerhoff

Attended the Rail Trail Grand Opening event.

Has a meeting scheduled this week with Councillor Davyduke and two members of Splatsin Tkwapla7.

The Harvest Hut will open on June 3rd.

The food bank received 10,000 lbs of food from Kraft Hockeyville.

Reported that the Get Connected Services Fair was a success.

Councillor Davyduke

Attended the Get Connected Services Fair and reported that it was a great event.

Attended the Enterprize Challenge final showcase.

Attended the cheque presentation for the winners of the Street Banner Redesign Contest.

Attended the Rail Trail Grand Opening event.

Reported that the A.L. Fortune Prom was great, and that Grad is happening on June 14th.

Councillor Shishido

Reported that the Enderby & District Museum Society meeting was delayed to next week.

The Curling Club is hiring a new ice maker.

Visited Calgary and discussed the increases in density there as well as effects of safe injection sites in Ontario.

Mayor Galbraith

Attended the Get Connected Services fair.

Attended the Rail Trail Grand Opening event.

Reported that there is a Community to Community meeting with Splatsin Kukpi7 and Tkwamipla7 being scheduled for June.

Chief Administrative Officer

Reported that tax notices have been sent out. Thanked office staff and the Chief Financial Officer for their work in getting them out.

Water valve work at the Booster Station is scheduled for May 23. Once it has been verified that things are working as expected in a normal scenario, the longer duration test of the water system under reservoir 1 bypass conditions will proceed.

Has been working with the Systems Operator on a revised procedure for activating chlorine disinfection at the wastewater treatment plant, based on the performance specifications for the UV. The revised procedure will reduce operating costs and the release of chlorine disinfection byproducts into the receiving environment, while continuing to meet permit requirements. Thanked the Systems Operator for the research and analysis that he did, which directly informed this revision.

Today is the first day open for the pool. Thanked the Parks and Recreation team for their efforts to get things ready.

Public Works removed the feature tree in front of the library last week.

There is a meeting scheduled this week with the Events Coordinator and RCMP Sgt. Vestergaard this week to go over expectations around the Enderbeer and Wine Festival.

An information page on our new Water Conservation and Drought Management framework has been posted. A press release on the same was also issued. Education about the changes will be the focus over the coming months.

With respect to Enderby’s 100 Radon Test Kit Challenge, the individual home results have all been sent out. There will be a meeting with the program organizers on May 28th to debrief and discuss the community results, which will then be released.

Councillor Shishido asked for an update on Arena repairs.

Chief Administrative Officer responded that the new header has been ordered and is being fabricated. The brine leak has been repaired and installation of the new header is expected to take place in June.

City of Enderby Drinking Water Annual Report 2023

Moved by Councillor Shishido, seconded by Councillor Davyduke
“*THAT Council receives and files the City of Enderby Drinking Water Annual Report 2023.*”

CARRIED

Vernon North Okanagan Detachment: 1st Quarter (January to April) 2024

Moved by Councillor Shishido, seconded by Councillor Baird
“*THAT Council receives and files the report titled Vernon North Okanagan Detachment: 1st Quarter (January to April) 2024.*”

CARRIED

NEW BUSINESS

Enderby & District Lions – Request to Hold Beer Garden in Lions Gazebo from June 28 – July 1, 2024

Moved by Councillor Shishido, seconded by Councillor Ramey
“*THAT Council approves the Enderby & District Lions Club’s request to hold a beer garden in the Lions Gazebo at Riverside Park from June 28 – July 1, 2024, with the following start and end times:*

- *June 28, 2024 Start – 1:00 pm End – 1:00 am*
- *June 29, 2024 Start – 11:00 am End – 1:00 am*
- *June 29, 2024 Start – 11:00 am End – 1:00 am*
- *July 1, 2024 Start – 11:00 am End – 7:00 pm”*

CARRIED

Russell Avenue (George to Sicamous) Award of Construction Contract

Moved by Councillor Baird, seconded by Councillor Ramey
“*THAT Council awards the construction contract for the 2024 capital road project, Russell Avenue from George Street to Sicamous Street, in the amount of \$1,295,232.82, to Mounce Construction Ltd.*”

CARRIED

Veterans Park Boxwood Replacement

Council discussed the proposed new planters and possible alternate solutions.

Moved by Councillor Schreiner, seconded by Councillor Shishido
“*THAT Council replaces the boxwoods at Veterans Park with raised stone planters, valued at \$21,500 inclusive of site preparation and planter construction, to be funded from the Greenspace Sundry budget and the Community Enhancement Fund.*”

CARRIED

Road Closure Application – Canada Day Parade 2024

Moved by Councillor Shishido, seconded by Councillor Davyduke
“*THAT Council receives the City of Enderby Event Coordinator’s Temporary Road Closure application (Canada Day Parade 2024) for information.*”

CARRIED

Royal Canadian Legion Branch #98 Road Closure Application – Poker Run Event

Moved by Councillor Baird, seconded by Councillor Ramey
“*THAT Council approves the attached Road Closure Application from the Royal Canadian Legion Branch #98 for the closure of Belvedere Street from Mill Avenue to MacPherson Lane on Saturday July 20, 2024 from 8:30 am to 4:00 pm for the purposes of providing motorcycle parking for the annual Legion-to-Legion Poker Run.*”

CARRIED

UBCM 2024 Provincial Meeting Requests and Attendance

Council discussed who will attend the 2024 UBCM convention and potential meeting topics.

Moved by Councillor Schreiner, seconded by Councillor Baird
“*THAT Council receives and files the memorandum titled UBCM 2024 Provincial Meeting Requests and Attendance.*”

CARRIED

PUBLIC QUESTION PERIOD

There were no questions from the public.

ADJOURNMENT

Moved by Councillor Baird, seconded by Councillor Schreiner
“*THAT the regular meeting of May 21, 2024 adjourn at 5:54 p.m.*”

CARRIED

MAYOR

CORPORATE OFFICER

THE CORPORATION OF THE CITY OF ENDERBY

MEMO

AGENDA

To: Tate Bengtson, CAO
From: Jennifer Bellamy, CFO
Date: May 27, 2024
Subject: The Royal Canadian Legion #98 – Partnering Agreement

RECOMMENDATION

THAT Council, subject to considering public representation, authorizes Staff to execute a partnering agreement between The Royal Canadian Legion #98 and the City of Enderby to provide assistance valued at \$25,000 to The Royal Canadian Legion #98 through the Community Enhancement Fund.

BACKGROUND

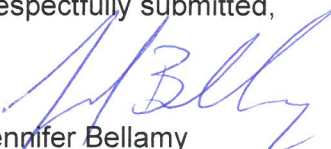
At the May 6, 2024 regular meeting, Council approved providing The Royal Canadian Legion #98 (“the Legion”) financial assistance in the amount of \$25,000 for veteran support through a partnering agreement, subject to considering public representation. The financial assistance will provide veteran support by aiding in the roof replacement and electrical upgrades to the Legion’s building located at 909 Belvedere Street.

Public notice of Council’s intent to provide the assistance has been provided in accordance with the *Community Charter*, with the public invited to provide input during the June 4, 2024 regular meeting of Council.

Once any public input is received and Council determines it still wishes to provide the assistance, staff will execute the agreement between the City and the Legion. The \$25,000 in assistance will be funded through the Community Enhancement Fund, which consists of non-taxation revenues to support one-time projects that enhance the community.

Attached is a draft of a typical partnering agreement used by the City. The agreement has not been reviewed with the Legion, but the final agreement will generally follow this template. In addition to the agreement, the financial assistance provided will follow the City’s grant policy.

Respectfully submitted,


Jennifer Bellamy
Chief Financial Officer

PARTNERING AGREEMENT

THIS AGREEMENT dated for reference the _____ day of _____, 2024

BETWEEN

CITY OF ENDERBY, a local government under the laws of British Columbia and having an office at 619 Cliff Avenue, Enderby, British Columbia, V0E 1V0

(the “City”)

AND

THE ROYAL CANADIAN LEGION #98, a not-for-profit organization, having an office at 909 Belvedere Street, Enderby, British Columbia, V0E 1V0

(the “Legion”)

WHEREAS

- A. The *Community Charter* authorizes the City to provide assistance, other than tax exemptions, to a business subject to Council entering into a partnering agreement pursuant to which the business agrees to undertake or provide an activity, work or facility on behalf of the City other than a service that is part of the general administration of the municipality.
- B. The Legion is a “business” as defined by the *Community Charter*, notwithstanding its not-for-profit organization status, that honours military service and supports and advocates for military and RCMP veterans.
- C. The City and the Legion wish to enter into an agreement involving an exchange of services for assistance, within the meaning of a partnering agreement under the section 21 of the *Community Charter* (the “**Agreement**”).

NOW THEREFORE the parties agree as follows:

1. The Legion agrees to provide for the social well-being of veterans of the Enderby community, including the ongoing operation of its facility located at 909 Belvedere Street, Enderby, BC (the “**Services**”).
2. The City agrees to provide assistance valued at \$25,000 to the Legion to help with replacing the roof and upgrading the electrical works of its facility in connection with the Services described in the Agreement.
3. The Legion will, at all times during the Agreement:

- (a) perform promptly and safely all of its obligations under the Agreement;
 - (b) be prudent, just, and faithful in the performance of its obligations under the Agreement and in its dealings with the City under the Agreement and other agreements entered into between the Legion and the City or any other person in respect of the Agreement;
 - (c) not assign its obligations under the Agreement to another party without the express written consent of the City;
 - (d) perform its obligations under the Agreement and exercise all of its rights in respect of the Agreement in a lawful and orderly manner in full compliance with all applicable federal, provincial, municipal enactments (including bylaws of the City);
 - (e) not release, compromise, assign or transfer any claim, right or benefit of the City;
 - (f) keep the City fully informed of its activities related to the Services described in the Agreement and to fully disclose all records and dealings as may reasonably be required or requested by the City so as to demonstrate the delivery of the Services.
4. The Legion agrees to defend, indemnify, and hold harmless the City and its officers, agents, and employees for any and all claims, demands, actions, damages, losses, and expenses, including attorney fees and costs of litigation, arising out of, or relating to, the Legion's performance under the Agreement, including those brought by employees or subcontractors of the Legion.
 5. The City agrees to defend, indemnify, and hold harmless the Legion and its officers, agents, and employees for any and all claims, demands, actions, damages, losses, and expenses, including attorney fees and costs of litigation, arising out of, or relating to, the City's negligence under the Agreement.
 6. The City and the Legion disclaim any intention to create a partnership, co-ownership, joint venture or to constitute either of them the agent of the other, and nothing contained in the Agreement shall be construed to constitute the City or the Legion a partner, c o - o w n e r , joint venturer, agent or legal representative of or with the other.
 7. Neither the City nor the Legion shall have or represent that it has the authority or power to act for or to undertake or create any obligations or responsibilities, express or implied, on behalf of, or in the name of, the other.
 8. The terms and provision of the Agreement shall extend to, be binding upon, and enure to the benefit of the parties hereto and their successors, heirs, and permitted assigns.
 9. Subject to Council reconsideration of the Agreement at its regular meeting following the public notification period provided in the *Community Charter*, the term of the

Agreement shall commence on _____, 2024 and shall continue until December 31, 2024.

As evidence of their agreement to be bound by the terms of the Agreement, subject to any power of reconsideration provided in the *Community Charter* or the City of Enderby Procedure Bylaw No. 1732, 2021, the parties have executed the Agreement as follows:

Date: _____, 2024

CITY OF ENDERBY by its authorized signatories:

THE ROYAL CANADIAN LEGION #98 by its authorized signatories:

Name

Name

Name

Name

DRAFT

MEMO

To: Mayor and Council
From: Tate Bengtson, CAO
Date: May 30, 2024
Subject: Request to Fund Let's Ride BC Partnership on Behalf of Hunter's Range Snowmobile Association

RECOMMENDATION

THAT Council does not fund the Let's Ride BC Partnership on behalf of Hunter's Range Snowmobile Association in 2024;

AND THAT Council refers the matter of funding sector-specific tourism marketing initiatives to its 2025 budget deliberations.

ALTERNATE RESOLUTION

THAT Council allocates \$2,500 plus tax from its tourism sundry and tourism marketing budgets to fund the Let's Ride BC Partnership on behalf of Hunter's Range Snowmobile Association for 2024;

AND THAT Council refers the matter of funding future sector-specific tourism marketing initiatives to its 2025 budget deliberations.

BACKGROUND

Attached to this memorandum is a request from the Hunter's Range Snowmobile Association to fund their Let's Ride BC partnership. The value of the partnership is \$2,500 plus tax per year. The previous funder of the partnership, Shuswap Tourism, has reportedly focused its funding support on the Eagle Valley Snowmobile Club in Sicamous.

The City of Enderby assumed responsibility for marketing the community to tourists and other visitors in 2020. The City funds its tourism function primarily through Riverside RV Park profits. To date, the main tourism focal points involve operating the Visitor Centre, supporting the Shuswap River Ambassadors, and performing general tourism marketing. Over time, it is expected that further tourism product and experience development will occur. The City's events and parks/recreation functions are separate but complimentary.

At this time, the City does not fund any other sector-specific tourism marketing opportunities on behalf of third-party entities. General tourism marketing is provided through various one-off initiatives, such as the recently completed community marketing video and the (forthcoming)

new edition of the tear-off maps. Snowmobiling activities are showcased as one of many tourist attractions available to visitors, in the context of those general marketing initiatives.

It is recognised that snowmobiling does offer an economic benefit to the area, including the City; however, this is also the case for other sector-specific tourism attractions, all of which are competing for scarce financial resources. As such, any decision to move into funding sector-specific tourism marketing opportunities should consider the breadth of what that decision invites. Should Council choose to proceed, its next decision would be around the priorities, financial constraints and performance measures that inform how to decide among competing marketing opportunities.

Prior to committing *ad hoc* to funding a sector-specific tourism marketing initiative, Staff recommend that Council refer consideration of this matter generally to its 2025 budget deliberations, so that it can make a decision around the following:

1. Whether Council supports funding sector-specific tourism marketing initiatives in addition to its general tourism marketing initiatives.
2. What are the objectives and budget considerations that should inform Council's decision-making when support for a particular sector-specific tourism marketing initiative is requested.

In the alternative, Council could choose to fund this request on a one-off basis for 2024. The request would be funded through a mixture of the general tourism marketing fund (which has a budget value of \$1500) and the tourism sundry fund (which has a budget value of \$5000, which is intended to address broader needs arising during a given fiscal year, such as unexpected repairs and maintenance to the Visitor Centre or information kiosk, or other opportunities to fund ancillary enhancements such as the 2023 purchase of a heart defibrillator for the Visitor Centre). As the budgets for both are relatively small, funding this request would impact the availability of financial resources for other projects or needs.

Should Council fund the request in 2024, Staff recommend that Council consider the decision more broadly during 2025 budget deliberations so that funding can be allocated based on a coherent and sustainable investment strategy connected to prioritized objectives and performance measures.

Respectfully submitted,



Tate Bengtson
Chief Administrative Officer

Tate Bengtson

From: Kyra Casorso [REDACTED]
Sent: May 10, 2024 1:17 PM
To: tbengtson@cityofenderby.com
Subject: Hunters Range Advertisement Sponsorship
Attachments: LRBC_PartnerReport_2023-24.pdf

Good Afternoon Tate,

I am reaching out with an advertisement opportunity for the City of Enderby. This is for the Hunters Range Snowmobile Association and Enderby area in partnership with Let's Ride BC, a branch of the BC Snowmobile Association. I spoke with Huck at the recent Enderby Chamber of Commerce info meeting, and he advised me to email you directly with any opportunities and/or ideas of working with our Association. Because we are an existing partner, the cost of renewal is \$2,500.00+ tax for the year. (June 2024-June 2025).

In years past, we were supported with a partnership to Let's Ride BC by Shuswap Tourism, and they covered the costs so the Association did not have to. Shuswap Tourism is no longer supporting Enderby, Salmon Arm or Revelstoke with a Let's Ride BC partnership, as they have decided to create their own marketing campaign for The Eagle Valley Snowmobile Club in Sicamous only. This opens up an opportunity for the City of Enderby to support our Association with this advertisement partnership and help to continue the growth of our club, in turn driving more economic benefit into our City for the winter months.

A great video was curated 2 years ago by LRBC and Shuswap Tourism named "Shuswap: Sled, Savor & Sip". It gives an iconic snowmobilers road trip, showcasing Revelstoke, Sicamous, Enderby and Salmon Arm. Our segment featured our riding area, the Small Axe Roadhouse, Sutherland's Bakery and the City of Enderby. Should we renew our partnership, we have the opportunity to refresh our feature video, with our own input this time, and would love to incorporate more aspects of what our city has to offer this go around.

I have attached the LRBC Partner Report for your viewing, it outlines the benefits of the partnership extremely well, and you can also view our current landing page here: [Enderby | Let'sRide BC \(letsridebc.com\)](https://letsridebc.com)

The videos I described above are linked on our landing page for you to view as well.

Please let me know if you have any further questions I can answer, I look forward to your reply.

2023-24 REPORT FOR PARTNERS

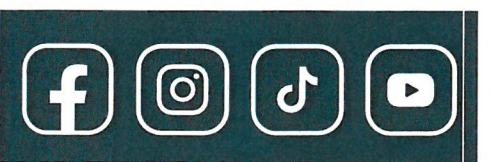
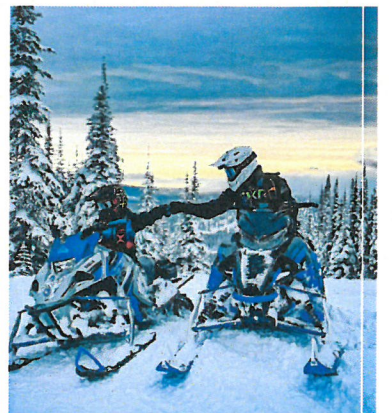
April 1, 2023 - March 31, 2024

LET'S RIDE BC

WWW.LETSRIDEBC.COM



#LETSRIDEBC



ABOUT LETSRIDEBC

LetsRideBC is the official snowmobile sector partner for Destination BC. Our mission is to develop strategic collaborations between local snowmobile clubs, businesses, and communities that:

- Celebrate authentic local experiences,
- Sustainably grow snowmobile tourism,
- Bring riders deeper into the sport they love.

When stakeholders unite under LetsRideBC, we forge relationships that amplify individual assets and align efforts towards capturing optimum snowmobile tourism growth in the competitive marketplace. Our brand architecture relies on cohesive messaging and contributions from partners at every level to do this.

ELEMENT 1: Clubs & Local Businesses

As a foundation, snowmobile clubs and local businesses contribute up-to-date information about products and services they provide. This information is assembled in a single, convenient landing page: LetsRideBC.com. Our brand is established as the go-to 'expert' for accurate and informative snowmobile travel information that saves visitors time, avoids hassles, and reduces buyer hesitation. Additionally, we encourage snowmobile clubs to actively share this high-quality content across their channels, amplifying our collective effort to provide valuable resources to enthusiasts.

ELEMENT 2: Community Tourism Marketing Groups

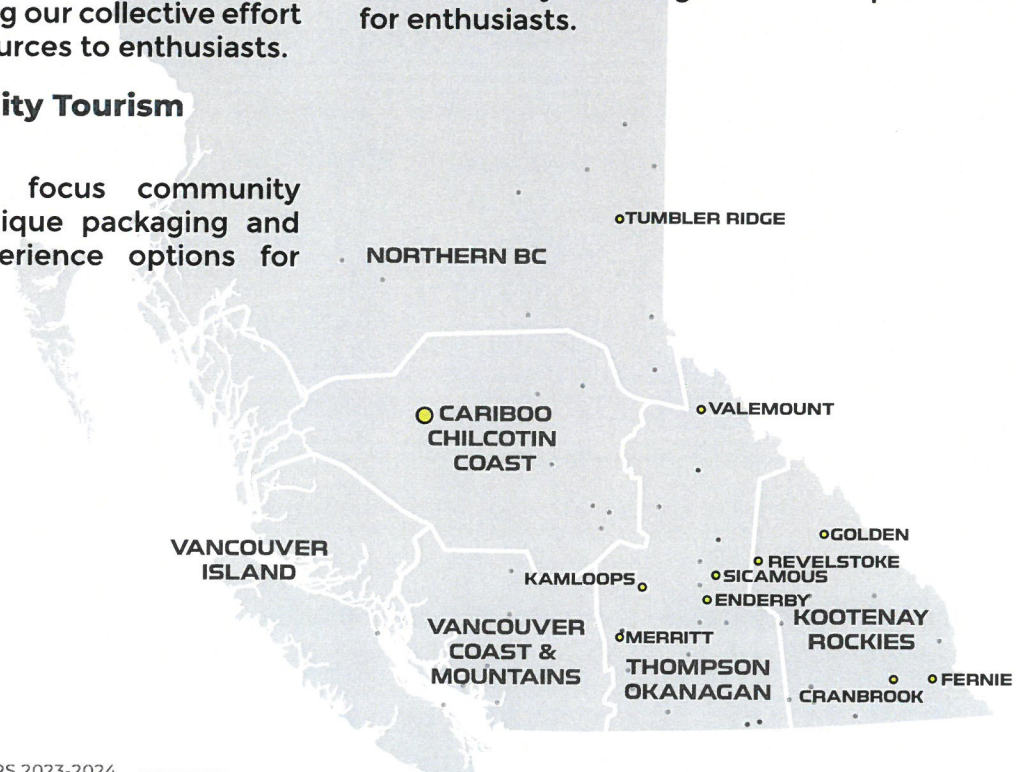
Local tourism groups focus community efforts to assemble unique packaging and authentic curated experience options for

snowmobilers. Momentum generated by LetsRideBC is captured at the community level by connecting riders with a smooth sales journey that provides great deals, irresistible local insider tips, and a rewarding comprehensive travel experience.

ELEMENT 3: LetsRideBC

Let'sRideBC plays a crucial dual role in both management and marketing, bringing invaluable expertise to the snowmobile sector. Our primary focus is on fostering a robust stakeholder network, consolidating resources, and driving collective efforts towards our shared mission. Aligned with Destination BC's strategic vision, our aim is to attract and channel high-value visitors to maximize benefits for local communities.

Drawing on our extensive industry knowledge and networks, we closely collaborate with partners to identify and craft comprehensive commonwealth marketing materials and advertising strategies. This integrated approach not only enhances visibility and engagement but also reinforces British Columbia's standing as the ultimate snowmobiling destination. By forging deeper connections with the land and our partner communities, we strive to create truly unforgettable experiences for enthusiasts.



2023-2024 IN REVIEW

SNOWMOBILE SECTOR SNAPSHOT:

The snowmobile industry continues to play a crucial role in both the provincial and national economies. Of the \$299 million in provincial economic output generated each year by snowmobiling, \$17 million is directly from club expenditures and \$282 million is induced via tourism and other supporting services. Despite a slight decline in new machine sales by 4.5% to 48,252 units, the overall number of units registered in British Columbia remained steady this year at 43,000 (above historic average). British Columbia boasts over 60 volunteer-driven snowmobile clubs, who collectively manage over 18,000 km of trails and infrastructure, positioning them as the largest manager of public recreation sites in the province outside of BC Parks. Notably, BC remains the top desired snowmobile destination in the world and will be the host for the 2025 Canadian Council of Snowmobile Organizations Annual General Meeting and Congress.

Snowmobiles Registered in Target Market Areas



[Explore the economic impact of snowmobile tourism in Fernie, BC](#)

CLUB SEASON AT A GLANCE:

The 2023-2024 winter in British Columbia was marked by lower-than-usual snowfall and challenging weather, significantly affecting snowmobiling access. Despite these hurdles, snowmobile clubs across the province demonstrated remarkable adaptability, creatively leveraging the limited conditions to organize events that garnered enthusiastic attendance. In response to the season's difficulties, LetsRideBC played a crucial role by promoting these events and guiding snowmobilers towards the best available riding areas, with a special focus on family-friendly and women-oriented activities. This concerted effort helped maintain the vibrancy of the snowmobiling community under less-than-ideal circumstances.

LETSRIDEBC:

This year, the LetsRideBC Co-Op marketing program proudly expanded its partnership network, welcoming new partners from [Merritt, Tumbler Ridge](#), and the [Cariboo Chilcotin Coast](#), alongside the return of [Sicamous](#) and [Enderby](#), who re-joined after a brief hiatus. Our collaborative now boasts 11 community partners, representing a diverse cross-section of British Columbia's premier snowmobiling destinations.

The season kicked off with promising enthusiasm, evidenced by strong attendance at snow shows in the fall. However, the anticipated winter conditions fell short of expectations, prompting a strategic pivot in our marketing efforts. Recognizing the need to adapt, LetsRideBC worked with partners to double down on content creation, paid social, and email campaigns, emphasizing the promotion of key events to maintain engagement and interest within the snowmobiling community throughout the winter.

This focused approach allowed us to highlight the unique offerings of each partner region, ensuring that despite the mild winter, snowmobiling enthusiasts remained connected and

informed about the best opportunities for adventure in British Columbia. Through innovative marketing and a commitment to showcasing our partners' strengths, LetsRideBC continued to foster a vibrant and resilient snowmobiling culture throughout the province.

KEY TACTICS:

- All assets and content are in adherence with the [LetsRideBC Brand Guide](#).
- Maintenance of the [LetsRideBC Website](#) including the addition of new campaign landing pages for [Family Week 2024](#), [Women's Events](#), [BC Snowmobile Guide Operators](#) within partner communities, as well as addition of new community partner landing pages.
- Creation of a new LetsRideBC [‘Are You Ready For It’](#) resource hub, including a 7-minute chaptered video featuring professional sledders and industry experts providing critical regulatory and backcountry safety information for visitors.
- Building on our previous [Fernie case study video](#), we worked with tourism, government, and local business stakeholders to create a new Value of Snowmobiling; Valemount case study video (launching summer 2024).
- Filmed three new videos: [Spring Sledding in Sicamous](#), [Sled Skiing in Valemount](#), and [Family Sledding in Cranbrook](#) (editing now). Launched [Golden Snowmobile Rentals feature](#) and [24-Hours Behind the Scenes with the Revelstoke Snowmobile Club](#) videos.
- 2,700 image assets added to our commonwealth rights-approved folder and available via embeddable Crowdriff image galleries for partners.
- We've updated the BC provincial snowmobile trail map with real-time closure and grooming status, club website links, local business pins, and road trip suggestions. New features include club webcam links for live trail views and collaboration with Avalanche Canada for avalanche safety tools.



FROM SEA TO SKY... AND EVERY POWDER-SNOW FILLED ELEVATION IN BETWEEN

British Columbia beckons sledders from across the globe to come find yourself in remarkable places and new experiences. Rub shoulders with rugged pros, dive deep into backcountry powder turns, explore authentic mountain towns, and travel the historic Gold Rush trail. In BC, outdoor adventure is a way of life. We don't just ride it. We live it.

Welcoming snowmobile clubs and communities, across the province, make it easy to step further into nature and access endless opportunities through well-developed trail networks, backcountry infrastructure and local amenities.

Whether you take the trail or carve your own path this winter, revel in a backyard playground so vast, you'll have to come again and again to experience it all.

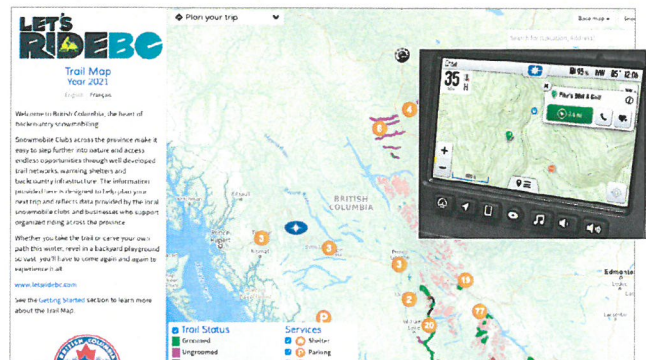
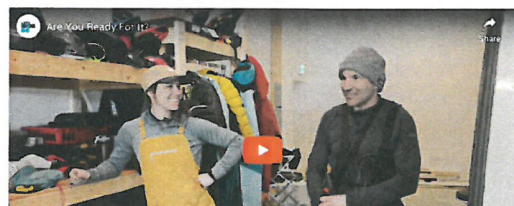


EXPLORE BC'S SNOWMOBILE AREAS BY REGION



WINTER IS HERE AND KNOWLEDGE IS POWER

Prepare yourself for an extraordinary snowmobile season with expert tips and recommendations. Whether you're a seasoned rider or hitting the trails for the very first time, our invaluable insights will ensure you're well-equipped with the knowledge, gear, and resources needed for a safe and unforgettable winter adventure. Get ready to ride like a pro and make this season your best one yet.



- Renewed partnerships with Skidoo, Polaris, and Garmin who are now featuring the LetsRideBC Provincial Snowmobile Trail Map on their snowmobile in-dash displays and devices.
- Added 12 new feature blogs from local content creators including;
 - [Yank's Peak Ride Guide](#)
 - [Cruising Down Memory Lane, Fernie's Vintage Snowmobile Poker Ride Event](#)
 - [A Winning Hand For Adventure, Tumbler Ridge Poker Ride Event](#)
 - [Highlights from the Hunter's Range Ladies Ride](#)
 - [Boulder Mountain Ride Guide](#)
 - [Unveiling the Legacy, Kamloops' new 'Luc's Shelter'](#)
 - [Merritt's Thynne Mountain Ride Guide](#)
 - [Sicamous' Owlhead Ride Guide](#)
 - [From Quest to Eagle Pass, the story of Sicamous' Sled Shelters](#)
 - [Merritt's Honeymoon Shelter and Area Ride Guide](#)
- Ongoing support for clubs and riders with the transition to the new Amilia online membership and trail pass purchase platform. Integration of online event ticket sales to support easy registration. This system allows clubs, hotels, businesses, and visitors to sell trail passes and event tickets within their own websites or via QR scan on mobile devices streamlining operations and visitor experience for digital readiness.
- Integrated QR codes into printed promotional material.
- [Braap'n' Snaap Photo Contest](#) provided 119 additional photo entry assets and garnered 9,956 engagements.
- Trade Shows: 1,600 sqft of booth space at the Alberta (15,500 attendees) and Saskatchewan Snowmobile Show (8,000 attendees).
- Maximizing our Google Ad Grant for LetsRideBC paid search advertising.
- A variety of digital, print, and paid social ads.
- Successful YouTube ad trials promoting LetsRideBC content found that 60% of

views occurred through users streaming on their home TVs, offering a new, cost-effective marketing channel directly into households.

- Continued to grow our Weekend Ride Report direct to subscribers inbox that feature 7-day snowfall stats and upcoming weekend events/deals (60% open rate and 16% CTR). This is in addition to native marketing within other internal member newsletters (18,000+ distribution).
- Instagram takeovers to feature events and destinations with influential riders such as Blair Murphy (@kapitan_khaos, 8,685 IG followers, 52.1K TikTok followers) and X Games Gold Medalist Brock Hoyer (@brock_hoyer, 57.7k IG followers and 21.7K TikTok followers).
- Maintained a strong presence on [Instagram](#), [Facebook](#), and [TikTok](#) social media channels.
- LetsRideBC continues to support the Destination BC Focus on Iconics initiative through our curated snowmobile destination [road trip experiences](#) available via videos, landing pages, and brochures.
- Assisted the Revelstoke Snowmobile Club in hosting a government ride to the Boulder Mountain snowmobile shelter, enabling participants to immerse themselves in the excitement of snowmobiling firsthand.

