



Resort Municipality Initiative

Investing in B.C. Resort Communities

Resort Development Strategy 2025-2027



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1. Background

Golden is in the spectacular Southern Rocky Mountain Trench, flanked by the Purcell Mountain Range to the west and the Canadian Rockies to the east. The community is 2.5 hours (262 kms) west of Calgary on the Trans Canada Highway, 90 minutes east of Revelstoke, and one hour north of Radium Hot Springs. Golden's population is 3,986 as at the last Census (2021), an increase of 278 people, or 7%¹ since the 2016 Census. 360 residents identify as Indigenous, with Métis making up 71% of the Indigenous population.

Golden is situated on the traditional territories of the Ktunaxa Nation and the Secwépemc Nation (Shuswap Band). The Ktunaxa people have always been here. The Ktunaxa language is unique to these homelands, but their language is critically endangered with fewer than a dozen fluent speakers in the world. Their culture is embedded in their language and teaches who they are and where they come from through our stories and songs. In Ktunaxa, the word for the town of Golden is ?aknuqluk- a word that describes the muddy/silty colour of the water as it runs down into the Columbia.

The Secwépemc people lived harmoniously with the seasons and resources throughout the territory, referred to as 'seasonal rounds.' They developed an intricate system of travel corresponding with the seasons, as well as an important social and political system that governed their interactions with each other and the use of their traditional lands. They entered their "winter homes" (pit house/kekulis) in November and would remain in that location throughout the winter. The pit house was vital for survival in the harshest season when the water froze, and the ground covered in snow, making travel difficult. These permanent homes/villages can be found by archaeological evidence throughout the Columbia Valley and surrounding regions. The salmon that were abundant in the Columbia River system was integral to the Secwépemc culture and identity. Fishing camps could be found along the Columbia River, mouths of Windermere and Columbia Lakes and they would remain there for large harvests of salmon to be divided amongst families, stored and prepared for long winter months and journeys.

The Métis are a Nation created through the arrival of the European people who were encouraged to find wives among the indigenous people. François Morigeau came into the Windermere area in 1819. He had nine children with his second wife Isabella Taylor, who was Métis. François is considered the first white settler to live in the Columbia Valley. As the settlements grew, the Métis in the 1800s were not only guides and trappers but also business owners, community leaders, musicians, builders and family men and women. Two of the Morigeau children, Sophie and Baptiste opened Golden's first general store in 1881. It is said that Baptiste changed the name of the Cache to Golden, thus naming the town of Golden. Baptiste also blazed the right of way for and was the foreman on the Kootenay Central railroad from Golden to Cranbrook.²

Hunting trails extended throughout the area and tied in with several portage trails all the way north to Boat Encampment and connected with the trail over Athabasca Pass to Jasper House. These trails also connected to the prairies in Alberta where the Ktunaxa hunted buffalo two or three times a year. Many of these passes, such as Howse Pass that connects to Jasper House, are still known today. Another trail branches out and connects to the Selkirk Mountains north of present-day Golden toward Revelstoke (Ktunwakanmituk mižqaaqas). These trails preceded mining settlements and are attributable to the Ktunaxa and latterly by the Kinbasket before becoming the highways now travelled by car.

¹ <https://townfolio.co/bc/golden/demographics>

² <https://www.tourismgolden.com/about/indigenous-peoples>

Much of the town's history is tied into the Canadian Pacific Railway and the logging industry. While its industrial heritage – forestry, transportation, and mining – still comprises a major part of Golden's economy, the development of Kicking Horse Mountain Resort (KHMR), along with a myriad of outdoor adventures, has created a robust tourism economy. Golden is now a service-based economy, with 33% of the labour force working in sales and service.³

The area's mainstay tourism presence continues to be Kicking Horse Mountain Resort (KHMR), which offers world-class skiing and mountain biking. It hosts annual international events such as the Freeride World Tour, the Canadian National Junior Freeride competitions, and the Canadian Downhill Mountain Bike Championships. KHMR continues to attract industry accolades and now employs 115 full-time equivalents year-round, increasing to 500 during the winter season.



Golden offers multiple outdoor adventure activities and experiences including: white water rafting on the Kicking Horse River, paragliding and hang gliding from Mount 7, mountaineering in the surrounding Rocky Mountain and Columbia Mountain ranges, heli-skiing and cat skiing, backcountry lodges and backcountry terrain accessed from Rogers Pass, snowmobiling, cross

³ https://en.wikipedia.org/wiki/Golden,_British_Columbia

country and downhill mountain biking, and golfing. In addition to outdoor activities, the town offers an increasing diversity of attractions and experiences including spa and wellness retreats, culinary experiences, nightlife, live music and events.

The continuing multi-million-dollar improvements to the Trans-Canada Highway, a fully functioning airport able to accommodate up to and including Dash 8 series aircraft, and over 1,400 bed units in the immediate area are assets that contribute to tourism development.



Tourism Industry Context

Provincial

The COVID-19 pandemic had a profound and immediate impact on the global tourism industry, and British Columbia was no exception. Before the pandemic, tourism was one of BC's largest employers, supporting approximately 150,000 jobs. Between 2019 and 2020, tourism employment in BC declined dramatically by 64%, with tourism-generated revenues plummeting from \$20.3 billion to \$7.1 billion—a 64.9% decrease. In communities participating in the Municipal and Regional District Tax (MRDT) program, room revenue dropped by 54.9%, and the unemployment rate in the sector surged to 15.5% in 2020, up from 3.2% in 2019.

Since then, the sector has shown a robust and accelerating recovery. According to **Destination BC's 2023 Value of Tourism report**, tourism revenues rebounded to **\$22.1 billion⁴**, marking a **12.4% increase over 2022**.

2023 VALUE OF TOURISM

A Snapshot of Tourism in BC



OVERVIEW

This information provides insight into the annual economic value of tourism in British Columbia. This Snapshot is complementary to the **Value of Tourism in British Columbia: Trends from 2013 to 2023 Data Tables**. Information provided is produced by BC Stats for Destination BC.

TOTAL TOURISM REVENUE



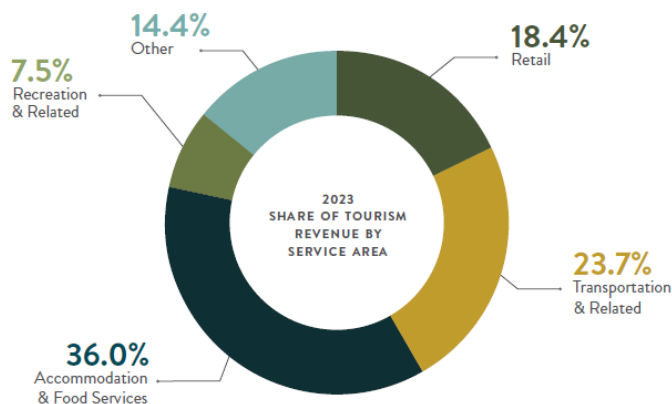
Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

\$22.1 Billion
2023 Annual Revenue



+12.4%
Over 2022

+64.1%
Since 2013



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



\$2.5 Billion

+10.2%
From 2022

+74.6%
From 2013

ESTIMATED ROOM REVENUE

Based on 46 participating MRDT communities in 2023, 43 in 2022, and 27 in 2013.



\$4.6 Billion

+20.4%
Over 2022

+200.3%
From 2013

⁴ Destination BC 2023 Value of Tourism Snapshot

Tourism's contribution to the provincial GDP reached **\$9.7 billion (in 2017 constant dollars)**⁵—surpassing all other primary resource industries. The sector also supported **125,700 jobs** in 2023, a **7.9% increase over 2022**, and paid **\$5.9 billion in wages and salaries**.

2023 VALUE OF TOURISM

A Snapshot of Tourism in BC



TOURISM GROSS DOMESTIC PRODUCT

GDP for the provincial economy as a whole was up +9.6% over 2022. In 2023, tourism contributed 3.1% or \$9.7 billion of value added to the BC economy, as measured through GDP (in 2017 constant dollars). The contributions of the tourism industry in 2023 was above all other primary resource industries. Tourism experienced the greatest impact of COVID-19 compared to any other primary resource industry in 2020 (declined -46.3% from 2019) however, in 2023, tourism's recovery rate was the strongest (increased +10% over 2022).

GDP BY PRIMARY RESOURCE INDUSTRY



GDP by Primary Resource Industry calculated from NAICS codes: Forestry and Logging (113), Agriculture and Fish (111 & 114), Oil and Gas Extraction (211), and Mining and Quarrying (except oil and gas) (212).

TOURISM BUSINESSES

16,860

tourism-related businesses were in operation in BC in 2023, a -0.3% decrease over 2022.

Number of tourism-related businesses in operation at a single point in time in 2023 (December 2023).



TOURISM EMPLOYMENT

125,700

people were employed in tourism-related businesses, a +7.9% increase over 2022.

Number of jobs that tourism spending supports.



TOURISM WAGES AND SALARIES

BC's tourism industry paid

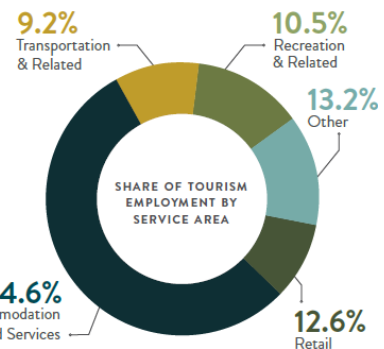
\$5.9 Billion

in wages and salaries in 2023.

+11.8% Over 2022 | +62.5 From 2013



\$ = \$1 Billion



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Regional

In the **Kootenay Rockies region**, visitation has steadily improved. In 2022, the tourism industry generated \$1.1 million in gross spending in the region, accounting for approximately 6.2% of BC's total overnight spending. 7,300 people were employed in tourism-related businesses in the region, paying \$214 million in wages and salaries.⁶

In 2023, Canadian visitors made up 88% of total overnight visitors with Alberta residents contributing 48%, and BC residents contributing 34% of the total nights. Ontario visitors represented 6% of total overnight visitors. US visitors represent approximately 4% of overnight stays.

Local

In **Golden and CSRD Area A**, the tourism industry continues to play a significant role, and in contrast to both the provincial and regional contexts has more than recovered from the pandemic.

The 2023 Value of Tourism study indicates that direct tourism revenue of \$169.4 million⁷ represents an increase of 36%⁸ since the 2019 study. When adjusted for inflation the real growth is 18% which

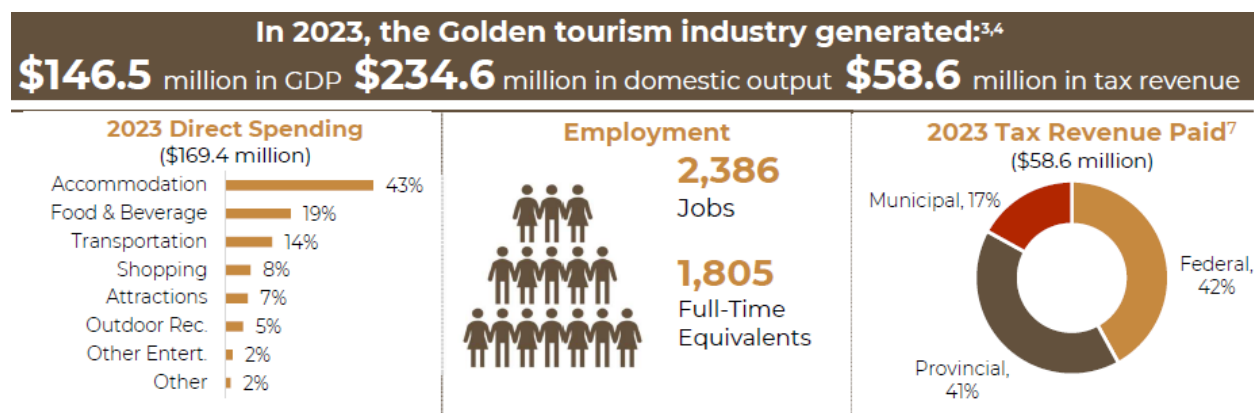
⁵ Destination BC 2023 Value of Tourism Snapshot

⁶ Destination BC Kootenay Rockies Regional Tourism Profile

⁷ [2023 Value of Tourism in Golden](#)

⁸ [2019 Value of Tourism in Golden](#)

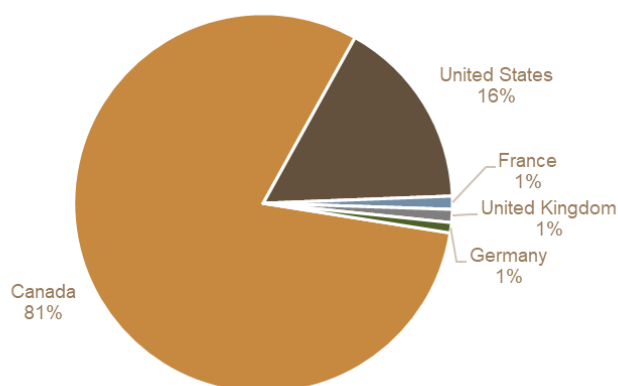
outpaces the provincial tourism industry which experienced in real terms only a slight increase of 0.5% over the same period⁹.



In the same period, the number of tourism-related jobs in Golden and CSRD Area A has also increased by almost 28% reflecting the growth of the visitor economy and visitation.

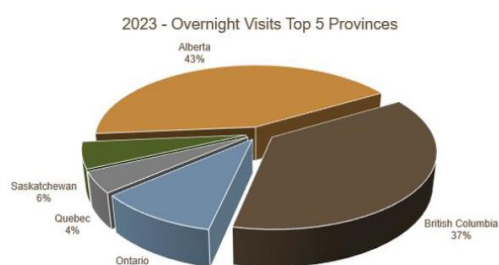
The breakdown of overnight visitors to the Golden area in 2023 differed somewhat from the regional breakdown, reflecting Tourism Golden's focus on key geographic areas. Of the total 624,170¹⁰ overnight visitors 81% were Canadian, primarily from Alberta (43%) and BC (37%) followed by Ontario (10%). 16% were primarily from US states of California, Washington, Texas and New York.

2023 Top 5 Country of Origin for Overnight Visitors

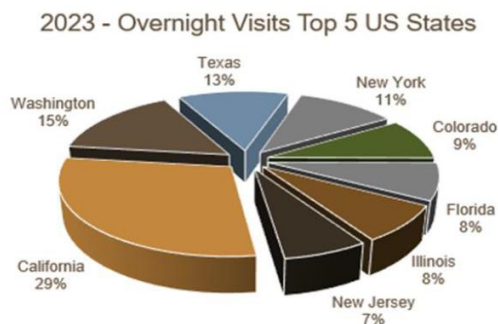


The remaining overnight visitors primarily originated from target international markets of the UK, Germany and France.

493,660 Overnight Canadian visitors



100,050 Overnight US visitors

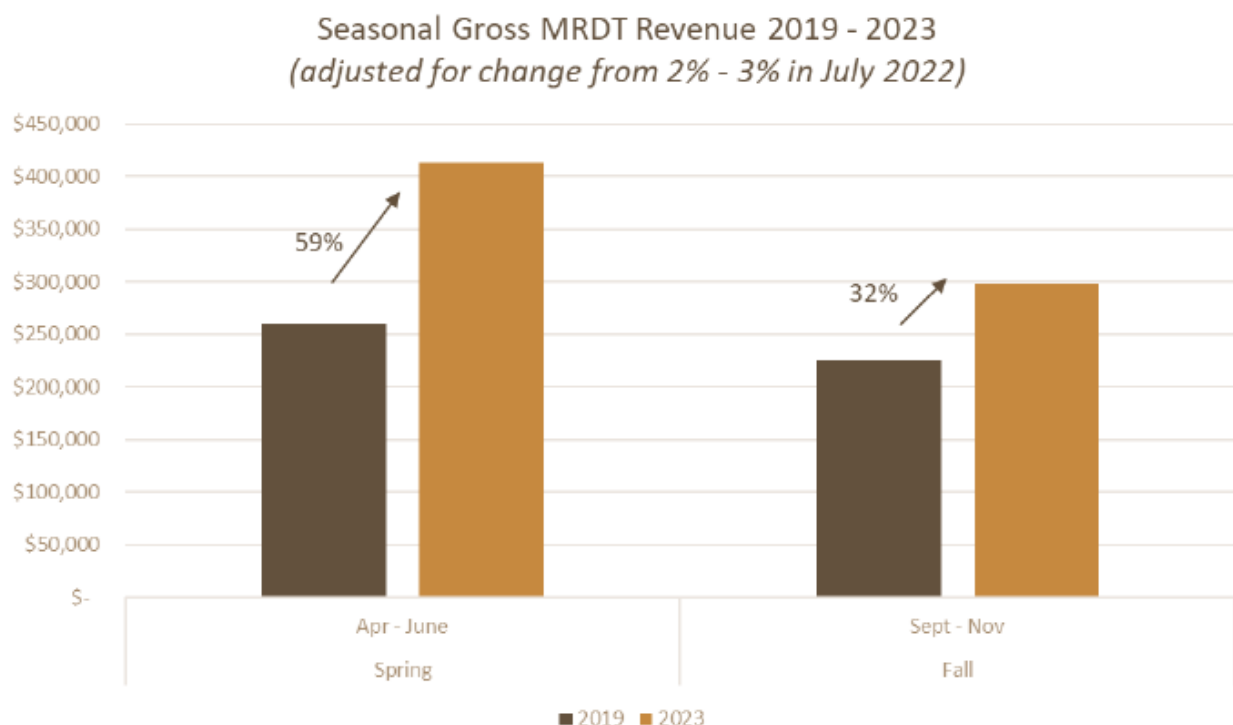


⁹ [Destination BC Value of Tourism Data Tables/10-year trend](#)

¹⁰ Telus Insights for Golden and Area A 2023

The average length of stay in 2023 remained constant at 2.6 nights¹¹. Nevertheless, this is a significant change from previous years when Golden was seen as a 1-night highway stop on the way to another destination. In 2023, 27% of visitors identified Golden as a stop on route to their primary destination¹², a significant change from 37% in 2019¹³.

Visitation occurs primarily in summer and winter seasons, but shoulder season accommodation revenues have grown significantly since 2019¹⁴ helping to round out seasonal dispersion and create a more sustainable tourism economy. This is driven in part by focussed marketing but also reflects public and private investment in the visitor experience and infrastructure.



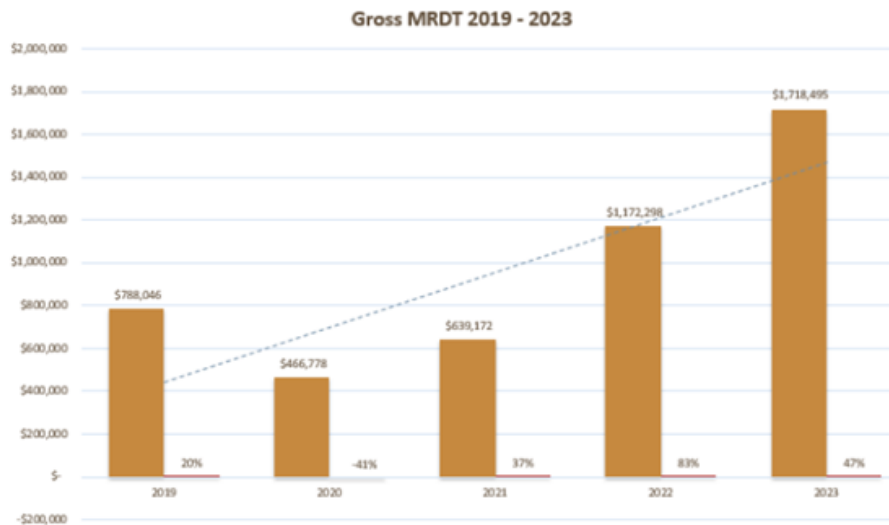
Gross MRDT revenues in 2023 show an increase of 47% compared to the prior year and a net increase of approximately 68% against 2019 when adjusted for the change in MRDT rate from 2% to 3% in July 2022.

¹¹ [2023 Value of Tourism in Golden](#)

¹² [2023 Golden Peak Season Visitor Study](#).

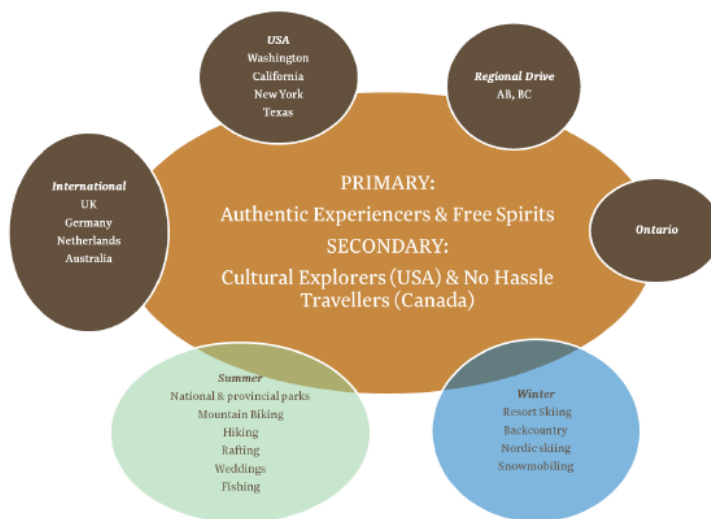
¹³ 2019 Golden Summer Visitor Study

¹⁴ 2023 Tourism Golden Gross MRDT revenues



Visitor Segments, Markets and Motivating Experiences

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The **AUTHENTIC EXPERIENCER** – is a more learned, understated traveller. Travel is not their only interest in life, but they certainly appreciate it when they go. They prefer to do their own thing while at a destination, having control over what they see & when they see it.

The **CULTURAL EXPLORER** – is an avid traveller who values learning and discovery while travelling. They don't want to feel like a "tourist," preferring just to blend in and have the most authentic experience possible rather than being confined to group tours and schedules.

The **FREE SPIRIT** – is the traveller's traveller... they seem to love everything about travel, and as in life, they embrace the experiences it offers with arms open wide.

NO-HASSLE TRAVELLERS - are extroverted, flashy people who seek secure group travel, allowing them to be pampered in luxurious surroundings while seeing all the main sights of a destination.

In summer, visitors are primarily motivated by outdoor activities including hiking and visiting national parks, mountain biking, whitewater rafting and other water activities as well visiting the Grizzly Bear Refuge at Kicking Horse Mountain Resort and the Golden Skybridge. In winter, resort skiing at Kicking Horse Mountain Resort is the primary activity with snowmobiling, cross-country skiing, snowshoeing, and ski-touring also cited¹⁶.

¹⁵ Tourism Golden Annual Plan 2025

¹⁶ 2023 Golden Visitor Studies

SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats

A SWOT is a compilation of strengths (existing assets, programs, policies, etc., in the community) that have a positive impact on tourism; weaknesses (gaps, challenges in the community) that need to be addressed or strengthened; external opportunities (positive trends, circumstances) that can be leveraged to benefit the community; and threats (negative trends and risks) that need to be mitigated or managed. By analyzing a community’s SWOT, we can determine how to take advantage of the key strengths and opportunities while reducing the risks and weaknesses that may have a negative influence on tourism, to better inform the selection of RMI projects.

The input for the SWOT came from the Tourism Golden Annual Plan 2025.

| STRENGTHS | WEAKNESSES |
|---|--|
| <ul style="list-style-type: none"> • Wealth of world class outdoor activities • Scenic beauty & nature – mountains, rivers • Abundant multi-season outdoor opportunities and experiences including KHMR. • Abundance of maintained trails for biking, snowmobiling & xc skiing • Proximity to air access at Calgary International airport & primary transportation routes • Proximity to six national parks • A ‘real’ town: friendly, welcoming community with authentic history and heritage • Excellent food & restaurants • Unique experiences – wolves, grizzly bears, buffalo, sky diving, paragliding • Fewer faces, and wide-open spaces • Abundance of cabin and mountain home vacation rentals | <ul style="list-style-type: none"> • Lack of awareness of Golden as a multi-night destination in target markets • Regional audiences seek exceptional water-based experiences not abundant in Golden. • Some ‘legacy’ perceptions of Golden as ugly, highway ‘strip’ and with activities for the hard core only • Limited shoulder season experiences • Lack of infrastructure in some front-country and backcountry locations • Lack of shared transportation options impedes winter visitation from international markets. |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • Build on Ontario, Quebec & US market growth in 2022 & 2023. • Renewed international interest. • Build on interest & awareness of location ‘at the heart of the parks. • Rapid growth in mountain biking and fishing tourism, as well as other outdoor activities • Sporting events seeking new locations and formats. • Golden Skybridge encourages more enroute stops and provides an opportunity to educate day visitors on other experiences, encouraging overnight and longer stays. | <ul style="list-style-type: none"> • Labour & affordable housing shortages affect quality and consistency of visitor experience. • Kicking Horse Canyon Phase 4 multi-year project • Aesthetics of town at the highway do not reflect the destination. • Summer high-season volumes create friction with residents. |



2. Vision

Golden's spectacular natural setting, history and tradition inspire visitors from Canada and internationally to discover, explore, and stay in Kicking Horse Country.

3. RDS Goals

1. Enhance cultural vibrancy and identity.
2. Enhance key existing tourism product infrastructure.
3. Diversify municipal tax revenue.
4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone..
5. Increase length of stay.
6. Enhance environmental sustainability and climate adaptation.
7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwépemc, and Métis Nations.

4. Stakeholder Consultation

The development of this RDS was informed by the active involvement of the RDS Advisory Committee (RAC).

The RAC continues to serve as both an advisory body and operational partner. As advisors, the members work collectively to strategize and prioritize the tourism infrastructure needs for the general community, balancing community, and industry-specific requirements.

Tactically, members of the RAC serve as operational partners, leading or facilitating specific projects independently or in collaboration with the Town of Golden. This serves to keep the RAC both solvent and relevant during the term of the RDS. The RAC members include:

- Chief Administrative Officer – Town of Golden
- Chief Administrative Officer – Columbia Shuswap Regional District (CSRD)
- Executive Director – Tourism Golden [DMO for Golden and CSRD Area 'A']
- Executive Director – Kicking Horse Country Chamber of Commerce
- Executive Director – Golden Community Economic Development
- Executive Director – Kicking Horse Culture / Golden and District Arts Council
- Vice President, Hospitality - Pursuit Attractions and Hospitality Inc. (Golden Skybridge)
- Manager, Revenue and Guest Experience – Kicking Horse Mountain Resort
- Golden Campus Manager – College of the Rockies



The RAC has met to identify the projects in this strategy, review the input from their own stakeholder networks, and finalize the proposed projects in the RDS.

The Town of Golden will further offer the RDS for public commentary and specifically invite feedback and ideas from the Ktunaxa Nation and the Shuswap Indian Band of the Secwépemc First Nation.

5. Linkages to Other Plans

The RDS aligns with the *Strategic Framework for Tourism in British Columbia* as follows, referencing the three pillars and commensurate goals:

People: Tourism Supports Healthy, Inclusive Societies

Our RDS projects aim to increase inclusivity and accessibility, and to increase promotion of arts and culture.

We will work toward increased Indigenous tourism through our partnerships with the Ktunaxa Nation and Shuswap Indian Band of the Secwépemc First Nation; we anticipate this RDS to be the first in engaging these important regional entities to build ideas and execution of eventual projects that have their direct involvement.

PROSPERITY | Sustainable Growth of the Visitor Economy

Our RDS projects aim to provide additional offerings to attract visitors during the shoulder seasons, to encourage longer stays and repeat visits, and to attract increased visitors in growing tourism and recreation markets.

PLANET | Harness Opportunities for Tourism to Contribute to Clean Growth

Our new RDS projects include ones that build a cleaner tourism industry, create climate adaptive infrastructure, and encourage responsible, respectful, and safe outdoor recreation.

The RDS also aligns with the following regional and local documents:

- ✓ Town of Golden Official Community Plan
- ✓ Town of Golden Council Strategic Priorities 2024-2026
- ✓ Tourism Golden Strategic Plan 2022-2027
- ✓ Destination BC Highway 1 Situation Analysis 2018
- ✓ Destination BC Highway 1 Destination Development Strategy
- ✓ Regional Trail Strategy for Golden and Electoral Area A
- ✓ Past implemented RDS plans

6. RMI Projects

Our 2025-2027 RDS projects are identified as follows and are included as an appendix to this plan:

Tourism Infrastructure, Capital, or Amenities

1. Gazebo at CBT Parking Lot
2. Regional trail maintenance and new Mt 7 trail
3. Centennial Park Upgrade
4. Public Art Strategy
5. Golden Stroll
6. Spirit Square Washrooms
7. Wayfinding signage
8. Winter regional trail maintenance
9. Banner Refresh and Replacement

Tourism-related Programs, Services, or Events

1. Kicking Horse Culture - Emberfest
2. Tourism Golden Events
3. Online Learning
4. Community Shuttle Operation
5. Community Shuttle App

Program Administration

1. Program administration:
 - a. Travel to RCC meeting
 - b. Performance measurement
 - c. Administrative Cost Recovery

7. Three Year Financial Plan

| | 2025 | 2026 | 2027 | Total RMI Allocation |
|--|-------------------|---------------------|---------------------|----------------------|
| Carryover from previous year | \$ 85,717 | \$ 576,076 | \$ 265,435 | |
| Interest earned on carryover | \$ - | \$ - | \$ - | |
| Anticipated RMI Funding | \$ 820,359 | \$ 820,359 | \$ 820,359 | |
| Total Funds Available | \$ 906,076 | \$ 1,396,435 | \$ 1,085,794 | \$ 2,546,794 |
| Anticipated Spending | | | | |
| 2022 - 2024 Carry Over Projects: (Projects must be complete with all funds spent by March 31st) | | | | |
| | \$ - | \$ - | \$ - | \$ - |
| | \$ - | \$ - | \$ - | \$ - |
| Subtotal | \$ - | \$ - | \$ - | \$ - |
| 2025 - 2027 RDS Projects | | | | |
| Tourism Infrastructure, Amenities, or Capital Purchases: | | | | |
| Gazebo at CBT Parking Lot | \$ - | \$ 20,000 | \$ - | \$ 20,000 |
| Regional trail maintenance and new Mt 7 trail | \$ 45,000 | \$ 45,000 | \$ 45,000 | \$ 135,000 |
| Centennial Park Upgrade | \$ - | \$ 30,000 | \$ 600,000 | \$ 630,000 |
| Public Art Strategy | | \$ 12,000 | \$ - | \$ 12,000 |
| Golden Stroll | | \$ 55,000 | | \$ 55,000 |
| Spirit Square Washrooms | \$ 100,000 | \$ 750,000 | \$ 100,000 | \$ 950,000 |
| Wayfinding signage | | \$ 15,000 | \$ 60,000 | \$ 75,000 |
| Winter regional trail maintenance | \$ 35,000 | \$ 35,000 | \$ 35,000 | \$ 105,000 |
| Banner Refresh and Replacement | \$ - | \$ 10,000 | \$ 20,000 | \$ 30,000 |
| Sub Total | \$ 180,000 | \$ 972,000 | \$ 860,000 | \$ 2,012,000 |
| (Minimum 70% over 3 year term) | | | 81% | |
| Tourism Services, Programs or Events: | | | | |
| Kicking Horse Culture - Emberfest | \$ - | \$ 15,000 | \$ 7,500 | \$ 22,500 |
| Tourism Golden Events | \$ 40,000 | \$ 40,000 | \$ 40,000 | \$ 120,000 |
| Online Learning | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 30,000 |
| Community Shuttle Operation | \$ 65,000 | \$ 65,000 | \$ 65,000 | \$ 195,000 |
| Community Shuttle App | \$ 15,000 | \$ 9,000 | \$ 9,000 | \$ 33,000 |
| Sub Total | \$ 130,000 | \$ 139,000 | \$ 131,500 | \$ 400,500 |
| (Maximum 30% over 3 year term) | | | 16% | |
| Administration (if applicable): | | | | |
| Program Administration | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 60,000 |
| | \$ - | \$ - | \$ - | \$ - |
| Sub Total | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 60,000 |
| (up to \$20,000 per year) | | | | |
| Total Spending: | \$ 330,000 | \$ 1,131,000 | \$ 1,011,500 | \$ 2,472,500 |
| Carry forward (if any): | \$ 576,076 | \$ 265,435 | \$ 74,294 | \$ 74,294 |

8. Performance Measurement Approach

The Town of Golden recognizes the requirement and necessity for performance measuring application against all projects. Tactical metrics associated with construction and material acquisition will be tracked by the municipality as an exercise in both meeting RMI program obligations but those associated with Asset Management principles for corporate asset management needs.

Metrics measuring performance such as visitor experience including accommodation occupancy and revenues, visitor origin, length of stay, motivation, activities and satisfaction levels will be tracked by Tourism Golden as a part of its annual performance measurement program including media channel monitoring, community and event surveys, and acquisition of sector data reports and third-party partner research.

Moreover, annual reporting will include:

- a. *Total MRDT remitted annually and by month/season* (RM to report: Annual/Seasonal Total, Annual/Seasonal % and \$ growth)
- b. *Total number of tourism business licenses issued* (Report: Annual Total, Annual % and # growth)



Appendix – RMI Project Details

| | | | |
|---|------------------------------|--|--------------------------------------|
| <u>Project Title</u> Gazebo at CBT parking lot | | <u>Project Lead</u> Golden Cycling Club | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2026-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. <p>A public parking area used by walkers, runners and cyclists which currently has a washroom and picnic tables. There is currently nowhere to find shade in the parking area which is often used for small events, meet-ups, and picnics. The gazebo will provide a protected gathering space and aesthetic appeal to the corner of Golf Course Road and Kicking Horse Trail for all local and visiting trail users.</p> | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. <p>A gazebo will be constructed large enough to provide shade over at least one picnic table and to protect people from the wind and sun. The structure will most likely be timber framed in a similar style to many throughout the Golden area. The size will depend on additional funds available in 2026.</p> | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. <ol style="list-style-type: none"> 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives <ol style="list-style-type: none"> 1. The gazebo will deliver a remarkable visitor experience in Golden by providing a place to congregate with amenities like sun protection as well as the existing toilet and picnic facilities which will encourage visitors to spend more time in the Golden area. 2. The gazebo will be used when hosting events from that location. Events are a core attraction and a gateway for visitors to discover other aspects of our resort community. It will be used as a staging area for events, not limited to those run by the Golden Cycling Club. | | | |

Please indicate if the project supports one or more of the following initiatives:

☐ Indigenous Tourism ☒ Diversity & Inclusion ☐ Emergency Preparedness ☒ Sustainability

Please describe how the project supports the selected initiatives:

The gazebo will be located near the purpose-built adaptive trail network and will be accessible to all users. It will promote sustainability by including signage about responsible trail use and etiquette when using the trails.

| Funding Sources | |
|--|-----------------|
| Total RMI Funding | \$20,000 |
| MRDT Funding (if applicable) | Not applicable |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | |
| Municipal Funding | |
| Other | TBD |
| Total Cost of Project | \$50,000-70,000 |

| | | | |
|--|----------------------------------|--|--------------------------------------|
| <u>Project Title</u> Trail Maintenance and new trail on Mt. 7 | | <u>Project Lead</u> Golden Cycling Club | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> Ongoing | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Annual renewal and restoration of key summer trail systems to ensure quality and safe products and experiences for visitors coming to bike, hike, run and walk. These summer trail systems are core to the area's tourism draw. Upkeep is necessary as trees fall, bushes grow, and trails degrade from use. Trail development and maintenance crews use methods to minimize the erosion of the landscape and to be sustainable in the long term. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Summer trail work is done by a summer trail crew employed by the Golden Cycling Club and focuses on the current mountain bike network surrounding the community. Bringing back the networks to a professional standard is critical to maintaining trail integrity, safety, and sustainability. This work will also include the construction of a new trail as part of the Mt 7 trail network. RMI contributions to these specific entities for these purposes have been a long-standing commitment. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. <ol style="list-style-type: none"> 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The annual maintenance of the network of trails in the Golden region keeps the trails safe and increases the long-term economic and environmental sustainability of these trails. The club continues to make more trails adaptive friendly and hopes to build more purpose-built adaptive trails, accessible from this parking area. | | | |

| Funding Sources | |
|---|-----------|
| Total RMI Funding | \$135,000 |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. CSRD, RSTBC - estimated) | \$30,000 |
| Municipal Funding | |
| Other (funds from membership fees, sponsorship, sponsorships) | \$120,000 |
| Total Cost of Project | \$285,000 |

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|--|------------------------------|--|--------------------------------------|
| <u>Project Title</u> Centennial Park Upgrade – Phase 1 | | <u>Project Lead</u> Golden Community Economic Development | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2026-08-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Master plan for the park space (if not completed via the larger planning project) including access to the river and connection to downtown. Implementation of phase 1 of the plan to develop a public space for visitors and residents to gather, connect, and play. A venue for eating outside and an area for rest and recreation on the riverside. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. RMI funding will be used for consulting professionals to complete the master planning of the park space with a focus on environmental management, accessibility and inclusiveness. Funds will support the site works and infrastructure required to develop the park space including but not limited to landscape architecture, erosion prevention/riparian work, any necessary diking infrastructure, sanitary and water services, BC Hydro services if required, and developing the parking and access areas. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. 7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwepemc, and Metis Nations. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The Centennial Park master planning will ensure the park is developed as a space that is welcoming and accessible to all. It will be a third place in the public realm where visitors and residents can interact with each other and the natural environment. It will be a place where nature intertwines with the built environment, ensuring sustainability in design and function. | | | |

| Funding Sources | |
|--|-----------|
| Total RMI Funding | \$630,000 |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | |
| Municipal Funding | |
| Other | TBD |
| Total Cost of Project | TBD |

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|--|----------------------------------|--|--------------------------------------|
| <u>Project Title</u> Emberfest (Event) | | <u>Project Lead</u> Kicking Horse Culture | |
| <u>RMI Program Category</u> Tourism Programs, Services, or Events | <u>Project Status</u> Ongoing | <u>Start Date</u> 2026-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. EmberFest 2026 marks the 20th anniversary of Golden's beloved winter festival, celebrating two decades of creativity, community, and firelit magic. This milestone year offers an exciting opportunity for expanded programming, new collaborations, and one unforgettable celebration! | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. N/A (This is an event, as described above.) | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. <ol style="list-style-type: none"> 1. Enhance cultural vibrancy and identity. 3. Diversify municipal tax revenue. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. 7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwepemc, and Metis Nations. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: EmberFest is designed as an inclusive, community-wide celebration that uplifts diverse voices through music, storytelling, dance, and collaborative art-making. By featuring artists from different cultural backgrounds—including Indigenous, newcomer, and youth artists—the festival fosters a welcoming space for all to express and connect. | | | |

| Funding Sources | |
|--|---|
| Total RMI Funding | \$22,500 (Y1: 15,000 Y2: \$7,500) |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | \$35,000 |
| Municipal Funding | \$5,000 |
| Other | \$5,000 |
| Total Cost of Project | \$67,500 |

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|---|------------------------------|--|--------------------------------------|
| <u>Project Title</u> Public Art Strategy | | <u>Project Lead</u> Kicking Horse Culture | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2026-01-01 | <u>Completion Date</u> 2026-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Administered by Kicking Horse Culture in partnership with Tourism Golden, a creation of a Public Art Strategy that will establish a clear framework for public art development, community engagement, and long-term integration into Golden's tourism and placemaking goals. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Development of a Public Art Strategy framework for Town of Golden and CSRD Area 'A'. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. <ol style="list-style-type: none"> 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 3. Diversify municipal tax revenue. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. 7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwepemc, and Metis Nations. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The development of a public art strategy will center equity by engaging a wide cross-section of the community in shaping how public spaces reflect our collective identities. It will include consultation with Indigenous partners and underrepresented groups to ensure the strategy supports representation, cultural visibility, and inclusive access to the arts. | | | |

| Funding Sources | |
|--|----------|
| Total RMI Funding | \$12,000 |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | |
| Municipal Funding | |
| Other | \$2000 |
| Total Cost of Project | \$14,000 |

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| <u>Project Title</u> Winter Regional Trail Maintenance | | <u>Project Lead</u> Snowmobile Club | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> Ongoing | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Annual renewal and restoration of key winter trail systems to ensure quality and safe products and experiences for visitors coming to snowmobile. These winter trail systems are core to the area's tourism draw. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. This project involves winter trail maintenance, which includes systematic mechanical grooming of core snowmobile trail systems that draw the largest numbers of users. This is done on a regular basis by the Golden Snowmobile Club using their crews and equipment. RMI contributions to these specific entities for these purposes have been a long-standing commitment. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability <u>Please describe how the project supports the selected initiatives:</u> Annual renewal, restoration, and improvement of winter trails in Golden / Area A keeps the trails safe for users and increases the long-term economic and environmental sustainability of these trails. | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$105,000 | |
| MRDT Funding (if applicable) | | | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | | |
| Municipal Funding | | | |
| Other | | | |
| Total Cost of Project | | \$105,000 | |

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|---|----------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Community Shuttle | | <u>Project Lead</u> Tourism Golden | |
| <u>RMI Program Category</u> Program Administration | <u>Project Status</u> Ongoing | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Continued contribution to winter community-resort shuttle service connecting various hotels, the ski resort and other amenity locations. The funds will be used toward operational costs. 2023-24 ridership 11,000. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. The funds will be used to support ongoing operational costs such as vehicle leasing, insurance, fuel, wages, or maintenance. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The shuttle service reduces the number of journeys by private or rental vehicles by up to 40 per day during the shuttle service operational dates, reducing carbon emissions and traffic, and encouraging increased international and mid-haul visitors in winter. | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$195,000 | |
| MRDT Funding (if applicable) | | Not eligible | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | n/a | |
| Municipal Funding | | | |
| Other | | \$381,000 | |
| Total Cost of Project | | \$576,000 | |

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|--|------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Community Shuttle App | | <u>Project Lead</u> Tourism Golden | |
| <u>RMI Program Category</u> Tourism Programs, Services, or Events | <u>Project Status</u> New | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2025-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. A mobile-based shuttle booking and tracking system that enhances visitor transportation in Golden, BC. The app will offer real-time shuttle tracking, contactless QR check-in, advance booking, and flexible cashless payment options through a branded, user-friendly interface. The system supports flat-fee pricing, integrates with local event listings, and provides dashboards for admin, drivers, and users. This scalable solution will improve visitor mobility, support sustainable tourism growth, and strengthen destination infrastructure. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Use of funds includes the customisation of a white label app to meet the needs of the shuttle services, purchase of the required in-vehicle mobile devices, staff training and annual platform fees. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. 6. Enhance environmental sustainability and climate adaptation. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: User feedback from previous seasons indicated that the in-vehicle cash payment system is a barrier to encouraging increased service use. The shuttle service reduces the number of journeys by private or rental vehicles by up to 40 per day during the shuttle service operational dates, reducing carbon emissions and traffic, and encouraging increased international and mid-haul visitors in winter. | | | |

| Funding Sources | |
|--|----------|
| Total RMI Funding | \$33,000 |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | |
| Municipal Funding | |
| Other | |
| Total Cost of Project | \$33,000 |

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|--|------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Tourism Golden Events Program | | <u>Project Lead</u> Tourism Golden | |
| <u>RMI Program Category</u> Tourism Programs, Services, or Events | <u>Project Status</u> New | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. <p>The events project is about increasing our events programming. It includes increasing shoulder season festivals, and competitive sport events and activities that are primarily intended to draw participants and competitive teams from outside the area. Support for events outside high season that attract visitation, and provide high-value marketing equivalency in Tourism Golden's target visitor markets.</p> | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. <p>Tourism Golden utilizes funding to leverage the attraction and bolster the scope, experience, and overall quality of significant competitive events that benefit the community economically outside of the summer high season months and draw new and repeat visitors to the area. Successes include The Freeride World Tour, the Golden Rush mountain bike relay race and the Golden Ultra running race - all commercially backed competitive events attracting national and international participants and accompanying spectators, marketing and media coverage.</p> <p>This project will allow Tourism Golden to continue to explore more event possibilities, using the RMI funds to leverage other sponsorships and seed funding for event development. Tourism Golden uses its own funds garnered through MRDT to leverage this initiative as well.</p> | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. <ol style="list-style-type: none"> 1. Enhance cultural vibrancy and identity. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: <p>The program focuses on attracting and supporting annual events demonstrating a commitment to diversity and inclusivity in the event or organisation's practices and policies. Eligible events must take place outside of the summer high season, raising awareness and encouraging visitation in shoulder and winter months to support destination sustainability.</p> | | | |

| Funding Sources | |
|--|-----------|
| Total RMI Funding | \$120,000 |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | |
| Municipal Funding | |
| Other | |
| Total Cost of Project | \$120,000 |

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|---|------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Golden Stroll | | <u>Project Lead</u> Tourism Golden | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2026-01-01 | <u>Completion Date</u> 2026-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Additional new large signs to add to the existing 'Golden Stroll' interactive walking tour infrastructure. These would include community maps, info on the Stroll concept & relevant community or environmental info. Seeking 2 signs. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Design and installation of two large signs. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwepemc, and Metis Nations. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input checked="" type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The Golden Stroll includes video and written content provided by and in consultation with the Ktunaxa Nation, Shuswap Band and Metis Indigenous nations. Other content promotes responsible recreation and environmental awareness including practices to avoid the spread of aquatic and land-based invasive species. | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$55,000 | |
| MRDT Funding (if applicable) | | | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | | |
| Municipal Funding | | | |
| Other | | | |
| Total Cost of Project | | \$55,000 | |

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|---|----------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Online Learning Program | | <u>Project Lead</u> Tourism Golden | |
| <u>RMI Program Category</u> Tourism Programs, Services, or Events | <u>Project Status</u> Ongoing | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. Self-guided, destination learning program for seasonal workers & residents. www.goldenguide.ca. RMI contribution supports the annual development of new modules to encourage continued learning. Modules include history, Indigenous culture, activities, community services & responsible recreation. There have been 458 graduates since April 2023. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. The development of additional learning resources and courses on a variety of topics intended to enhance the visitor experience and to support positive resident sentiment and Indigenous reconciliation. Future phases may include broadening access to visitor-direct engagement. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 1. Enhance cultural vibrancy and identity. 6. Enhance environmental sustainability and climate adaptation. 7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwepemc, and Metis Nations. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input checked="" type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The resident Golden Guide is an online, video-based, self-guided course on the value of tourism, key attractions and activities, responsible recreation, environment and invasive species, indigenous culture and community support services. As we broaden the reach to include visitors, we need to develop more detailed and different modules to educate and inform behaviour to encourage safe and desirable outcomes in their interactions with community, recreational trails and site, and the environment. Tourism Golden supports the development of a diverse and inclusive destination with a program that funds businesses to become Rainbow Registered. Once there are enough qualified businesses we will develop a module that highlights these businesses, along with the annual Golden Pride and other 2SLGBTQ+ friendly services, events and locations. | | | |

| Funding Sources | |
|--|----------|
| Total RMI Funding | \$30,000 |
| MRDT Funding (if applicable) | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | |
| Municipal Funding | |
| Other | |
| Total Cost of Project | \$30,000 |

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|---|------------------------------|--|--------------------------------------|
| <u>Project Title</u> Program Administration | | <u>Project Lead</u> Tourism Golden and Town of Golden | |
| <u>RMI Program Category</u> Program Administration | <u>Project Status</u> New | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. <ul style="list-style-type: none"> • Performance Measurement activity to produce evidence of RDS success. • Cost recovery for travel to the annual Resort Collaborative Committee meetings. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. <ul style="list-style-type: none"> • Performance Measurement activities include data collection of community support, visitor satisfaction and tourism growth in the community. This data collection is undertaken annually by Tourism Golden through surveys and digital data as well as anecdotal feedback from visitors and the community and reported in annual reports. • Cost recovery for travel to the annual Resort Collaborative Committee meetings, a learning and sharing opportunity provided for administrative leaders of the RMI program, including highly valued collaboration with a Ministry representative. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 2. Enhance key existing tourism product infrastructure. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input checked="" type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: The project supports these initiatives by providing visitor metrics, sentiments and use patterns that will inform future RMI direction necessary to better meet them. | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$60,000 | |
| MRDT Funding (if applicable) | | | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | | |
| Municipal Funding | | | |
| Other | | | |
| Total Cost of Project | | \$60,000 | |

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|--|------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Spirit Square Washrooms | | <u>Project Lead</u> Town of Golden | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2025-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. This project would include a permanent washroom structure in Spirit Square, a hub of our downtown area, enhancing access to public washrooms. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Permanent washroom structure, open longer hours, 1 universal/family washroom, 3 single user washrooms, 1 mechanical room with staff washroom and storage area. Assume 640 ft2 incorporating 96 ft2 storage. Could include shade structures if funding accommodates. Placement of washroom will consider accommodation of a small performer shelter in future plan years. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. 5. Increase length of stay. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences • Implement Sustainable Tourism Projects and Initiatives | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input checked="" type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: New washrooms will have modern accessible access for persons with limited mobility and other impairments, to ensure universal access. They will also be externally accessed, single-stall, gender-neutral facilities (the “row design” as is becoming more common). | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$950,000 | |
| MRDT Funding (if applicable) | | | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | | |
| Municipal Funding | | | |
| Other | | | |
| Total Cost of Project | | \$950,000 | |

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|---|------------------------------|---------------------------------------|--------------------------------------|
| <u>Project Title</u> Wayfinding Signage | | <u>Project Lead</u> Town of Golden | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2026-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. With traffic patterns and parking changes due to the new Kicking Horse River Bridges project, we plan to install new timber wayfinding signage to direct traffic accordingly in Golden. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Timber motif wayfinding structure, visible to southbound traffic, located beside 10th Ave S . Matching 10th Ave N structures. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 4. Attract high-value, like-minded visitors to support industry sustainability and community values, rather than increasing visitor volume alone. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> • Develop and/or Enhance Tourism Infrastructure and Amenities • Deliver Remarkable Visitor Experiences | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: N/A | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$75,000 | |
| MRDT Funding (if applicable) | | | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | | |
| Municipal Funding | | | |
| Other | | | |
| Total Cost of Project | | \$75,000 | |

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|--|------------------------------|---|--------------------------------------|
| <u>Project Title</u> Banner Refresh and Replacement | | <u>Project Lead</u> Town of Golden & Kicking Horse Culture | |
| <u>RMI Program Category</u> Tourism Infrastructure, Amenities, Capital | <u>Project Status</u> New | <u>Start Date</u> 2026-01-01 | <u>Completion Date</u> 2027-12-31 |
| <u>Project Description & Rationale</u> Please provide a brief description of and rationale for the project. A program to engage local artists to create original artwork for banners to be displayed on 64 lamp standards throughout the Town of Golden, enhancing cultural vibrancy and identity across Golden. The intent would be to have the banners showcasing Golden's identity, activities & recreation culture, and if appropriate, and in collaboration with Indigenous communities, Indigenous history & culture. Year 1 would include a call to artists process and allow time for selection and design finalization. Year 2 would be purchase and install of banners. | | | |
| <u>Detailed Project Works</u> Please describe the detailed project works that will be completed with RMI funds. Design, production and installation of new banners for 64 lamp standards throughout Golden. | | | |
| <u>Project Goal(s)</u> Please describe which of your RDS goals this project will support. 1. Enhance cultural vibrancy and identity. 2. Enhance key existing tourism product infrastructure. 7. Increase Indigenous tourism opportunities in collaboration with the Ktunaxa, Secwepemc, and Metis Nations. | | | |
| <u>Program Objectives</u> Please describe which of the RMI program objectives this project supports and how. <ul style="list-style-type: none"> Develop and/or Enhance Tourism Infrastructure and Amenities Deliver Remarkable Visitor Experiences | | | |
| <u>Please indicate if the project supports one or more of the following initiatives:</u> <input type="checkbox"/> Indigenous Tourism <input type="checkbox"/> Diversity & Inclusion <input type="checkbox"/> Emergency Preparedness <input type="checkbox"/> Sustainability Please describe how the project supports the selected initiatives: N/A | | | |
| Funding Sources | | | |
| Total RMI Funding | | \$30,000 | |
| MRDT Funding (if applicable) | | | |
| Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC) | | | |
| Municipal Funding | | | |
| Other | | | |
| Total Cost of Project | | \$30,000 | |