

Radium Hot Springs

Resort Municipality Initiative

Annual Report 2018

Submitted by:

Village of Radium Hot Springs



Prepared by:

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1. Regional and Local Tourism Context

Understanding significant local and regional tourism influences provides context for both the local tourism economy and the overall progress of the RMI Resort Development Strategy.

LOCAL AND REGIONAL INFLUENCES

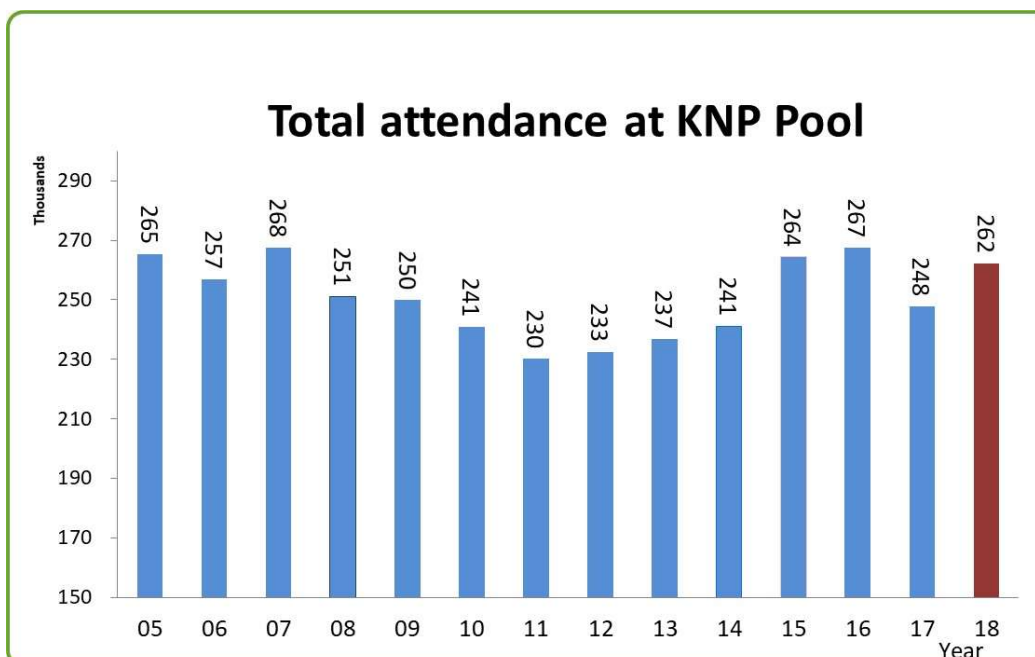
The following table provides a summary of the significant local and regional tourism influences for the report year that are not in municipal control. These influences are factors that supported and/or hindered the local tourism economy during the reporting period.

Factors Supporting Tourism	Factors Hindering Tourism
<ul style="list-style-type: none">• Continued highway repairs – once complete, usually in the later part of the fall, the highway is much nicer to travel, turning the hindering factor into a supporting factor• Partnering visitor experience with Canadian Rockies Hot Springs Pools (Radium) & Lake Louise/Yoho/Kootenay National Parks• Expansion of Valley Zipline Adventures – New Outdoor Climbing Wall & Jump Tower opened in 2018• Long standing seasonal Community Events• Opening of the New Radium Hot Springs Centre & New Library – new facility has attracted interest of those seeking a venue for a family event or wedding• Participation in various DBC Open Pool Programs• Good January-March and November-December winter conditions for snowmobiling and other backcountry activities• 2017 Complimentary Annual National Park Passes, trickled in to 2018 visitation• Some businesses have changed hands and new energies have been injected into them, upgrades have been made to the accommodations and the owners are more active in the community• Investment of 4.1 Million Dollars in repairs and restoration of Radium Hot Springs pools. Minimal closures during ongoing repairs• Proximity of Radium to and from Target Markets – Alberta struggling oil sector has visitors travelling closer to home.	<ul style="list-style-type: none">• Lack of funding for Visitor Services (Federal, Provincial, Municipal)• Extreme hot summer and intense smoke in the valley during peak summer season of 2018• Repeat of 2017 - Confusion from misleading statements from the media i.e. Stating that the highway was closed due to fires when in fact they were open, media headlining entire province was on fire.• Continued highway repairs and resurfacing during the summer months on Highway 93 & 1, although when complete this hindrance turns to a supporting factor• Local business short staffed, reflected in many reviews and midweek closures due to lack of staffing• Lack of staff housing• Business owners not understanding the importance of responding to reviews or engaging with social audience, this includes claiming their business on Google My Business / TripAdvisor and forming a relationship with HelloBC.• Provincial / Municipal / National Parks Camp fire bans for duration of summer – confusion because they are all different levels of government.• Staging areas for equipment during National Park’s lighting and pool repairs, the assumption was the Hot Springs pools are closed when in fact they are open

- Wildlife viewing and events showcasing our Bighorn Sheep
- Loss of House of a Thousand Faces (Media coverage was extensive – created awareness of Community)
- New public art displays strategically located around community created from prior Headbanger Festivals for photo opportunities
- Increased street sweeping by Municipal Public Works department to reduce dust from logging trucks and creating a better experience for visitors
- Re-opening of accessible ramp at Radium Hot Springs pool

- Lack of transit from Village core to pools
- Price perception – Quality vs lower comparative accommodation rates. Businesses undercutting each other rather than working together – Very noticeable to the consumer.
- Lack of funding for events
- Lack of indoor family activities in the community
- Scheduling of local transit between communities is inconvenient
- Lack of transportation / shuttle services from Calgary and Cranbrook
- Loss of House of a Thousand Faces
- Lack of Sani Dumps in the Village at accessible locations
- Political bantering between BC & AB regarding pipeline expansion. Received numerous emails regarding BC Boycott at Visitor Center. Accommodators had several cancellations.

Kootenay National Park (KNP) Pool Attendance



- Increase of 6% from prior year
- Construction of the accessibility ramp has been completed
- Further construction upgrading the entrance continues

2. Project Progress

2.1. Resort Municipality Initiative (RMI) Context and Vision

The Village of Radium Hot Springs has participated in the RMI program since August 2007.

The community's RDS Vision is:

Radium Hot Springs, a pedestrian friendly community with streetscapes harmoniously balanced with our rugged surroundings, will serve as a year-round home base for visitors seeking to enjoy our natural hot springs, resident wildlife, and cultural amenities in a pristine mountain setting, and, as a gateway to the wider spectrum of wilderness alpine environments, biologically diverse lakes, rivers and wetlands, and ski, spa, and golf resorts.

2.2. Resort Development Strategy (RDS) Goals


The table below lists Village of Radium Hot Springs' 2015-2018 RDS Goals and provides an overview of progress made on each.

Resort Development Strategy Goals	Summary of Progress on Resort Development Strategy Goals (please describe and reference performance indicators if you have data to support)
1. Sustainable tourism	
a. Maintain or expand market share of the Alberta tourism economy.	The Village has continued to make extensive progress in expanding their market share of the Alberta tourism economy. There has been a 20% growth in the Alberta market over 2017.
b. Maintain or expand service sector employment.	The accommodators state there has been some progress made to expand the service sector employment. The progress has been made in the expand of hiring during the shoulder season. The difficulty is finding employees to fill the positions.
c. Maintain or expand visitor traffic and length of stay (VIC, hot pool and accommodation #'s).	There continues to be extensive progress made to expand the visitor traffic and length of stay within the Village. Please see the Visitor Information Centre traffic numbers (below) and the Canadian Rockies Radium Hot Springs pools (above).
2. Provide improved access to information to better inform visitors, and potential visitors, of our recreational, natural, and cultural amenities and opportunities and thereby promote the increased use and development of these features.	Tourism Radium, our DMO, continues to work hard on website and Search Engine Optimizer (SEO) improvements and maintains a high level of Visitor Service over social channels. Successful Search Engine Media (SEM) Campaigns.

<p>3. Support a core list of programs & festivals, sustainable on a yearly basis, that will enhance visitor experience and develop ongoing visitor loyalty and 'word of mouth' promotion.</p>	<p>The programs and events hosted have proven to create a 'community' culture for visitors and residents alike. See the data regarding the Adventure Radium Program (below). Other events that have originated from RMI funds and now are run independently are the Music on Main and Market on Main events.</p>
<p>4. Provide enhanced infrastructure and maintenance of parks, and streetscapes, to portray the high-quality appearance befitting a resort municipality, and to enhance visitor experience.</p>	<p>The Village has invested in increased maintenance (for example increased street sweeping and waste collection) to ensure it retains the high-quality appearance of the community befitting a resort municipality and to enhance the visitor experience.</p>
<p>5. Provide new and improved access to local natural recreation assets.</p>	<p>This Village has had extensive progress made improving access to a local natural recreation asset, the Columbia River access.</p>

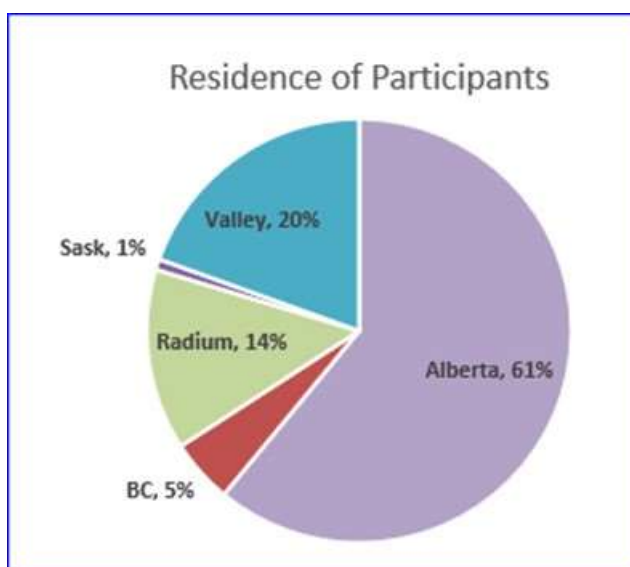
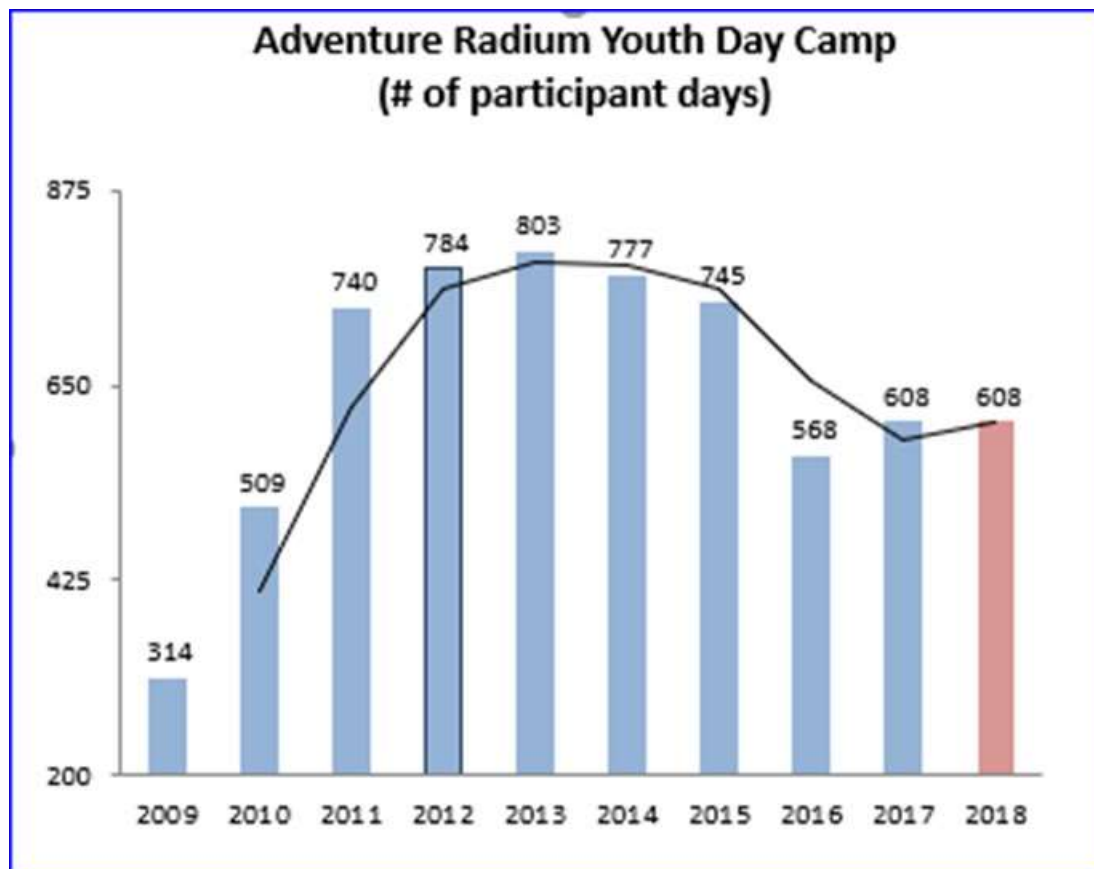
2.3. Project Details

The following section describes progress on the individual projects in greater detail. The financial breakdown for the projects can be found in Appendix 1.

Project Title	ADVENTURE RADIUM SUMMER YOUTH CAMP
Project description	An eight-week summer youth camp running three days per week providing recreational opportunities for youth ages 5 to 12. Camp curriculum includes team and individual sports, adventure activities, nature education, arts and crafts, and games. The project is a summer project which has been part of the RMI since 2009.
Project Category	Programs and Services
Other themes	Indigenous Tourism / Accessibility related / Emergency Preparedness / Sustainability
Project rationale/goal/objectives	This program will introduce youth to activities and pursuits that are representative of the wider landscape of recreational opportunities thereby 'sowing the seeds' for sustainable future use and visitation. The objective is to improve visitor experience.
Project Spending	\$7,500 was spent in 2018
Project status	Completed for the 2018 Summer Season. Will be included in the next Resort Development Strategy.
Project activities and/or outcomes for the reporting year	<p>The Adventure Radium program is a program that takes place outdoors, in the Rocky Mountains, playing learning games or other field games, while bighorn sheep graze on the hillside, or a family of deer walk down the road. When weather is unfavorable the program moves to the fully accessible public library or new Centre. The camp coordinator collaborates with other local specialists, such as Wildsafe BC, RDEK's Recycle King and our local fire department, to provide participants with other opportunities to learn about wildlife, environmental stewardship, first responder responsibilities and local First Nation information. The leaders have also worked with the public library to provide additional programming opportunities. Extra activities include the mini golf, playgrounds and the ice cream shop creating memorable activities which support our local tourist establishments. Because the camp takes place outside in an accessible area, children of all abilities are welcomed, with the assistance of caregivers. Our leaders strive to be inclusive when a child with different abilities attend, mainly by adapting games and crafts and providing the child with assistance when required. In 2018 the camp had a child from foreign a country who do not speak English. He enjoyed the camp so much he chose to come to both the morning and afternoon program so that he could work on his English!</p> 

Adventure Radium Youth Summer Camp Continued ...


The program continues to be sustainable as the participants return each year and when they 'age-out' they have often requested to volunteer so they can continue being part of the program, and then they still come back as they apply to become leaders of the program.



Stakeholder Involvement:

Tourism Radium, our DMO, assists us with the marketing of the program through rack cards, social-media, and advertisements.

Project Title	Radium Days 2018 on June 16th	
Project description	Radium Days combines a parade down main street and ending with fun and food on Legends field. A family event offering something for everyone. From food vendors, to bouncy castle for the kids to vendors with homemade canned goods (Jann and Andy) to public information regarding wildlife. The RMI visitor component is the car show portion where the MGB Brits car club from Calgary and other areas in Alberta join the parade and park their cars for the day at Legends field for all to enjoy.	
Project Category	Programs and Services	
Other themes	Accessibility related	
Project rationale/goal/objectives	Radium Days is a community event that celebrates everything Radium. Fun for the whole family! Bringing a sense of vitality and vibrancy to the Village of Radium Hot Spring, compelling visitors to stay and play or live in our community. The objective is to improve visitor experience.	
Project Spending	\$4,544 was spent in 2018	
Project status	Completed for the 2018 Summer Season. Will not be included in the next strategy.	
Project activities and/or outcomes for the reporting year	<p>The day started off quite cool and very cloudy, thus some vendor and parade participants decided to back out. It did look like it was going to rain. As the day progressed, it got quite lovely and the rain held off. The parade of business floats, fire trucks and British cars kicks the event off with great energy and lead the public and visitors to the center park in Radium. The kids of all abilities enjoy crafts, bouncy castles, a balloon clown, and games. The Rotary club sold hot dogs, drinks, and handed out the cookies the local mill, Canfor, supplied. The market provided the adults opportunities to purchase local ware,</p> <div data-bbox="919 863 1463 1081" data-label="Image"> </div> <div data-bbox="919 1117 1463 1402" data-label="Image"> </div>	
Stakeholder Involvement:	Tourism Radium, our DMO, assists us with the marketing of the program through rack cards, social-media, and advertisements.	

Project Title	Headbanger Festival 2018
Project description	<p>If you've ever travelled through Radium Hot Springs, B.C., you've likely seen them. Maybe they're wandering around town, rearing up on their powerful hind legs and nibbling berries off trees.</p> <p>Perhaps they're crossing the highway and causing traffic jam, only you don't mind because when it comes to iconic Canadian creatures, they rank among the coolest.</p> <p>Or maybe you've observed them nestled high in the banks of the Columbia Valley — the golden-eyed lords that they are — as they peer down at their Rocky Mountain kingdom.</p> <p>We all agree big horned sheep are extraordinary to behold. But beyond this, how much do we genuinely know about them? This Festival is to enlighten all who attend.</p>
Project Category	Programs and Services
Other themes	Indigenous Tourism / Accessibility related / Emergency Preparedness / Sustainability
Project rationale/goal/objectives	<p>The Headbanger Festival has been offered in the Village of Radium Hot Springs for over ten years and has taken on different forms. This year we incorporated a dinner and keynote speaker to attract more overnight and out of town guests and incorporated events over a two-day period to increase length of stay. The rationale behind hosting the Headbanger Festival is to increase the number of visitors we see in Radium during the shoulder season as well as to provide an increase in education about the Big Horn Sheep and other wildlife that call this community their home. The objective is to improve visitor experience.</p>
Project Spending	\$18,360 was spent in 2018
Project status	Completed for the year. To be included in the new strategy.
Project activities and/or outcomes for the reporting year	<p>Visitors come to Radium Hot Springs to participate in the playfully named Headbanger Festival, where, according to one visiting journalist, “big horns replace big hair.”</p> <p>Aside from opportunities to observe the fall rut — with male sheep engaging in loud, dramatic head butting behaviour to establish dominance in a herd — the event offers an exciting weekend chock-a-block full of workshops, lectures and activities celebrating these prehistoric-looking superstars.</p> <p>Radium Hot Springs Golf Course Photo by Kristin McCauley</p>  <p>Saturday Activity: Presenter / Participant Meet & Greet Reception & Full Curl Book Signing An opportunity for the presenters and registered participants to meet and mingle. This included a Full Curl Book Signing, and opportunity for Darcee O'Hearn to promote the latest book in the Legends of the Forest Series, for the Chamber to sell their Headbanger Swag. It's a very informal yet beneficial evening that creates a more intimate event based on the time everyone gets to spend talking and getting to know one and other.</p> <p>We also use this as an evening registration for participants who have not registered for workshops and those who may have festival inquiries and might like to participate. Pre-registered guests pick up their welcome packages and get to know each other.</p>

**Headbanger
Festival 2018
Continued...**

Outcome: 60 of the 70 registered participants attended. Some were registered for the dinner on the Sat or individual events on the Saturday or Sunday.

We had 5-walk -ins, all curious about what was going on but purchased a book from Dave. Participants joined us from Nevada, Spokane, Vancouver, and Toronto.

"Lovely evening, entertainment was a nice addition"

"What a great way to get to know the person I might be sitting beside in tomorrow's workshops"

"It was lovely to get a chance to meet presenters / hosts and participants on a Friday night. The band was excellent, and the cheese spread was very well done and delicious."

"Thank you for creating an event for entire family, young and old"

And many comments on how beautiful the hall is.

Activity: Bighorn Experience with Kent Kebe & Irene Teske and Dale Genest sharing the Bighorn Video

This interactive educational experience will help one understand the habits and what makes the Bighorn herd so unique to the Village and why the Village of Radium Hot Springs find these majestic animals so important to the community.

Knowledgeable staff provided a hands-on experience with props and tools and storytelling. The Bighorn Experience also includes video, take home printed material and a small token to say thank you for joining us.

Outcome: Anecdotal Comments made from participants...

"we were worried about a classroom set up session being a "classroom session" the workshop was participant led and we learned so much!"

"Thank you for making it interesting for all ages, we brought our grandchildren and they enjoyed it"

"WOW! Are Bighorn Horns ever heavy"

"Your Video is Amazing!"

Activity: Smart Phone Photography with Dax Justin

Dax Justin, one of Canada's top social media influencers teaching the top tips on Smartphone photography. That can be used in everyday life, for business, or while safely capturing wildlife instantly and sharing your images on social media.



Outcome: Anecdotal Comments made from participants...

"I enjoyed the Smartphone workshop; it was awesome to discover new tricks with my iPhone camera while using Google's Snapseed app to edit"; "Dax sure is passionate about what he does"

Saturday Activity: Urban Wildlife with Thea Rodgers

Passionate about reducing human-wildlife conflict, Thea will share her insights about urban wildlife biology and address issues associated with living in a major wildlife corridor.

Outcome: Anecdotal Comments made from participants...

“Thea did an excellent job teaching us how to minimize conflicts between humans and wildlife”



Saturday Activity: Fire & Echo System / Redstreak Restoration Area – Parks Canada

On Saturday afternoon, Parks Canada Staff provided an informative and engaging presentation about the importance of fire in ecosystem restoration. They talked about the Parks Canada Fire Management Program and the Redstreak Prescribed Fire Project, happening right here in Radium and the links between fire and improving Bighorn Sheep habitat.

Saturday Activity: Keynote Dinner with Dave Butler

The title of the keynote presentation with Dave Butler was “From the Lorax to the Monkey Wrench Gang to Full Curl: the role of ‘eco-fiction’ in conservation”. Following Dave’s presentation Dax gave a brief wrap up of his workshop highlighting the Snapseed editing activity the group performed.

Outcome: Anecdotal Comments made from participants...

“We drove out from Red Deer this morning to participate! Well done everyone”



Overall Saturday Outcome: Over 200 participants

***Sunday Activity:* Sinclair Creek Tail Hike with Thea Rodgers & Darcee O’Hearn**

Thea and Darcee guided the Legends of the Forest / Animal Corridor hike along the Sinclair Creek Trail. Thea talked about types of wildlife food and wildlife movements through the canyon and creek corridor, while Darcee taught about the trees and foliage along the Trail. This was a great walk for all ages, followed by Darcee’s fabulously fun Legends of the Forest Workshop! Darcee is the author of a new genre of children’s books called, “Legends of the Forest”. Inside these wonderfully illustrated books there is a heartwarming story, science and craft projects, games, and curriculum-based information to inspire kids aged 4-12. Having said that, these books are targeted for any age group because of the messages of sustainable and green living, which applies to everyone.

Outcome: Creatures of the forest



***Sunday Activity:* Paint It Wild – Black Star Studios**

Paint It Wild, with Black Star was a way to create art with a focus on community, collaboration and fun! Painted on wood animal cut-out’s that are native to the area, the families were encouraged to explore colour and get creative while painting a small section that when finished is part of the larger project, in a mosaic style that highlights the connectivity between community and artistic expression. These become public art pieces around the community.



***Sunday Activity:* Redstreak Restoration Hike**

The Redstreak Bighorn Sheep restoration area hike with a Kootenay National Park guide provided insight to how after many decades of suppressing fires has created a dense forest. Using mechanical thinning, followed by prescribed fire, the Douglas-fir forest is opened-up to improve the habitat for bighorn sheep and many other species.

Outcome: Anecdotal Comments made from participants...

“Tom from Parks Canada did an excellent job of explaining the concept behind the restoration of the Redstreak meadows, and answering questions”

Overall Sunday Outcome: Over 60 participants

Headbanger Festival 2018
Continued...

Stakeholder Involvement:	<p>Accommodation Partners Gateway Motel, Bighorn Meadows Resort, Prestige Radium Hot Springs Resort, Cobblestone Creek Cottage & Lodging Co., Village Country Inn, Radius Retreat</p> <p>Event In-kind Sponsors Far Out Adventure Hub, Mountainside Market, Valley Zipline Adventures, Bighorn Meadows</p> <p>All event Partners were made Facebook Event Co-Hosts, including Horsethief Creek Pub, Travel Columbia Valley, Bighorn Meadows (Development), Bighorn Café, Edibles Café and Catering to create a wide audience.</p> <p>EKnow – East Kootenay Online News, although we ran a banner ad with them for the month of October, they wrote 3 advancers in support of the event.</p> <p>Web Hosting / Social Media / Event Registration / Promotion / Production of Creative / Media Coordination Tourism Radium / Radium Hot Springs Chamber of Commerce</p> <p>Information and registration links in their database Newsletters Tourism Radium Newsletters (14) around Headbanger and Individual Headbanger Events Bighorn Meadows Resort / Cobblestone Creek Cottage & Lodging Co. / Gateway Motel</p> <p>Boosted Posts / shared posts or own Headbanger Posts created via Social Media – Tourism Radium / Bighorn Meadows Resort / Gateway Motel / Radius Retreat / Travel Columbia Valley / Horsethief Creek Pub</p>
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Project Title	Tourism Signage
Project description	This project involves the development of information kiosks, based on aerial view mapping, which will facilitate identification and navigation to key Village amenities including parks, trails, public washrooms and the Visitor Information Centre.
Project Category	Infrastructure/Amenities
Project rationale/goal/objectives	The goal of the project is to enhance the visitor experience and reduce traveler and resident frustration in finding desired locations. The project will extend and diversify our tourism season by identifying assets available for use during the shoulder seasons, while enhancing the visitor experience throughout the year. This is an infrastructure project that will lead to an increase in visitation and promote the sustainability of our tourism sector.
Project Spending	\$12,018 was spent in 2018
Project status	In Progress/Ongoing. The implementation and construction phase of the project is scheduled to begin in 2020 as part of our current RMI strategy.
Project Delays or other challenges	The project is moving forward as scheduled.

Tourism Signage Continued...	
Project activities and/or outcomes for the reporting year	The outcome is a comprehensive design package, including engineering and design, for the complete renewal, and replacement of, as well as new additions to, tourism signage within the Village of Radium Hot Springs.
Stakeholder Involvement:	A stakeholder and public consultation process was undertaken in the development of the plan to identify the needs of the end users and to develop clear goals for signage. Key stakeholders included: Radium officials, operations and maintenance staff, members of Tourism Radium (the DMO), local business owners, economic development representatives, recreational user groups, tourism operators, residents and tourists. Input received was used to formulate the program requirements, performance criteria, as well as the vision for the character and unique identity of Radium Hot Springs.

Project Title	Columbia River Boat Access Area
Project description	Develop a canoe and kayak (non-motorized watercraft only) take-out and launch facility on the Columbia River.
Project Category	Infrastructure/Amenities
Other themes	Accessibility related / Sustainability
Project rationale/goal/objectives	The Columbia River and Columbia River wetlands are a popular canoeing destination for recreationalists and naturalists, including commercial rental and tour operators. The river and wetlands are regulated by a motorized use restriction, and the wetlands have been designated as globally significant by RAMSAR, a United Nations sanctioned organization that has developed an intergovernmental treaty that provides for a framework of national action and international cooperation for the conservation of wetlands and their resources. The current area being used for taking out and launching boats is problematic from aesthetic, navigational and safety perspectives in that it is largely a mud bank (aesthetics) that is located off a side channel (difficult to locate) with blind access onto a busy forest service road (safety). The objective is to improve visitor experience.
Project Spending	\$60,819 was spent in 2018
Project status	In Progress/Ongoing
Project activities and/or outcomes for the reporting year	The site is now land that is owned by the Village of Radium Hot Springs. The Village has worked through all the engineering, permitting, and design phase. Once this was completed our Public Works department determined they could manage the project and significantly reduce the costs to upgrade the area. Public Works, as general manager, has contracted the services to remove the necessary trees and shrubs, and hired other contractors to haul, fill and load the land to engineering specifications. There was also work completed by the local mill, Canadian Forest Products - Canfor, to widen the road which assisted the project. Once the fill was in place and compacting was occurred, it was late fall and no further work could be done. The project is set to continue in the Spring of 2018 as part of the new Resort Development Strategy.

Columbia River Boat Access Area Continued...

**Project activities
and/or outcomes
for the reporting
year**

Prior Access:



Dangerous access off/onto road as no visibility entering or leaving area and turnaround point very tight and often flooded thus vehicles with trailers would often try to back down. There are no washrooms available and the shoreline is exposed to overuse.

Progress made:





Sightlines of the access point are now clear. Vehicles with boat trailers can now easily and safely turn around. Work to improve the shoreline and add washrooms will continue with next Resort Development strategy.

**Stakeholder
Involvement:**

Meetings with the following: Local businesses using the river access, Regional Area Director, Tourism Board Manager, Rod and Gun club, council, and staff. Local business will be incorporating questions regarding the project into their survey on our behalf.

Project Title	Parks & Boulevard Enhancements
Project description	This project involves protecting parks and boulevard trees with decorative vertical tree guards. This was a project started in late 2017 and was completed in 2018.
Project Category	Infrastructure/Amenities
Other themes	Sustainability
Project rationale/goal/objectives	<p>The Parks and Boulevard Enhancement project is intended to enhance the experience of visitors arriving in our resort community by providing aesthetic improvements within the highway corridor. Our visitor's sense of arrival is defined by a 1-kilometer long highway corridor along which our private sector attractions (hotels, restaurants, and commercial retail) are located. Our only opportunity to make an impression upon arrival is within this 1-kilometer corridor. This highway corridor, which defines the core of the Village, is comprised of two small parks and the highway boulevards. The installation of decorative tree guards will increase the general attractiveness of these parks and boulevards. We maintain a diverse group of tree species within our parks and boulevards that have proven their suitability for our soil type and climate. One species, the Mountain Ash, bears fruit in the fall that is very appealing to the resident herd of bighorn sheep. As such, the bighorn sheep congregate in our parks and boulevards to feed and this has become a focal point for tourists.</p> <p>Since we are limited to these parks and boulevards for that first impression, we feel that these enhancements would be a valuable project for improving the visual impact of the community. We intend to continue with future upgrades to these parks and boulevards. Concepts include flower bed construction and electrical power nodes to facilitate decorative lighting. It is expected that these aesthetic and visual improvements may have private sector spin offs including improved landscaping and signage, building maintenance and design. This initiative should improve the visitor experience and increase the number and extent of tourist visitors using the Village core by providing a pleasant atmosphere in which to stroll, shop, eat and explore.</p>
Project Spending	\$22,978 was spent in 2018
Project status	Completed
Project activities and/or outcomes for the reporting year	Public Works installed tree guards throughout the summer as time allowed and all were installed. The bighorn sheep are able to feed on the berries that fall however are unable to rub their horns on the bark therefore preventing the tree from being damaged. The trees look much healthier and will have a longer life making the boulevard more aesthetic and visually appealing to visitors as they first arrive.
Stakeholder Involvement:	Discussions occurred between the Council, staff and the Chamber of Commerce.

Project Title	Beautification Program	
Project description	Enhanced care and maintenance of the grounds, landscape and infrastructure at the Visitor Information Center, and installation of decorative winter season baskets. These expenditures will relate to enhancements, improvements, and new features, as opposed to maintenance operations. Ongoing projects were included under this description since 2009 – formerly identified as 'Resort Polish'.	
Project Category	Infrastructure/Amenities	
Other themes	Sustainability	
Project rationale/goal/objectives	The Visitor Information Centre (VIC) is a key resource for visitor information that currently services over 70,000 visitors annually. The VIC appearance is critical in providing a good first impression. This project entails a portion of the costs enhancing the grounds, gardens, and sculpture at the VIC. Our decorative winter season baskets are hung from our streetlights and add to the visual appeal of our streetscapes.	
Project Spending	\$7,488 was spent in 2018	
Project status	Completed	
Project activities and/or outcomes for the reporting year	Additional attention is provided to the VIC including the grounds, gardens, flower baskets and the Bighorn sculpture in front of the building. All the decorative streetlights were enhanced with decorative winter season baskets.	
Stakeholder Involvement:	Discussion occurred between the Visitor Information Centre, Council, and staff.	

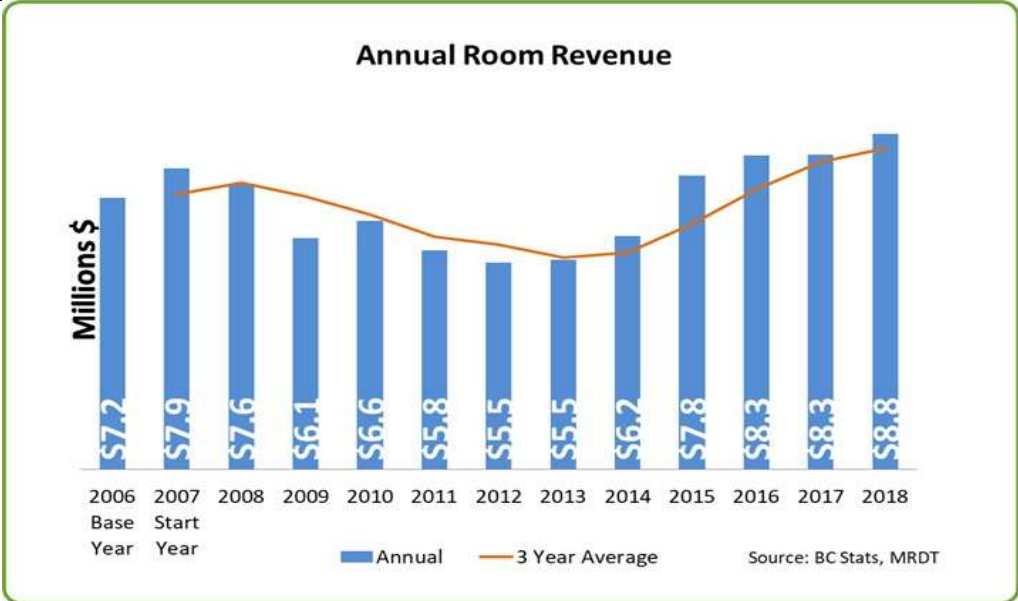
Project Title	Paint Pot Plaza
Project description	The entrance to our new Community Centre will be landscaped. The former hall was demolished, and the new building is further off the street than the original footprint, thereby creating a larger streetscape. With the larger space, we plan to build a Paint Pot Plaza, which is a representation of the local Paint Pots within our neighboring Kootenay National Park which the First Nations used extensively. The concept has had public consultation with special interest groups and full presentation to the community. There was overwhelming support for this project. The Paint Pot Plaza was started and completed in 2018.
Project Category	Infrastructure/Amenities
Other themes	Indigenous Tourism / Accessibility related / Sustainability
Project rationale/goal/objectives	The newly constructed centre is a major attraction for conventions, weddings, and other large gatherings. In addition, this centre will house the Public Library and other regular daily programs. Once landscaped, the area in front of this new facility will aid in show casing our Community Centre to visitors and locals. Without landscaping the first impression of the Centre would be very poor as it is mainly upturned gravel and mud. The objective is to improve visitor experience.
Project Spending	\$54,590 was spent in 2018
Project status	Completed
Project activities and/or outcomes for the reporting year	<p>The project included new benches, landscaping, foliage, mulch, and decorative concrete work. A contractor was hired to complete the work. The feedback from the stakeholders has been tremendous. Visitors who arrive at the Centre are thoroughly impressed with both the outside projects and the Centre itself. We have had musicians already set up and play as it was intended for.</p> 
Stakeholder Involvement: (Optional)	The consultants at the time of design worked with the business leaders of the community, the seniors, the Library staff, the Chamber of Commerce, the Visitor Information Center, and the Council and staff.

3. Economic Outcomes

The data in this section is collected by both the resort communities and/or the Whistler Centre for Sustainability (WCS). While specific projects can impact these results, the results in this area only show trends over time and should be considered as a long-term impact of investments in infrastructure, projects and programs.

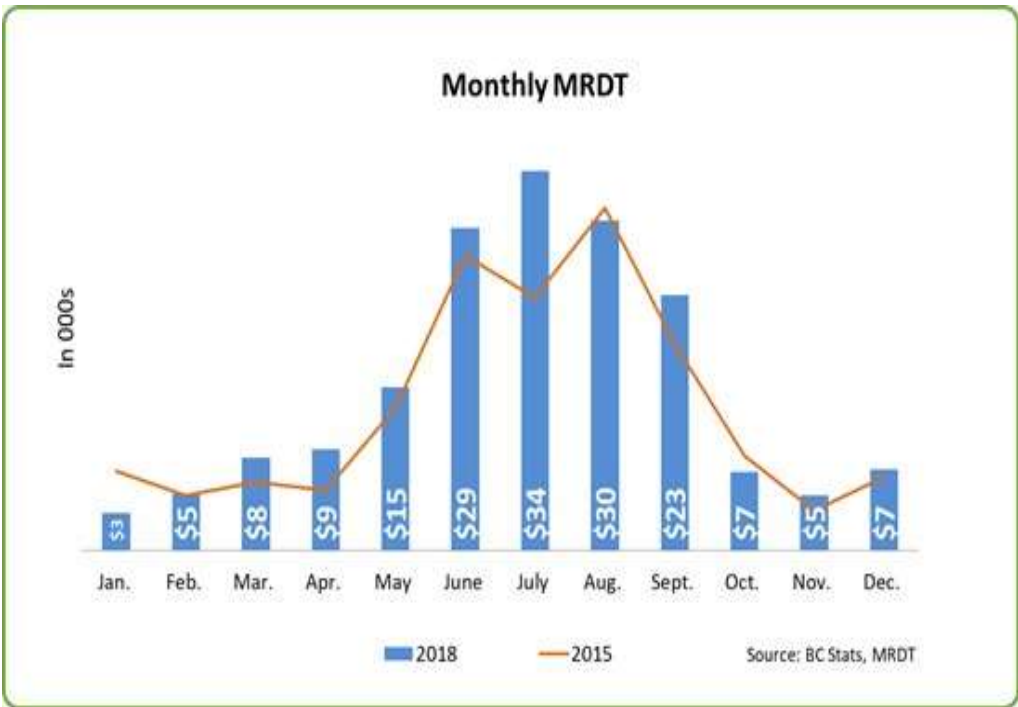
Accommodation Sector Performance

Accommodation sector performance provides an indication of the size and health of overall tourism economy (more specifically the accommodation sector), by tracking changes in MRDT, room revenue or room nights sold. Overnight visitors to the communities tend to participate in more experiences than day visitors, and the additional hours spent in the resort result in increased spending patterns and greater contributions per visitor to the local economy. Considering the variation in this indicator throughout the year provides a window into the community's success at growing tourism throughout the four seasons.



Annual room revenue was \$8.8 million in the recent reporting year, an increase over the previous year and the highest result yet. This results in a:

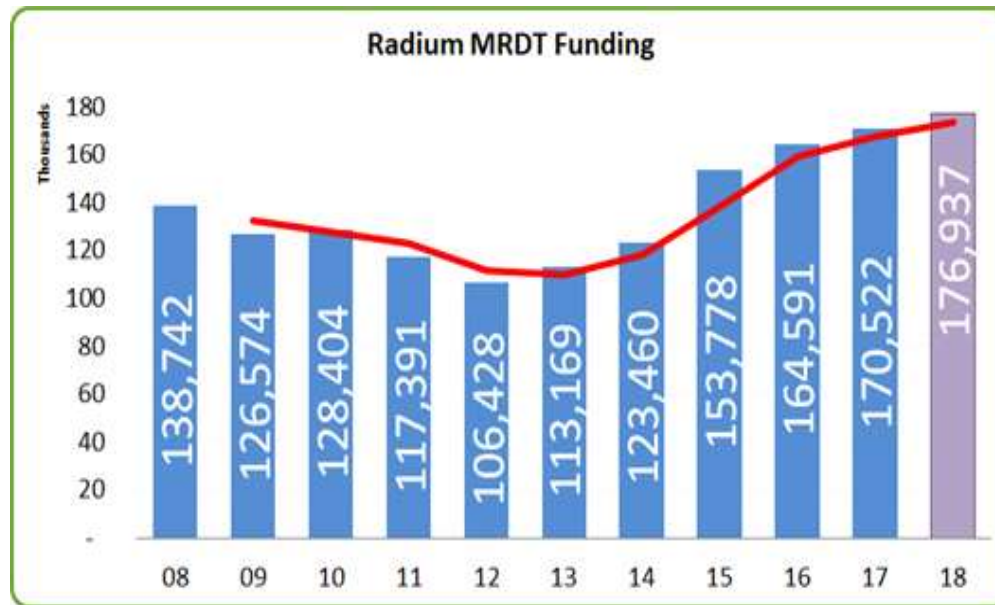
- 7% increase from the previous year
- 23% increase compared to the base year



The seasonal variance in MRDT disbursements increased from 2015 to 2018 meaning higher peaks and lower valleys, though seasonal changes included:

- Peak season (June – August) totals increasing 14%
- Shoulder season (September and May) totals increasing 17% and
- Off season totals (October to April) increasing 5%.

Accommodation Sector Performance continued:

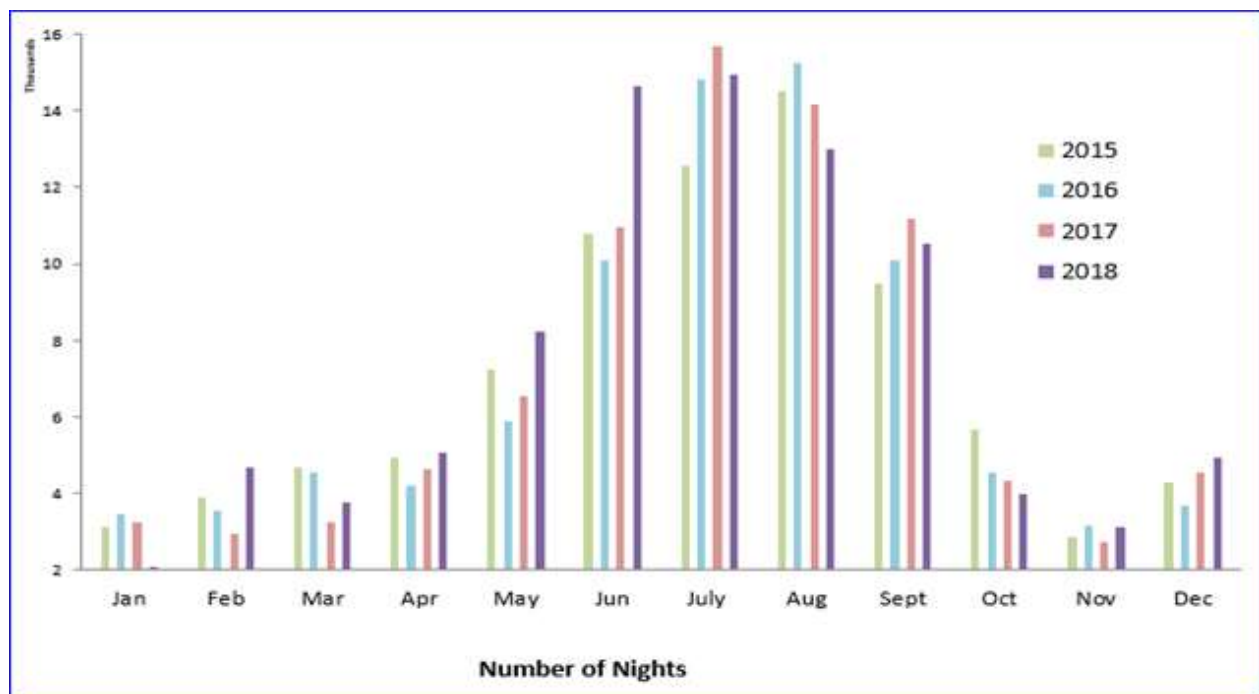


Annual MRDT funding for Radium Hot Springs was \$176,937, an increase over the previous year and the highest result yet. This results in a:

- Increase from the year 2018 was 3.8% (2017 was 3.6%)
- Last five-year average 2014-2018 was 8.8% (2013-2017 was 9.7%)

Challenges at the local level:

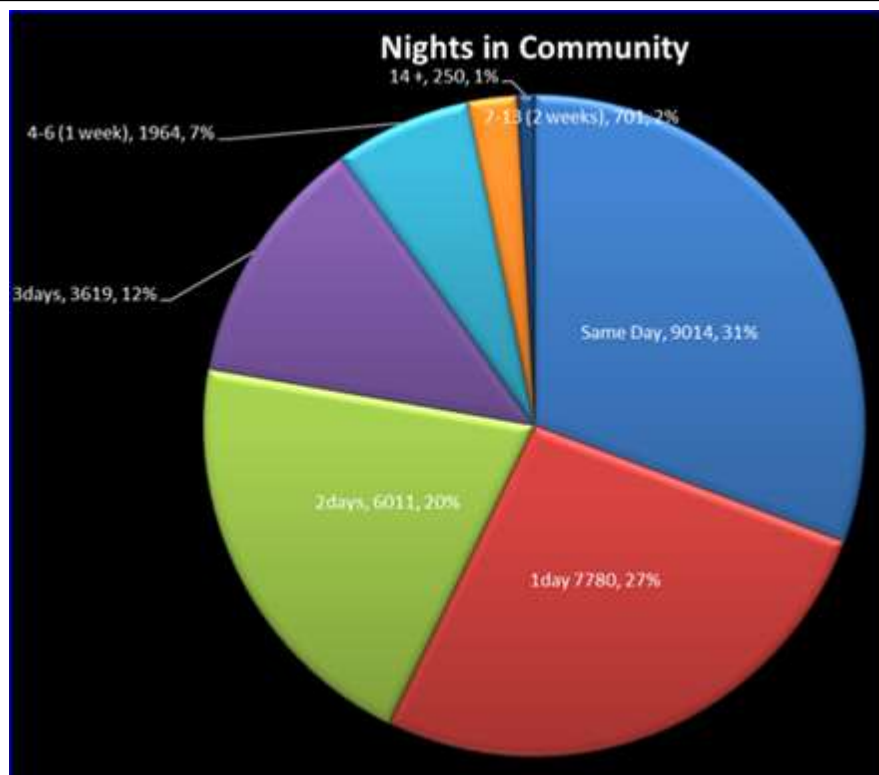
- It is a very competitive market and as a result, accommodators are reluctant to provide the local DMO with necessary statistics to report on occupancy. With little feedback it is difficult to gauge the success or shortfall of marketing initiatives.



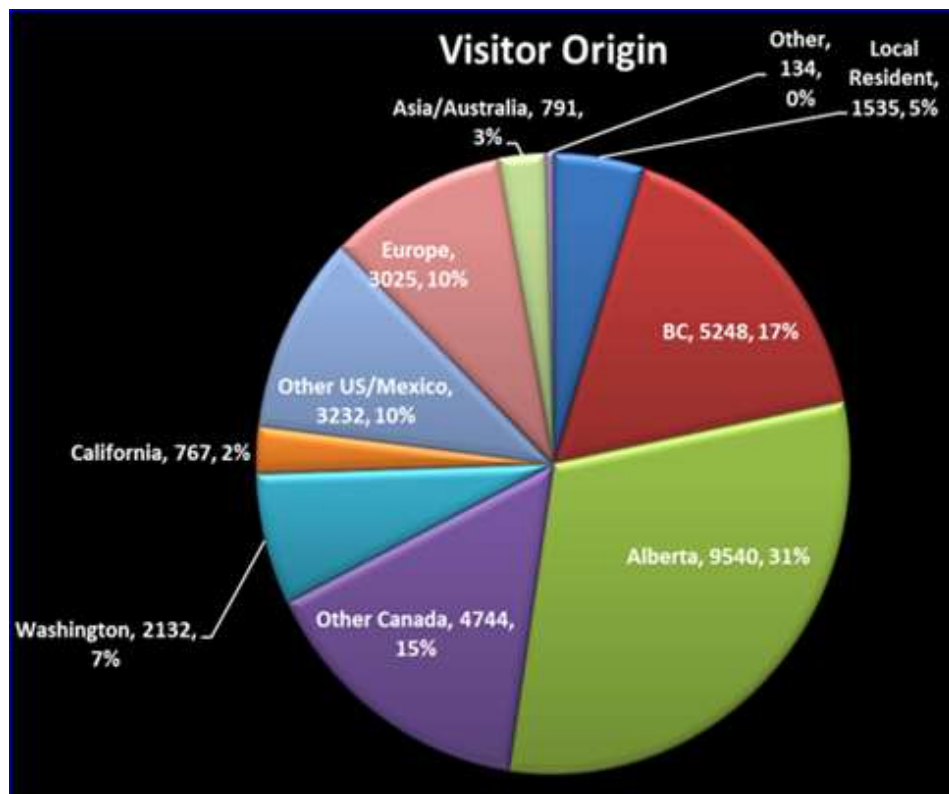
- Number of nights are high during summer months and lower on shoulder and winter season.
- Visitors are impacted by the lack of cooperation as businesses send potential clients away when they have no vacancy rather than advocating for the better good of the community and working with the other accommodators.

Accommodation Sector Performance continued:

(Source: Tourism Radium)



- Overall there was a decrease of 6% in Nights in Community from the year 2017
- Same day travel in 2018 (31%) has increased from prior year (26%) by 9%
- One day Nights in Community has decreased from 2017 by 7%
- Two day Nights in Community has decreased from 2017 by 22%
- The largest change from 2017 was in the 7-13 day (2 Week) with a decrease of 39%



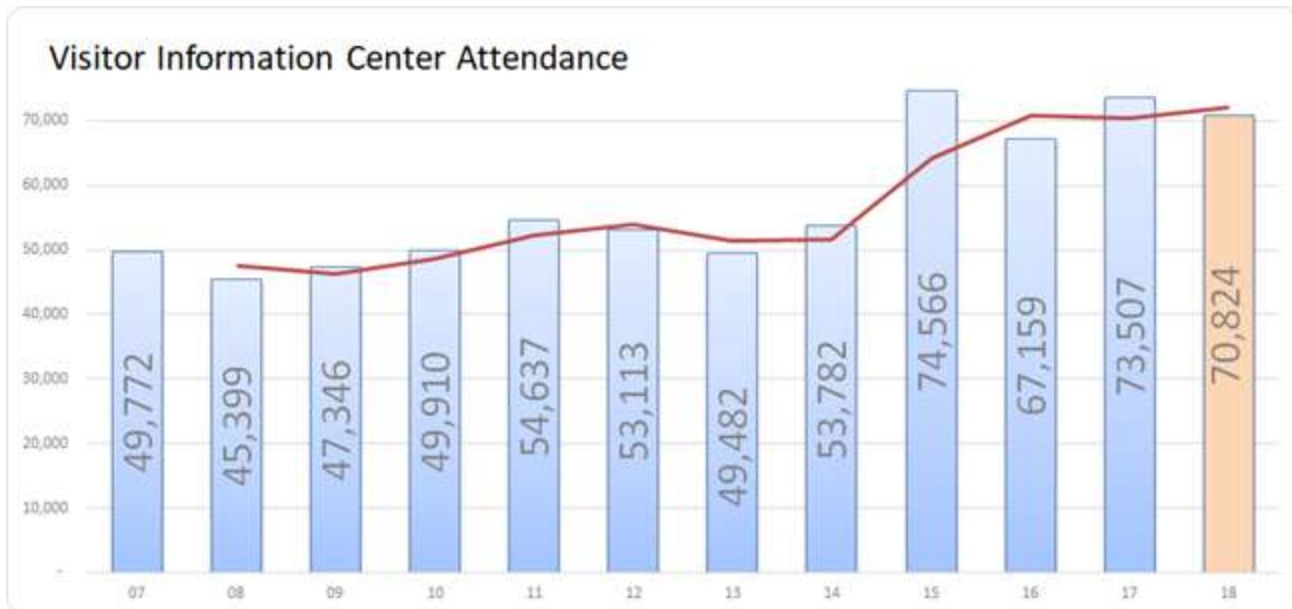
Visitor Origin changes from the prior year (2017) are:

- BC increased by 6%
- AB decreased by 1%
- Remaining Canada decreased by 21%
- Washington decreased by 16%
- California decreased by 93%
- Remaining US and Mexico decreased by 8%
- Europe increased by 5%
- Asia and Australia decreased by 4%
- Other decreased by 13%

Visitor Numbers

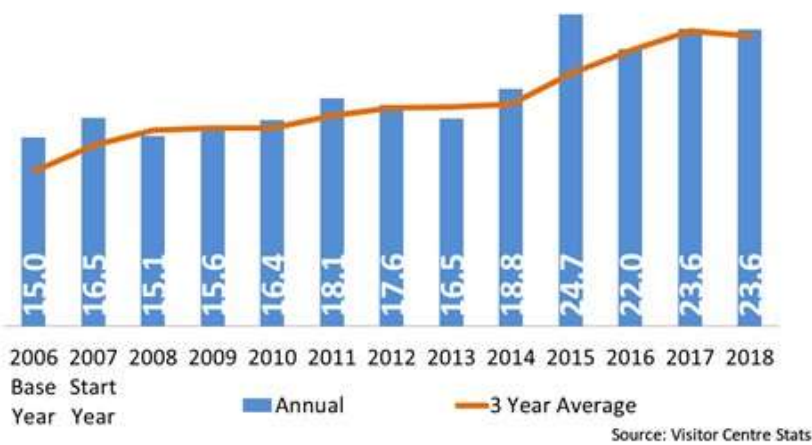
A resort communities' tourism economy is dependent on visitation. Visitor numbers provide an understanding of the health of the tourism economy, as well as the popularity the community as a tourism destination, quality of the service levels, and the perceived value of tourism offerings. Depending on the employed methodology, visitor numbers includes day visitors and overnight visitors differing from accommodation sector performance.

Considering the variation in this indicator throughout the year provides a window into the community's success at growing tourism throughout four seasons.



- Decrease from the year 2017 was -3.6% (2016 was 9.5% increase)
- Five-year average for 2014-2018 was 6.7% (2013-2017 was 6.8%)
- Radium Hot Springs Visitor Centre has a 4.5-star rating on TripAdvisor, all reviews are responded to by the Marketing Administrator for Tourism Radium.
Comments from TripAdvisor:
 - Reviewed by Travel S - 10 Apr 2018: Great place to stop and once in up the stairs had an interactive learning center and also life-sized stuffed animals. Friendly staff and lots of info. Brought back memories. Wish all the tour info's were like this.
 - Reviewed by NA1952 - 19 Jul 2018: This visitor centre provides more than just colourful brochures and road maps. In addition to the well informed and helpful staff there is a mini-museum and interpretive centre that is well worth spending some time in.
 - Reviewed by Oilerman - 5 Sep 2018: The visitor centre is well equipped with all the information and guidance you need for the surrounding area. The staff were also great and helpful. The displays on the second floor are fabulous. Both in explaining the effects of how fire suppression has been bad for local ecology and in informing the history of the First Nations people in the area.
- Due to issues with the building the Visitor Information Center was housed in a tent in August and we did receive some negative reviews during this time on TripAdvisor.
- A big challenge with regards to online reviews are the reviews are for non-Visitor Information Centre reviews. Tourism Radium does have a strong relationship with the partners and work at seeking advice on how to respond.

Visitor Centre visitation per operating hour



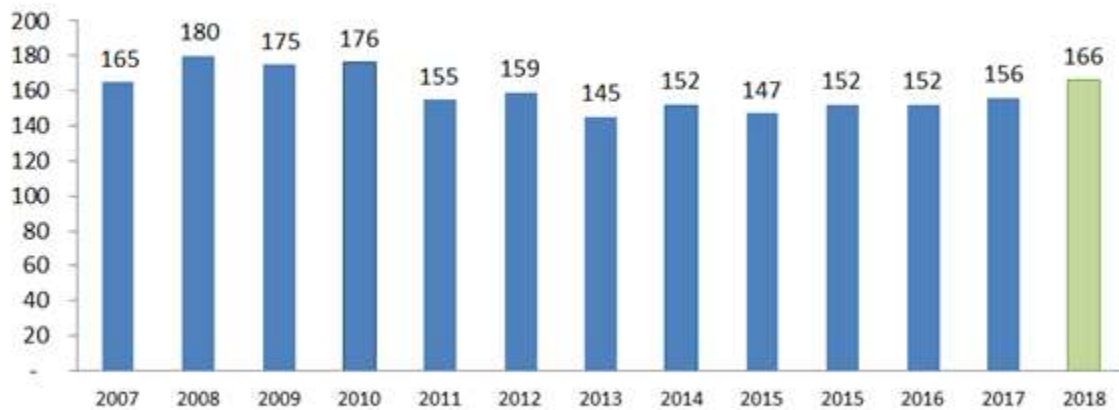
Visitor Centre visits amounted to an average of 23.6 visitors per hour and 71,000 total visitors; in line with 2017. This results in a:

- 7% increase in the average number from the previous year and a 9% increase in the total.
- 57% increase from the base year in the RMI program.

Number of Business Licenses

The number of businesses in a community reflects economic success and potentially diversity of tourism offerings. Breaking the results out by tourism business can provide a more direct measure of tourism growth.

Total number of local business licenses



4. Conclusion and Outlook

The 2018 year for the Village of Radium Hot Springs tourism sector was overall positive with a few external events impacting the results. Despite the efforts made by Tourism Radium, our Destination Marketing Organization (DMO), to market the area, weather and climate conditions play a very large factor when visitors are choosing where to vacation or recreate. From January through to March and early April, the conditions in the back country were ideal for snowmobiling and other non-motorized winter sport – back-country skiing, snowshoeing or cross-country skiing with a great snowpack to play in. As the weather warmed, the valley bottom became green allowing visitors to enjoy valley events like Wings Over the Rockies, as well as playing golf while Alberta is often still too cold for outdoor pursuits. The summer month of July offered the visitors sunny days and less wind making the Market and Music on Main events a positive and enhancing experience for all guests to the Village. Unfortunately, August became the month where conditions turned. The adjacent Kootenay National Park had a major fire which filled the valley with smoke so thick that residents couldn't see past their own backyard and resulted in multiple closures of the highway. To add to the misfortune, external media continued to misinform the public regarding the facts; stating the highway connecting BC and Alberta was closed when it wasn't and stating that the Village was in danger of burning when Radium Hot Springs was not close to the fire itself. August was also a difficult month for the Visitor Information Centre (VIC) as there were some infrastructure issue with the building causing the VIC to set up in tents outside on the lawn. Although Tourism Radium handled the situation in the most positive manner, the impact of service level and visitor experience was still affected negatively. On the positive side, during the summer there was only a campfire ban and not a full bush-closure as the previous year. This allowed those who ventured into the valley to be able to explore the hiking, climbing, biking and other backcountry activities. The skies finally did clear and one of Radium Hot Springs main events, the Classic Car Show, which normally attracts over 1000 vehicles was impacted by a freak snowstorm in Alberta. Registrants cancelled their trip as they did not want to drive their classic vehicles in those conditions. Registration was down roughly 15% from the prior year. The year closed with a low snowpack and warmer than normal temperatures in November and December. This dampened the enthusiasm for the upcoming ski season and prevented any skating activities as the bodies of water did not freeze.

Despite the external impacts, visitation to the Village of Radium Hot Springs has increased year over year. Marketing efforts by Radium's DMO, and the continued Resort Municipality Initiative funding support for Events and Festivals and tourism infrastructure to enhance the visitor experience, have certainly assisted with these results.



Appendix 1 2018 Financial Report

Activity	Budgeted Amount - RDS	Jan. 1 - March 31 Expenditures	Apr. 1 - June 30 Expenditures	July 1 - Sept. 30 Expenditures	Oct. 1 - Dec. 31 Expenditures	Total Expenditures 2018	Budget Carry Over from 2015-18 approved projects	Current Status - updated with every quarterly report submission	Communication Updates/ Opportunities/ Milestones
Events/Services:									
Adventure Radium Youth Camp	\$7,500		104	7,396	-	\$7,500.00		Program has completed for the season. July & Aug. Participants: 61% AB, 20% within Valley, 14% Radium Resident, 5% other BC and 1% SK.	
Festivals	\$23,000	185	3,566	2,879	16,274	\$22,904.00		Radium Days completed. Headbanger Festival Completed - 66% of the participants were not from Radium.	
Infrastructure:									
Tourism Signage	\$49,720	12,018				\$12,018.00		Phase one of the signage project is complete.	
Columbia River Boat Access Area	\$155,268	12,996	8,059	660	39,104	\$60,819.00	\$94,449.00	Project underway. Completion expected to be Spring 2019 for Phase 1 - water access, road access and parking. The budget for phase 1 was only an estimate. Phase 2 (washroom, etc) will be part of next strategy. The next RDS will contain the updated budget which includes remaining work to be completed in Phase 1 and work for Phase 2.	
Parks & Boulevard Enhancements	\$20,000	18,394	1,400	31	3,153	\$22,978.00		Pubic Works installed tree guards throughout the summer as time allowed and all were installed. Portion of the 2018-2019 funds over the budgeted amount received went towards this project.	
Beautification Program	\$8,000		533	1,200	5,755	\$7,488.00		Work continued and was completed in December.	
Paint Pot Plaza	\$53,631			50,000	4,590	\$54,590.00		Completion occurred in 4th quarter. Portion of the 2018-2019 funds over the budgeted amount received went towards this project.	Minister Lisa Beare visited site on July 25/18.
Unallocated Carry Over:							\$71,773.00		
Discontinued Projects:									
Sinclair Creek Trail Extension								Funding for both these projects have been moved to the Paint Pot Plaza.	
Electric Vehicle Charging Station									
TOTAL	\$317,119	\$43,593	\$13,662	\$62,166	\$68,876	\$188,297	\$166,222		
Financial Snapshot									
Reserve as of Jan. 1, 2018						\$225,471			
Interest Earned on Reserve in 2018						\$1,236			
2018-2019 funding						\$127,812			
Total available for 2017 to March 2018						\$354,519			
Total currently available (total less expenditures)						\$166,222			
Other notes:									
Funds over the budgeted amount summary:									
2018-2019 Budget was:						\$317,119			
2018-2019 funding available						\$354,519			
Funds over the budgeted amount						\$37,400			
Projects using this funding:									
Parks & Boulevard Enhancements						\$2,978			
Paint Pot Plaza						\$4,590			
Funds carried forward to future projects:						\$29,832			