

Revelstoke Development News

VOLUME 4, ISSUE 3

FEBRUARY 1, 2004

*Revelstoke
Economic
Development
Commission*

*Community
Futures
Development
Corporation of
Revelstoke*

*Revelstoke
Community
Skills
Centre*

*Revelstoke
Chamber of
Commerce*

*Revelstoke
Tourism*

*Revelstoke
Enterprise
Facilitation*

Community Futures

Festival and Events Support

Community Futures was successful in submitting an application to Western Diversification for \$98,970 to be used to promote Revelstoke's Festivals and Events. Some of the funding will be used for marketing Revelstoke including the production of highway bill boards that will attract visitors into town, more media coverage about local events and the development of marketing materials to be circulated about the region and community.

Christiane Gosselin has been hired as the new Revelstoke Events Coordinator. Christiane will be assisting community groups with the organization and marketing of events throughout the year. She will also participate in the development of new events that will increase our tourism potential and as a result help to bolster the local economy. Christiane's office is located in the Enterprise Centre at 204 Campbell Avenue. Call Christiane at 837-4628 or email her at cgosselin@revelstoke.net should you wish to talk to her about developing a new festival / event or participating in an upcoming festival / event.

Community Forest Conference

In collaboration with the BC Community Forest Association, Revelstoke is hosting a province wide conference for anyone involved or interested in the development of community based forests. The conference is planned for April 15, 16 & 17 and some sessions will be open for public participation. Watch for more details to be advertised in April. For more information call Debra Wozniak at 837-5345 or email her at dwozniak@revelstoke.net.

Debra Wozniak

Revelstoke Economic Development Commission

Mount Mackenzie Resort Update

The Master Plan for the development of the Mount Mackenzie Resort was completed on schedule in December, 2003 and submitted to the Provincial Government, the City of Revelstoke and the Columbia-Shuswap Regional District for review. The Master Plan represents the final submission by the developers, Mount Mackenzie Resort Ltd. (MMRL), to Land and Water B.C. under the Commercial Alpine Ski Policy process to expand the existing Mount Mackenzie ski hill.

The plan is three volumes long and deals with a number of important issues. These include a plan for the mountain and a competitive resort analysis; a resort base plan; an assessment of engineering site servicing, traffic and social issues; a number of environmental management plans; a description of the First Nations consultation process; a description of the public consultation process; an explanation of issues related to prior rights on Mount Mackenzie including water users and the existing Cat Powder Skiing operation; and an economic analysis of the development of the resort.

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Revelstoke Chamber of Commerce

The Museums of Revelstoke

Our local Museums, The Revelstoke Railway Museum, The BC Interior Forestry Museum, The Revelstoke Museum and Archives and The Fire Hall Museum have joined together to produce a brochure – The Museums of Revelstoke. It is available at the museums or you can pick up a copy at the Chamber office. It looks great and will help us promote our Heritage Tourism attractions.

The Great Columbia Kayak Challenge

A Committee has been formed to create and run a 2-day Kayak Race between Revelstoke and Nakusp – “The Great Columbia Kayak Challenge”. Both communities are involved and committed to creating an event that can become a “franchise event” like “the Bathtub Race” is to Nanaimo or “The Cattle Drive” is to Kamloops. There will be two categories, one competitive – for prize money and one for recreational paddlers. The race will include a camp-out and BBQ at the ½ way point – Shelter Bay. This is a big project and the committee can use all the help it can get. So, if any of you out there are interested in helping anyway you can, please contact Gerry Gardner at Revelstoke Tourism.



A “Tourism Member Services” web page has been added to the ever-popular web site www.seerevelstoke.com. It is designed to get information about what we are doing, special offers, opportunities and news from other tourism sources. If you wish to access the site, please contact Gerry Gardner at revelstoketourism@telus.net for User Ids and Passwords.

New Nordic Ski Trail Map

The new Nordic Ski Trail Map has a great new look. Anyone wishing to have a copy or copies for their businesses please drop in and pick up a few.

Tourism Forum

The Tourism Forum held on October 22nd was a great success. More than 60 plus people turned out to find out about the revised Tourism Strategy, the 2004 Advertising Plans, Marketing Menu, Tourism Marketing Programs and the 2004 Co-op Advertising Plan as well as what’s new in our community’s Museums. The feedback we have received is very positive and many who attended offered their ideas too. For more information about the Strategy or Ad plans please contact Gerry Gardner at Revelstoke Tourism.

Gerry Gardner

Website Goes Multi-lingual

The seerevelstoke.com website will soon be in several languages. With the help of Revelstoke Community Economic Development, the Chamber will initiate the development of four new languages on the site. The Summer Tourism website is already in English and German and will be expanded to French, Japanese, Dutch and Korean. Research has shown over a lengthy period of time, that these markets are the most active viewers of the sites and also frequent international travellers. “The change will take a bit of time to develop.” according to Revelstoke Tourism Marketing Coordinator, Gerry Gardner, “but we are already underway in selecting the content and translation services.”

Tourist Information Kiosks

Another exciting development at the Chamber is the replacement of the tourist information kiosk computers at Rogers Pass Centre and the Revelstoke Railway Museum. The current machines have been in continuous operation since 2000 and are needing replacement. The new computers will be able to handle far more information and video segments and offer the user a much improved interactive experience. Also, we will be able to offer an additional computer location with a third system and kiosk.

New CD ROMs to Promote Revelstoke

In the mid-stage of development is the newly updated and popular Revelstoke CD ROM. The current award winning production dates back to 2000. With the assistance of the Columbia Basin Trust Community Initiatives Fund, Western Diversification Canada and Community Futures Development Corporation, four new CDs will be developed. The main CD will replace the current consumer production. One CD will be produced to specifically target group travel and wholesale business. Another will be for Economic Development uses and the fourth production for Photos and Media use. Each of these CDs has a specific target group and will feature information pursuant to that group.



Event Calendars

The Chamber is producing new Event Calendars for the months of June, July, August and September, for use by our local residents and visitors alike. If anyone has an event to post on the calendar contact Gerry Gardner at Revelstoke Tourism. Copies of the monthly calendars will be available at the Chamber office.

Thom Tischik

Revelstoke Community Skills Centre

English Language School

January has been very busy for the Skills Centre staff delivering the English Second Language program. Three classes have been operating to deliver English to 27 international students. Revelstoke families have been very kind to host all these students and the four international leaders who have arranged for 22 of the young people who are here for three weeks. School District # 19 has rented a classroom to the Skills Centre so that some of the younger students may experience elementary school in Revelstoke and meet Revelstoke students. This has been a great learning experience for all involved.

To continue the flow of students to the Revelstoke English Language School marketing initiatives will be directed to Mexico, Taiwan and Japan in the coming months. Relationships have been established with Korean agents and now is the time to expand the agent network which supports the recruitment of students to Revelstoke.

Great winter conditions have provided an amazing setting and conditions for outdoor activities which are so integral to the English Language program. Students who are here this winter are leaving with great memories of our winter sports.

Supported Training Initiatives

During the past year funding from the Columbia Basin Trust supported training initiatives at the Skills Centre and individuals who have no other source for employment improvement skills. As of January the funds have been distributed to support introductory computer and Internet skills, employability skills for low income individuals and a variety of requests from individuals to support their pursuit of increased employment skills. Through this initiative support has been given to 176 people. It is an important way of assisting Revelstoke residents to enhance their skills.

Carol Powadiuk

Revelstoke Economic Development Commission con't

(Continued from page 1)

Mount Mackenzie Resort Update

The Master Plan will now be reviewed by the Province, the City of Revelstoke and the Regional District. From the initial stages of developing the resort, the city has identified several areas that need to be addressed adequately. These included the size and scope of the development; the impact on municipal services (there should be no net cost the city); local transportation impacts and improvements; water services to the base area development; employee housing; affordability of skiing for local residents; and various social issues, including lifestyle impacts and potential increase in crime.



Over the next 2-3 months, the city will hire consultants with the required expertise to review the plan and ensure that issues identified by the community have been adequately dealt with in the Master Plan. The city will ensure that the public have an opportunity to review and comment on the analysis carried out by the consultants.

Upon a favourable review of the Master Plan by the various levels of government, the next step in the process will be the signing of a Master Development Agreement between the proponents (MMRL) and the Province. The city and the province are hopeful that this can take place by June, 2004, which will give the developers the green light they need to proceed with the resort expansion.

A copy of the Master Plan is available for review by the public at City Hall. Please call 837-2911 to make an appointment to review the plan.

For further information call Alan Mason, Director of Community Economic Development, at 837-5345 or e-mail redc@revelstoke.net.

Alan Mason

District Energy Update

This project has been in a slow mode of late as we are in the throes of arranging the financing and trying to determine the best route to pursue. A decision will be forthcoming soon. The Green Municipal Investment Fund Board will be making a decision at its Feb. 4 meeting. That agency promises to be the source of a \$1.0M grant or more, as well as a loan for up to 25% of the project at very favourable rates.

Meanwhile, we are establishing Memorandums Of Understanding with potential customers for the System and a Fuel Supply agreement with Downie. The Project is still on track to heat the dry kilns and some buildings in the 2004/05 winter season. There has been a favourable response from the Boiler Inspection Branch about our supervision requirements for the boiler. There should be a good deal of progress to report at the time of the next newsletter.

Geoff Battersby

Participating Development Organizations



Revelstoke
Community Skills Centre
PO Box 4500, Revelstoke BC V0E 2S0
Phone (250) 837-4239 Fax (250) 837-2882

Western Economic Diversification de l'économie
Diversification Canada de l'Ouest Canada



City of Revelstoke



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Fax: (250) 837-4223
Email: cfdc@revelstoke.net
www.seerevelstoke.com
www.cityofrevelstoke.com

Revelstoke Community Foundation

Black, White & Red Dance February 14, 2004

The Foundation is holding a dance and fundraiser at the Community Centre, Saturday, February 14, 2004 featuring The Mike Halleran Group and the RSS Jazz Band. Tickets are \$20 each and available at the Community Centre, Chamber of Commerce or Pharmasave. The dance and silent auction will be from 7:30 PM until midnight. A raffle will be held for airfare tickets for two anywhere in Canada dependent on seat availability.



*“Pleasure in the job
puts perfection in the work.”*
Aristotle (384 BC - 322 BC)

Claire Singleton Painting

In support of this year's homecoming reunion, the Foundation is commissioning Claire Singleton to paint a Revelstoke scene. Some of the profits from the sale of raffle tickets for the original and sales of prints will be used to fund Homecoming expenses and the remaining profits will be put towards the community endowment fund. We are hoping to unveil the painting at the February 14 dance.

2004 Grant Applications

The Foundation will be accepting grant applications from qualifying charitable organizations until Thursday, March 11 at 4:30 PM. Application forms are available at the Enterprise Centre, 204 Campbell Ave, or in MS Word format by email to dwozniak@revelstoke.net.

Debra Wozniak

**Community Futures
Development Corporation**



Small Business Loans

**Loans for small business start-up
or expansion are available as well as
business planning information.**

Self Employment Grant

**For individuals on Employment Insurance or who
have been on EI in the last 3 years or on maternity
in the last 3—5 years.**

**Provides financial support, business counseling
and business training.**

Community Lenders Since 1988

For Information Call: 837-5345

**FOR FREE CONFIDENTIAL
BUSINESS DEVELOPMENT ASSISTANCE**

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