

Visitor Centre Beautification Project Complete



August 13, 2021 – For Immediate Release

Aug. 13, 2021 - The Interpretive Marsh Walk and Beautification Project are now complete. The District of 100 Mile House was successful in securing Cariboo Chilcotin Coast Tourism Association (CCCTA) Catalyst Funding to make improvements to the Visitor Centre grounds.

The project consisted of revitalizing the front grounds to create a welcoming rest area for tourists, EV chargers, marsh trail users, and other visitors. The area has a fresh new look and the views of the Marsh from Hwy 97 have been visibly improved. Since travel restrictions have eased, we have noticed a significant increase in visitation at the Centre and at the EV Charging Stations located there. This pleasant new space has encouraged tourists to stop in 100 Mile, ask questions at the Visitor Centre, and will hopefully entice them to stay a little longer or come back again soon.

Another component of the project was adding interpretive markers highlighting some of the common birds spotted at the Marsh. The bird markers have generated interest from local school groups, clubs and visitors who walk the marsh trail. The District would like to extend a huge thank you to Lydia DeGroot, an avid local birder, for her expertise and her generous gift of time. Lydia contributed many hours of research to ensure the bird markers were successful. We would also like to thank all the local photographers who allowed the use of their bird photos.

A third component of the project included installation of a cedar fence at the Sani Station, to tie in the refreshed look of the landscaping in that location. The fencing provides nice delineation of the area and is an attractive addition to the always busy Sani Station.

One positive unintended consequence of the project was that the District was able to move up the maintenance timeline for the log signage and the log work on the Visitor Centre building, to coincide with the revitalization of the grounds. Canada's Log People stepped in and donated considerable time and materials toward this upgrade to help the District achieve a fresh new look that now better meets the standards of the landscaping improvements.

The District has received many positive comments about the fresh new look of the Visitor Centre grounds. "This project is a great example of a partnership that brings together tourism leaders, industry, local business, volunteers, and the community," says Mayor Mitch Campsall. "We are grateful to the CCCTA for their continued support in our mutual efforts to advance tourism in 100 Mile and throughout the South Cariboo."

"The improvements to the 100 Mile Marsh Walk and Visitor Center encourage existing guests to stay longer and spend more when visiting the community, supporting recovery and sustainable growth," states Amy Thacker, CEO of Cariboo Chilcotin Coast Tourism. "Collaborative investments by the B.C. government, such as the Catalyst Funding for this project, are essential to the recovery and well-being of our rural businesses and communities."

The next step in revitalization of the Visitor Centre area will be to construct public washrooms and new signage at the rear of the property in 2022. This initiative will utilize funding from the Tourism Dependent Communities Funding Stream.

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