

**DISTRICT OF 100 MILE HOUSE****COMMITTEE OF THE WHOLE****TO BE HELD IN DISTRICT COUNCIL CHAMBERS****Tuesday, January 27<sup>th</sup>, 2026, AT 4:30 PM**

|  |  |
|--|--|
|  | <b><u>CALL TO ORDER</u></b><br><br>Mayor to call the Committee of the Whole meeting to order at 4:30 PM.<br><br>Mayor acknowledges that this meeting is being held on Tsq̓escencúfecw. |
| <b>A.</b>                                | <b><u>APPROVAL OF AGENDA:</u></b>  |
|  | <b>A1</b><br><br><b>BE IT RESOLVED THAT</b> the January 27 <sup>th</sup> , 2026, Committee of the Whole agenda <u>be approved</u> .  |
| <b>B.</b>                                | <b><u>INTRODUCTION OF LATE ITEMS</u></b>   |
| <b>C.</b>                                | <b><u>DELEGATIONS:</u></b>   |
| <b>D.</b>                                | <b><u>UNFINISHED BUSINESS:</u></b>   |
| <b>E.</b>                                | <b><u>CORRESPONDENCE:</u></b>  |
| <b>F.</b>                                | <b><u>STAFF REPORTS:</u></b>   |
| <b>South Cariboo VIC Year End Update</b> | <b>F1</b><br><br><b>BE IT RESOLVED THAT</b> the 2025 year end update for the South Cariboo Visitor Center be received.   |

|                                      |  |
|--------------------------------------|--|
| <b>Economic Development Strategy</b> | <b>F2</b><br><br>District Council to review progress to date on actions identified in the <i>100 Mile House Economic Development Strategy 2021 and Beyond</i> .<br><br><i>Further action at the direction of Council</i> |
| <b>G.</b>                            | <b><u>BYLAWS:</u></b>  |
| <b>H.</b>                            | <b><u>OTHER BUSINESS:</u></b>  |
| <b>I.</b>                            | <b><u>QUESTION PERIOD:</u></b>   |
| <b>J.</b>                            | <b><u>ADJOURNMENT:</u></b>   |
|                                      | <b>J1</b><br><br><b>BE IT RESOLVED THAT</b> the Committee of the Whole meeting of January 27 <sup>th</sup> , 2026 adjourn:      PM:  |



## 2025 Year End Update

# South Cariboo Visitor Centre

### Visitor Statistics Overview (2023–2025)

A review of visitor statistics from 2023 through 2025 shows an overall decline in visitation, influenced in part by changes to data collection methods. Visitors using EV charging stations and picnickers who do not enter the building are no longer included in the counts, which has affected total figures. In 2024, local visitation increased compared to 2023, while visits from BC travelers declined.

This trend continued in 2025, with decreases in overall visitation and BC travelers; however, local visitation once again showed growth, highlighting strong ongoing engagement from the local community.

These trends align with broader economic shifts over the past three years, as the province moved from post-COVID-19 recovery into a period of increased economic pressure. Rising costs of living have limited discretionary spending, leading many families to travel closer to home and reduce spending on non-essential activities.

| 2025 Statistics                | 2024 Statistics                | 2023 Statistics                |
|--------------------------------|--------------------------------|--------------------------------|
| # Visitors   <b>7,076</b>      | # Visitors   <b>11,812</b>     | # Visitors   <b>13,538</b>     |
| # Local Visitor   <b>1,586</b> | # Local Visitor   <b>1,713</b> | # Local Visitor   <b>1,474</b> |
| # BC Visitors   <b>2,274</b>   | # BC Visitors   <b>3,532</b>   | # BC Visitors   <b>4,171</b>   |

The South Cariboo Visitor Centre has officially completed the 2025 season. An annual report was presented earlier in the year, and with all 2025 statistics now finalized, we are pleased to provide an update on how the season concluded. Overall, 2025 was a productive and engaging year, reflecting continued interest in the South Cariboo region and strong collaboration with our tourism partners. Visitor inquiries, community engagement, and promotional efforts demonstrated the value of the Visitor Centre as a key resource for both travelers and locals.



**Can you guess what our most frequently asked question was?**

**“What is there to do in the South Cariboo?”**

That question usually leads into requests about local attractions, outdoor recreation, events, dining, and family-friendly activities—and it reflects how visitors rely on the Visitor Centre to help them plan and make the most of their time in the region.



*Discover  
South Cariboo*



## *2026 Marketing Initiatives*

In 2026, the South Cariboo Visitor Centre will actively participate in a range of consumer shows and community events, including the BC Outdoor Show, the South Cariboo Outdoor and Recreation Show, as well as Hot July Nights and the Garlic Festival.

The South Cariboo will also gain increased visibility through the Ale Trail, providing a valuable opportunity to highlight our region as a must-stop destination.

Tourism Task Force members have been meeting bi-weekly and are pleased to announce the Stronger Together Tourism Forum Series, taking place in January and February 2026. This three-part series is designed to foster collaboration, share practical business insights, and support a strong, year-round tourism economy.

The sessions will be offered as three focused mini-forums:

- January 26 – Strengthening Operations & Teams
- February 2 – Expanding Reach & Marketing Smarter
- February 9 – Adapting for Sustainable, Year-Round Success



---

We would like to extend our sincere thanks to Council for their continued support of tourism in the South Cariboo. Your ongoing commitment plays a vital role in strengthening our visitor economy, supporting local businesses, and showcasing our region as a welcoming and vibrant destination.

# 100 Mile House

## Economic Development Strategy

### 2021 and Beyond



## IMPLEMENTATION PLAN



This program is funded by the Government of Canada  
and the Province of British Columbia.



DISTRICT OF  
**100 Mile House**



# Implementation Plan

## Appendix 2: Monitoring the Strategy – Activity Assessment

Monitoring the implementation of the strategy is critical and can help to secure funding for future initiatives and secure support for a longer-term economic development program.



The following table should be completed every six months. It can be used to provide updates to partners including Council, CRD, Community Futures, Chamber of Commerce, and the Province of BC. Each year, the table could be posted online as part of a basic monitoring report to area residents. Each strategy item should be assigned a status so that everyone is aware of what stage the project is at. The project status should be simple, and we recommend the following:

- Behind Schedule
- On Schedule
- Cancelled
- Delayed
- Ongoing (for those initiatives that continue from year to year – i.e. BRE or communications).
- Completed

| Initiative  | Planned Timing             | Status             | Notes/Updates |
|---|----------------------------|--------------------|---------------|
| 1. Economic Development Advisory Panel (EDAP)                 | Short-Term (0 – 18 months) | Not Started        |               |
| 2. Economic Development Advisory Panel Training               | Short-Term (0 – 18 months) | Not Started        |               |
| 3. Review and Enhance Community Transition Assistant Position | Short-Term (0 – 18 months) | Complete           | 2021-2024     |
| 4. Create Regular Communications                              | Short-Term (0 – 18 months) | Complete & Ongoing |               |



|   |                             |                    |  |
|---|-----------------------------|--------------------|--|
| 5. Leverage Resources and Capacity through Partnerships                           | Long-Term (2023 and beyond) | Complete & Ongoing | CRD, CCCTA, UNBC, Province, partnership projects         |
| 6. Raise 100 Mile House's Profile   | Long-Term (2023 and beyond) | Complete & Ongoing | Developed social media campaigns, media presence         |
| 7. Complete a BC Rural Dividend Application                                       | Short-Term (0 – 18 months)  | Completed          | REDIP application submitted (C Hall upgrades)            |
| 8. Create a Community Profile   | Short-Term (0 – 18 months)  | Completed          |  |
| 9. Investment Attraction and Economic Development Activities                      | Long-Term (2023 and beyond) | Ongoing            | Several Ec Dev materials have been developed & completed |
| 10. Land and Building Inventory   | Long-Term (2023 and beyond) | Not Started        | Considering value & feasibility                          |
| 11. New Resident and Relocation Package   | Long-Term (2023 and beyond) | Completed          | Relocation Guide complete                                |
| 12. Business and Resource Directory   | Long-Term (2023 and beyond) | Not Started        | Researched, Tourism Task Force may pursue                |
| 13. Establish a "100 Mile House BusinessCounts" Program                           | Short-Term (0 – 18 months)  | Not Started        | BRE program, db, one-on-one business meetings, hybrid BW |
| 14. Supportive Local Government Policies  | Long-Term (2023 and beyond) | Ongoing            | Sign bylaw, OCP, ZB underway                             |
| 15. 100 Mile BusinessCounts Workshop Series                                       | Long-Term (2023 and beyond) | Partial Start      | Host Business Workshops? CF, duplication, no unmet need  |
| 16. Create a Vibrant and Lively Downtown by Creating a Downtown Business Alliance | Long-Term (2023 and beyond) | Not Started        | relevance? Chamber? no call from businesses              |



|   |                             |                    |  |
|---|-----------------------------|--------------------|--|
| 17. Create an Environment that Encourages Entrepreneurship        | Long-Term (2023 and beyond) | Ongoing            | Featured a Business Spotlight as pilot- discontinued       |
| 18. Utilize Revitalization Tax Exemption to Encourage Development | Short-Term (0 – 18 months)  | Not Started        | BFIP in place (except 2023)                                |
| 19. Further Enhancement of the Façade Improvement Program         | Long-Term (2023 and beyond) | Not Started        | BFIP is never fully subscribed value of enhancement?       |
| 20. Continue to Support Immigrant Business Attraction             | Long-Term (2023 and beyond) | Complete Suspended | Paused participation                                       |
| 21. Connectivity Partnership                                      | Long-Term (2023 and beyond) | Underway           | CRD has made considerable progress, connectivity           |
| 22. Resident and Remove Worker Attraction                         | Long-Term (2023 and beyond) | Ongoing            | Remote worker material, Make the Move, new marketing       |
| 23. Remote Worker BusinessCounts Co-Working Space                 | Long-Term (2023 and beyond) | Not Started        | demand?  |
| 24. Housing and Residential Development                           | Long-Term (2023 and beyond) | Ongoing            | HNR, Prov'l housing leg, ongoing housing dvpt              |
| 25. Residential and Commercial Developer Attraction               | Long-Term (2023 and beyond) | Not Started        | Developers are here, demand for trades still high          |
| 26. Support Senior Housing Needs                                  | Long-Term (2023 and beyond) | Ongoing            | HNA, developer communications                              |
| 27. Enhancing and Communicating Public Amenities                  | Long-Term (2023 and beyond) | Ongoing            | TAI, Wayfinding signage                                    |
| 28. Expand Festivals and Events                                   | Long-Term (2023 and beyond) | Ongoing            | March Into Spring, Music in the Park, Event Planning Guide |



|  |                                |             |  |
|--|--------------------------------|-------------|--|
| 29. Incorporate Inclusion and Respect for Cultural Diversity               | Short-Term<br>(0 – 18 months)  | Ongoing     | Extra focus in OCP   |
| 30. Wayfinding   | Long-Term<br>(2023 and beyond) | Completed   | Wayfinding Strategy and implementation complete              |
| 31. Cohesive and Coordinated Tourism Partnerships                          | Long-Term<br>(2023 and beyond) | Ongoing     | Tourism Forum 2024, Tourism Task Force                       |
| 32. Tourism Inventory  | Long-Term<br>(2023 and beyond) | Completed   | Inventory complete, ongoing improvements visitor website     |
| 33. Agriculture Sector Growth Strategy                                     | Long-Term<br>(2023 and beyond) | Ongoing     | Partnering with CRD, project building ag strength Cariboo    |
| 34. Explore Opportunities for Year-Round Local Grown Products              | Long-Term<br>(2023 and beyond) | Not Started |  |
| 35. Agriculture Public Awareness   | Long-Term<br>(2023 and beyond) | Not Started | District role? support Farmer's Market                       |
| 36. Explore the Feasibility of a Local Abattoir Cooperative                | Long-Term<br>(2023 and beyond) | Not Started | District priority? role?                                     |
| 37. Leverage the Community Forest to Support Sector Sustainability         | Long-Term<br>(2023 and beyond) | Underway    | Long term strategic plan n/a, CFoR support local initiatives |
| 38. Work with the Sector to Retain Facilities and Increase Competitiveness | Long-Term<br>(2023 and beyond) | Underway    | The Path Forward, New opportunities explored                 |
| 39. Establish a Robust Shop Local Program                                  | Long-Term<br>(2023 and beyond) | Underway    | Shop Local strategic support, survey, promotion              |
| 40. Establish a First Impression Retail Assessment Program                 | Long-Term<br>(2023 and beyond) | Complete    | Basket of Goods, identify product gaps, opportunities        |



|  |                                |             |  |
|--|--------------------------------|-------------|--|
| <b>41. Build Retail Capacity</b>                                     | Long-Term<br>(2023 and beyond) | Ongoing     | Basket of Goods                                    |
| <b>42. Expand Retail Sector</b>                                      | Long-Term<br>(2023 and beyond) | Ongoing     | Business Opportunity Scan,<br>target retailers     |
| <b>43. Prepare an Economic Disaster Recovery and Resiliency Plan</b> | Short-Term<br>(0 – 18 months)  | Not Started | Informal progress: comm's, Ec<br>Dev staff in EOC, |