



DISTRICT OF 100 MILE HOUSE

COMMITTEE OF THE WHOLE

TO BE HELD IN DISTRICT COUNCIL CHAMBERS

Tuesday, January 27th, 2026, AT 4:30 PM

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

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

Visitors | **7,076**
Local Visitor | **1,586**
BC Visitors | **2,274**

2024 Statistics

Visitors | **11,812**
Local Visitor | **1,713**
BC Visitors | **3,532**

2023 Statistics

Visitors | **13,538**
Local Visitor | **1,474**
BC Visitors | **4,171**

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.

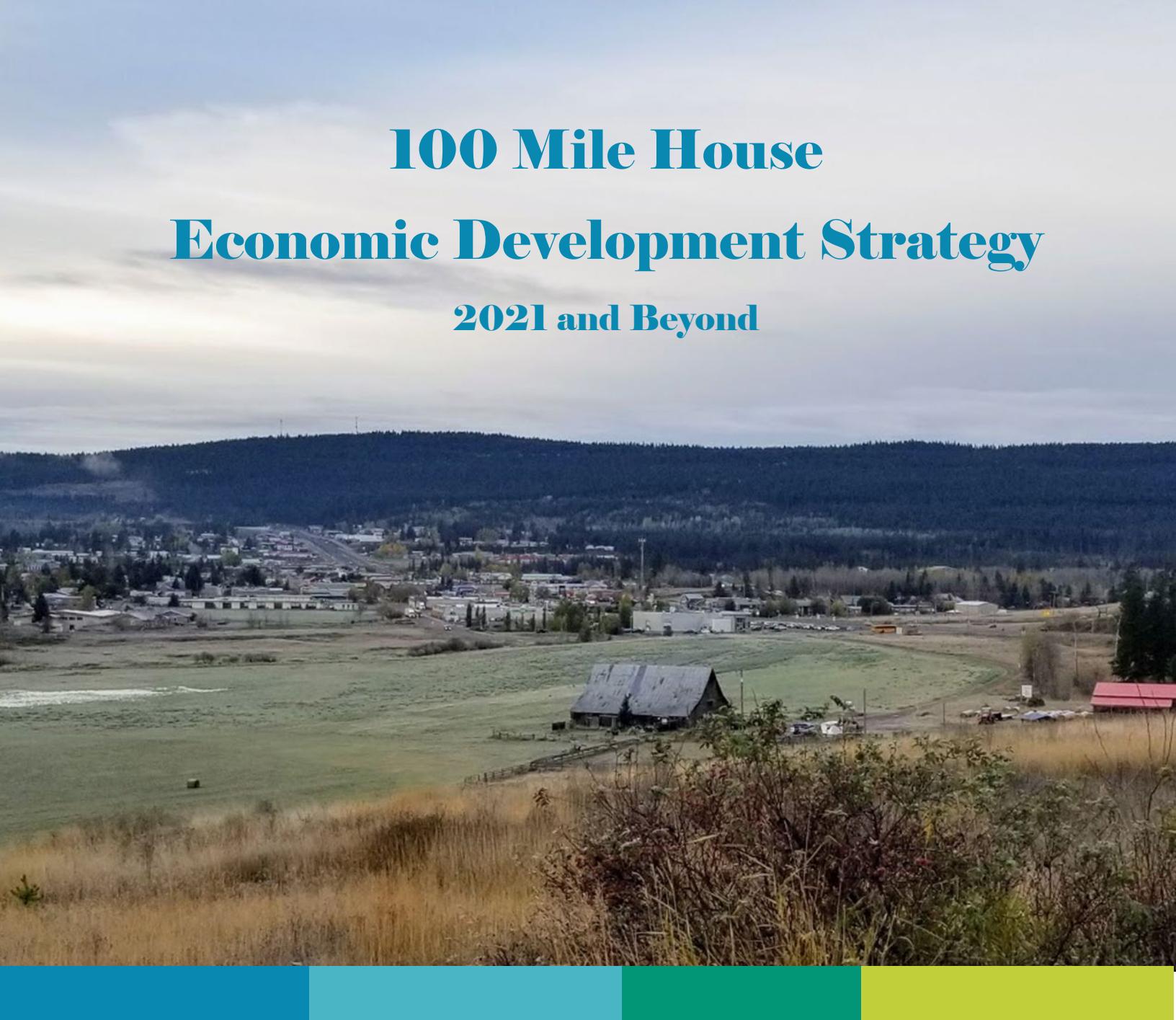
Tourism Task Force members have been meeting bi-weekly and are pleased to announce the Stronger Together Tourism Forum Series, taking place in January and February 2026. This three-part series is designed to foster collaboration, share practical business insights, and support a strong, year-round tourism 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 (0 – 18 months)	Ongoing	Extra focus in OCP
30. Wayfinding	Long-Term (2023 and beyond)	Completed	Wayfinding Strategy and implementation complete
31. Cohesive and Coordinated Tourism Partnerships	Long-Term (2023 and beyond)	Ongoing	Tourism Forum 2024, Tourism Task Force
32. Tourism Inventory	Long-Term (2023 and beyond)	Completed	Inventory complete, ongoing improvements visitor website
33. Agriculture Sector Growth Strategy	Long-Term (2023 and beyond)	Ongoing	Partnering with CRD, project building ag strength Cariboo
34. Explore Opportunities for Year-Round Local Grown Products	Long-Term (2023 and beyond)	Not Started	
35. Agriculture Public Awareness	Long-Term (2023 and beyond)	Not Started	District role? support Farmer's Market
36. Explore the Feasibility of a Local Abattoir Cooperative	Long-Term (2023 and beyond)	Not Started	District priority? role?
37. Leverage the Community Forest to Support Sector Sustainability	Long-Term (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 (2023 and beyond)	Underway	The Path Forward, New opportunities explored
39. Establish a Robust Shop Local Program	Long-Term (2023 and beyond)	Underway	Shop Local strategic support, survey, promotion
40. Establish a First Impression Retail Assessment Program	Long-Term (2023 and beyond)	Complete	Basket of Goods, identify product gaps, opportunities



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