



COMMUNITY
TOURISM
FOUNDATIONS®

Please be advised of the exploratory meeting for the Nakusp *Community Tourism Foundations*® development program with Tourism British Columbia. We will be meeting on **Monday, July 7, 2008 from 10:00am to 2:30pm at the Seniors Hall**, located at 210-8th Avenue, NW, Nakusp. Please note that lunch will be provided.

This exploratory meeting requires our key tourism stakeholders to gather together to explore the issues that are fundamental to building a strong direction for our local tourism industry. *This is the last step towards the acceptance of Nakusp into the Community Tourism Foundations program, and therefore it is pivotal that a healthy representation of all tourism stakeholders and sectors participate.* During this first meeting we need a group of 15 to 20 participants from a variety of areas. A range of other local stakeholders will be included in the program in subsequent meetings.

The key priorities for this meeting are:

- ◆ Meeting some of your community's key stakeholders
- ◆ Ensure Nakusp will benefit from the *Community Tourism Foundations Development* program
- ◆ Provide a brief overview of Tourism British Columbia and the *Community Tourism Foundations* program
- ◆ Clarifying details from the Expression of Interest
- ◆ Getting to understand the nature and evolution of the community's tourism economy, including history, current activities and future goals
- ◆ Understanding the leadership, organization, teamwork, partnerships, and alliances that exist in the community
- ◆ Understanding community, local government, and other organizations' awareness of and interaction with tourism
- ◆ Understanding the destination, the strategic direction of its tourism economy, and its marketing, research and development efforts
- ◆ Understanding the community's planning environment
- ◆ Examining the key priorities for the future evolution and success of the tourism economy and the barriers that need to be overcome in order for that to happen

The *Community Tourism Foundations* development program offers a range of tools, proven resources and customized destination development assistance. Because it takes a step-by-step approach, the program can accommodate the needs of communities at different stages of the tourism development process. The program provides a facilitator to guide the process and Nakusp has been matched with Simone Carlisle-Smith. Her bio can be found on the following page.

Please RSVP your attendance by Friday, June 27, 2008 to:

Monique Brunel
Coordinator, Community Development
Tourism British Columbia
Email: Monique.Brunel@tourismbc.com

COMMUNITY TOURISM FOUNDATIONS FACILITATOR

Tourism British Columbia is pleased to be providing the services of Simone Carlisle, as part of the *Community Tourism Foundations* program in Nakusp.

Simone provides tourism consulting, facilitation and project management services specializing in the development of community tourism for small communities throughout British Columbia. Simone works on her own or as part of an economic development and design team, depending on the needs of the community. As well as providing educational services, Simone has developed and instructed the Development of Community Tourism course for BCIT.

Through her consulting practices, Simone has worked on building strategic and marketing plans, designing and facilitating workshops and assisting with business planning for various destination marketing organizations. As a project manager on various initiatives, she has worked to implement specialized marketing strategies, designed and produced collateral materials and assisted with the coordination of websites, travel booth equipment, print advertising campaigns, geographic information systems maps, signage, DVDs and branding.

As part of the Tourism BC Community Tourism Foundations Development program, Simone has been working with the Bella Coola Valley, West Chilcotin, Smithers, Oliver, Tumbler Ridge, Cranbrook and Golden.

