



Community Tourism Foundations Planning Session Monday October 27, 2008

You are invited to join us as we conduct the Nakusp and Arrow Lakes Community Tourism Foundations® planning session hosted by Tourism British Columbia and the Nakusp and Area Development Board. We will be meeting from **10:00 a.m to 3:00 p.m.** in the Tenderfoot meeting room at the Kuskanax Lodge, located at 515 Broadway Street, Nakusp. Lunch will be provided.

RSVP your attendance by October 20th to: **Monique Brunel**, *Community Development Coordinator* Tourism British Columbia P: 604-660-3763 F: 604-660-3383 E: monique.brunel@tourismbc.com

This planning session requires that key tourism stakeholders gather together to further tourism development planning for the Nakusp and Arrow Lakes area. To prepare for this meeting read the initial report and the draft situation analysis prior to the meeting. For more information about the Community Tourism Foundations program and to review the online reports visit <http://nadb.kics.bc.ca/index.php?page=ctfhome>.

The key priorities for this meeting are:

- Visioning exercise
- Review and input of the draft Situation Analysis
- SWOT analysis
- Set goals and objectives for the tourism plan and marketing strategy
- Establish priorities and a timeline to achieve objectives
- Identify partnerships
- Determine next steps and action items

The following agenda will guide the session.

Welcome and Introductions	Nakusp and Area Development Board
Community Tourism Foundations Overview	Kootenay Rockies Tourism, Agent for Tourism BC
Development of Community Tourism	Simone Carlysle-Smith, Community Foundations Facilitator
Visioning Exercise	Simone Carlysle-Smith, Community Foundations Facilitator
Situation Analysis review / SWOT exercise Goals, Objectives, Priorities, Partnerships, Next Steps	Simone Carlysle-Smith, Community Foundations Facilitator

The Community Tourism Foundations development program offers a range of tools, proven resources and customized destination development assistance. The program provides a facilitator to guide the process and Nakusp and Arrow Lakes have been matched with Simone Carlysle-Smith. Her bio can be found on the following page.

COMMUNITY TOURISM FOUNDATIONS FACILITATOR

Tourism British Columbia is pleased to provide the services of Simone Carlisle-Smith as part of the Community Tourism Foundations program. Simone offers tourism consulting, facilitation, and project-management services, specializing in tourism development for small communities throughout British Columbia. Depending on the needs of the community, she works on her own or as part of an economic-development and design team.

Through her consulting practice, Simone develops strategic tourism and marketing plans, designs and facilitates workshops, and provides business-planning services for destination marketing organizations. As a project manager, she provides services to implement specialized marketing strategies, including branding, design and production of collateral materials (visitor guides, brochures, geographical information system maps), content-management system web applications, print advertising campaigns, merchandising, signage, display booth equipment and image banks.

Simone developed and instructed the Development of Community Tourism course as part of the Tourism Marketing Management diploma program at the British Columbia Institute of Technology in Burnaby, BC.

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

