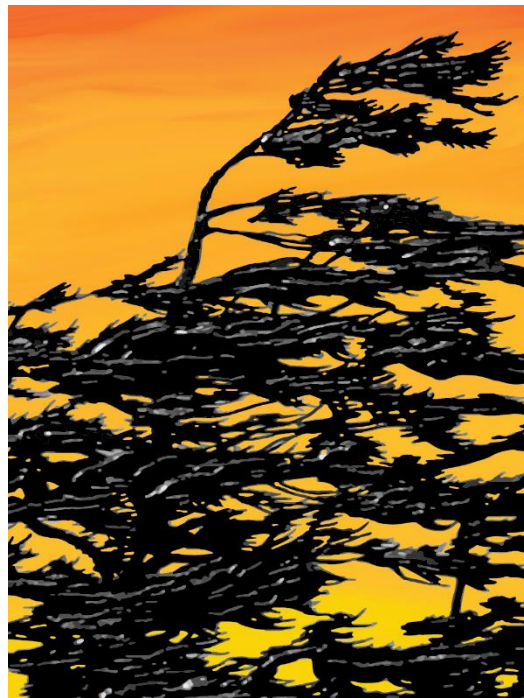




DISTRICT OF  
**UCLUELET**



# **Resort Development Strategy**

**2019/20 – 2021/22**

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## 1. Background



Ucluelet is a diverse, active and welcoming community which has been shaped over time by the energy of the place and the people drawn here to the natural setting of the rugged outer west coast of Vancouver Island.

Located on the narrow Ucluth Peninsula between Barkley Sound and the exposed Pacific Ocean, Ucluelet's name ("safe Harbour" in the Nuu-chah-nulth language) points to the key position of the town in this spectacular landscape. Poised on the edge of the Pacific, the community draws its energy from the interplay of the contrasting and complementary qualities of the landscape and the people. A short stroll takes you from Big Beach and the surge of the wild Pacific to the Whiskey Dock in the centre of the village and the calm waters of the harbour. Layered through the community are pairs of influences which add to its richness: land / sea; indigenous / settler; ancient / modern; resident / visitor; small town / world class; energizing / restoring; raw / refined – the interplay of these forces makes for a community which is complex, balanced and dynamic.

The people who make up the town of Ucluelet are known for being a friendly, hardworking resourceful and welcoming group of citizens who are fiercely protective of the land and sea, and the resources which have sustained the community for generations. Ucluelet has been recognized as a town committed to carefully managing its growth to ensure that, as it changes over time, the natural environment is protected, the social fabric of the community is strengthened, and the local economy becomes more diverse and vibrant. This plan builds on the careful work of the past and has been shaped by input from the engaged and passionate citizens of Ucluelet.

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## 2. Vision

*Ucluelet's built and natural environment reflects, above all, the value we place on the outstanding beauty and diverse natural habitat of this place, which support the well-being of all members of the community. Ucluelet residents and visitors enjoy a high quality of life built upon a sustainable, diverse and vibrant local economy.*

### Guiding Principles

The policy directions contained within the District's Official Community Plan (OCP) aim to realize this vision of Ucluelet as a vibrant, natural and active community. The following guiding principles reflect components of the vision and will be used to guide decision making.

1. Protect natural areas and ecological function
2. Maintain and enhance Ucluelet's unique character and preserve its heritage
3. Foster a welcoming and complete community
4. Build a diverse and dynamic local economy
5. Create a compact and vibrant Village Square
6. Develop and maintain top quality parks, trails, recreation and community services for residents and visitors
7. Broaden the spectrum of housing options to improve the availability of appropriate, affordable housing for all
8. Increase transportation choice and reduce automobile trips
9. Manage growth in balance with jobs, infrastructure investments, and the provision of services

### The Visitor Experience

The tourism sector is a strong and growing part of its economy yet Ucluelet remains a working town first, and a resort second. Ironically this is one of the town's strengths as a visitor destination. Ucluelet is the kind of town where not only does your yoga instructor live next door to a forklift operator, but there's a good chance that she *is* a forklift operator.

Interactions with the creative and colourful locals are an essential part of how our community leaves an impression on the visitor. By continuing to strengthen and grow as a diverse working town, by fostering small businesses and local innovators, and by improving the town facilities, programs and infrastructure to benefit all community members, we will also expand and improve the visitor experience.

Remaining genuinely Ukee in the face of growth and change will be key to maximizing the quality of life for both residents and visitors.

### **3. Goals**

Goal 1: To increase visitor satisfaction through the development, upgrade and installation of or enhancement of infrastructure;

Goal 2: To increase the number of accessible/barrier free amenities through the design of accessible infrastructure;

Goal 3: To increase sustainable tourism practices by working with partners to ensure sustainability through programming;

Goal 4: To support economic strategies that attract more visitors and extend stays through more visitor services/activities/accommodation resulting in a more vibrant economy;

Goal 5: To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast; and

Goal 6: To increase repeat visitor visitation through education amenities, access to electric charge stations and quality events.

### **4. Stakeholder Consultation**

The District of Ucluelet, over the years, has had many meetings with key stakeholders to discuss RMI spending priorities and best practices. Along with the District of Ucluelet's Mayor, Council and senior staff, and our two key stakeholders, Tourism Ucluelet and Ucluelet Chamber of Commerce, have worked together to provide a well represented a diverse cross section of tourism products from retailers, to accommodation providers and adventure tourism businesses. As in small towns most of the participants involved in this stakeholder group have wear multiple roles in the community. These meetings have helped to shape the projects in the RDS. The District of Ucluelet has also held several public realm projects open house in which the RMI projects have been the focal point of the presentations for community input.

The projects that will result from these meetings will be communicated to stakeholders and the community at large on a regular basis as follows:

- By special ceremonies when the improved facilities/infrastructure open;
  - By communicating the projects goals and outcomes and acknowledgement of partners contributions in media releases and press releases;
  - On the District website and Facebook page;
  - Signage installed with all infrastructure projects to acknowledge provincial contributions and those of other funders;
  - Improvements will be posted to recognize that they were made possible by the Province of British Columbia's Resort Municipality Initiative Program;
  - By provision of regular news bulletins throughout the community; and, with effective and ongoing liaising with stakeholders and local and non-local media.
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## Stakeholders

- District of Ucluelet
- Ucluelet Chamber of Commerce
- Tourism Ucluelet
- Wild Pacific Trail Society
- Pacific Rim Arts Society – this is a relatively new stakeholder, one which we hope to further develop moving forward
- Central Westcoast Forest Society is consulted with when we have projects with environment sensitivities
- The Community

## First Nation Engagement

The District of Ucluelet acknowledges that we are located on the traditional territory (ḥaaḥuuli) of the Yuuḥuʔiʔath (Ucluelet First Nation). We are neighbouring communities who share interests in the Ucluth Peninsula and surrounding area. Our long-standing relationship is built upon mutual respect and many individual, personal ties.

The District aims to broaden and strengthen this relationship to better the lives of all community members. The District has held a few Community to Community (C2C) Forums under the Province's initiative with the Yuuḥuʔiʔath (Ucluth First Nation) with great success. From these C2C meetings a Protocol Agreement was established "In recognition of the benefits that the communities can realize by working together, an avenue for dialogue and action is required where the parties come together to a common table as equal partners." Shared vision, values and communications are all pillars of the agreement. Tourism was an area that has been identified as a significant area of mutual interest.

## Linkages to Other Plans

This plan takes into consideration the following documents:

- Official Community Plan
- Parks & Recreation Master Plan
- District of Ucluelet Strategic Plan
- Public Realm Projects
- Economic development Strategy

The District of Ucluelet will support the Provincial Tourism Strategy by adopting the key pillars in the strategic framework when assessing, evaluating and developing all our local projects by:

1. Supporting People and Communities: *Improving the quality of life and increasing support and celebration of Indigenous cultures with our neighboring communities through tourism*
  2. Sustainably Growing the Visitor Economy: *Sustainably growing the visitor economy through innovative marketing and destination and community development working with our local partners*
  3. Respecting Nature and the Environment: *Strategically guiding and managing tourism growth while preserving B.C.'s and Ucluelet's natural spaces*
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RMI Project Title	Ukee Days		
RMI Program Goal (select)		<i>Tourism Programs, Service or Events</i>	
Project description	Ukee Days is the community summer festival that highlights the character and charm of the area.		
Project rationale	The District is in the process of taking this event to the next level, attracting more tourists with increased quality programming. The funds will be used for the operational components of the events. To further increase what is being highlighted with the event to draw the tourist – in 2019 the focus will be a logger sports demonstration. As with all our special events we further support any sustainability that we can build into the programming.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	July Annually	
	Anticipated Completion		
Project goal and how it relates to the Program's Outcomes	Project Goal(s):  <u>Goal 3:</u> To increase sustainable tourism practices by working with partners to ensure sustainability through programming;  <u>Goal 4:</u> To support economic strategies that will be to attract more visitors and extend stays through more visitor services/activities/accommodation as units come on-line which should result in a more vibrant economy.		
	Program Outcome(s): - Enhance visitor experience - Increased quality of event - Support Sustainability		
Accessibility-related project (if yes, please describe)	The infrastructure will be designed to be accessible		
Additional Benefits (please describe)	- Ability to extend stay with a quality programming		
Performance Measurement (please include measures used to evaluate project progress)	- Attendance at the gate - Feedback forms		
Project Lead/Manager	Abby Fortune, Manager of Parks & Recreation		
Funding sources	<b>Total RMI Funding</b>		50,000
	MRDT Funding (if applicable)	15,000	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding	105,000	
	Other (please identify)		
	<b>Total Cost of Project</b>		<b>170,000</b>

RMI Project Title	Edge to Edge Marathon		
RMI Program Goal (select)		<i>Tourism Programs, Service or Events</i>	
Project description	Edge to Edge Marathon is a well-respected marathon for the Westcoast. The project would be to further enhance and build on the success of the event		
Project rationale	Ucluelet Chamber, Tourism Ucluelet and the District of Ucluelet are currently in the process of working together to further develop the programming of this event. The event is being moved to the fall shoulder season. Funds will be used to in supporting the operations of the event.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	October	
	Anticipated Completion		
Project goal and how it relates to the Program's Outcomes	Project Goal(s):		
	<p><u>Goal 4:</u> To support economic strategies that will be to attract more visitors and extend stays through more visitor services/activities/accommodation as units come on-line which should result in a more vibrant economy.</p> <p><u>Goal 5:</u> To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast;</p>		
	Program Outcome(s): - Enhance visitor experience - Increased quality of event - Support Sustainability		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	- Increasing stays in the shoulder season		
Performance Measurement (please include measures used to evaluate project progress)	- increased Number of participants - increase in the number of accommodations used in the shoulder season		
Project Lead/Manager	Chamber of Commerce		
Funding sources	<b>Total RMI Funding</b>		50,000
	MRDT Funding (if applicable)		30,000
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding (in kind)		30,000
	Other registrations & sponsors		82,500
	Total Cost of Project		192,500

<b>RMI Project Title</b>	<b>Pacific Rim Whale Festival</b>		
<b>RMI Program Goal</b> (select)		<i>Tourism Programs, Service or Events</i>	
<b>Project description</b>	To revitalize operations and programming of the Pacific Rim Whale festival. The Ucluelet Chamber, Tofino Chamber, Tourism Ucluelet, Tourism Tofino and the District of Ucluelet are currently in the process of working together to further develop the programming and further operations of this event. Funds will be used to in supporting this programming initiative in operations.		
<b>Project rationale</b>	The pacific Rim Whale Festival is a long-standing event for the west coast that needs an update and re- evaluation for programming. Key stake holders in Ucluelet, Tofino and the First Nations communities are all committed to re-working this event. Funding will help to increase operations of the event.		
<b>Project status</b>	<i>New Project</i>		
<b>Project milestones</b>	Anticipated Start Date	April 2019	
	Anticipated Completion	ongoing	
<b>Project goal and how it relates to the Program's Outcomes</b>	Project Goal(s):		
	<u>Goal 3:</u> To increase sustainable tourism practices by working with partners to ensure sustainability through programming;		
	<u>Goal 4:</u> To support economic strategies that will be to attract more visitors and extend stays through more visitor services/activities/accommodation as units come on-line which should result in a more vibrant economy.		
	Program Outcome(s): <ul style="list-style-type: none"> <li>- Enhance visitor experience - Increased quality of event</li> <li>- Support Sustainability</li> </ul>		
<b>Accessibility-related project</b> (if yes, please describe)			
<b>Additional Benefits</b> (please describe)	<ul style="list-style-type: none"> <li>- Enhancement of the visitor experience</li> <li>- Increased stays to the Westcoast</li> </ul>		
<b>Performance Measurement</b> (please include measures used to evaluate project progress)	<ul style="list-style-type: none"> <li>- Surveys will be done</li> <li>- Increased accommodation over the event</li> </ul>		
<b>Project Lead/Manager</b>	Steering Committee		
<b>Funding sources</b>	<b>Total RMI Funding</b>		50,000
	MRDT Funding (if applicable)		15,000
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding		
	Other (please identify) sponsorship & events		90,000
	<b>Total Cost of Project</b>		<b>155,000</b>



RMI Project Title	Rip Curl Pro – Shuttle Services		
RMI Program Goal (select)		<i>Tourism Programs, Service or Events</i>	
Project description	Rip Curl Pro is a new event in its second year, supporting the Canadian Nationals for surfing in the Pacific Rim National Park. The support of this event would be to have a shuttle service for the visitors from the communities to the event, supporting the event, the and enhancing the visitors stay. The project would be to further the success of the event by providing a green option of a shuttle bus.		
Project rationale	Tourism Ucluelet and the District of Ucluelet are working together to support this event and creating access to it. This event also will increase visitation for the area as it is being held during the shoulder season.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	May	
	Anticipated Completion		
Project goal and how it relates to the Program's Outcomes	Project Goal(s):		
	<p><u>Goal 3</u>: To increase sustainable tourism practices by working with partners to ensure sustainability through programming;</p> <p><u>Goal 4</u>: To support economic strategies that will be to attract more visitors and extend stays through more visitor services/activities/accommodation as units come on-line which should result in a more vibrant economy.</p>		
	Program Outcome(s): - Enhance visitor experience - Support Sustainability		
Accessibility-related project (if yes, please describe)	n/a		
Additional Benefits (please describe)	<ul style="list-style-type: none"> <li>- Increasing stays in the shoulder season</li> <li>- Promote Ucluelet in terms of surfing and green practices</li> </ul>		
Performance Measurement (please include measures used to evaluate project progress)	<ul style="list-style-type: none"> <li>- increased Number of participants</li> <li>- increase in the number of accommodations used in the shoulder season</li> </ul>		
Project Lead/Manager	Tourism Ucluelet		
Funding sources	<b>Total RMI Funding</b>		6,000
	MRDT Funding (if applicable)		
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding (in kind)		
	Other (please identify) registrations & sponsors		
	<b>Total Cost of Project</b>		6,000

RMI Project Title	Village Green Improvements		
RMI Program Goal (select)	<i>Tourism Infrastructure</i>		
Project description	The objective of the Village Green project is to properly design and create a waterfront civic area - which is currently dominated by pavement - into a pedestrian-friendly central gathering space in the heart of Ucluelet. Moving the access to the Municipal Hall parking would allow expansion of the park in front and raising / leveling the grade will create a larger and continuous park space. The parking area in front (designed to be easily closed off during events, market days, etc.) would be changed to pavers with low roll-curbs to create and age friendly and accessible gathering space for special events.		
Project rationale	The rationale for this project is to create a safe, accessible, user friendly space for all.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Spring 2019	
	Anticipated Completion	Fall 2021	
Project goal and how it relates to the Program's Outcomes	Project Goal(s):		
	<p><u>Goal 1</u>: Increased visitor satisfaction through the development, upgrade and installation of or enhancement of infrastructure;</p> <p><u>Goal 2</u>: Increased number of accessible/barrier free amenities through the design of accessible infrastructure;</p> <p><u>Goal 3</u>: To increase sustainable tourism practices by working with partners to ensure sustainability through programming;</p> <p><u>Goal 5</u>: To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast</p>		
Accessibility-related project (if yes, please describe)	<p>Program Outcome(s):</p> <ul style="list-style-type: none"> <li>- Support Infrastructure</li> <li>- Enhance visitor experience</li> <li>- Support Sustainability</li> </ul> <p>- The infrastructure will be designed to be accessible</p>		
Additional Benefits (please describe)	<ul style="list-style-type: none"> <li>- Increased enjoyment for all</li> <li>- provide additional programming space</li> </ul>		
Performance Measurement (please include measures used to evaluate project progress)	<ul style="list-style-type: none"> <li>- use of the area</li> <li>- surveys and observations</li> </ul>		
Project Lead/Manager	- Bruce Greig, Manager of Planning		

<b>Funding sources</b>	<b>Total RMI Funding</b>	400,000
	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Other (please identify) gas tax	200,000
	<b>Total Cost of Project</b>	<b>600,000</b>

<b>RMI Project Title</b>	<b>Cedar Road Visitors Hub</b>	
<b>RMI Program Goal (select)</b>	<i>Tourism Infrastructure</i>	
<b>Project description</b>	The Cedar Road Visitor Hub project will create a central arrival and parking area on District-owned land in the center of town. Washroom facilities are now being built on this site along with increased way finding signage to orient visitors to the Village Centre and its various attractions. Additional accessible parking areas are being designed. Further landscaping of the area along with paving is being further incorporated into the project.	
<b>Project rationale</b>	This project directly speaks to the need for central parking area for tourism and further development of the downtown core “village square” area, creating a nice accessible space.	
<b>Project status</b>	<i>Ongoing Project as well as in the overall development of the parking area and the next stages</i>	
<b>Project milestones</b>	Anticipated Start Date	Spring 2019
	Anticipated Completion	Spring 2020
<b>Project goal and how it relates to the Program’s Outcomes</b>	Project Goal(s):	
	Goal 1: Increased visitor satisfaction through the development, upgrade and installation of or enhancement of infrastructure;	
	Goal 2: Increased number of accessible/barrier free amenities through the design of accessible infrastructure;	
<b>Accessibility-related project (if yes, please describe)</b>	Program Outcome(s):	
	<ul style="list-style-type: none"> <li>- Support Infrastructure</li> <li>- Enhance visitor experience</li> <li>- Support Sustainability</li> </ul>	
<b>Additional Benefits (please describe)</b>	<ul style="list-style-type: none"> <li>- Access to downtown businesses</li> <li>- Walkability of the area</li> <li>- Increase stays</li> <li>- Sustainability component with electric charging stations</li> </ul>	

<b>Performance Measurement</b> (please include measures used to evaluate project progress)	- The performance evaluation will be based of self-reporting out from the businesses in the area as well as feedback from the chamber of Commerce	
<b>Project Lead/Manager</b>	- Warren Cannon, Manager of PW, Abby Fortune, Manager of Parks & Recreation	
<b>Funding sources</b>	<b>Total RMI Funding</b>	100,000
	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Other gas tax	100,000
	<b>Total Cost of Project</b>	<b>200,000</b>

<b>RMI Project Title</b>	<b>Amphitrite Point Lands Project</b>		
<b>RMI Program Goal</b> (select)	<i><b>Tourism Infrastructure</b></i>		
<b>Project description</b>	The Amphitrite Point project is for park infrastructure to improve access and recreational experience for residents and visitors to the west coast. The design and renovation of the lightkeeper's house and green space area will create a gathering space for safe storm watching, while giving visitor's a view into the surrounding community, culture and natural history.		
<b>Project rationale</b>	The project will improve safety, accessibility and increase the public's connection to the place and its history.		
<b>Project status</b>	<i>Ongoing Project (from previous RDS) – further steps for this project for the build out</i>		
<b>Project milestones</b>	Anticipated Start Date	Fall of 2019	
	Anticipated Completion	Spring of 2021	
<b>Project goal and how it relates to the Program's Outcomes</b>	<p>Project Goal(s):</p> <p><u>Goal 1</u>: Increased visitor satisfaction through the development, upgrade and installation of or enhancement of infrastructure;</p> <p>Goal 2: Increased number of accessible/barrier free amenities through the design of accessible infrastructure;</p> <p><u>Goal 5</u>: To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast</p> <p><u>Goal 6</u>: To increase repeat visitor visitation through education amenities, access to electric charge stations and quality events.</p>		

	Program Outcome(s): - Support Infrastructure - Enhance visitor experience - Support Sustainability	
<b>Accessibility-related project</b> (if yes, please describe)	- Yes – this will be built into the design; including accessible washrooms and ramping	
<b>Additional Benefits</b> (please describe)	- Safe viewing to the Pacific Ocean during significant weather and tides	
<b>Performance Measurement</b> (please include measures used to evaluate project progress)	- Surveys - Visitors self-reporting - Use of the site, increase with the trail monitor	
<b>Project Lead/Manager</b>	Abby Fortune, Manager of Parks & Recreation	
<b>Funding sources</b>	<b>Total RMI Funding</b>	303,000
	MRDT Funding (if applicable)	
	Other Provincial Funding – Provincial infrastructure grant if successful	997,874
	Municipal Funding	
	Other (please identify)	
	<b>Total Cost of Project</b>	<b>1,300,800</b>

<b>RMI Project Title</b>	<b>Electric Charging Station</b>		
<b>RMI Program Goal</b> (select)			<b><i>Sustainability Project</i></b>
<b>Project description</b>	Installation of 8 Level 2 electric vehicle charging stations at 4 key locations across the District.		
<b>Project rationale</b>	The primary rationale for the stations is to provide EV charging facilities for visitors to the District.		
<b>Project status</b>	<i>New Project</i>		
<b>Project milestones</b>	Anticipated Start Date	Spring 2020	
	Anticipated Completion	Fall 2020	

<b>Project goal and how it relates to the Program's Outcomes</b>	Project Goal(s): <u>Goal 4:</u> To support economic strategies that will be to attract more visitors and extend stays through more visitor services/activities/accommodation as units come on-line which should result in a more vibrant economy. <u>Goal 6:</u> To increase repeat visitor visitation through education amenities, access to electric charge stations and quality events.	
	Program Outcome(s): - Support Infrastructure - Enhance visitor experience - Support Sustainability	
<b>Accessibility-related project</b> (if yes, please describe)		
<b>Additional Benefits</b> (please describe)	- District's Climate action	
<b>Performance Measurement</b> (please include measures used to evaluate project progress)	- Monitoring the use of the charging stations	
<b>Project Lead/Manager</b>	- Mark Boysen, CAO	
<b>Funding sources</b>	<b>Total RMI Funding</b>	82,000
	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Other (please identify)	
	<b>Total Cost of Project</b>	<b>82,000</b>

<b>RMI Project Title</b>	<b>Peninsula Blvd Upgrade</b>		
<b>RMI Program Goal (select)</b>	<i><b>Tourism Infrastructure</b></i>		<i><b>Sustainability Project</b></i>
<b>Project description</b>	Redesign of Peninsula Road & boulevard, the main road through the District of Ucluelet. This project will focus on creating a more pedestrian friendly, better wayfinding, more inviting and attractive boulevards leading to the downtown core.		
<b>Project rationale</b>	The District of Ucluelet is trying to further enhance the project through beautification/landscaping of the site as well as extending the ability to be an accessible park.		
<b>Project status</b>	New Project		
<b>Project milestones</b>	Anticipated Start Date	Fall 2019	
	Anticipated Completion	Fall 2021	

<p><b>Project goal and how it relates to the Program's Outcomes</b></p>	<p>Project Goal(s):</p> <p><u>Goal 1</u>: Increased visitor satisfaction through the development, upgrade and installation of or enhancement of infrastructure;</p> <p><u>Goal 2</u>: Increased number of accessible/barrier free amenities through the design of accessible infrastructure;</p> <p><u>Goal 3</u>: To increase sustainable tourism practices by working with partners to ensure sustainability through programming;</p> <p><u>Goal 5</u>: To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast</p> <p>Program Outcome(s):</p> <ul style="list-style-type: none"> <li>- Support Infrastructure</li> <li>- Enhance visitor experience</li> <li>- Support Sustainability</li> </ul>	
<p><b>Accessibility-related project</b> (if yes, please describe)</p>	<p>Accessibility will be identified with the placement and the curb cuts with the sidewalks.</p>	
<p><b>Additional Benefits</b> (please describe)</p>	<ul style="list-style-type: none"> <li>- Increasing visitor satisfaction</li> <li>- Beautification</li> <li>- Safer intersections and boulevards</li> </ul>	
<p><b>Performance Measurement</b> (please include measures used to evaluate project progress)</p>	<ul style="list-style-type: none"> <li>- Use of the space</li> <li>- self-reporting of businesses</li> </ul>	
<p><b>Project Lead/Manager</b></p>	<p>Bruce Greig, Manager of Community Planning</p>	
<p><b>Funding sources</b></p>	<p><b>Total RMI Funding</b></p>	<p>\$140,000</p>
	<p>MRDT Funding (if applicable)</p>	
	<p>Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)</p>	
	<p>Municipal Funding</p>	
	<p>Other (please identify) gas tax</p>	<p>160,000</p>
	<p><b>Total Cost of Project</b></p>	<p><b>300,000</b></p>

RMI Project Title	Heritage Sign		
RMI Program Goal (select)	<i>Tourism Infrastructure</i>		
Project description	To create heritage signage throughout the community		
Project rationale	Educational signage has proven to be very successful in Ucluelet for tourists wanting more information regarding the culture and the history of the area.		
Project status	<i>New Project</i>		
Project milestones	Anticipated Start Date	Fall 2019/ annually	
	Anticipated Completion	Fall 2021	
Project goal and how it relates to the Program's Outcomes	Project Goal(s): <u>Goal 6</u> : To increase repeat visitor visitation through education amenities, access to electric charge stations and quality events.		
	Program Outcome(s): - Enhance visitor experience		
Accessibility-related project (if yes, please describe)			
Additional Benefits (please describe)	- increase visitor satisfaction		
Performance Measurement (please include measures used to evaluate project progress)	- through surveys and self-reporting		
Project Lead/Manager	Abby Fortune, Manager of Parks & Recreation		
Funding sources	<b>Total RMI Funding</b>		\$9,000
	MRDT Funding (if applicable)		
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)		
	Municipal Funding		
	Other (please identify)		
	<b>Total Cost of Project</b>		<b>\$9,000</b>



<b>RMI Project Title</b>	<b>Public Art Project</b>	
<b>RMI Program Goal</b> (select)	<i>Tourism Infrastructure</i>	
<b>Project description</b>	To create a public art tourism program and purchase and set-up public art displays throughout the resort municipality. Funds would be used for the programming and operations end of this project.	
<b>Project rationale</b>	Public Art projects have proven to be very successful for tourists wanting more information regarding art, culture and the history of the area. The artist and community at large have been enquiring about public art displays and showcasing local talent.	
<b>Project status</b>	<i>New Project</i>	
<b>Project milestones</b>	Anticipated Start Date	Fall 2019
	Anticipated Completion	Fall 2021
<b>Project goal and how it relates to the Program's Outcomes</b>	Project Goal(s):	
	<p><u>Goal 4</u>: To support economic strategies that attract more visitors and extend stays through more visitor services/activities/accommodation resulting in a more vibrant economy;</p> <p><u>Goal 5</u>: To extend tourism season by providing infrastructure and amenities that support year-round enjoyment and access to the West Coast;</p> <p><u>Goal 6</u>: To increase repeat visitor visitation through education amenities, access to electric charge stations and quality events.</p>	
	Program Outcome(s):	
	- Enhance visitor experience	
<b>Accessibility-related project</b> (if yes, please describe)		
<b>Additional Benefits</b> (please describe)	- increase visitor satisfaction	
<b>Performance Measurement</b> (please include measures used to evaluate project progress)	- through surveys and self-reporting	
<b>Project Lead/Manager</b>	Abby Fortune, Manager of Parks & Recreation	
<b>Funding sources</b>	<b>Total RMI Funding</b>	\$35,573
	MRDT Funding (if applicable)	
	Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
	Municipal Funding	
	Other (please identify)	
	<b>Total Cost of Project</b>	\$35,573

### Three-Year RMI Financial Plan

	2019	2020	2021	Potential 2021 Carryover		Total RMI Allocation
				2022	2023	
<b>Carryover from previous year</b>	512,347	295,787	50,411			
<b>Interest earned on carryover</b>	2,992	1,727	265			4,984
<b>Anticipated RMI Funding</b>	384,368	361,397	361,397			1,107,162
<b>Total Funds Available</b>	899,707	658,911	412,073			1,970,691
<b>Anticipated Spending</b>						
<b>Tourism Infrastructure, Amenities, or Capital Purchases:</b>						
Amphitrite Point Lands Project		151,500	151,500			303,000
Village Green Improvements	50,000	200,000	150,000			400,000
Cedar Road Visitors Hub	100,000					100,000
Electric Vehicle Charging Station		82,000				82,000
Heritage Sign	3,000	3,000	3,000			9,000
Peninsula Blvd Upgrade	40,000	100,000				140,000
Public Art Project			35,573			35,573
<b>Carryforward projects</b>						
Big Beach Access	40,000					40,000
Safe Zone Kiosks	57,659					57,659
WPT Connector Trail	22,785					22,785
Lightkeepers House	60,000					60,000
Cedar Road Visitors Hub	133,925					133,925
Banners	3,534					3,534
Terrace Beach Access	20,000					20,000
Alder Rd Park	3,017					3,017
Chamber – washrooms/signage	8,000					8,000
St. Jacques - accessible	20,000					20,000
<b>Sub Total (Minimum 70% over 3-year term)</b>	561,920	536,500	340,073			1,438,493
<b>Tourism Services, Programs or Events:</b>						
Ukee Days	10,000	20,000	20,000			50,000
Edge to Edge Marathon	10,000	20,000	20,000			50,000
Pacific Rim Whale Festival	10,000	20,000	20,000			50,000
Rip Curl Pro	2,000	2,000	2,000			6,000
<b>Sub Total (Maximum 30% over 3-year term)</b>	32,000	62,000	62,000			156,000
<b>Administration (if applicable):</b>						
Program staff	8,000	8,000	8,000			24,000
Travel to Spring RCC	2,000	2,000	2,000			6,000
Performance Measurement						
<b>Sub Total (up to \$10,000 per year)</b>	10,000	10,000	10,000			30,000

<b>Total Spending:</b>	603,920	608,500	412,073			1,624,493
Carry forward (if any):	295,787	50,411	0			

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