

**VILLAGE OF PEMBERTON
-COMMITTEE OF THE WHOLE MEETING AGENDA-**

Agenda for the **Committee of the Whole** of Council of the Village of Pemberton to be held **Tuesday, November 7, 2017 at 1:00 p.m.** at Council Chambers, 7400 Prospect Street. This is meeting No. 167.

“This meeting is being recorded on audio tape for minute-taking purposes as authorized by the Village of Pemberton Audio Recording of Meetings Policy dated September 14, 2010.”

Item of Business	Page No.
1. CALL TO ORDER	
In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.	
2. APPROVAL OF AGENDA	1
Recommendation: THAT the agenda be approved as presented.	
3. APPROVAL OF MINUTES	
a) Committee of the Whole No. 166 – Tuesday, September 12, 2017	2
Recommendation: THAT the minutes of Committee of the Whole Meeting No. 166, held Tuesday, September 12, 2017 be adopted as circulated.	
4. COMMUNITY INITIATIVE AND OPPORTUNITY FUND - UPDATE	8
*Note: Delegations have been provided 15 minutes for presentation and questions, as listed below.	
a) 2017 Final Reports	
1:00 PM – 1:15 PM - Anne Crowley, Pemberton Arts and Culture Council	20
1:15 PM – 1:30 PM - Dawn Johnson, Pemberton Farmers Market Association	25
1:30 PM – 1:45 PM - Carlee Cindric, Spirit of BC (Winterfest)	28
1:45 PM – 2:00 PM - Shirley Henry, Pemberton & District Chamber of Commerce	33
2:00 PM – 2:15 PM - Jessica Turner, Pemberton BMX Society	42
2:15 PM – 2:30 PM - Mark Mendonca, Tourism Pemberton	45
b) 2018 Applications for Funding	
i. Pemberton Farmers Market Association	55
ii. Pemberton & District Chamber of Commerce	56
5. CORPORATE QUARTERLY REPORT – OUTSTANDING RESOLUTIONS	57
6. ADJOURNMENT	

**VILLAGE OF PEMBERTON
COMMITTEE OF THE WHOLE
MEETING MINUTES**

Minutes for the **Committee of the Whole** of Council of the Village of Pemberton, held Tuesday, September 12, 2017, at 1:00 p.m., at Council Chambers, 7400 Prospect Street. This is meeting No. 166.

ATTENDING: Mayor Mike Richman
Councillor James Linklater
Councillor Ted Craddock
Councillor Karen Ross

ABSENT: Councillor Jennie Helmer

STAFF: Nikki Gilmore, Chief Administrative Officer
Sheena Fraser, Manager of Corporate & Legislative Services
Tim Harris, Manager of Operations and Development Services
Lisa Pedrini, Senior Planner
Elysia Harvey, Legislative Assistant

PUBLIC: 5

1. CALL TO ORDER

At 1:01 p.m. Mayor Richman called the meeting to order.

In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.

2. APPROVAL OF AGENDA

Moved/Seconded

THAT The agenda be approved as presented.

CARRIED

3. APPROVAL OF THE MINUTES

a) Committee of the Whole No. 165 – Tuesday, July 25, 2017

Moved/Seconded

THAT the minutes of Committee of the Whole Meeting No. 165, held Tuesday, July 25, 2017, be adopted as circulated.

CARRIED

4. UPCOMING MEETINGS – DISCUSSION

a) BUILDING BRIDGES WORKSHOP – September 22 – 8:30am – 4:30pm

Councillors Linklater, Ross, and Craddock advised they will attend the workshop.

b) DESTINATION DEVELOPMENT PLANNING SESSION – September 22 – 9:30 am – 4:00pm

Jill Brooksbank, Communications and Grant Coordinator, will be attending to represent Staff. Mayor Richman and Councillor Craddock will discuss to determine who can attend due to the conflict with the Building Bridges Workshop.

c) AIRBNB MEETING INVITE – UBCM – September 25 – 29

Councillors Linklater and Ross expressed interest in attending, and will discuss with CAO Gilmore once the UBCM schedule has been confirmed.

d) VCH NORTH SHORE LOCAL GOVERNANCE LIAISON MEETING – Agenda topic discussion – October 6 – 10am – 11:30am

Councillor Linklater advised he will attend.

E) VCH SEA TO SKY CONGRESS – November 16 – 1pm – 4pm

Mayor Richman advised he will attend. Lisa Pedrini, Senior Planner, will be attending to represent Staff.

F) RESOURCE BREAKFAST SERIES

Follow-up email to be sent by Wendy Olsson, Executive Assistant, confirming details.

G) TRUCK LOGGERS ASSOCIATION MEETING

Follow-up email to be sent by Wendy Olsson, Executive Assistant, confirming details.

5. SITE ALTERATION BYLAW – DRAFT FOR DISCUSSION

The Committee of the Whole discussed strengthening the language surrounding invasive species, and adjusting the minimum requirement to obtain a Site Alteration Permit for the deposit or removal of soil, trees, and other materials from 10 cubic metres (m³) to 50 cubic metres (m³). Discussion also took place regarding fencing requirements, permit fees, and fines.

Moved/Seconded

THAT the Site Alteration Bylaw be referred back to staff for amendments, as discussed, and the Bylaw brought forward for readings after legal review.

CARRIED

NOTE: As the Site Alteration Bylaw relates to soil removal/deposit, there is a requirement to refer the Bylaw to the Ministry of Energy and Mines (soil removal) and the Ministry of Environment (soil deposit). After receiving legal review, the Bylaw will be forwarded to the appropriate Ministries

Staff requested that the Agenda be amended to bring forward the Short-Term Vacation Rental Report as the next item for discussion, as the public in attendance at the meeting were specifically interested in this item.

Moved/Seconded

THAT the Committee of the Whole Agenda be amended to bring forward the Short-Term Vacation Rental Report.

CARRIED

6. SHORT-TERM VACATION RENTALS – MANAGEMENT OPTIONS

Lisa Pedrini, Senior Planner, provided an update on the Short-Term Vacation Rentals Survey results, and the progress on the Zoning Bylaw project to date.

Topics of discussion surrounding short-term vacation rentals and amendments to the Zoning Bylaw focused on some of the following key areas of concerns:

- Review of the options for consideration (Roll Back, Modernize the 'Status-Quo', Expanded, and Blended);
- Monitoring and enforcement;
- Impacts to neighbourhoods (parking, noise, safety, disturbance);
- Changes to local tourism, demographics, and economy, and the importance of keeping in pace with these;
- Impacts on existing accommodation providers and development of new hotel/motel accommodations;
- Impacts on long-term rental opportunities;
- Limiting the number of permits issued for Short-Term Rental Units;
- Business licence fees and requirements.

Moved/Seconded

THAT the Committee of the Whole recommends to Council to direct Staff to create a definition of short-term vacation rental in the draft new Zoning Bylaw and permit their use under the following conditions:

- Only in those zones that currently permit a bed and breakfast (as defined by Zoning Bylaw No. 466, 2001;
- Only permitted within the principal dwelling, unless the property owner receives a Temporary Use Permit (TUP) for their property to allow this use in a secondary suite (a TUP would allow the use on a temporary basis for up to a maximum of (3) three years, with the ability to renew once for a maximum of three(3) more years, and would require an application fee, notification as per the *Local Government Act*, and with

the opportunity to include other specific conditions as needed), thus keeping a majority of secondary suites in the long term rental pool;

- Up to a maximum of two (2) guests per bedroom, to a total household maximum of eight (8) guests with one (1) off-street parking space provided per bedroom used for short term vacation rental;
- Operators of short term vacation rentals will be required to apply for a business licence, which entails zoning, building and fire safety inspections;
- The total number of business licences issued for short term vacation rental properties would be limited to a certain number for the community as a whole with appropriate cap per neighbourhood and per street at a number to be determined, and applications would be accepted on a first come first served basis;
- Operators of short term vacation rentals would be required to maintain a \$2,500 infraction deposit with the Village of Pemberton, which would be drawn upon in the case of complaints warranting staff time;
- Operators of short term vacation rentals would be required to enter into a 'Good Neighbour Agreement', details of which to be developed;
- Operators of short term vacation rentals will be subject to the same utility rates as bed and breakfast operators;
- Breakfast would not have to be included;

CARRIED

OPPOSED: COUNCILLOR CRADDOCK

Moved/Seconded

THAT the Committee of the Whole recommend to Council that upon adoption of the Zoning Bylaw, staff be directed to amend the Business Licence Bylaw to include a definition of short term vacation rentals (in alignment with the Zoning Bylaw definition), establish a separate Business Licence fee, and require proof of insurance for short term vacation rental business licences;

AND THAT and the Municipal Ticketing Information Utilization Bylaw be amended to support the regulation of this new type of home-based commercial business.

CARRIED

OPPOSED: COUNCILLOR CRADDOCK

7. AFFORDABLE HOUSING PLAN REVIEW

Lisa Pedrini, Senior Planner, provided background and an update on the status of the Village's Affordable Housing Strategy. The Committee reviewed the strategic directions as set out in the Strategy, and discussion took place regarding the following:

- Land development opportunities;
- Need to plan for the future;
- Need to update the background with current statistics, i.e. population profile, current housing stock, development activity, real estate sales, rental rates, housing costs, etc.

- Options with respect to updating the strategy and developing an Affordable Housing Action plan (Consultant/in-house);
- Concern with respect to missed opportunities (now/future) and the importance of moving this initiative forward in a timely manner.

Background Report Update:

Moved/Seconded

THAT the Committee of the Whole recommends to Council to direct Staff to review and update the 2009 Affordable Housing Strategy Background Report with current information regarding community housing need, supply and demand.

CARRIED

Affordable Housing Action Plan:

Moved/Seconded

THAT the Committee of the Whole recommends to Council to support the development of an Affordable Housing Action Plan, which would include clear targets and tools to facilitate a range of affordable housing for employees, seniors, people in high need, and hospice.

CARRIED

2009 Affordable Housing Strategy Report – Strategic Directions

Moved/Seconded

THAT the Committee of the Whole supports consideration of the strategic priorities being brought forward as indicated below:

Policy:

Strategic Direction #1 – Draft and adopt affordable housing policies that provide clear and consistent direction to staff, council and developers.

Strategic Direction #2 – Streamline the development review process and remove barriers to affordable housing development.

Strategic Direction #7 – Introduce municipal programs and mechanisms to direct funds toward affordable housing initiatives.

Zoning Bylaw Review:

Strategic Direction #3 – Amend regulations to encourage innovation in the design and planning of new residential construction as well as residential redevelopment and infill projects.

Strategic Direction #4 – Amend zoning regulations to facilitate the development of accessory suites as a means of increasing the rental housing stock.

Strategic Direction #5 – Use financial tools to facilitate the development of affordable housing.

Strategic Direction #6 – Consider approaches to legalize and facilitate the development of secondary suites.

Partnership Building:

Strategic Direction #8 – Build partnerships that can lead to the development of non-market housing projects in the Pemberton area.

Strategic Direction #9 – Build partnerships that can lead to the development of rental housing projects in the Pemberton area.

Strategic Direction #10 – Continue to liaise and facilitate dialogue with key stakeholders and community groups regarding housing issues.

Advocacy:

Strategic Direction #11 – Advocate to senior levels of government on housing matters beyond the Village's jurisdiction.

Communications:

Strategic Direction #12 – Provide information and outreach to community members.

CARRIED

4. ADJOURNMENT

The Committee of the Whole Meeting was adjourned at 4:23 p.m.

Mike Richman
Mayor

Sheena Fraser
Corporate Officer

Date: November 7, 2017
To: Nikki Gilmore, Chief Administrative Officer
From: Sheena Fraser, Manager of Corporate & Legislative Services
Subject: Community Initiative & Opportunities Fund Update

PURPOSE

To provide the Committee of the Whole with an update on Community Initiative and Opportunity Fund (CIOF) policy, existing funding agreements, the funds available for allocations in 2018 and 2019, as well as, introduce for consideration the extension of two Long Term Service Agreements.

This report is also to provide background in anticipation of the community group presentations scheduled for this Committee of the Whole meeting.

BACKGROUND

In May, 2013, Council adopted the Community Initiative and Opportunity Fund Policy (CIOF). The funds allocated for this program are collected through taxation and were originally referred to as the Economic Development Fund (EDF). With the establishment of the CIOF Policy those funds are now allocated out to those applicants that meet the criteria established through the Policy and by resolution of Council. In 2014, as a result of some administrative adjustments, the Policy was amended and it is attached as **Appendix A**.

OBJECTIVE OF THE CIOF

The objective of the CIOF is to provide seed, long term or one time/single event funding to not-for-profit organizations, entities or societies based within the Village of Pemberton. Council considers granting funding to groups that are demonstrating their contribution to the community through the development, advancement, support or initiation of opportunities, or promotion of partnerships that will enhance the economic well-being within the Village and to the improvement of the quality of life of its residents in the following areas:

- Business development and/or opportunities
- Creation of potential long term employment
- Community economic development and/or diversification
- Promotion of the Village and surrounding area

Applications are received each year before October 15, for initiative/program funding consideration in the following year's CIOF allocation. This year there were no new applications for funding received.

It should be noted that under the Policy Council has the right at any time to terminate an Agreement for non-performance if it is deemed by Council that the funds are not being utilized as intended in the Agreement. To date there have be no such termination of Agreements.

LAST YEAR’S FUNDING COMMITMENTS

In the fall of 2016, consideration was given to establishing a new Long Term Service Agreement to the Pemberton BMX Society for funding to provide a wage subsidy for the BMX Society President. As well, as required by the Policy, the Chamber of Commerce requested an extension of their Long Term Service Agreement as three (3) years had passed and under the Agreement an extension of up to two years could be requested, pending Council’s approval.

In this regard, the Committee of the Whole recommended to Council to extend the Chamber of Commerce Agreement by one (1) year, to provide a Long Term Service Agreement for the Pemberton BMX Society, and affirmed continued support of the other four current Agreements. The resulting total CIOF funding commitments for 2017 was \$22,250 as set out below:

2017 Funding Summary	Amount	Agreement Type and Year of Funding
Total Budget Amount	\$30,000	
Chamber of Commerce (VIC)	4,000	Long Term Service Agreement (one year extension to 4 th year)
Pemberton Farmers Market	3,000	Long Term Service Agreement (3rd year)
Spirit of BC Committee (WinterFest 2018)	4,500	Long Term Service Agreement (2 nd year)
Pemberton Arts and Culture Council	4,000	Long Term Service Agreement (2 nd year)
Tourism Pemberton	4,000	Long Term Service Agreement (2 nd year)
Pemberton BMX Society	2,750	Long Term Service Agreement (1 st year)
Remainder after 2017 commitments	\$7,750	

NOTE: All commitments made by the Village have been generously matched by the SLRD Electoral Area C Director.

TOTAL COMMITMENTS THROUGH CIOF TO DATE

As the CIOF has been in place in one form or another since 2013, staff has provided for the Committee’s information an overview of the total amount of funds provided to each organization or community group through this program to date. (**Appendix B**).

As of 2017, the approximate total contribution overall through Community Initiative & Opportunity Funding Agreements since 2013 is \$105,083. This does not include funding contributions for other Village initiatives or transfers to other projects.

COMMITTEE OF THE WHOLE PRESENTATIONS

Each year in November, all CIOF grant recipients must attend a Committee of the Whole meeting to make a presentation and present a written report on the previous year’s accomplishments.

As such, 2017 final reports for the current funding recipients will also be presented at this Committee of the Whole Meeting and final reports are attached as **Appendix C**.

At the Regular Council meeting, to be held later in the day, the recommendations from this Committee of the Whole meeting will be brought forward for consideration by Council with respect to the continuation or extension of each funding agreement.

EXTENSION OF LONG TERM SERVICE AGREEMENTS FOR 2018

Long Term Service Agreements can be extended for two (2) one (1) year renewals, up to a total of five (5) years. Under the current Policy, Council does have the ability to extend a Long Term Agreement beyond the five year period. There are two recipients seeking an extension for 2018.

Pemberton and District Chamber of Commerce:

In 2017, the Chamber sought to have the Agreement extended for two (2) years, but at the recommendation of the Committee of the Whole, Council opted to provide for a one (1) year extension only. This year the Chamber of Commerce is eligible to apply for the final one (1) year extension on their existing Long Term Service Agreement and a request has been included in the Chamber's Final Report.

Pemberton Farmers Market Association:

The Pemberton Farmers Market Association has completed the first three (3) years of its Long Term Service Agreement and as such is eligible to apply for an extension for the first of two (2) one (1) year extensions on their existing Agreement. In this regard, a request for an extension has been included in the Farmers Market's Final Report.

COMMUNICATIONS

This matter does not require a communications element.

LEGAL CONSIDERATIONS

There are no legal considerations at this time.

IMPACT ON BUDGET & STAFFING

The coordination of the CIOF grant program is facilitated by Corporate & Legislative Services and is incorporated into the yearly work plan.

The Village allocates \$30,000 each year to the CIOF to support this program and the funds are distributed in January. There are four (4) Agreements that establish a commitment for funding to be allocated from the 2018 CIOF. There are two (2) Agreements that are under consideration for renewal. The chart below provides an overview of the funding commitments for 2018.

Should it be determined that all commitments be continued then the funding allocation for 2018 will remain the same as 2017; however, 2018 will be the last year under the current form of Long Term Service Agreement for the Chamber of Commerce Visitor Information Centre to receive funding through this program.

2018 Funding Summary	Amount	Agreement Type and Year of Funding
Total Budget Amount	\$30,000	
Chamber of Commerce (VIC)	<i>Renewal Requested</i>	Long Term Service Agreement – one year extension to 5 th and final year)
Pemberton Farmers Market	<i>Renewal Requested</i>	Long Term Service Agreement (one year extension to 4th year)
Spirit of BC Committee (WinterFest 2018)	4,500	Long Term Service Agreement (3 rd year)
Pemberton Arts and Culture Council	4,000	Long Term Service Agreement (3 rd year)
Tourism Pemberton	4,000	Long Term Service Agreement (3 rd year)
BMX Society	<u>2,750</u>	Long Term Service Agreement (2 nd year)
Total Commitments for 2018:	\$15,250	
REMAINDER AFTER COMMITMENTS:	\$14,750	

INTERDEPARTMENTAL IMPACT & APPROVAL

Dispersal of CIOF will be incorporated into the daily routine of the Finance & Administration department and can be accommodated.

Reviewed by:	Lena Martin, Manager of Finance and Administration
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IMPACT ON THE REGION OR NEIGHBOURING JURISDICTIONS

The CIOF has a beneficial impact on the region as a whole as the community groups supported through this initiative are providing services that benefit residents throughout the Pemberton Valley.

ALTERNATIVE OPTIONS

There are no alternative options for consideration.

POTENTIAL GOVERNANCE CONSIDERATIONS

The consideration of providing grants through the CIOF meets with Strategic Priority One, Economic Vitality, by valuing and supporting “a competitive and diversified economy with engaged corporate citizens” and Strategic Priority Four, Social Responsibility, by striving “to create a strong and vibrant community, recognizing the importance and benefits of both healthy, engaged citizens as well as an accessible and well managed environment.”

RECOMMENDATIONS

Recommendation One:

THAT the Committee of the Whole receive the Community Initiative and Opportunity Fund Update report for information.

Recommendation Two:

THAT the Committee of the Whole provide direction with respect to the requests for extension of the Long Term Service Agreements for the Chamber of Commerce and Pemberton Farmers Market Association.

Attachments:

- Appendix A: Community Initiative and Opportunity Fund Policy
- Appendix B: 2007 – 2015 Overall Funding Contributions (CEF & CIOF)
- Appendix C: 2017 Final Reports

Submitted by:	Sheena Fraser, Manager of Corporate & Legislative Services
CAO Approval by:	Nikki Gilmore, Chief Administrative Officer

Department:	Administration	Policy No.:	ADM-017
Sub-department:		Created By:	Sheena Fraser
Approved By:	Council	Amended By:	Sheena Fraser
Approved Date:	21 May 2013	Amendment:	7 January 2014
Meeting No.:	1333	Meeting No.:	1350

POLICY PURPOSE

To provide seed, long term or one time/single event funding to not-for-profit organizations, entities or societies based within the Village of Pemberton that are considered by Council to be contributing to the community through the development, advancement, support or initiation of opportunities or promote partnerships that will enhance the economic well-being within the Village and to the improvement of the quality of life of its residents in the following areas:

- Business development and/or opportunities
- Creation of potential long term employment
- Community economic development and/or diversification
- Promotion of the Village and surrounding area

REFERENCES

Not applicable.

DEFINITIONS

For the purposes of this policy the following definitions apply:

“Seed Funding” means funding that is provided from the Community Initiative & Opportunity Fund (CIOF) to an organization/group to support the organization/group on a short term basis to help start a new program or project that meets with the criteria as established in this policy. This funding is not provided on a long term basis and is reduced by an amount established in the Agreement each year.

“Long Term Service Agreement” means an Agreement entered into between the Village of Pemberton and an organization/group whereby the Village provides funding, at a pre-set and agreed to amount, from the CIOF over a period of several years to be identified in the agreement and renegotiated as per an established schedule.

“One Time/Single Event Funding” means funding provided from the CIOF for a specific event/program or project that does not require a commitment of funds on a short or long term basis.

Policy:

The intent of the CIOF policy is to establish the priority by which an application will be considered for funding, and outline the criteria and process an organization/group must meet in order for an application for funding to be advanced to Council for consideration.

The intent of this policy is to ensure equitable and fair distribution of funds to all organizations/groups in the Village of Pemberton.

Priorities:

Priority for funding will be given to applications that will:

- Support and facilitate economic growth, development or diversification in Pemberton through locally supported projects or programs
- Create employment opportunities for local residents
- Establish programs that enhance the Village's profile with an aim to support the tourism industry and local business
- Bring large numbers of people to the Village of Pemberton
- Build upon community strengths and partnerships
- Link to the organizations mandate and strategic plan

Who Will Be Supported:

Applicants for funding must:

- Be an organization/group in good standing within the Village of Pemberton; or a
- Not-for-profit Society in good standing within the Village of Pemberton
- Demonstrate fiscal responsibility and effective management
- Demonstrate a commitment to the Community
- Provide a list of identified deliverables

CIOF will be provided for, but not limited to, the following:

- Funding may be used for wages, honourariums, contract services, promotions and marketing purposes, special events, projects and/or activities, and strategic or business plan development.
- Funding may be used for the purposes of acquiring equipment, tools or supplies.

CIOF will not be provided for:

- For-Profit Business
- Retroactive funding, for any project expenses to be incurred prior to approval of funding
- Debt retirement or reserves, mortgage pay-downs
- Large scale capital and public infrastructure projects
- League or club-based sports programs
- Prize money
- To organizations/groups or entities already receiving annual recurring funding from the Village of Pemberton through programs or other funding contributions

Funding Allocation:

The funds for CIOF will be collected through taxation and identified on the Tax Notices to ensure Tax Payers of the Village of Pemberton are clearly able to identify how much of their tax dollar is allocated to the CIOF each year.

No one request will exceed a maximum of 25% of the unallocated or remaining balance of the CIOF in any given fiscal year.

Seed Funding Agreements will be established for a three year period with two (2) one (1) year renewals for a total of five (5) years. Under this form of Agreement funding each year will be reduced as follows:

- Year One: up to One Quarter (1/4 or 25%) of remaining balance of the CIOF
- Year Two: Two Thirds (2/3) of year one
- Year Three: Two Thirds (2/3) of year two
- Year Four: Renewal subject to Council consideration and based on previous year’s performance
- Year Five: Renewal subject to Council approval as per Year Four

Long Term Service Agreements will be established for a three year period with two (2) one (1) year renewals for a total of five (5) years. Under this form of Agreement funding in each year will remain the same as established by negotiations, and not to exceed 25% of the unallocated or remaining balance of the CIOF in any given fiscal year.

One Time or Single Event Funding will be provided for those programs/projects or events that do not require a commitment of funds over a short or long term. The maximum contribution for one time funding will not exceed 25% of the balance after any line items have been removed.

Procedure

The following process shall apply to all **one time or single event** CIOF applications:

- Funding requests must be submitted in writing using the form prescribed by the Village by midnight October 15th of each year for consideration in the following year’s budget allocation.
- Applicants must attend a Committee of the Whole meeting to make a presentation which must include the following:
 - a detailed budget
 - program/project/event information and objectives
 - deliverables both short and if applicable long term
 - demonstrate how the Village will be acknowledged for its support
- No one request to take up more than 25% the remaining or unallocated CIOF available in any given fiscal year.

- Applicants must attend a Council meeting within one (1) month of the completion of the event/project to make a presentation and submit a written Final Report, which must include how the funds were expended, on the accomplishments of the project/event.
- If one time funding is to facilitate activities over a single year an applicant must notify the Village when the project/activity is completed and submit a Final Report and make a presentation at the next regularly scheduled council meeting.
- Council may terminate or withhold any outstanding payments due for non-performance at any time if it is deemed by Council that the funds are not being utilized as intended in the Agreement.

Restrictions:

- No Applicant may apply for further funding through the Village's Community Enhancement Fund or the Pemberton Valley Utilities and Services Grant in Aid program for any activities or programs if provided funding through the CIOF
- One Time/Single Event Funding is intended to support a one-time special event/activity or program and applicants may not reapply for funding for the same activity/special event or program for a period of two (2) years.*

*Applicants should evaluate whether or not their project/activity might be a long term program and consider making application for either seed funding or long term funding.

The following process shall apply to all CIOF **Seed Funding/Long Term Service Agreements:**

- Funding requests must be submitted in writing using the form prescribed by the Village by midnight October 15th each year for consideration in the following year's budget allocation.
- Applicants must attend a Committee of the Whole meeting to make a presentation which must include:
 - a detailed budget
 - strategic or business plan
 - program information and objectives
 - deliverables both short and long term
 - demonstrate how the Village will be acknowledged for its support
- No one request to take up more than 25% of the unallocated or remaining CIOF available in any given year subject to prior funding commitments.
- The funding values shall decrease each subsequent year with an aim for the organization to be self-sufficient by year three (3) or five (5) depending on the term of the Agreement.
- Applicants must attend a Committee of the Whole meeting in November of each year to make a presentation and present a written report on the previous year's accomplishments in order to be considered for funding in the following year.
- Council may terminate an agreement for non-performance at any time if it is deemed by Council that the funds are not being utilized as intended in the Agreement.

Restrictions:

- No Applicant may apply for further funding through the Village's Community Enhancement Fund or the Pemberton Valley Utilities and Services Grant in Aid program for any activities or programs if provided funding through the CIOF.
- Seed Funding is one time funding and cannot be reapplied for at the end of the term for a period of three (3) years.
- No funding agreement shall be longer than five (5) years with the exception of Long Term Service Agreements that may be extended subject to Council's approval.

All organizations/groups or entities planning to make application to the Community Initiative & Opportunity Fund Program are encouraged to arrange to meet with Village Staff well in advance of the request being submitted.

FUNDING DEADLINE:

Applications will be considered once a year and must be submitted no later than October 15th at midnight. Applications received after the deadline will not be considered. Partial submissions will be eliminated from the eligibility list.

APPENDIX B

2007 – 2015 Overall Funding Contributions (CEF & CIOF)

EDF: Economic Development Fund
 CEF: Community Enhancement Fund
 CIOF: Community Initiatives and Opportunity Fund

Community Group or Organization	CIOF Start Year	Total CIOF provided as at 2017	COMMENTS
Chamber of Commerce	2014	\$28,000	<p>This includes a one-time funding contribution of \$4,000 in 2013.</p> <p>The Long Term Service Agreement commenced in 2014.</p> <p>A renewal is being sought for 2018.</p> <p>Funding was also provided through EDF and CEF between 2007 – 2012 (\$21,011) for staffing of the Visitor Information Centre and the Welcome Sign.</p>
Stewardship Pemberton	2014	\$25,833	<p>This includes a one-time funding contribution in 2013 of \$10,000 which was transferred to a Seed Funding Agreement in 2014.</p> <p>The Seed Funding Agreement concluded in 2016.</p> <p>Prior to that funding has been provided through CEF 2008-2012 (\$6,000) for building permit fees and programing at the Nature Centre.</p>
Pemberton Farmers Market Association	2015	\$9,000	<p>The Long Term Service Agreement commenced in 2015.</p> <p>A renewal is being sought for 2018.</p> <p>Funding was provided through CEF 2009 - 2011 (\$2,350) for business licence and sign permit fees, tenting and advertising.</p>
Tourism Pemberton	2016	\$29,500	<p>The Long Term Service Agreement commenced in 2016.</p> <p>The amount noted includes two (2) one-time funding contributions made in 2013 (\$10,000) and 2014 (\$7,500).</p> <p>Prior to that funding had been provided through EDF 2011 & 2012 (\$19,600) to match funding provided by Community Tourism Opportunity (CTO) funding from Vancouver Coast and Mountains (VCM).</p>

Spirit of BC (WinterFest)	2016	\$9,000	The Long Term Service Agreement commenced in 2016. Prior to that funding support was provided through the CEF 2007 – 2015 (\$9,935) for event operations.
Pemberton Arts & Culture Council	2016	\$12,000	The Long Term Service Agreement commenced in 2016. Prior to that funding support was provided through the CEF 2007 – 2012 (\$1,990) for building permit fees and supplies for the Art Barn renovations.
BMX Society	2017	\$7,750	The Long Term Service Agreement was approved in 2017. The amount includes a one-time contribution in 2013 of \$5,000 for development of the BMX Track. Funding was also provided through the CEF in 2013 (\$5,000) and 2015 (\$3,000) for BMX Park Upgrades (start gate and hydro-seeding/tools & equipment)



COMMUNITY INITIATIVE & OPPORTUNITY FUND FINAL REPORT

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Village of Pemberton
Community Initiative & Opportunity Fund
Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0

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6. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

7. Please identify how the Village of Pemberton's support was recognized:

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums				
Contract Services				
Marketing				
Equipment, Tools				
Supplies				
Other				

ADDITIONAL INFORMATION	Please list any additional information regarding your grant that you would like to report
-------------------------------	-------------------------------------------------------------------------------------------

Job Description Part-time Administrative Assistant

Administrative Assistant - The focus of the role is centred on fundraising and associated strategic relationships (65%) and administrative/ marketing support work as appropriate (35%). Fundraising includes creating, leading and executing all fundraising-specific activities, soliciting and recruiting members, building and soliciting sponsorship opportunities and identifying and applying for grants. Administrative and marketing support is to include social media planning and co-execution with the Board, and very general website maintenance as necessary.

Job Description

Plan fund development activities

- Collaborate with the Board of Directors to create a fund development plan which increases revenues to support the strategic direction of the organization
- Implement the fund development strategies in accordance with ethical fundraising principles
- Monitor and evaluate all fundraising activities to ensure that the fundraising goals are being achieved
- Monitor trends in the community or region and adapt fundraising strategies as necessary

Organize fund development activities

- Develop and manage timelines for various fundraising activities to ensure strategic plans and critical fund raising processes are carried out in a timely manner
- Lead the planning and management of fundraising events
- Work with the Board/fundraising team to prospect and solicit major sponsors
- Identify and approach potential corporate sponsors
- Prepare and submit grant applications as outlined in the fund development plan to generate funds for the organization

Administrative and Marketing support

- Work with Board to develop and implement annual Communication and Marketing Plan
- General website management and maintenance
- Social media planning and co-execution with Board

Reporting

- Report to and take direction from the Board
- Liaise with President
- Provide monthly reports to Board (activities & metrics)
- Attend Board meetings as required

Qualifications

- Fundraising and event planning experience
- Ability to build strong relationships with people and organizations
- Detail oriented with excellent time management skills
- Strong interpersonal skills
- Works well independently and as part of a team
- Knowledge of Microsoft Office suite of programs, including Word, Excel and Outlook
- Database and website maintenance experience
- Basic understanding of Illustrator and Indesign an asset

Time Period

A part- time two year contract is offered for this position Commencing January 2017

Annual Targets

- Increase membership by 30%
- Raise \$20,000 in 2017 by way of new fundraising initiatives
- Increase online community across all platforms by 100%



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ORGANIZATION INFORMATION

Community Organization Name: Pemberton Farmers Market Association
Registered Tax Charity BB#
or Society Registration # (optional): S-0061241 Year Established: 2013
Contact Name: Dawn Johnson Phone: 604 698 5686
Mailing Address: Email: dawnjohnson@telus.net
Fax:

DETAILS OF FUNDING REQUEST

- 1. Please identify the type of funding received (provide brief description of request i.e. timeframe):
 One Time/Single Event Funding: _____
 Long Term Service Agreement: 3 year agreement
 Seed Funding: _____

2. Total financial assistance received: \$ 3000/year 3 years
3. Total cost of project/program: \$ \$10000/year for staffing

4. Briefly describe the project/program for which the organisation is reporting out:
Funding provided by the Village of Pemberton (Village) was for staffing for the Pemberton Farmers' Market Association (PFMA).

5. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

The generous support from the Village has allowed the market to again flourish this past year. Our vendor list continues to grow (currently 40 vendors). Membership and table fees generate revenues used for operational funds (\$8834 to date) for the organization that will be used fro advertising, marketing, and insurance, dues and fees, and office supplies. We hosted 21 markets this past year with forty diverse craft, farm, and prepared food vendors. This translates into supporting forty local grass roots businesses that make, bake or grow locally. Moreover, this directly supports farms and farmers in the area. This year PFMA secured over \$8000 in funding for the nutritional coupon program, that translates to cash for farmers. The market continues to provide a free, family friendly community event for everyone for the length of our season. This adds to the strength of our community and is an economic driver for the region.



6. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

All funds used were spent on staffing. Staff also secured additional funds for the nutritional coupon program (Pemberton Music Festival Community Grant) and interactive guest speaker series (Real Estate Association of Whistler). This past year we also hosted our first annual Stone Soup fundraiser. With matching contributions from ScotiaBank, we will have raised \$2785, which is an important part of our financial sustainability plan especially as we near the end of our COIF funding. Staff were also able to work with the Board and an external contractor to develop PFMA's first Strategic Plan. The PFMA has been working diligently on board governance, budgeting & goal setting so we can continue to grow, diversify, and sustain our market.

7. Please identify how the Village of Pemberton's support was recognized:

The Village's support was recognized through social media (Facebook and Instagram), through signage on our managers table, on our website, and through direct communications with our membership. The Village was also recognized on our vendor applications.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	3000	3000	0	Wages - market manager
Contract Services				
Marketing				
Equipment, Tools				
Supplies				
Other				

ADDITIONAL INFORMATION Please list any additional information regarding your grant that you would like to report

The Pemberton Farmers Market Association would like to again extend a heartfelt thank you for the generous support that you have provided. As with many non-profits, providing funds, especially for wages, creates the vital platform from which to establish and work towards long term goals. With your help, we have again had an incredibly successful year. In our third year in the Community Barn we have felt that we have "found our feet" and really fine tuning our offerings and contributing to this strong community so strongly defined by and linked to agriculture.

Thank you!



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ORGANIZATION INFORMATION

Community Organization Name: Spirit of BC Community Committee - Winterfest 2017

Registered Tax Charity BB#

or Society Registration # (optional):

N/A

Year Established: 2006

Contact Name: Carlee Cindric

Phone: 604-938-3800

Mailing Address: PO Box 370

Email: carlee@pocketfulproductions.com

Pemberton, BC V0N 2L0

Fax: N/A

DETAILS OF FUNDING REQUEST

1. Please identify the type of funding received (provide brief description of request i.e. timeframe):

One Time/Single Event Funding:

Long Term Service Agreement:

Seed Funding:

For Pemberton's Annual Winterfest event

2. Total financial assistance received: \$ 4500.00

3. Total cost of project/program: \$ \$14,910.80

4. Briefly describe the project/program for which the organisation is reporting out:

The 2017 Pemberton Winterfest included a 1-day Pop-Up Event at One Mile Lake on January 14 and a 2-day community celebration held on January 20-21. Both events were once again FREE and family friendly and offered a wide variety of outdoor activities including ice hockey, curling, ice fishing, music, skating, fireworks, family dance party, Much Music Dance Party, Adventure Hunt and more! We invited all residents and visitors of the Sea-to-Sky Corridor to join us.

5. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

Pemberton Winterfest directly benefits the residents of Pemberton as it is the only FREE, family friendly, outdoor recreation celebration event held in January. The event allows families to gather and enjoy the beauty of winter while trying new and fun recreational and social activities.



6. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funds received helped cover several costs of the event including:
 Winterfest Coordinator Fee
 Event Insurance
 Marketing Collateral
 Misc Equipment Expenses - lights

Because we were able to cover these marketing and operational costs with the funding received, it allowed us to put our other revenue towards new animation/entertainment opportunities (Anna, Elsa, Olaf & Spider Man appearance, face painting), a new youth focused event - Much Music Dance Party, free food for each day of the event, and new games (Adventure Hunt), etc.

7. Please identify how the Village of Pemberton’s support was recognized:

The Village of Pemberton received prominent logo inclusion on our marketing collateral (round about sign, event posters) as well as on our website. The Village of Pemberton also received mentions on our social media channels. We offered to display a logo banner during the event, but one was not provided to us.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	\$2500	\$2625	+\$125	GST on \$2500 contract fee
Contract Services				
Marketing	\$300	\$217.20	-\$82.80	Discount on design costs
Equipment, Tools	\$200	\$188.64	-\$11.36	Spent less than budgeted
Supplies				
Other - Event Insurance	\$1500	\$1795	+\$295	\$5 Million Coverage required
	\$4500	\$4825.84	\$325.84	

ADDITIONAL INFORMATION Please list any additional information regarding your grant that you would like to report

Please find attached a supporting document with the following items:

- 2017 Winterfest Round-About Sign
- 2017 Event Poster
- Various event photos

Community Initiative & Opportunity Fund – Final Report

2017 Winterfest Round-About Sign



2017 Winterfest Event Poster



2017 Winterfest Event Photos

Photos by Dave Steers





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ORGANIZATION INFORMATION

Community Organization Name: Pemberton & District Chamber of Commerce
Registered Tax Charity BB# _____
or Society Registration # (optional): _____ Year Established: 1932
Contact Name: Shirley Henry Phone: 604-894-6477 Fax: 604-894-5571
Mailing Address: _____ Email: info@pembertonchamber.com

DETAILS OF FUNDING REQUEST

1. Please identify the type of funding received (provide brief description of request i.e. timeframe):
 One Time/Single Event Funding: _____
 Long Term Service Agreement: Operation of Visitor Centre
 Seed Funding: _____

2. Total financial assistance received: \$ \$4,000.00

3. Total cost of project/program: \$ \$50,339.48

4. Briefly describe the project/program for which the organisation is reporting out:
The operation of the Pemberton Visitor Centre.

5. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

The Visitor Centre is the first contact visitors have when arriving in Pemberton. Visitors are informed off the many local attractions , recreational opportunities and businesses in the area. Information is distributed on local services, regional and provincial. The Visitor Centre also responds to enquiries 12 months of the year by emails and telephone.

6. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funds received from the CIOF assisted funding the summer staff that operated the Pemberton Visitor Centre. , which is a fully accredited Visitor Centre operating as part of Destination BC’s Visitor Network .

7. Please identify how the Village of Pemberton’s support was recognized:

Recognition was given on the Chamber Website to all funding agencies under the Visitor Centre section and in the Annual Visitor Centre report.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	n/a	\$35,614.92	-	Staff Expenses May – Sept.
Contract Services	n/a	n/a	-	n/a
Marketing	n/a	n/a	-	n/a
Equipment, Tools	n/a	\$2,289.76	-	Office supplies/vc purchases
Supplies	n/a	\$2,635.16	-	Utilities,tel/cleaning
Other	n/a	\$9,799.64	-	Maintenance, insurance, postage, accounting, training, sani dump, membership, Bank S/C

ADDITIONAL INFORMATION

Please list any additional information



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regarding your grant that you would like
to report

Attached please find

1. 2017 Financial report for the Pemberton Visitor Centre
2. 2016 Annual Report for the Pemberton Visitor Centre
3. Statistical Comparison for the Visitor Centre from 2000 -2017
4. Letter of request for the continuation of this program for 2018 for the Pemberton Visitor Centre.

PEMBERTON VISITOR CENTRE FINANCIAL REPORT 2017

REVENUES	2016	2017
Destination BC	\$12,500.00	\$12,500.00
Village of Pemberton	\$4,000.00	\$4,000.00
SLRD	\$4,000.00	\$4,000.00
Canada Summer Works	\$7,524.00	11,718.00
Map Profit from Tourism Pemberton	\$3,811.45	o
Sani- Dump	\$5,538.70	\$5,537.67
Racking Fee	\$100.00	\$100.00
Visitor Centre Sales	\$1,772.62	\$1,164.65
Golf Tournament Proceeds	\$7,684.84	\$7,664.00
Pemberton Chamber of Commerce	\$1,873.21	\$3,655.16
TOTAL REVENUES	\$48,804.82	\$50,339.48
EXPENSES		
Visitor Centre Purchases	\$1,281.03	\$877.72
Sani Dump Lease Fee &Expenses	\$1,629.05	\$2,666.55
Wages /Payroll Expenses	\$35,570.36	35,614.92
Accounting	\$441.00	624.69
Courier/Postage	\$1,100.00	1010.64
Insurance	\$1,627.77	\$1,675.56
Office	\$1,170.00	\$945.69
Visitor Centre Maintenance	\$3,002.32	\$3,316.10
Telephone/Computer	\$1,337.78	\$1,417.17
Utilities	\$467.00	\$634.02
Training	\$240.55	\$49.14
Cleaning	\$205.22	\$238.57
VC Expenses?Supplies	\$303.86	\$811.75
Tourism Pemberton Membership	\$250.00	\$250.00
Bank S/C	\$178.88	\$206.96
TOTAL EXPENSE	\$48,804.82	\$50,339.48

Pemberton Visitor Center S

	2000	2001	2002	2003	2004
Administration					
# of Hours	1100.5	1102.75	1128.5	1107	1200
# of Parties	7605	6553	9098	8790	7053
# of Visitors	18,285	16,253	22,717	20,537	14,782
Visitor Origin Top 5					
	BC	BC	BC	BC	BC
	Europe	Europe	Europe	Europe	Europe
	Other Us/Mexico	Washington	OtherUs/Mexico	Washington	OtherUS/Mexico
	Washington	Other Canada	Washington	Alberta	Other Canada
	Alberta	OtherUS/Mexico	Other Canada	OtherUS/Mexico	Washington
Info Requested Top 5					
	Adven/Recreation	Adven/Recreation	Transportation	Transportation	Transportation
	Accommodation	Accommodation	Accommodation	Adven/Recreation	Adven/Recreation
	Attractions	Attractions	Attractions	Attractions	Accommodation
	Transportation	Transportation	Adven/Recreation	Parks	Attractions
	Parks	Parks	Parks	Accommodation	Parks
Nights in Community					
Same Day	2945	3547	4650	4175	3783
1 night	1806	2198	2639	2575	1677
2 nights	675	103	571	458	132
3 nights	292	33	103	104	22
RV's	379(Sept1-Oct.9)	1510	1472	1400	1326

Statistics

Comparisons 2000 -2017

2005	2006	2007	2008	2009	2010	2011
1237	1164	1238	1140.5	1144	1278	1205
9067	9684	9391	10,742	9610	10,641	9395
18,054	20,639	19,110	23,292	22,089	21,752	18,738
BC	BC	BC	BC	BC	BC	BC
Europe	Europe	Europe	Europe	Europe	Europe	Europe
OtherUS/Mexico	OtherUs/Mexico	OtherUS/Mexico	OtherUS/Mexico	OtherUS/Mexico	OtherUS/Mexico	OtherUS/Mexico
Washington	Other Canada	Other Canada	Other Canada	Other Canada	Other Canada	Other Canada
Other Canada	Washington	Washington	Asia/Australia	Washington	Washington	Asia/Australia
Transportation	Transportation	Transportation	Transportation	Transportation	Transportation	Attractions
Attractions	Adven/Recreation	Adven/Recreation	Adven/Recreation	Adven/Recreation	Adven/Recreation	Adven/Recreation
Adven/Recreation	Attractions	Attractions	Attractions	Attractions	Attractions	Transportation
Parks	Parks	Accommodations	Parks	Accommodations	Accommodations	Parks
Accommodation	Accommodations	Parks	Accommodations	Parks	Parks	Accommodation
4224	5144	5805	5433	4795	6633	6123
1393	1781	1396	1788	2149	1690	1318
420	358	168	544	639	252	164
94	43	48	127	146	65	40
1174	1448	1424	1779	1677	1545	1773

2012	2013	2014	2015	2016	2017
1095	1126	1141	1217.5	1170	1159
9474	9,130	9260	12,980	9808	12,343
19.639	20,012	19,103	23,666	22,362	24,968
BC	BC	BC	BC	BC	BC
Europe	Europe	Europe	Europe	Europe	Europe
OtherUS/Mexico	Other US/Mexico	Other Canada	Other Canada	Other Canada	Other Canada
Other Canada	Other Canada	Washington	Other US/Mexico	Other US/Mexico	Other US/Mexico
Washington	Washington	Other US/Mexico	Alberta	Asia /Australia	Asia/Australia
Maps/Directions	Maps/Directions	Maps/Directions	Maps/Directions	Map/Directions	Maps/Directions
Transportation	Adent/Recreation	Accommodation	Adventure Recreation	Adventure Recreation	Adventure Recreation
Adven/Recreation	Transportation	Advent. Recreation	Attractions/Tours	Attractions/Tours	Attractions/Tours
Parks	Parks	Transportation	Accommodation	Accommodations	Parks
Attractions/Tours	Attractions/Tours	Attractions	Transportation	Transportation & Food	Accommodations
5975	5088	3930	5248	5534	4522
1025	1779	2462	1841	1986	2445
341	350	508	1815	277	461
133	80	232	1652	186	290
1624	1680	1523	1778	1493	2441

2017 VISITOR CENTRE REPORT

The Pemberton Visitor Centre had another successful year with **24,968** visitors recorded. The centre opened on May 8 and closed on September 30, 2017. Summer staff performing duties as Visitor Information Counsellors were - Hannah Leverton, Alea Dahinden, Morgan Passenow and relief Counsellors were Lyra Tuck & Jessica deHaan,. Financial assistance for the operation of the Pemberton Visitor Centre was provided by the Pemberton Chamber, Destination BC, Service Canada, Village of Pemberton and the Squamish Lillooet Regional District.

The Visitor Staff assisted this year with Landscaping who did an exemplary job keeping our lawns and the whole property mowed and trimmed all Sunday. Registration at the **Slow Food Cycle** season.

ADMINISTRATION	
# Hours	1146
# parties	12,343
# of visitors	24,968
# buses	22
VISITOR ORIGIN	
Local Resident	2065
B.C.	3201
Alberta	139
Other Canada	901
Washington	302
California	100
Other US/Mexico	308
Europe	2551
Asia/Australia	311
Other	29
NIGHTS IN COMMUNITY	
Same Day	4440
1	2437
2	461
3	290
4-6(1 week)	126
7-13(2 weeks)	23
14+	65

SPECIAL EVENTS

CANADA DAY - As a tradition at the Visitor Centre all visitors were treated to Canada Day Cup cakes and the Centre was decorated to reflect the annual celebration with balloons and flags as we celebrated Canada's 150th Birthday.

INFORMATION REQUESTED

Accommodation	1347
Adventure Recreation	2530
Attractions	1515
Maps/Directions	3720
Events/Conference	257
Food & Beverage	769
Transportation	398
Shopping	386
Parks	1419
First Nations	52
Community Services	338
Investment/moving	111
Site Facilities(ie Washrooms)	5464
Other	255
R.V's	2416
Cyclists	754

MAP/SOUVENIR SALES

BC Road Maps, Trail Maps, Sea to Sky Panorama Maps, regional maps and postcards continued to be the most popular. Other popular items available for sale bear bells, post cards, magnets and the Backroad Map Books,

GARDENING

Many thanks go out to Georgena Erickson who once again landscaped, planted and cared for the flowers at the VIC this year. Thank you also to the Village works crew for the garbage removal. The lawn cutting this year was again

contracted out to Arid Irrigation &

SEPTEMBER "TEMP" ASSISTS

An enthusiastic 'temp' provided a much appreciated lunch relief. Thanks to George Henry who shared his knowledge from his years of living in Pemberton.

SANI STATION

The facility is running smoothly this year and generating revenue for the Visitor Centre operations.

VISITOR ORIGINS

Our visitors to Pemberton this year that signed the Visitor Centre guest book included visitors from around the world and included:

CANADIAN PROVINCES & TERRITORIES

BC., Alberta, Manitoba, Ontario, Quebec, Nova Scotia

UNITED STATES OF AMERICA

Arizona, Alaska, California, Colorado, Iowa, Idaho, Michigan, Missouri, Montana Nevada New Mexico, New Jersey, New York, Ohio, Oregon, Texas, Virginia, Vermont, Washington, Wisconsin,

COUNTRIES

Australia, Argentina, China, Japan, Denmark, England, France, Germany, Israel, India, Lithuania, Mexico, Netherlands, Russia, Spain, New Zealand, Switzerland, Scotland, Czech Republic, Nicaragua, Tasmania,



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Please note that organizations will not be considered for future funding if there is an outstanding final report.

Please complete this final report along with any additional information you deem necessary to the Manager of Corporate & Legislative Services within thirty (30) days after the completion of the project. Grant recipients are also required to appear before Council for a ten (10) minute presentation on the use of the grant. The Manager of Corporate & Legislative Services will contact recipients after the receipt of the Final Report to arrange a meeting date and time for presentation.

Final reports must not be handwritten. Please do not bind your application. Simply return form via fax, e-mail or mail.

Village of Pemberton
Community Initiative & Opportunity Fund
Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0

E:-Mail: admin@pemberton.ca
Phone: 604-894-6135
Fax: 604-894-6136
Website: www.pemberton.ca

Personal information you provide on this form is collected pursuant to Section 26 of the *Freedom of Information and Protection of Privacy Act* and will only be used for the purpose of processing the Community Initiative and Opportunity Fund application. Your personal information will not be released except in accordance with the *Freedom of Information and Protection of Privacy Act*. Questions about the collection of your personal information may be referred to Sheena Fraser, Manager of Corporate & Legislative Services (sfraser@pemberton.ca or 604-894-6135).



ORGANIZATION INFORMATION

Community Organization Name: Pemberton BMX Society
Registered Tax Charity BB#
or Society Registration # (optional): S-0060285 Year Established: 2013
Contact Name: Jessica/Graham Turner Phone: 604-935-5949
Mailing Address: _____ Email: info@pembertonbmx.com
Fax: _____

DETAILS OF FUNDING REQUEST

- 1. Please identify the type of funding received (provide brief description of request i.e. timeframe):
 One Time/Single Event Funding: _____
 Long Term Service Agreement: PBMX Wage Subsidy
 Seed Funding: _____

2. Total financial assistance received: \$ 2750 + 2750 from SLRD
3. Total cost of project/program: \$ 5500

4. Briefly describe the project/program for which the organisation is reporting out:
The funding provided is for a wage subsidy. In order to operate a successful organization there is a lot of back end work required. Currently, majority of the back end is done by the president, from admin duties to membership management to registration to project management. The wage subsidy helps to offset the time spent on BMX tasks, that would otherwise be spent with family or working.

5. Describe how the program benefited residents of Pemberton or brought economic development to the Village:
The Pemberton BMX track provides a recreational facility for all ages, from 1.5 years old and up. During organized events we see at least 100 people at the track, from participants to spectators to volunteers. On any given day you will also find the track being utilized as a fun place to hang out, meet up with friends and get in a few laps. PBMX maintains, promotes and continually works to improve not only the infrastructure but the confidence & strength of our riders. In a town with limited recreational facilities, the opportunities Pemberton BMX provides are invaluable.



6. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

We have had an incredibly successful season. We increased our race schedule, added more camps, completed a couple long standing projects, implemented a Sea to Sky Series with 3 other tracks, plus we saw riders achieve exceptional results. Coordinating all of the various areas takes time & effort.

7. Please identify how the Village of Pemberton's support was recognized:

New signage package on the start hill has the Village of Pemberton branding, mentioned in Facebook posts where possible, during our races the emcee regularly recognizes our partnership, the VOP is listed on our website as a sponsor plus on any marketing material, whenever possible.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	2750	5500	-2750	SLRD matches
Contract Services				
Marketing				
Equipment, Tools				
Supplies				
Other				

ADDITIONAL INFORMATION Please list any additional information regarding your grant that you would like to report



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Pemberton BC V0N 2L0
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Email: admin@pemberton.ca
Website: www.pemberton.ca

COMMUNITY INITIATIVE & OPPORTUNITY FUND FINAL REPORT

The Village of Pemberton Community Initiative & Opportunity Fund (CIOF) is dedicated to the financial support of registered non-profit organizations whose activities will provide benefit to the residents of Pemberton.

Final reports are required when an organization has been awarded CIOF Funding to ensure grant monies are spent on eligible activities as per the Community Initiative & Opportunity Fund Policy.

Please note that organizations will not be considered for future funding if there is an outstanding final report.

Please complete this final report along with any additional information you deem necessary to the Manager of Corporate & Legislative Services within thirty (30) days after the completion of the project. Grant recipients are also required to appear before Council for a ten (10) minute presentation on the use of the grant. The Manager of Corporate & Legislative Services will contact recipients after the receipt of the Final Report to arrange a meeting date and time for presentation.

Final reports must not be handwritten. Please do not bind your application. Simply return form via fax, e-mail or mail.

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ORGANIZATION INFORMATION

Community Organization Name: Tourism Pemberton Destination Marketing Association
Registered Tax Charity BB#
or Society Registration # (optional): S-0062009 Year Established: 2013
Contact Name: Shirley Henry Phone: 604-894-6477 Fax: 604-894-5571
Mailing Address: Box 370 Email: info@tourismpembertonbc.com
Pemberton, B.C., V0N 2L0

DETAILS OF FUNDING REQUEST

- 1. Please identify the type of funding received (provide brief description of request i.e. timeframe):
 One Time/Single Event Funding: _____
 Long Term Service Agreement: Part-time Marketing Co-Ordinator
 Seed Funding: _____

2. Total financial assistance received: \$ 4000
3. Total cost of project/program: \$ 12,000

4. Briefly describe the project/program for which the organisation is reporting out:
Part-time Co-ordinator to organize Slow Food Cycle Sunday, website, promotions, grant sourcing, sponsorship and co-ordination with Tourism Whistler and Tourism Squamish.

5. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

Slow Food Cycle event brought visitors from around BC and the USA. Marketing promotions with Whistler & Squamish included a the Sea to Sky Cultural Connection, a new Pemberton & area Hiking Map was created, and a successful online marketing campaign was funded by Destination BC for this year’s Slow Food Cycle Sunday.

We received media promotion from a variety of writers through the summer in various publications. Our limited funds enabled us to participate in Destination BC funded initiatives for the Sea to Sky Corridor.



6. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funds assisted with retaining a part-time co-ordinator to help us achieve our goals:

1. To market and promote Pemberton and Area as a travel destination of choice
2. To foster community partnerships that leverage co-operative marketing dollars
3. To assist in planning and promotion of community events that drive visitor traffic to the region.

7. Please identify how the Village of Pemberton’s support was recognized:

The Village of Pemberton receives logo recognition on the ‘About’ page of the Tourism Pemberton website along with our other financial supporters.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums				
Contract Services	\$12,000	\$10,110.00	n/a	Remainder of contract will be spent
Web, Marketing, Hiking Map	\$5684.43	\$5684.43	n/a	Media (Slow Food) and Mountain Bike promotion
Insurance/Service Charges/Membership /Postage	\$1207.46	\$1207.46	n/a	Misc. expenses
Slow Food Expenses	\$20,589.48	\$20,589.48	n/a	Slow food
Other				

ADDITIONAL INFORMATION

Please list any additional information regarding your grant that you would like.

to report

The ability to have a part time co-ordinator has greatly assisted the volunteer board and enabled Tourism Pemberton to have a very successful year.

The Slow Food Cycle Sunday saw 12 farms participate and 29 vendors were present along the route at the many participating farms. The Slow Food Cycle was a 23 km/14 mi. cycle up and down the Pemberton Meadows road. An opportunity to connect town folk and city folk, consumers with their food, people with the land. Participants were able to purchase local produce, crafts & more along the way.

It's near impossible to capture the total number of participants, however it's estimated that approximately 2800-3000 people participated in this year's event, which is an increase over 2015 and 2016.

In addition to the Slow Food Event, Tourism Pemberton also participated in a joint marketing initiative with Whistler and Squamish that was partly funded by Destination BC - the Sea to Sky Cultural Connector promoting arts, culture and heritage in the Sea to Sky Corridor.

Tourism Pemberton also created a much needed Pemberton & Area Hiking Map for the Visitor Center in partnership with the Whistler Question Newsmagazine.

Finally, the population and curation of the Tourism Pemberton App continued in 2017. Tourism Pemberton partnered with the Chamber of Commerce in 2016 to develop the App and to date the App has over 250 businesses and organizations listed and over 100 events included in the Community Event Calendar.

**TOURISM PEMBERTON DESTINATION MARKETING ASSOCIATION
FINANCIAL REPORT**

Statement of Revenues & Expenditures January - September 2017

REVENUES

Memberships	\$7,250.00
VOP Grant	\$4,000.00
SLRD Grant	\$4,000.00
Slow Food Sponsors	\$10,500.00
Slow Food Registrations	\$10,582.18
Slow Food Misc. Revenue	\$5,020.00
Trail Map -1/2 cost	\$262.50
Bike Co- MTBA	\$1,575.00

Total Revenue	\$43,189.68
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EXPENSES

Website Expenses	823.68
Advertising	\$4,285.75
Co-Ordinator Salary Jan-Sept.	\$10,110.20
Slow Food Exp.	\$20,589.48
Hiking Map	575.00
Service Charges to Sept.	\$149.20
Storage/Postage/Membership	\$218.26
Insurance	\$840.00

Total Expenditure	\$ 37,591.57
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Balance: \$5598.11



2017 Slow Food Cycle Sunday – Marketing Report

Event Description

The 2017 Pemberton Slow Food Cycle Sunday presented by Pemberton Valley Supermarket took place on August 20. This event brings together consumers and producers in a unique ‘green’ agri-tourism experience that has become a signature event for Pemberton, drawing participants from Sea-to-Sky, Vancouver and worldwide. The event shines a spot light on the slow food movement - food that is produced or prepared in accordance with local culinary traditions, typically using high-quality locally sourced ingredients – and the importance of eating locally and supporting local food produces.

The event invites participants to choose their own cycling adventure using an interpretive map highlighting the various participating farms and venues along Pemberton Meadows Road. Participants can set their own pace and decide which farms along the 50 kilometer route to visit. Along the way, participating farms open their ‘doors’ and host a mini farmer’s market for the day with vendors selling and sampling everything Pemberton has to offer from baking and honey to coffee, potato salad, hamburgers, cheese alternatives and of course Pemberton fresh vegetables and fruit.

The event costs \$5 per participant or \$20 per family. Slow Food Cycle Sunday is organized by Tourism Pemberton, a not-for-profit organization, while being funded and supported by local government, businesses and organizations, as well as through a small merchandise sales program and vendor registrations.

Key Tourism & Economic Outcomes

Overall visitation

Pre-Registration - A total of 839 participants pre-registered online which equals up to 1174 total registrations prior to event day (allowing for a max of 6ppl per family registration). This was an increase over 2016.

Day Of Registration - Approximately 2650 registered and/or checked-in on the day of the event. Some participants who pre-registered may not have checked in and there are always participants who do not register at all.

It’s near impossible to capture the total number of participants, however it’s estimated that approximately 2800-3000 people participated in this year’s event, which is an increase over 2015 and 2016.

Media Exposure

The Slow Food Cycle Sunday received the following pre-event coverage:

The Wayfarer Blog: <https://www.afar.com/magazine/my-secret-canada>

DNA After Hours supplement newspaper:



August 14 Issue of the Question Newsmagazine: <http://www.whistlerquestion.com/news/local-business/slow-your-roll-at-pemberton-s-slow-food-cycle-sunday-1.21880894>

We also created an 'Around Town' segment with Shaw TV: <https://www.youtube.com/watch?v=ODDcOLn3oao&feature=youtu.be>

Slow Food Cycle Sunday 2017 was also promoted in our annual Tourism Pemberton Visitor Guide which was distributed in the spring. Over 14,000 copies were printed this year.

Each year we hope to host a few media representatives and always invite our local media outlets to participate. Unfortunately, we did not have any media attend the event this year, to our knowledge.

Overall Economic Impact

This event benefits both Pemberton and the Slow Food Movement. The 2017 event brought approximately 3000 participants to Pemberton and more specifically to our local farms. Approximately 70% of our participants are from outside Pemberton, many of who will choose to stay overnight in Pemberton. However as we do not have the number of rooms to accommodate everyone, many may decide to stay in Whistler.

An economic impact study has yet to be completed due to the grass roots nature of this event. We have found that our local hotels and B&B's have been full the weekend of the event and that our local businesses benefit financially from the thousands of visitors who partake in the Slow Food Cycle Sunday.



We estimate that our day trip participants spent between \$50-100 per person which equates to approximately \$150,000 - \$300,000. If they are staying overnight or for a long weekend, they are spending more.

There is also the opportunity that our participants will stop in Squamish and or Whistler along the way up to Pemberton prior to the event, or on the way down following the event. Both of these communities host farmers markets on the weekend which further promotes farm to table, sustainable living and eating and the slow food movement.

We also estimate that several participants return to the area to re-visit Pemberton, Whistler and/or Squamish after experiencing the Slow Food Cycle Sunday.

Facebook Ad Campaign

The funding received from the Tourism Event Program grant went towards a 2 month Facebook Ad Campaign. The purpose of the campaign was to increase awareness of the event and direct people to the website for more information.

The Facebook Ads were directed towards the event's target market:

- Travelers with a love of culture, touring, food and recreation
- Locals with a love of food, eating local, socializing and recreation
- Cultural Explorer, Authentic Experiencers/Learners and Free Spirits
- Families with children
- Couples and friends, aged 25-55
- Household income: \$50K+
- Geography: Local, Regional

Facebook Ad Examples:





Please find below the results of the Facebook Ad Campaign:

DATES	AD TYPE	RESULTS	REACH
July 12-31	Likes	621 Likes	38,107
July 12-31	Awareness	1617 Link Clicks	50,104
Aug 1 - 19	Likes	300 Likes	67,386
Aug 1 - 19	Awareness	589 Link Clicks	49,068

Facebook – Event Posts

A total of 55 dedicated event posts went out between April 10 – September 1 (an increase over 2016) for a total of 104, 250 impressions.

E-newsletter Distribution Statistics

- A Save-the-date was distributed on May 12 to 1061 people with a 67.3% open rate / 15% click rate
- An event dedicated e-newsletter was distributed on August 15 to 1360 people with a 59.3% open rate / 26% click rate
- A ‘Thank You’ e-newsletter was distributed on August 23 to 1600 people with a 52% open rate / 15% click rate

Question Newsmagazine

The Question Newsmagazine once again created a 4-page Slow Food Cycle Sunday dedicated insert in the August 15 issue. This included a Thank You Sponsor mention of which the BCID logo was included.

A 1/4pg black & white Thank You ad was also included in the Question Newsmagazine following the event in the August 22 issue.





Key Post-Event Demographics

KEY POST EVENT DEMOGRAPHICS	Number
Total Participants – Farms & Vendors	
International Farms & Vendors	N/A
National Farms & Vendors (from outside B.C.)	N/A
Regional Farms & Vendors (from B.C. but outside host community)	12
Local Farms & Vendors	29
Total Attendees – Participants of SFCS	
International Attendees/Spectators	51
National Attendees/Spectators (from outside B.C.)	59
Regional Attendees/Spectators (from B.C. but outside host community)	1772
Local Attendees/Spectators	764
Hotel Room Nights (if available)	N/A
Local Employment Created (full time equivalent)	
-PT Event Manager x 1	
-Day of Contractors x 2	
Broadcasting (if event will be televised)	
International networks (list)	N/A
National networks (list)	N/A
Provincial networks (list)	N/A
Local networks (list)	N/A
TV Audience (if event will be televised)	
International networks (list)	N/A
National networks (list)	N/A
Provincial networks (list)	N/A
Web broadcast audience (number)	N/A
Media	
Media in attendance (list) – We invite the Pique Newsmagazine, Whistler Question, Mountain FM and Shaw TV to attend but no one was available.	0
Media impressions (Twitter, YouTube, Instagram, etc.) Facebook: -2465 followers (up from 1321 followers in April) Total Impressions (April – August) – 104,250 YouTube: -Pemberton Slow Food Cycle video - 4,699 views -Shaw TV Around Town ‘Pemberton Slow Food Cycle Sunday’ Segment – 516 combined plays in Squamish & Whistler / 194 views Instagram: Unknown for 2017	
Other - Volunteers	16



October 26th 2017

Attention: Village of Pemberton Mayor, Council and Staff

The Pemberton Farmers' Market Association (PFMA) exists to bring Pemberton and area producers and consumers together directly, creating a marketplace for the best-quality, freshest produce in Pemberton, and foster a healthy and sustainable, professional, organic farming industry in the region. We strive to bring a diverse sampling of the community together every week of the season.

These past three years we have relied on the support of the Village of Pemberton and the SLRD to help us cover operating costs of running our market.

We understand that the PFMA can apply for two more years of seed funding from the Village of Pemberton. The PFMA is writing to request \$6000 from the Village of Pemberton for two additional years of funding so that we can operate in 2018 and 2019. Securing funding now will allow us to plan for and achieve long term goals of our organization.

In 2017 the Pemberton Farmers Market Association hosted our first annual fundraiser to start to gain financial resiliency once local funding sources end (we raised \$2900).

We look forward to hearing the outcome of this request. Thank you once again for all of the support that you have offered over the years. Without the support of our communities, the PFMA would not exist.

Kind Regards,

Dawn Johnson
Administrative Manager
Pemberton Farmers' Market Association
PO Box 226
Mount Currie, BC
V0N 2L0
pfmdawn@gmail.com
604 698 5686

*Join us at the Pemberton Farmers' Market
Mid May to mid October
Every Friday from 3:00pm to 6:30pm
Located in the beautiful Pemberton Community Bam*

October 26, 2017.

Ms. Sheena Fraser,
Manager of Corporate & Legislative Services,
Village of Pemberton,
Box 100,
Pemberton, B.C., V0N 2L0

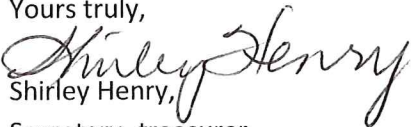
Dear Ms. Fraser;

RE: Community Initiative Opportunities Fund (CIOF) – Request to renew

The Pemberton & District Chamber of Commerce would like to submit a request to the Village of Pemberton to renew the Agreement for year five for the Community Initiative Opportunity Fund for the Pemberton Visitor Centre operations in the amount of \$4000.00

Should you require additional information please contact me.

Yours truly,



Shirley Henry,
Secretary- treasurer,
604-894-6477

Date: November 7, 2017
To: Nikki Gilmore, Chief Administrative Officer
From: Sheena Fraser, Manager of Corporate & Legislative Services
Subject: Committee of the Whole Outstanding Resolutions Listing

PURPOSE

To present to the Committee of the Whole a listing of the outstanding resolutions from previous Committee of the Whole Meetings on which the Committee has not yet risen with report or for which action on the matter has not been completed or is in progress.

BACKGROUND

As a means of keeping track of outstanding resolutions or action items staff has in place a resolution/action item tracking list. This list is updated after each Committee of the Whole meeting and as matters have been actioned or resolved the issue/matter/item is removed from the list. This list is used for internal and administrative purposes and assists staff with work plan reviews.

Council has requested that the Committee be kept apprised of the outstanding items or resolutions from Committee of the Whole meetings on a quarterly basis so that they may be kept informed as to the status of the matter.

DISCUSSION & COMMENTS

Pursuant to Section 47 (a) of the Village of Pemberton Council Procedure Bylaw No. 788, 2015, all resolutions adopted by a Committee must be presented to Council for ratification except in the following instances:

- i. Resolutions referring items to staff
- ii. Resolutions deferring an item
- iii. Resolutions receiving a report for information
- iv. Defeated resolutions

In this regard, the current listing of outstanding items is attached as Appendix A.

COMMUNICATIONS

There is no communications element required.

LEGAL CONSIDERATIONS

As noted above, the Council Procedure Bylaw requires that resolutions adopted by the Committee of the Whole must be ratified by Council except in certain circumstances. The resolutions currently on the outstanding list meet with Section 47 (a) (i) and (ii). Council may rise with report and bring the matter forward to Council for ratification at any time as may be required.

IMPACT ON BUDGET & STAFFING

There is no impact on budget or staffing.

INTERDEPARTMENTAL IMPACT & APPROVAL

There is no interdepartmental impact or approvals required.

IMPACT ON THE REGION OR NEIGHBOURING JURISDICTIONS

There is no impact on the region or neighbouring jurisdictions

ALTERNATIVE OPTIONS

There are no alternative options for consideration.

POTENTIAL GOVERNANCE CONSIDERATIONS

Presentation of the listing of outstanding resolutions meets with Theme Four: Good Governance.

RECOMMENDATIONS

THAT the report be received;

Attachments:

Appendix A: Committee of the Whole Outstanding Resolution Listing as at October 31, 2017

Submitted by:	Sheena Fraser, Manager of Corporate and Legislative Services
CAO Approval by:	Nikki Gilmore, Chief Administrative Officer

APPENDIX A

Committee of the Whole Outstanding Resolutions – as at October 31, 2017

Mtg No	Date	Item	Resolution	Comments
136	21-Jul-15	Nuisance Bylaw	THAT further review and discussion on the draft Nuisance Bylaw be deferred to a future Committee of the Whole meeting.	This item has not been incorporated into Staff workplan.
158	27-Feb-17	Remuneration Rate for Council	THAT Staff investigate options for establishing a remuneration rate for Council Members attending meetings held by other agencies or organizations outside of meetings held for Village of Pemberton Council business and bring forward as a part of 2018 budget discussions	Staff will research and include in the 2018 budget deliberations for consideration by Council.
166	12-sep-17	Site Alteration Bylaw	THAT the Site Alteration Bylaw be referred back to staff for amendments, as discussed, and the Bylaw brought forward for readings after legal review.	Staff are currently reviewing comment provided by the Village Solicitor. As the Site Alteration Bylaw relates to soil removal/deposit the draft Bylaw must also be referred to the Ministry of Energy and Mines (soil removal) and the Ministry of Environment (soil deposit) prior to further review by the Committee.