



2022/23—2024/25 Resort Development Strategy



Submitted By:
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From the Office of the Mayor

August 5, 2022

Dear Community Members:

First, on behalf of the Town of Osoyoos Council, I would like to thank the Ministry of Tourism, Arts, Culture and Sport for continued support of tourism in Osoyoos. The Resort Municipality Initiative funding has enabled the Town to deliver exceptional amenities and experiences for visitors which we would not otherwise be able to provide. I would also like to thank all those who took part in our stakeholder workshops in May and June of 2022. These workshops helped us prioritize projects and reaffirm our goals and priorities in creating this *Resort Development Strategy (Strategy)*.

Furthermore, I would like to acknowledge the hundreds of people who responded to the Economic Impact & Value of Tourism in Osoyoos survey, administered by Larose Research & Strategy for Destination Osoyoos, April 2022

The project section of this *Strategy* suggests a list of project priorities, responsibilities, and funding sources. Please review this *Strategy* and continue to help grow tourism in Osoyoos by your ongoing support. In addition to carrying on with our commitment to waterfront enhancement projects we have added two new projects which demonstrate our commitment to working with the Osoyoos Indian Band and our Accessibility Committee. We look forward to your active participation in building a vibrant community while conserving the character and unique sense of place that is so precious to us. It will take the entire community to truly make Osoyoos a wonderful place to visit and live. I look forward to your participation and celebrating our successes.

Yours truly,



Mayor Sue McKortoff

Executive Summary

As a designated resort municipality, Osoyoos has developed amenities and implemented activities with Resort Municipality Initiative (RMI) funds which have improved the visitor experience for tourists.

A stakeholder workshop was held on May 17th, 2022 with members of the Town's management team and members of the Board of Directors from Destination Osoyoos (DO) also in attendance at the meeting was a representative from the Osoyoos Indian Band. Board members from Destination Osoyoos (DO) representing the following local businesses:

- Spirit Ridge Lake Resort, Winery and Sacred Land
- Wakepilot – Watersports Rentals and Charters
- JoJo's Café
- Watermark Beach Resort
- Similkameen Independent Winegrowers

An additional stakeholder workshop was held on June 22, 2022. Attendees included representatives from Destination Osoyoos staff and DO board members, Osoyoos Music in the Park, Osoyoos Farm Market, Osoyoos Museum Society, Spirit Ridge Resort, Osoyoos Town Council and Town of Osoyoos management team.

During the workshops, the Town received input into how to allocate RMI funds for the 2022/23—24/25 Strategy. Members of the group determined that continuing with the existing project list with the addition of two new projects would be in the best interests of the community.

One of the new projects (accessible fishing pier) was originally discussed at the Town's Accessibility and Age Friendly Advisory Committee. The second new project (extension of a public walkway / emergency egress from 45th Street (N'K'Mip Resort) to Cottonwood Drive) was identified as a crucial need during the wildfires of 2021 and also as a public amenity to connect Osoyoos Indian Band commercial operations with Osoyoos.

A community survey was conducted as part of the preparation of the Economic Impact & Value of Tourism in Osoyoos¹ research document. Information received through that survey helps support the projects and direction for the Town's new RMI Strategy. Information obtained from this strategy was also discussed at both stakeholder meetings as noted above.

At the workshop on June 22, 2022, stakeholders were also asked to review the existing RMI goals to determine if they were still relevant, based on community feedback, tourism trends and Provincial objectives.

The Town's RMI objectives continue to be as follows:

¹ Economic Impact & Value of Tourism in Osoyoos, prepared by Larose Research & Strategy for Destination Osoyoos, April 2022

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1. To develop visitor amenities that promote world class quality visitor experiences and complement and enrich residents' quality of life.
 2. To create memorable visitor experiences through programs and services that promote community values, showcase unique environmental landscapes and reflect the culture of the region.
 3. To implement sustainability projects that minimize tourist impacts and increase awareness of sustainable practices.

Once the new goals were reviewed and existing projects were discussed, the workshop participants identified the following 11 projects as priorities to be implemented with RMI funding:

1. Waterfront Enhancement
2. Trail Development/ Connectivity
3. Boat Trailer Parking
4. Downtown Revitalization
5. Visitor Activity Enhancement
6. Beach Cleaning
7. Waterfront Safety Improvements
8. Public Art/ Heritage Display
9. Environmental Sustainability
10. 45th Street Pedestrian Connection / Emergency Egress Corridor
11. Accessible Fishing Pier at swiws Provincial Park (Haynes Point)

The following report details the Town of Osoyoos Resort Development Strategy for the 2022/23—24-25 fiscal years.

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Background

Welcome to Osoyoos - a treasure in the sun. Osoyoos is Desert Wine Country's sweet spot and Canada's Warmest Welcome with the charm of a beach town surrounded by the only living desert in Canada. An amazing place where you can taste award winning wine bottled where it is grown, savour sun-warmed fruit straight off the tree, visit centres devoted to preservation of our ecology, native culture and local history and then refresh yourself in the warmest fresh water lake in Canada.

The name Osoyoos is derived from the Syilx (Okanagan Indian) word *soo-yoos*, referring to the narrows formed by two spits across the lake. Aboriginal people have lived here for thousands of years, as evidenced by rock art and an oral tradition explaining their history before Europeans arrived to the valley in 1811.

Osoyoos lies on the border with Washington State, approximately 4 ½ hours east of Vancouver at the junction of Highways 3 and 97. Osoyoos is a thriving community with just over 5,000 full time residents that hosts thousands of visitors daily in the summer and hundreds of "snowbirds" that flock to seek refuge from bleak Canadian winters. Shoulder seasons are busy with guests seeking Osoyoos' extended spring and fall seasons.

Vision

To create memorable visitor experiences by providing amenities and programming that highlight the Town's culture, history, and natural ecosystems.

Performance Measurement Goals

The following goals will be monitored and reported on annually.

Increase visitor traffic by 5%.

The Town would like to grow the total number of visitors to the community over the next three years. This will be measured by hotel stay data.

Increase repeat visitation by an additional 5%.

Repeat visitors make up a significant portion of visitors to Osoyoos. The Town would like to continue to grow the number of repeat visitors over the next three years. This will be measured through hotel data and visitor satisfaction surveys.

Continue to work on measures to extend the tourism season by two months or more.

The ultimate goal for the Town is to develop a year-round tourism industry. However, it will take time to make that goal a reality. In the next two to three years, the Town would like to grow the high season beyond the summer season to include May, September and October. This will be measured by hotel stay figures.

Increase winter visitation by 10%.

Snowbirds continue to be an important contributor to the Osoyoos economy. The Town aims to grow the number of winter long stay visitors. Many winter visitors rent or sublet from private home or condominium owners; therefore, complete data on number of visitors is difficult to collect. As such, this will be measured by qualitative analysis, as well as hotel stay figures.

Increase employment in community by 5%.

The resort municipality initiative is one economic driver for the community, therefore increased employment will not be entirely related to RMI investments. However, both general employment and tourism related industry employment will be measured. Statistics Canada 2020 census figures, which continue to be available throughout 2022, will be used to measure this goal.

Increase number of accessible/barrier free amenities by three.

Several RMI projects include accessible elements. Over the next three years, the Town intends to complete at least three projects which have accessibility as a component. This will be measured by tracking project progress and completion.

Increase environmental sustainability awareness by 20%.

Environmental Sustainability has been added by the community as an objective. The Town would like to awareness of environmentally sensitive ecosystems increased. This will be measured by visitor experience surveys.

Increase visitor satisfaction by 3%.

Visitor satisfaction is already quite high for the community, so only a slight gain can be expected. This will be measured through visitor satisfaction surveys.

Stakeholder Consultation

The Resort Development Strategy (Strategy) has a long history of intensive stakeholder engagement. The first Strategy was developed through the efforts of Destination Osoyoos in 2007 and has provided a foundation document to enable Osoyoos to achieve resort municipality status. This initial Strategy provided direction for the first five years of RMI fund investment.

A stakeholder workshop was held on May 17th, 2022 with members of the Town's management team and members of the Board of Directors from Destination Osoyoos (DO) also in attendance at the meeting was a representative from the Osoyoos Indian Band. Board members from DO and local business as noted in the executive summary of this document.

An additional stakeholder workshop was held on June 22, 2022. Attendees included representatives from Destination Osoyoos staff and board members, Osoyoos Music in the Park, Osoyoos Farm Market, Osoyoos Museum Society, Spirit Ridge Resort, Osoyoos Town Council and Town of Osoyoos management team.

At the June 22 meeting Town Council members directed staff to proceed with the preparation of the 2022/23—2024/25 Resort Development Strategy and forward the *Strategy* to the Province for review.

Goals and Progress

As part of the Resort Municipality Initiative Workshop hosted by the Town of Osoyoos in May 2022 and the stakeholder workshop held on June 22, 2022 a program update was provided for participants. Participants discussed the current RMI goals and the status of each of the existing projects.

In progress and on-going RMI projects were highlighted at the workshop including beach cleaning and buoy placement and upgrades for the beach areas along with support for experience programming. The team discussed the need to keep most of these on-going projects in the new *Strategy*.

Trends and Feedback

A discussion of tourism trends, internal and external influences and the results of the survey conducted by Larose were also discussed. These discussions focussed on a number of factors which may have an impact on tourism in Osoyoos.

Key Osoyoos trends identified by the group included:

1. Housing challenges experienced by local businesses.
2. “Snowbirds” continue to be considered an integral component to help expand the season beyond the summer months.
3. Stay-cations are becoming more popular and may have been further influenced by the pandemic.
4. Outdoor adventure tourism and eco-tourism experiences are in demand.
5. Interest in historic, heritage and cultural sites and experiences is increasing.
6. Learning and cultural experiences are becoming major trends and visitors are asking more questions about access to these types of opportunities.
7. Repeat visitors, and multi-generational visits, make up a large percentage of tourists.
8. Visitors increasingly have “toys” (boats, ATVs, snowmobiles, etc) and the boat trailer parking lot is a leased space.
9. Cycling has become very popular in the region and we are seeing an increase in the use of e-scooters.
10. Winery events and visits continue to be popular and the group is hoping that these events will be held again now that restrictions have been lifted.

The group also identified several internal and external factors which could have a positive or negative impact on tourism in the community. While external factors are not within the scope of the Town, internal factors should be addressed, if possible.

Internal

1. Staffing is a concern due to seasonal nature of tourism in Osoyoos.
2. More collaboration between businesses is needed.
3. Ensuring event dates do not conflict is important; extending events into the fall season is a big boost to local businesses.
4. Collaboration between tourist organizations (Destination BC and Destination Osoyoos), the Town, local volunteers and businesses to coordinate events.
5. Increase the use of social media to deliver positive messaging about community events and also alleviate concerns following natural disasters.
6. Make better use of existing facilities/amenities and improve where needed.
7. Consider installation of showers and related services for seasonal workers.
8. Collaboration with other regional municipalities and OIB is important.

External

1. Limited transit service within the local area prevents workers who live in nearby communities from getting to work in Osoyoos.
2. Last year's forest fires (and previous flooding) could have impacts on tourism in coming years.
3. Media reports and social media can negatively impact tourism following natural disasters.
4. Highway 3 road conditions (snow and ice) have the potential to restrict the number of tourists who can visit from November to March.
5. The seasonality of tourism causes issues for housing, staffing and business success.

Economic Impact & Value of Tourism in Osoyoos survey results

In June 2021 Destination Osoyoos commissioned Larose Research & Strategy to undertake a comprehensive and independent evaluation of the size, composition, and characteristics of the tourism industry in Osoyoos. A study of this nature had not been conducted in the past. The study included the following components:

1. **Economic Impact Estimates** - tourism visitation volumes (overnight and same-day), direct tourist expenditures, induced and indirect economic impacts, direct tax revenues, and employment.
2. **Visitor Intercept Survey** – visitor motivations for travel to Osoyoos, activities undertaken, satisfaction with trip components, trip characteristics, and visitor characteristics.
3. **Resident Survey** – perceptions of Osoyoos residents regarding the importance of tourism, its positive impacts on the community, and perceived negative aspects of tourism on local quality of life.
4. **Executive Panel** - review and analysis of key findings, including recommendations to enhance the resiliency of the local tourism industry and ways to improve the industry's impact on local quality of life.

Destination B.C.'s Value of Tourism model was used to estimate visitor volumes and direct tourism revenues for 2020. The primary data source for these estimates is commercial accommodation statistics in the study area. An accommodations questionnaire gathered data from local hotels and motels. Destination B.C.'s Research, Planning and Evaluation team then worked with Larose Research & Strategy to evaluate data modelling parameters, to gather and evaluate relevant statistics from key accommodation businesses, and to generate a conservative estimate of visitor volumes and direct tourism expenditures in Osoyoos, broken down by key visitor segments.

Additional economic impacts were also estimated by Larose Research & Strategy using Statistics Canada's Provincial-Territorial Input-Output Model (2015). These impact measures include total economic impacts (direct, indirect, induced, total), tourism-related employment, and tourism-derived tax revenues.

The Value of Tourism results are significant because they quantify an important source of economic activity in the region, which have never been estimated previously. The results of this project provide a significant contribution to the understanding of the local tourism industry characteristics, its economic value, and how tourism stakeholders, residents, and governments can ensure positive visitor and local resident experiences with tourism in one of the most remarkable tourism destinations in the world: Osoyoos, British Columbia.

This study included one of the largest-ever analyses of resident perceptions of tourism for any B.C. community, with 840 residents providing their perceptions of the positive and negative aspects of tourism on the local quality of life, economy, and the environment.

Residents of Osoyoos generally appreciate the contributions that tourists make to their community, and wish for the sector to continue growing. However, they also express concerns about visiting crowded places during the peak tourist season, and approximately one-quarter indicated that they will not visit these places when they are busy. However, residents continued to enjoy and appreciate the resources, improvements and amenities of the Town and recognized the important role that RMI funding provides to these amenities.

Residents also believe that tourism produces significant economic opportunities and taxes, and enhances local innovation.

The waterfront continues to be identified as a key element to maintaining and growing tourism in Osoyoos. Almost 2/3 of respondents indicated the Town should continue to invest in waterfront enhancements as a priority RMI funded project. This desire to focus on improving the waterfront is reflected in the proposed funding allocated to the waterfront enhancement project.

The comments from respondents also indicated the need to focus on programming for families, youth and kids, and to direct spending to projects that would aid in expanding the tourist season beyond summer. The Town will encourage community groups to present applications for RMI funding to support family and youth friendly events and events which are planned to be held in spring, autumn and winter.

Linkages to Other Plans

a) Strategic Framework for Tourism in BC (new provincial tourism strategy)

The Town's Resort Development Strategy is aligned with the Provincial '*Strategic Framework for Tourism 2022-2024: A Plan for Recovery and Resiliency*' in that the *Strategy*:

- Puts people first – improving accessibility and connectivity through multi-modal complete trails

Most of the Town's RMI projects are designed to enhance tourism infrastructure and amenities. Encouraging more year-round visitors is also a priority for the Town. Specific projects such as on-going Trail Development and Connectivity, Waterfront Enhancement, and Visitor Activity Enhancement are aimed at expanding the tourist season into spring and autumn and attracting visitors during winter beyond the 'Snow Bird' category.

- Strives for lasting and meaningful reconciliation with Indigenous peoples – working directly with Osoyoos Indian Band and the Province of BC on an accessible fishing pier
- A better future through climate change – encouraging less use of personal vehicles with new trails connecting the community and visitors to amenities

The Town added a sustainability objective and associated RMI project during our previous *Strategy* with an aim to foster responsible visitor travel that creates better places for people to live in, and better places to visit.

- A strong economy that works for everyone -

The Town will continue to champion tourism as an industry with diverse, good paying jobs. Arts, culture, heritage, sport, and multicultural events and festivals will all be supported through the Town's RMI projects. Particularly, the living culture and rich heritage of Indigenous peoples will be celebrated through several projects Public Art/ Heritage Display and Environmental Sustainability. Additionally, the Town will support more inclusive and accessible tourism products, services and experiences with the addition of an accessible fishing pier to the project list.



Official Community Plan

The Town's new Official Community Plan (OCP) was adopted by Council in April of 2022. This new OCP sets out policies which are aimed at creating a vibrant community for residents and visitors. Public and stakeholder consultation processes included extensive conversations about the role that tourism plays in our community. The implementation of RMI projects assists with achieving the vision as outlined in our new OCP.

A key element of the OCP is to encourage community-wide implementation of the recommended actions identified in the *Town's 2018 Age Friendly Assessment*. This aligns with the RMI objective to ensure inclusivity within the community and direct funding toward projects which support the World Health Organization (WHO) concept of age friendly planning.

Residents spoke about their appreciation for the walkable form of our community and neighbourhoods. Support for integrated multi-use trails and the creation of complete streets was seen as important directive as we look to an increase in population and visitor numbers. Expanding the offering of more transportation mode choices is supported by our dedication of funding to trail development and connectivity.

Residents noted that they enjoy spending time in Osoyoos to conduct their economic activities and engage in social events. Once such event that is well attended is Music in the Park, which is funded through the RMI program. Revitalization of the commercial nodes around the community also encourages people to gather in public spaces.

Osoyoos has a prosperous local economy that promotes opportunities for the establishment of year-round industries and businesses while also supporting and acknowledging the integral contributions of the tourism and agricultural sectors to the community's economic health. Policies in the OCP are designed to encourage Osoyoos's local economy to meet the needs of current residents and visitors to the community.

.2 Citizen

MRDT spending plans

The RMI funding the Town receives will not be allocated to projects which duplicate projects funded by MRDT. Destination Osoyoos, the organization that manages the MRDT funds, coordinates their project spending with the Town.

Regional tourism strategies

The Town's RMI objectives were created to ensure RMI funding will aid in creating compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation to the community, which mirrors the destination development strategy of Destination BC. In developing this RDS, the Town aligned its tourism objectives with the *Thompson Okanagan Tourism Association Regional Strategy*.

Promotional plans through the DMO

The Town works closely with Destination Osoyoos (DO) to ensure the RMI objectives and projects are aligned with the tourism goals for the community and region. Specifically, DO's vision to market Osoyoos as a four season destination is reflected in the RMI projects selected, which will emphasize infrastructure and programming that can be enjoyed in the off season, as well as the summer high season.

Regional Growth Strategy

The South Okanagan Regional Growth Strategy (RGS) includes a number of goals for creating a socially, economically and environmentally healthy place to live. The Town's Strategy is aligned with the RGS as follows:

- Ecosystems, natural areas and parks are a priority for the community.
- Informational Signage will aid in educating visitors and community members and will be incorporated into our trail systems alongside protecting the health and biodiversity of ecosystems in the south Okanagan
- Osoyoos fosters healthy, safe communities that provide accessible recreational, educational and cultural opportunities.
- Achieving a sustainable, resilient and prosperous South Okanagan regional economy is of utmost importance to the Town. RMI funded tourism infrastructure and programming will aid in growing the region's tourism industry.
- Engagement and collaboration is a key priority for Osoyoos as was demonstrated during the development of the Town's new OCP which aligns with the RGS.

Economic Development Strategy

The Town intends to develop an Economic Development Strategy on the heels of the new OCP. The Resort Municipality Initiative is essential to growing tourism in the Town, as well as providing infrastructure, amenities and programming that improves the quality of life for residents, which is important in attracting companies and workers to the community.

Town Centre Renewal Plan

Downtown Revitalization has been added as a RMI project so that funds can be directed to the heart of the community. This creates alignment between the Resort Development Strategy and the Town Centre Renewal Plan, which was developed by the community in 2018. Downtown improvements are vital for the growth of tourism in the community, and will also improve the quality of life for residents.

RMI Projects

The Town's revised RMI objectives and associated projects are as follows:

1. Develop and/or enhance tourism infrastructure and amenities

- **To develop visitor amenities that promote world class quality visitor experiences and complement and enrich residents' quality of life.**

Projects

- a) Waterfront enhancement
- b) Trail development
- c) Boat trailer parking
- d) 45th Street to Cottonwood Public walkway (emergency egress)

2. Deliver remarkable visitor experiences for all visitors

- **To create memorable visitor experiences through programs and services that promote community values, showcase unique environmental landscapes and reflect the culture of the region.**

Projects

- a) Downtown revitalization
- b) Visitor activity enhancement
- c) Beach cleaning
- d) Waterfront safety improvements
- e) Public art/ heritage display
- f) Accessible fishing Pier at Swiws (Haynes Point)

3. Implement sustainable tourism projects and initiatives

- **To implement sustainability projects that minimize tourist impacts and increase awareness of sustainable practices.**

Projects

- a) Environmental Sustainability

Conclusion

RMI investment has had a profound impact on the development of facilities and services that make Osoyoos a destination resort community, enhance visitor experience and contribute to the overall quality of life of residents and the region. The unique landscapes of the area, agriculture, wine touring and weather are all factors that contribute to visitors being attracted to this “special” geographic area of British Columbia. The synergy of the RMI and the unique characteristics of the area will continue to make Osoyoos a regional, national and international destination.

The Osoyoos Town Council (Council) extends a sincere “thank you” to the BC Government for its vision and fortitude to implement the RMI. Council also thanks the small business community and volunteers who have contributed to the public consultation sessions that built this Resort Development Strategy and the many other planning documents that guide our community’s future investments. These strategic investments enable contribution to BC’s growing economy, community economic sustainability and a quality of community life that is the envy at the regional, national and international level.

Appendix A: Projects

During the RMI workshop on February 12, 2019, stakeholders identified the following 11 projects as priorities for the community:

1. Waterfront Enhancement
2. Trail Development/ Connectivity
3. Boat Trailer Parking
4. Downtown Revitalization
5. Visitor Activity Enhancement
6. Beach Cleaning
7. Waterfront Safety Improvements
8. Public Art/ Heritage Display
9. Environmental Sustainability
10. 45th Street Pedestrian Connection / Emergency Egress Corridor
11. Accessible Fishing Pier

Each of the projects is aligned with the Town's RMI objectives. The following tables detail each of the identified projects.

1. Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Waterfront Enhancement		Project Lead CAO	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status Carryover	Start Date April 2023	Completion Date April 2026
Project Description Please provide a brief description of the project (max 250 words). Waterfront enhancement which includes visitor activity centres, walkways, passive recreation areas, park amenities such as: completing phase one of pier at Gyro Beach by installing a walkway to the waterfront; upgrading the band shell; beginning phase one of proposed outdoor multi-use area. Development to occur in waterfront areas and the main waterfront park, Gyro Park, including the area of the current museum, after it is removed.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. -Upgrade public spaces including installation of benches and promenade improvements -Reconfiguration of parking areas after removal of the old curling rink (former home to Osoyoos Museum) -Reintroduce old pier at public beach and ensure accessibility for all -Improve the existing bandshell			
Project Goal(s) Please describe which of your RDS goals this project will support. Specific goals include: Supports goals to: increase visitor traffic by 10%; Increase environmental sustainability awareness by 20%; Increase visitor satisfaction by 3%.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. The broad range of objectives related to increased tourism is evident, but it also signifies a special and unique opportunity for the Town of Osoyoos to collaborate with the Osoyoos Rotary Club on improvements to the Town's bandshell.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

*Visitation numbers by community, visitor centre, hotel reporting etc.; average length of stay data; visitor spending data. Performance measured by the extension of the shoulder season.

*Visitor survey data; tourism employment data.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.

☐

Indigenous Tourism

☒

Diversity & Inclusion

☐

Emergency Preparedness

☒

Sustainability

Please describe how the project supports these initiatives:

Gyro Park and other parks within the community continue to provide a world class experience for our visitors and our residents.

Funding Sources

Total RMI Funding	\$ 560,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$ 760,000
Total Cost of Project	\$ 1,320,000

2. Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Trail Development & Connectivity		Project Lead CAO / Operational Services	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status Carryover	Start Date April 2022	Completion Date April 2025
Project Description Please provide a brief description of the project (max 250 words). Upgrade current trails that will enhance community walkability, accessibility and hiking experiences. Focus will be on providing connectivity to Town's natural areas, and supporting amenities such as washrooms, benches, signage, lighting, etc.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Trails and walking paths need to be upgraded to provide increased visitor experience. Providing hard surface connectivity with trail system provides visitors more riding and hiking options.			
Project Goal(s) Please describe which of your RDS goals this project will support. Project Goal(s): Develop and maintain a comprehensive trail system that provides a spectrum of physical challenges and views. Supports goals to: increase number of accessible/barrier free amenities by three; Increase environmental sustainability awareness by 20%; Increase visitor satisfaction by 3%. Program Outcome(s): To develop visitor amenities that promote world class quality visitor experiences and complement and enrich residents' quality of life.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. Promotes visitor connectivity to local amenities, cultural and natural experiences. Provides an opportunity for visitors to learn about the natural environment and landscape with interpret signage.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Trail conditions and user satisfaction will be included in visitor experience surveys.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

Provides an opportunity for our visitors to visit the traditionally used areas of our community by foot or bicycle. Connects east Osoyoos (OIB lands) with the Town centre by way of a multi-modal and accessible trail system,

Funding Sources

Total RMI Funding	\$ 40,500
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$32,936
Total Cost of Project	\$ 73,436

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Boat Trailer Parking		Project Lead Community Services	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status Carryover	Start Date April 2023	Completion Date
Project Description Please provide a brief decription of the project (max 250 words). Lease private lands in order to provide Boat Trailer Parking. No capital improvements are being completed on the lands			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Maintenance and ongoing improvements to the boat trailer parking lot, including increasing accessibility by leveling area and hard packing ground surfaces.			
Project Goal(s) Please describe which of your RDS goals this project will support. Hundreds of boaters come to use Osoyoos Lake and hotel operators do not have sufficient parking for their vehicles and boat trailers. Supplying boat trailer parking for visitors prevents boat trailers from being parked on the roadways and using up valuable parking spaces.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. Decreases greenhouse gas emissions by reducing traffic in and around the town; reduces idling at the boat launch facility.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Feedback on user satisfaction will be added to visitor experience surveys. Letters of support will be sought from motel operators.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.

☐ Indigenous Tourism ☒ Diversity & Inclusion ☐ Emergency Preparedness ☒ Sustainability

Please describe how the project supports these initiatives:

Prevents boaters from utilizing the boat launch on a daily basis; thereby reducing gas emissions as people tow their boats back and forth from the hotels to the lake.

Improving accessibility of the area with improved ground works.

Funding Sources

Total RMI Funding	\$ 60,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$ 60,000

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Downtown Revitalization		Project Lead	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status New	Start Date April 2022	Completion Date April 2025
Project Description Please provide a brief decription of the project (max 250 words). To revitalize the downtown core through the installation of new benches, planters, lighting, pedestrian safety improvements, and street amenities. Main Street property owners and shop keepers were engaged to provide input into a Town Centre Renewal Plan.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Improve the visual impact of the downtown area with the placement of new landscape planting and trees, new cohesive benches and lighting. A new shade structure(s) to complete the 85th Street Plaza.			
Project Goal(s) Please describe which of your RDS goals this project will support. Project Goal(s): To revitalize the downtown area. Supports goals to: increase visitor traffic by 10%; Extend tourism season by two months; Increase employment in the community by 5%; Increase number of accessible/barrier free amenities by three; Increase visitor satisfaction by 3%. Main Street refresh may encourage more downtown small businesses to start and/or to invest in refreshing their own properties.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. To revitalize the downtown area. Supports goals to: increase visitor traffic by 10%; Extend tourism season by two months; Increase employment in the community by 5%; Increase number of accessible/barrier free amenities by three; Increase visitor satisfaction by 3%.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Feedback on user satisfaction will be included in visitor experience surveys. Feedback will be also sought from downtown business operators.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.

☒ Indigenous Tourism ☒ Diversity & Inclusion ☐ Emergency Preparedness ☒ Sustainability

Please describe how the project supports these initiatives:

The downtown plaza and surrounding area are accessible to all our visitors. The installation of a new mural visible from the plaza highlights and celebrates the indigenous people of the South Okanagan and the rich cultural heritage of the area.

Funding Sources

Total RMI Funding	\$ 55,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$127,514
Total Cost of Project	\$182,514

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Visitor Activity Enhancement		Project Lead Chief Administrative Officer	
RMI Program Category Tourism Programs, Services, or Events	Project Status Carryover	Start Date May 2021	Completion Date
Project Description Please provide a brief description of the project (max 250 words). The program funds events and festivals that help showcase Osoyoos' history, arts, culture, and environment. The project began May 1, 2012. Events can help to draw visitors to the community, and are a method of showcasing the history, arts, culture and environment of the community and are important to providing a world class visitor experience.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. In 2020, \$19,000 was allocated to the Music in the Park program. This program did not proceed in 2020 due to COVID 19, and these funds were carried-forward to the 2021 Music in the Park program. Organizers and participants of Music in the Park, which is a Friday evening summer concert series, received positive feedback and crowds of up to 1,000 people at 5 events in 2021. \$1,817 was allocated in 2021 to support the Market on Main, which hosted 2 indoor farmer's markets in January 2021. Funds were used to assist in logistics during COVID 19. Multiple markets were planned; however, provincial health orders forced the market project to cease in 2021.			
Project Goal(s) Please describe which of your RDS goals this project will support. Specific goals include: *Increased visitor traffic *Increase number of accessible/barrier free amenities. This will be a unique project dedicated to increasing accessibility. *Increase visitor satisfaction by creating an amenity that is proactive in showing how RMI funding can make a difference in the lives of people with specific needs.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. The objective of the project is to fund events and festivals that will draw visitors to Osoyoos in the shoulder seasons (March to May and October to December), as well as in the winter. Funding events that improve the visitor experience in the summer is also important and funds have been awarded to groups that demonstrate a complimentary event in peak-tourism season.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

*Visitation numbers by community, visitor centre, hotel reporting etc.; average length of stay data; visitor spending data. Performance measured by the extension of the shoulder season.

*Visitor survey data; tourism employment data, and visitor satisfaction surveys which are administered by Destination Osoyoos.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

The Visitor Activity Enhancement program affords non-profit groups the ability to seek funding in support of a varied array of events. For example, the 2022 program saw funds awarded in support of events ranging from a Pride Celebration, to a Dragon Boat Race. Event hosts have included local indigenous community members in discussions with respect to planning and inclusion.

Funding Sources

Total RMI Funding	\$ 74,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$ 74,389
Total Cost of Project	\$148,389

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Beach Cleaning		Project Lead	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status New	Start Date April 2023	Completion Date
Project Description Please provide a brief description of the project (max 250 words). Cleaning and ongoing maintenance of the beach cleaner which was purchased with previous RMI funding. The public beaches and beaches in front of local hotels, motels and resorts are cleaned on a regular basis.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Cleaning, raking and smoothing beaches to provide easy access to all community members and remove any debris from the beaches.			
Project Goal(s) Please describe which of your RDS goals this project will support. Project Goal(s): To operate the beach cleaner. Supports goals to: increase repeat visitation by 10%; Increase visitor satisfaction by 3%. The budget for this item was increased by \$50,000 to allow for the purchase of a flat deck trailer to haul the beach cleaner and by \$14,000 to provide increased beach cleaning services in 2020 and 2021 (approved by Council on July 6, 2020).			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. To create memorable visitor experiences through programs and services that promote community values, showcase unique environmental landscapes and reflect the culture of the region.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Feedback on beach user satisfaction will be included in future visitor experience surveys.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

The removal of rocks and debris from the sand aides in the use of beach wheelchairs and also provides a smooth surface for the installation of mobi-mats.

Funding Sources

Total RMI Funding	\$ 55,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$ 56,625
Total Cost of Project	\$111,625

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Waterfront Safety Improvements		Project Lead CAO / Operational Services	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status Carryover	Start Date April 2023	Completion Date April 2026
Project Description Please provide a brief description of the project (max 250 words). Safety buoys and swim grids in the foreshore of the various public beaches around the community.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Osoyoos Lake is a comparatively small lake with very intensive boating, manpowered watercraft and swimmer conflicts. Providing large secured areas from power boaters enables swimmers and paddlers to enjoy a safe water activity experience. Project Goal(s): To create safe water-based activity areas in intensely-used tourist areas. This supports goal to: increase visitor satisfaction by 3%.			
Project Goal(s) Please describe which of your RDS goals this project will support. Specific goals include: To create safe water-based activity areas in intensely-used tourist areas. This supports goal to: increase visitor satisfaction by 3%.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. The broad range of objectives related to increased tourism is evident.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Feedback on beach user, hotelier and boater satisfaction will be included in visitor experience surveys.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.

☐

Indigenous Tourism

☒

Diversity & Inclusion

☒

Emergency Preparedness

☒

Sustainability

Please describe how the project supports these initiatives:

Numerous survey respondents noted the importance of safety measures on the lake.

Hoteliers with beaches see direct benefits of the RMI funding and visitors feel more secure in the high traffic water areas.

Funding Sources

Total RMI Funding	\$ 24,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$ 24,000

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Public Art / Heritage Display		Project Lead	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status New	Start Date April 2023	Completion Date
Project Description Please provide a brief decription of the project (max 250 words). To develop a public art program for the community's downtown to showcase the community's culture and heritage and increase tourist visitation to the area.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Increasing opportunities for mural and public art installation by working directly with the Osoyoos Arts Council and local artists. Highlighting the history and culture of the area through visual mediums.			
Project Goal(s) Please describe which of your RDS goals this project will support. To develop a public art program. Supports goals to: increase visitor traffic by 10%; Increase repeat visitation by 5%; Extend tourism season by two months; Increase visitor satisfaction by 3%.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. Educating visitors about the community's culture and heritage was noted as important by numerous survey respondents. Input by community members and business owners/operators into the Town Centre Renewal Plan also indicated the need to attract visitors to the downtown.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Feedback on improvements and user satisfaction will be included in visitor experience surveys.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

Educating the community through art displays which promote the rich heritage and culture and indigenous history of the area. All displays will be accessible and promote inclusive communities.

Funding Sources

Total RMI Funding	\$ 25,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$ 25,000
Total Cost of Project	\$ 50,000

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Environmental Sustainability		Project Lead	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status New	Start Date April 2023	Completion Date
Project Description Please provide a brief decription of the project (max 250 words). To implement informational demonstrations and informational displays that promote environmental sustainability awareness and aid in minimizing tourist impacts to the community's sensitive ecosystems.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Installation of signage along trail routes and multi-modal corridors.			
Project Goal(s) Please describe which of your RDS goals this project will support. In order to protect the region's natural environment, initiatives are needed to provide information for visitors so they are aware of the community's sensitive ecosystems.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. To deliver environmental information to the public. Supports goal to: increase environmental sustainability awareness by 20%.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Feedback on improvements and user satisfaction will be added to visitor experience surveys.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

Funding Sources

Total RMI Funding	\$ 10,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other (carry forward from previous RDS)	\$ 10,000
Total Cost of Project	\$ 20,000

Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title 45th Street to Cottonwood Drive Connection		Project Lead CAO / Operational Services	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status New	Start Date April 2023	Completion Date April 2025
Project Description Please provide a brief decription of the project (max 250 words). Installation of a new walkway from 45th Street (N'K'Mip) to Cottonwood Drive. The walkway will allow for an easy and safe route for visitors from N'K'Mip to access to Town amenities and for tourists staying in the Town area to access the cultural centre at N'K'Mip. This new corridor will serve as an emergency egress route in case of fire or flooding.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. Ground clearing, tree removal and replacement and paving to connect Cottownwood Drive to 45th Street.			
Project Goal(s) Please describe which of your RDS goals this project will support. Provide a safe way for tourists to visit our neighbours at N'K'Mip and for emergency service vehicles and personnel to access or egress this area in case of fire or flooding.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. Provide connectivity to our visitors.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

Visitor satisfaction survey in conjunction with our future RMI planning.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

Connects our indigenous community and visitors to the cultural centre to the Town and other amenities. Trail will be paved and accessible for all. Allows for emergency services to access / egress the area and promotes use of alternative transportation (walking / biking).

Funding Sources

Total RMI Funding	\$231,500
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$231,500

Town of Osoyoos Resort Municipality Initiative 2022-2024 Project Outline

****This form must be submitted as a digital PDF. Scanned forms will not be accepted.****

Project Title Accessible Pier - s'wiłs (Haynes Point)		Project Lead Gerald Davis - Community Services	
RMI Program Category Tourism Infrastructure, Amenities, & Capital	Project Status New	Start Date April 2023	Completion Date
Project Description Please provide a brief description of the project (max 250 words). The Town of Osoyoos has created an Accessibility Committee to study and implement changes associated with making everyday life easier for people with accessible needs. The Town has only one dedicated marina which is accessible but is only used for launching and mooring vessels. The purpose of the accessible pier at Haynes Point will provide a means for easier access to the lake for fishing, swimming and to enjoy the natural vistas at the Lake. This project has been spear headed by the Co-Chair of the Towns Accessibility Committee, Osoyoos Indian Band and Parks BC. The development of this pier will not only increase accessibility for patrons but will make Haynes Point and the Town of Osoyoos a destination for all.			
Detailed Project Works Please describe the detailed project works that will be achieved with the RMI funds. The funds will be used to complete a feasibility study to ensure a project of this type can be completed. It will also include a design and construction of the pier.			
Project Goal(s) Please describe which of your RDS goals this project will support. Specific goals include: *Increased visitor traffic *Increase number of accessible/barrier free amenities. This will be a unique project dedicated to increasing accessibility. *Increase visitor satisfaction by creating an amenity that is proactive in showing how RMI funding can make a difference in the lives of people with specific needs.			
Program Objectives Please identify the RMI program objective(s) this project supports and describe. The broad range of objectives related to increased tourism is evident, but it also signifies a special and unique opportunity for the Town, Osoyoos Indian Band and BC Parks to collaborate and make this type of amenity sustainable. The creation of an accessible pier isn't that different from any type of pier and the fact that a few additions makes it more usable for visitors (able bodied or not) cannot be understated.			

Performance Measurement Please identify the RMI program outcome(s) this project supports and describe the performance measures that will be used to measure outcome.

*Visitation numbers by community, visitor centre, hotel reporting etc.; average length of stay data; visitor spending data. Performance measured by the extension of the shoulder season.

*Visitor survey data; tourism employment data.

*Number of environmental certifications for tourism businesses; waste reduction data; carbon footprint data.

People who require specific accessibility venues are regular everyday people who have able bodied family members. Most are independent and have a strong desire to keep it that way.

Please indicate if the project supports one or more of the following initiatives. Select all that apply.



Indigenous Tourism



Diversity & Inclusion



Emergency Preparedness



Sustainability

Please describe how the project supports these initiatives:

Haynes Point is currently operated by Osoyoos Indian Band and with them as part of this project it will enhance awareness to all members.

This project will be diverse, unique and open for all patrons. There will be no limitations on its use and strengthening our relations with the stakeholders involved will be a great proactive approach for the future.

We need to create and build more accessible venues and bringing this project forward will provide an excellent segway for others to develop similar venues and sustain them for years to come.

Funding Sources

Total RMI Funding	\$ 50,000
MRDT Funding (if applicable)	
Other Provincial Funding (i.e. provincial agencies such as DBC or Creative BC)	
Municipal Funding	
Other	
Total Cost of Project	\$ 50,000

Appendix B: 2019-2021 RMI Revenues and Project Expenditures

Appendix C: Letters of Support

(insert letter from DO)

(insert letter from OIB)

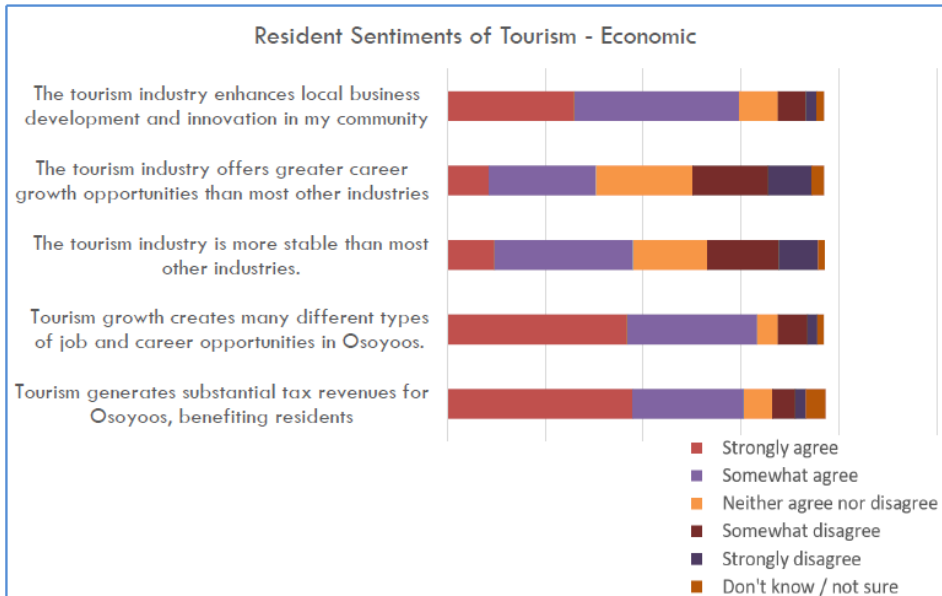
(insert letter from Accessibility Committee)

(insert letter from Chamber of Commerce)

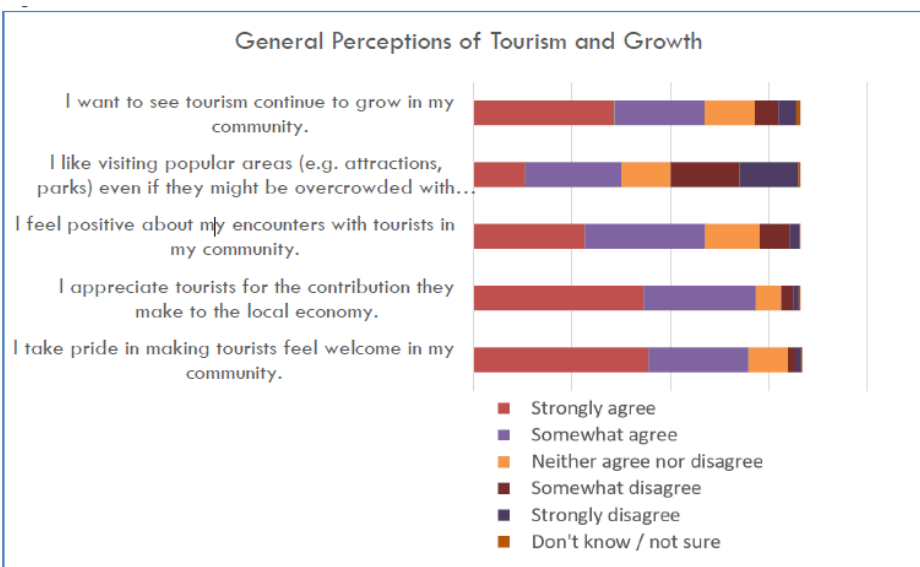
Appendix D: Survey Results²

The following questions were posed to survey respondents.

Q1: How do you generally feel about tourism development in Osoyoos?

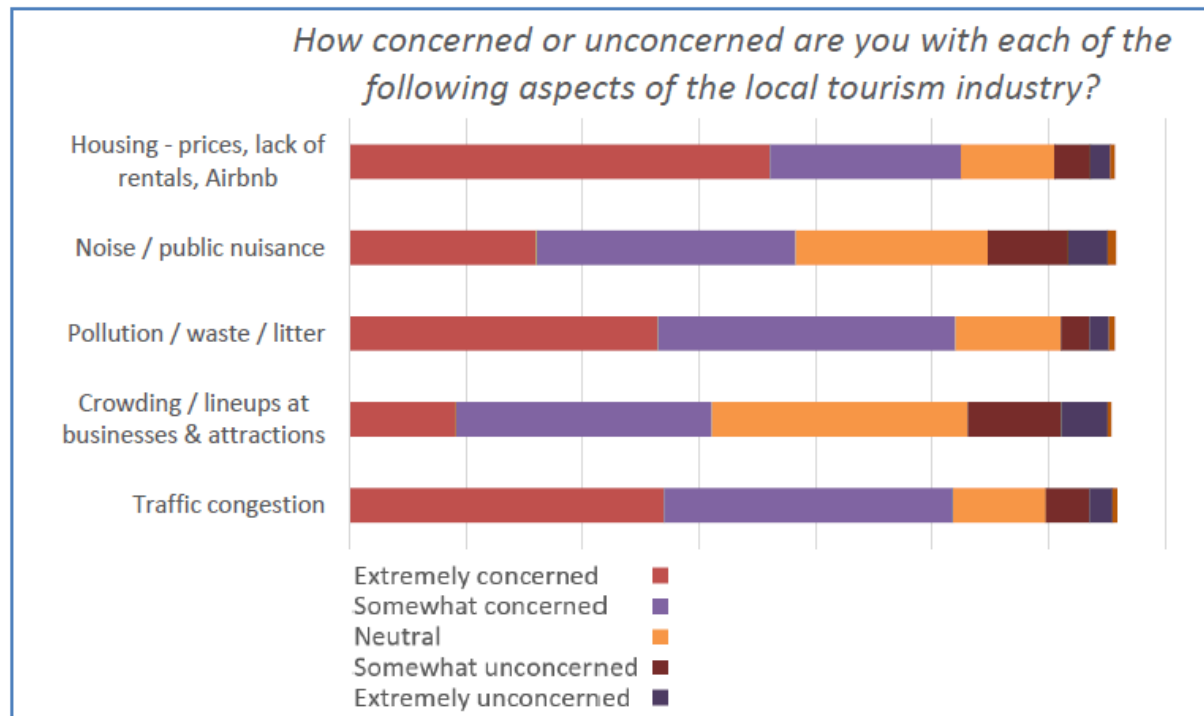


Q2: Tourist Interactions and Desire for Growth



² Economic Impact & Value of Tourism in Osoyoos, prepared by Larose Research & Strategy for Destination Osoyoos, April 2022

Q3: Concern with Specific Aspects of Tourism Impacts



Below is a selection of verbatim comments from survey respondents:

- 2-3 more boat ramps! large day marina! trailer parking! [Don't eliminate] angle parking
- 4 lane bridge/main street. Reopen the street by the post office/bmo
- Absolutely! We need more police presence in the summer I feel there is to many minors walking around with alcohol then of age people. We would have less accidents if people would just obey the laws
- Add winter/fall tourism
- Address sidewalks and the use of them, need to be wider and restricted to foot traffic only
- Address staff shortage in some way!
- Advertising in Canada
- Affordable housing
- Affordable housing for full time residents.
- Affordable housing for full-time residents
- Aquatic centre to provide influx of people from other places for swim meets, more amenities for snow birds and year round for residents

-
- Bike stands, benches, more food trucks in food court
 - Bringing in a well known artist in July every yr would be great for the music in the park
 - Build a casino.
 - Build more rentals. Build more medical facilities. Entice young people to work in the summer, businesses aren't short staffed.
 - Build real sidewalks, reduce congestion, get rid of these ugly motels, ugly billboards, invest in the main street,
 - Businesses in town tend to shut down too early. Need more things to do in the evenings. Nelson has the right idea.
 - Bylaw enforcement
 - Bylaw enforcement easily available 7 days a week... longer hours
 - Could be a benefits card offering locals discounts. Prices seem inflated here. Speed bumps at cross walks would also be good.
 - Create affordable housing options
 - Create an alternative traffic route through town so that locals can get to and from work, get their groceries and live normally while sharing their town with tourists. And fix the left turn problem by installing lights or stop signs in appropriate areas, or roundabouts. The road system needs LOTS of work.
 - Create more things in the Fall
 - Create more year-round tourist attractions to enable local residents to have full time jobs throughout the year. Winter markets, lights, festivals, parades, halloween attractions, indoor attractions - anything that keeps tourists here longer will help the economy and not force closures or business slow downs during non-summer months.
 - Create safer traffic areas, more crosswalks/lights
-
- Enforce the existing by-law of not allowing Airbnb. Make long-term housing rentals available, most people cannot afford to buy a home. That is a luxury. Essentially, tourism cannot and will not be sustained or improved if there are workers here to support the industry. We need to lower the age demographic or eventually we will turn into something like Oroville.
 - Ensure that tourism operators provide housing for their staff. Ensure that local infrastructure can accommodate the influx of tourists. Mandate that operators contribute and invest in the health of the community overall, not just for the tourism season. Encourage tourism operators fund transportation networks between Oliver, Osoyoos, the Similkameen valley and Penticton that runs more than once per day.