

Rossland, BC

Resort Municipality Initiative

Annual Report 2018



Submitted by:



City of Rossland
In Association with
Tourism Rossland

Prepared by:

Andras Lukacs, PhD
Executive Director
Tourism Rossland Society

1. Regional and Local Tourism Context

Understanding significant local and regional tourism influences provides context for both the local tourism economy and the overall progress of the RMI Resort Development Strategy.

LOCAL AND REGIONAL INFLUENCES

The following table provides a summary of the significant local and regional tourism influences for the report year that are not in municipal control. These influences are factors that supported and/or hindered the local tourism economy during the reporting period.

Factors Supporting Tourism	Factors Hindering Tourism
<p>Consistent snow during the winter season</p> <p>The opening of The Josie Hotel and Nowhere Special Hostel and increased marketing activity associated with these businesses</p> <p>Favorable US/CDN exchange rate</p> <p>Excellent marketing and media coverage of RED, The Josie Hotel and Rossland in general</p> <p>Increased awareness of the importance of tourism outside the ski season</p> <p>Increased collaboration between regional tourism stakeholders</p>	<p>Contraction of the long-term housing market in Rossland</p> <p>Relatively difficult access. Rossland must rely on either the Castlegar airport with its frequent cancelations, Cranbrook airport, Kelowna or north-south route to markets like Spokane.</p> <p>Lack of local transportation (shuttles and taxis) is considered a limiting factor</p> <p>The 2018 wildfire season had a negative impact on leisure visitation. Additionally, the constant negative media coverage further exacerbated the situation.</p> <p>Dry summer months made our trail system extremely vulnerable, although we did not have to close any trail in 2018.</p> <p>We were unable to secure funding for our regional tourism marketing project in 2018 and lost some momentum. The good news is that our grant writing efforts were successful and the project is up and running in 2019.</p> <p>The uncertainty with the RMI program meant that we were unable to complete some of our planned in 2018.</p>

2. Project Progress

2.1. Resort Municipality Initiative (RMI) Context and Vision

Rossland has participated in the RMI program since 2007. Each RMI community has a Resort Development Strategy (RDS), which identifies the community's vision, goals, and projects in support of RMI program objectives for the 2015-2017 period.

Rossland is a resort community that will be an all-season resort destination of choice for visitors and residents, developing within the context of the community's vision and values, and providing a warm welcoming environment with facilities that are competitive and attractive to our core market.

2.2. Resort Development Strategy (RDS) Goals

The table below lists Rossland's RDS Goals and provides an overview of progress made on each.

As this is the last report on your 2015-2018 RDS, please provide detail on achievement of the goals identified in the strategy. It is recommended that you consult with your tourism stakeholders or RMI/Tourism Committee to understand progress. Please delete these instructions/examples once read.

Resort Development Strategy Goals	Summary of Progress on Resort Development Strategy Goals (please describe and reference performance indicators if you have data to support)
1. To increase overnight stays by 2% per year as measured by the Municipal and Regional District Tax using 2014 as a base year.	Goal Achieved in 2018. Our accommodation revenue in 2018 was \$5.5 million dollars. This represents a 24% increase since the base year of 2014.
2. Increase the traffic on the Spokane Shuttle by 5% per year.	Goal achieved in 2018. The passenger volume during the 2018/2019 season was 719. This represents a 57% increase since the 2014/2015 base year. We were able to establish this service as a viable business by leveraging RMI funding with support from regional stakeholders (RED Mountain Resort, Nelson Kootenay Lake Tourism and Whitewater Ski Resort).
3. Increase number of riders on internal shuttle by 5% per year.	N/A. The program (sustainable funding model and hours) was redesigned, therefore year-to-year comparison of passenger numbers are not a viable measure of success.
4. Increase summer visitor traffic by 10% per year as measured by the Municipal and Regional District Tax using 2014 as a base year.	Goal achieved in 2018. Our summer (June, July, August) accommodation revenue was \$1.03 million. This represents a 47% increase since summer of 2014.

2.3. Project Details

The following section describes progress on the individual projects in greater detail. The financial breakdown for the projects can be found in Appendix 1.

Project Title	Internal Shuttle		
Project description	Shuttle Service – Internal Rossland to Red Mountain during the ski season.		
Project Category	Infrastructure/Amenities	Programs and Services	
Other themes	Indigenous Tourism / Accessibility related / Emergency Preparedness / Sustainability		
Project rationale/goal/objectives	There's limited public transportation within the community, and an inability to get ski groups without transportation. The service also alleviates impaired driving and help attract and retain seasonal tourism workers. It supports both identified RMI project objectives (develop/enhance infrastructure or amenities, and deliver remarkable visitor experiences).		
Project Spending in Reporting Year	\$31,000		
Project status	Not Started	In Progress/Ongoing	Completed
Project activities and/or outcomes for the reporting year	<ul style="list-style-type: none"> Given the issues with the sustainability of the “free” shuttle, our partners agreed to transition the service to a pay-per-use model and recover some of the operating costs. It was a smooth transition without any negative feedback from visitors or the industry. To facility this transition, Kooteany Gateway Mountain Shuttle assumed all administrative duties. The program was fully redesigned for the 2018/2019 season. We transitioned to a pay-per-use model and reduced the operating hours. The industry introduced a late-afternoon/night transportation service outside this program. The new pay-per-use model was successful and financially sustainable. The service transported a total of 12,400 passengers between downtown Rossland and the ski resort. 		
Stakeholder Involvement: (Optional)	Tourism Rossland, its board of directors and other industry stakeholders helped plan and design the service for the 2018/2019 ski season. Additionally, the RMI funding is leverage by monies from stakeholders (RED Mountain Resort, The Josie Hotel, etc.).		

Project Title	Spokane Shuttle		
Project description	Shuttle Service – Rossland/Nelson to Spokane Airport during the ski season.		
Project Category	Infrastructure/Amenities	Programs and Services	
Other themes	Indigenous Tourism / Accessibility related / Emergency Preparedness / Sustainability		
Project rationale/goal/objectives	We have limited transportation options to access our main US gateway airport. The program supports both identified RMI project objectives (develop/enhance infrastructure or amenities, and deliver remarkable visitor experiences).		
Project Spending in Reporting Year	\$1,536.95		
Project status	Not Started	In Progress/Ongoing	Completed
Project activities and/or outcomes for the reporting year	<ul style="list-style-type: none"> • The above project spending represents actual spending in 2018 towards the 2017/2018 season. Total spending for the 2018/2019 season was \$2849.46. • We had a successful 2018/2019 season with increasing ridership. • We did an experiment of subsidizing the shuttle during the opening and closing weeks of resort operations. This was not successful due to low ridership and we will no longer offer the service. 		
Stakeholder Involvement: (Optional)	The service is managed and funded by a consortium of regional tourism stakeholders (RED Resort, Whitewater Ski Resort, Nelson Kootenay Lake Tourism and Tourism Rossland).		

Project Title	Signage		
Project description	Improve signage and wayfinding in our community to develop infrastructure and deliver remarkable visitor experiences.		
Project Category	Infrastructure/Amenities	Programs and Services	
Other themes	Indigenous Tourism / Accessibility related / Emergency Preparedness / Sustainability		
Project rationale/goal/objectives	To improve the ability of our guests to find their way around town as well as to improve the community visually.		

Project Spending in Reporting Year	\$462		
Project status	Not Started	In Progress/Ongoing	Completed
Project activities and/or outcomes for the reporting year	<ul style="list-style-type: none"> We partnered with the Rossland Heritage Commission to create/replace plaques on our heritage building to compliment the Rossland Heritage Walking Tour. 		
Stakeholder Involvement: (Optional)	It was a joint project with the Rossland Heritage Commission with input from other tourism stakeholders (Rossland Museum & Discovery Centre, etc.)		

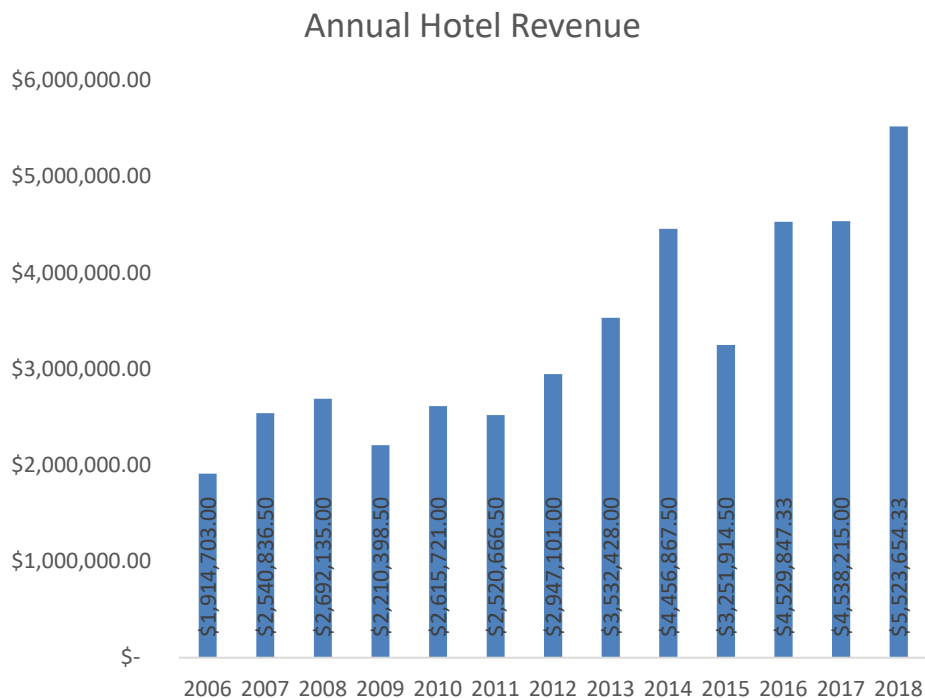
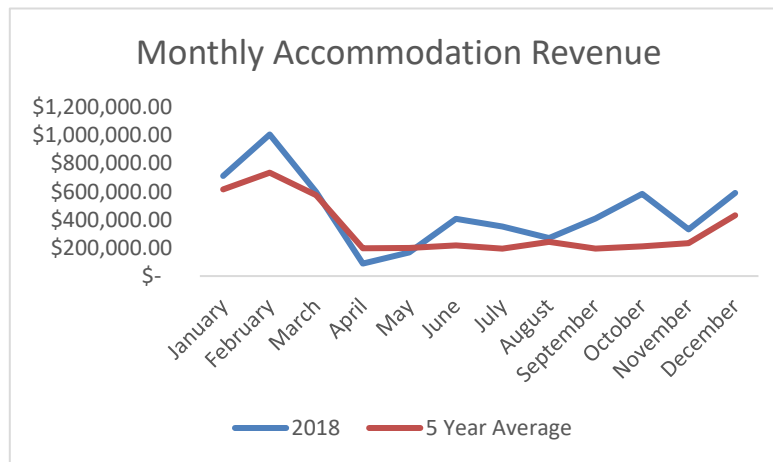
DRAFT

3. Economic Outcomes (Required)

The data in this section is collected by both the resort communities and/or the Whistler Centre for Sustainability (WCS). While specific projects can impact these results, the results in this area only show trends over time and should be considered as a long-term impacts of investments in infrastructure, projects and programs.

Accommodation Sector Performance

Accommodation sector performance provides an indication of the size and health of overall tourism economy (more specifically the accommodation sector), by tracking changes in MRDT, room revenue or room nights sold. Overnight visitors to the communities tend to participate in more experiences than day visitors, and the additional hours spent in the resort result in increased spending patterns and greater contributions per visitor to the local economy. Considering the variation in this indicator throughout the year provides a window into the community's success at growing tourism throughout the four seasons.



Visitor Numbers

A resort communities' tourism economy is dependent on visitation. Visitor numbers provide an understanding of the health of the tourism economy, as well as the popularity the community as a tourism destination, quality of the service levels, and the perceived value of tourism offerings. Depending on the employed methodology, visitor numbers includes day visitors and overnight visitors differing from accommodation sector performance. Considering the variation in this indicator throughout the year provides a window into the community's success at growing tourism throughout four seasons.

Currently there's no methodology in place to measure visitation to Rossland. We use our MRDT performance measure as the best indicator.

We also have track visitation to our Visitor Centre (located in the Rossland Museum). The Museum was only partially open during 2017. That being said, visitation increased 5,815 to 10,0012. This represents a 72% increase.

Number of Business Licenses

The number of businesses in a community reflects economic success and potentially diversity of tourism offerings. Breaking the results out by tourism business can provide a more direct measure of tourism growth.

Partially due to the short-term rental by-law, the number of business licenses increased significantly in Rossland. In 2018, there were 367 valid licenses in our community. Currently we do not have the capability to distinguish between tourism-related and other businesses.

4. Conclusion and Outlook (required)

Our core RMI projects (Rosslund Ski Bus and Spokane Shuttle) proceeded as planned during the 2018 year. We were able to provide exceptional service for our visitors and the changes made to the Rosslund Ski Bus helped transition the program towards a sustainable model with increased stakeholder involvement.

The Spokane Shuttle was a success again, although we learned that offering the service during the first and last week of the ski season is financially desirable due to extremely low passenger volume. Our long-time provider of the service went out of business after the end of the ski 2018/2019 ski season. We will work with our partners during the summer of 2019 to find a new vendor to continue providing this essential service and grow our US visitation through the Spokane International Airport.

Given the uncertainty about the RMI, we were unable to plan and approve our new 2018 projects on time. Therefore, we made the decision to hold these funds in trust and include these projects in our new Resort Development Strategy.

DRAFT

Appendix 1 2018 Financial Report (Please attach or paste in your completed 2018 RMI financial report) (required)

Activity	Budgeted Amount - RDS	Jan. 1 - March 31 Expenditures	Apr. 1 - June 30 Expenditures	July 1 - Sept. 30 Expenditures	Oct. 1 - Dec. 31 Expenditures	Total Expenditures 2018
Internal shuttle	\$31,000	\$ 31,000.00	\$ -	\$ -	\$ -	\$31,000.00
Spokane shuttle	\$7,000	\$ 675.94	\$ 861.01	\$ 0	\$ -	\$1,536.95
Rossland Skate Park	\$10,000	\$ -	\$ -	\$ -	\$ -	\$0.00
Wrapping Electrical Boxes with Design Artwork	\$1,500	\$ -	\$ -	\$ -	\$ -	\$0.00
Replacement Arm Banners for City Streetlights	\$5,000	\$ -	\$ -	\$ -	\$ -	\$0.00
Signage	\$16,500	\$ -	\$ -	\$ -	\$ 462.00	\$462.00
Reserve for 2018/2019	\$3,441	\$ -	\$ -	\$ -	\$ -	\$0.00
						\$0.00
						\$0.00
						\$0.00
						\$0.00
						\$0.00
						\$0.00
						\$0.00
						\$0.00
TOTAL	\$74,441	\$31,676	\$861	\$0	\$462	\$32,537

Financial Snapshot	
Reserve as of Jan. 1, 2018	\$0
Interest allocated to Reserve 2018	\$0
Funding provided in 2018	\$74,441
Total available for 2018	\$74,441
Total currently available (total less expenditures)	\$41,904