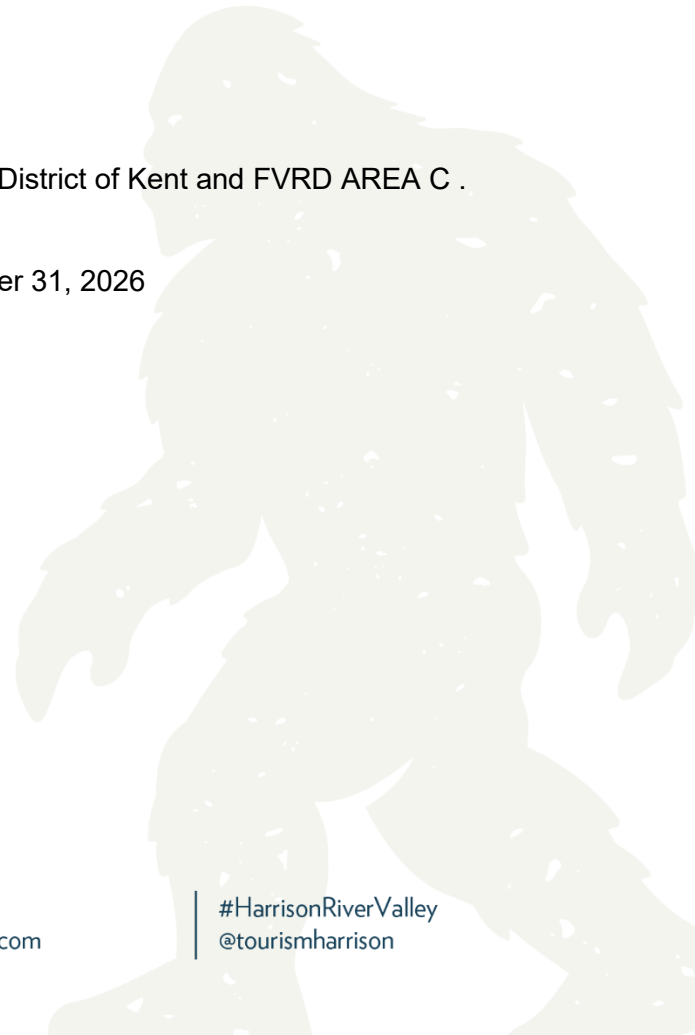




Tourism Harrison River Valley

One Year Tactical Plan, 2026

Designated Recipient: Harrison Tourism Society
Designated Accommodation Area: Harrison Hot Springs, District of Kent and FVRD AREA C .
Date Submitted: November 30th, 2025
MRDT Repeal Date: January 1, 2027
Five-Year Period: Year 5 of 5, January 1, 2022 - December 31, 2026



Section 1: Overview and Update to Five-Year Strategic Business Plan

Strategic Direction

The 2026 Tourism Harrison River Valley Tactical Plan marks Year 5 of the 2022–2027 cycle. This year prioritizes fulfilling prior commitments while preparing the 2028–2032 plan.

Tourism Harrison River Valley has shifted from solely marketing to embracing destination management, balancing tourism growth, community well-being, and environmental care. In 2026, this balance will drive all initiatives, positioning the organization as both promoter and steward.

Vision and Mission

Vision

A year-round destination where visitors enjoy diverse arts, culture, and recreation experiences, are respectful of the environment, and bring benefits to our unique communities and cultures.

Mission

Collaborating with tourism partners to grow tourism offerings and responsibly steward tourism assets for all.

These statements anchor decision-making and steer all marketing, experience development, and visitor servicing activities in 2026.

Strategic Focus for 2026

In 2026, Tourism Harrison River Valley will address four key priorities to complete the current strategic cycle and prepare for future growth:

1. **Strengthen the destination brand** by consistently positioning Harrison River Valley as a four-season destination. Marketing will leverage the “In the Wild” campaign to spotlight outdoor adventure, wellness, and authentic local experiences.
2. **Enhance visitor experience and service delivery** through ongoing development of the Visitor Centre and Sasquatch Museum, improved staff coverage, and retail offerings that better reflect local artisanship and visitor demand.
3. **Embed sustainability and stewardship** by integrating environmental respect, resident balance, and accessibility into marketing and operations to ensure tourism enriches community life.
4. **Build organizational readiness** by using 2026 to strengthen internal capacity, measurement systems, and insight gathering to inform the development of the 2028–2032 Strategic Plan.

These priorities: sustaining momentum, advancing intentionality, embedding data-driven decision-making, and prioritizing community focus directly support Tourism Harrison River Valley’s move toward a more unified approach to destination leadership.

Key Learnings and Conclusions

Tourism Harrison River Valley continued steady activity across its marketing, visitor servicing, and event portfolios through 2025. While external conditions, such as rising costs and changing visitor behaviours, presented challenges, the destination remains well-positioned for sustainable growth in 2026. The following summarizes key learnings and performance insights that will inform our approach in the year ahead.

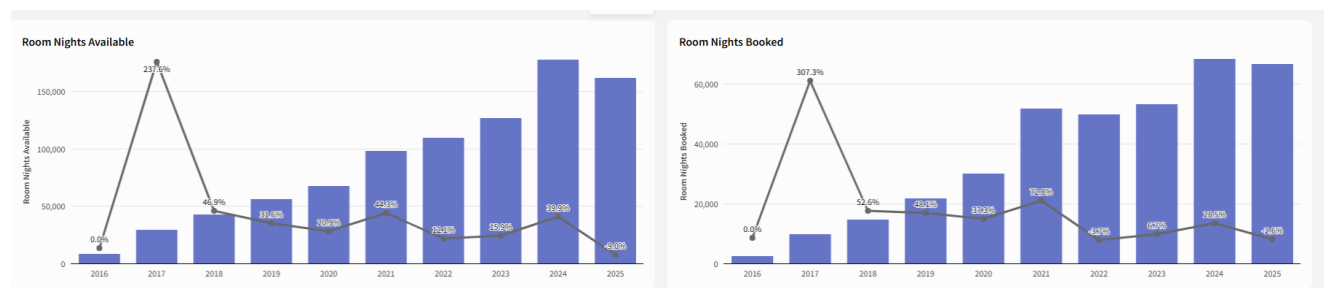
Market and Visitation Trends

Average monthly occupancy for traditional accommodation providers in the Harrison River Valley was 68 percent (Jan - October 2025), which is the same as January to October 2024.

Airbnb and short-term rental activity for the period of January - November 2025 vs January - November 2025 are summarized below.

Revenue \$9.6M <small>↑ 9.6% vs selected period</small>	Average Daily Rate \$358 <small>↑ 0.6% vs selected period</small>	RevPAR \$153 <small>↑ 9.7% vs selected period</small>
Available Listings 2,470 <small>↓ 2.5% vs selected period</small>	Booked Listings 2,238 <small>↓ 1.8% vs selected period</small>	Occupancy Rate 43% <small>↑ 9.0% vs selected period</small>
Room Nights Available 161,489 <small>↓ 0.1% vs selected period</small>	Room Nights Booked 66,522 <small>↑ 8.9% vs selected period</small>	Active Listing Nights 62,846 <small>↓ 0.1% vs selected period</small>

As can be seen in the tables below, the available and booked room nights are not increasing at the rapid rate as previous years which is also reflected in revenue.



The visitor profile continues to align with pre-pandemic patterns, with most travellers arriving from Metro Vancouver and the Fraser Valley. Day-trip volumes softened slightly due to cost-of-living pressures and fuel prices, while overnight stays remained consistent, supported by strong performance from established events and continued interest in wellness and outdoor recreation.

Visitor Services and Museum

The Visitor Centre and Sasquatch Museum saw significant increases in visitation and engagement throughout 2025, welcoming an average of 60 guests per day, compared to 49 per day in 2024. Retail revenue grew by 22% percent, reflecting expanded inventory and higher visitor numbers to the new centre.

To support this growth in October we expanded the Event Coordinator's role to be Event and Visitor Services Coordinator. This will allow us to provide consistent oversight of daily operations and improve service delivery. The move to seven-day-per-week operations has proven effective, and visitor feedback indicates high satisfaction with accessibility and staff knowledge.

The new location continues to attract interest from group tours and film productions. These requests present an opportunity to develop a small-scale revenue model that supports the broader visitor services function.

Marketing and Communications

Tourism Harrison River Valley's digital marketing efforts strengthened its regional profile and brand recognition. However, the transition to a hybrid marketing model, which combines in-house management with contracted creative and social media support, has had mixed results. Roles and vendors will be evaluated in 2026 to determine the optimal structure moving forward. The adoption of SnapSea for user-generated content continues to perform well, driving higher engagement rates and more authentic visual storytelling compared to traditional paid campaigns.

Pay parking data, a useful proxy for day-trip activity, showed a decline of 4.2 % percent, or 1,677 fewer vehicles, compared to the previous year. Despite this decrease, overall brand visibility and online engagement remained strong, suggesting that interest in the destination remains high even during periods of lower physical visitation.

Events and Seasonal Programming

Signature events, such as Lights by the Lake, Bands on the Beach, and the Harrison Festival of the Arts, continue to be essential drivers of visitation, especially during the shoulder and winter seasons. These events play a key role in supporting local businesses and generating off-peak traffic.

Together with the Village of Harrison Hot Springs we are reviewing all RMI events for 2026 and 2027 to ensure that the program's intentions of driving overnight visitors in shoulder seasons are achieved.

Operational Insights

2025 marked the second year of operating out of the expanded Visitor Centre and Sasquatch Museum space. The increased visibility and accessibility of this location have significantly improved visitor flow, retail sales, and opportunities for engagement.

At the same time, sustained demand for seven-day operations has highlighted the need to increase part-time staff hours and provide additional training. Continued investment in cross-training and scheduling flexibility will be required to maintain service quality.

Digital readiness remains a high priority. With more than 70 percent of website traffic now on mobile devices, the next phase of web development will focus on mobile optimization and accessibility improvements to ensure all visitors can access information easily.

Overall Goals and Objectives

The goals and objectives outlined in Tourism Harrison River Valley's 2022–2027 Five-Year Strategic Business Plan remain relevant and continue to guide all programs, marketing

activities, and visitor service functions. As the organization enters the final year of this cycle, the emphasis will be on refining strategies, improving operational efficiency, and integrating sustainability and destination management principles into future planning.

Core Goals from the Five-Year Plan

1. Build a compelling tourism brand.

Continue to position the Harrison River Valley as a welcoming, four-season destination that highlights the diversity of experiences across Agassiz, Harrison Hot Springs, Electoral Area C, and Sasquatch Mountain. Marketing will maintain a focus on authentic storytelling that leverages the strength of the Harrison River Valley name while reinforcing the collective identity of the region.

2. Increase awareness and visitation through effective marketing.

Expand awareness among target Metro Vancouver and Fraser Valley markets, using earned and digital media to attract overnight visitors who stay longer and explore more.

3. Execute cost-effective marketing initiatives that benefit local businesses.

Maximize the impact of MRDT and other tourism revenues by prioritizing high-return marketing investments that directly support tourism operators. This includes collaborative advertising, digital campaigns, and the development of high-quality content assets that can be utilized across multiple channels.

4. Support tourism-related businesses to strengthen the overall visitor experience.

Continue providing tools, training, and promotional opportunities that help local tourism businesses improve their marketing efforts and online presence. By working collaboratively with smaller operators, Tourism Harrison River Valley can elevate the region's overall visibility and competitiveness.

5. Deliver excellent visitor services.

Ensure visitors receive high-quality, informed, and engaging service through both in-person and digital channels. The Visitor Centre and Sasquatch Museum will continue to serve as the central hub for trip planning resources, community information, and authentic storytelling.

6. Implement destination management best practices.

Promote sustainable tourism that benefits both residents and visitors by striking a balance between demand, quality of life, and resource protection.

Areas of Focus for 2026

As the organization completes this five-year cycle, several cross-cutting priorities will help strengthen readiness for the next planning period and maintain alignment with emerging provincial priorities:

- **Brand Strength:** A 2025 brand audit will be conducted to evaluate the Harrison River Valley brand. In 2026, use findings to refine visual identity, messaging, and tone for a cohesive brand presence across all platforms.
- **Sustainability and stewardship:** Deepen the integration of responsible tourism practices into marketing, visitor services, and event planning to ensure tourism supports community well-being and environmental integrity.

- **Organizational readiness:** Strengthen internal systems for tracking, evaluation, and reporting to support data-informed decision-making in the next strategic plan.
- **Experience and product enhancement:** Continue to evolve visitor-facing assets, including the website, retail offerings, and visitor centre experience, to reflect a modern, mobile-first, and authentic representation of the destination.

These goals and focus areas will guide all tactical activities in 2026, ensuring Tourism Harrison River Valley concludes the 2022–2027 strategy from a position of strength while preparing for the next phase of destination growth and management.

Strategies

The strategies guiding the 2026 Tourism Harrison River Valley Tactical Plan remain consistent with the 2022–2027 Five-Year Strategic Business Plan. They continue to emphasize destination promotion, community collaboration, and responsible tourism growth. As the organization enters the final year of the current strategy, refinements reflect emerging priorities and evolving needs of visitors and residents.

Strategic Focus for 2026

Tourism Harrison River Valley’s approach for 2026 will maintain alignment with the established strategic framework while placing additional emphasis on the following focus areas:

- **Sustained four-season growth** through targeted marketing and events that extend visitation beyond summer months and build on established shoulder-season strengths.
- **Responsible tourism practices** that integrate sustainability and stewardship into all aspects of marketing and visitor experience development.
- **Brand evaluation and refinement** based on the outcomes of the 2025 brand audit, ensuring consistent and cohesive storytelling across all platforms.
- **Digital excellence and storytelling** through expanded content marketing, user-generated imagery, and improved website functionality to inspire trip planning and extend visitor stay.
- **Enhancing the visitor experience through the** ongoing development of the Visitor Centre and Sasquatch Museum, key brand touchpoints that provide interactive and informative experiences, connecting visitors to local culture and nature.

Key Content Themes for 2026

The content themes for 2026 will continue to align with the destination’s brand identity and core visitor motivations. These themes will shape both organic and paid storytelling across all marketing channels.

- **Wellness and rejuvenation:** Positioning the Harrison River Valley as a place to rest, recharge, and reconnect through nature, hot springs, and slow travel experiences.
- **Nature and outdoor adventure:** Celebrating the region’s lakes, rivers, forests, and trails, highlighting activities such as paddling, hiking, and birdwatching.
- **Local culture and storytelling:** Showcasing the character of the region through local makers, culinary experiences, Indigenous storytelling, and community events.
- **Family and friends getaways:** Encouraging near-market travellers to explore the Harrison River Valley as an easy and rewarding escape for families and small groups.

- **Winter and shoulder-season experiences:** Highlighting events and activities that attract visitors beyond the traditional summer season, including Lights by the Lake and snow-based recreation at Sasquatch Mountain.

These strategies and content themes will ensure Tourism Harrison River Valley continues to tell a consistent and compelling story while meeting the growing expectations of travellers seeking meaningful, sustainable, and experience-rich destinations.

Target Markets

The 2026 tactical approach maintains focus on the destination's established priority markets, guided by visitor data and past performance. These markets have been defined through a combination of historical performance data, visitor activity profiles, and geographic analysis. The approach continues to emphasize near-in markets that align with the Harrison River Valley's accessibility, visitor experience strengths, and seasonal travel patterns.

Primary Markets

Greater Vancouver Regional District and Fraser Valley Regional District

The primary focus remains on attracting both overnight visitors and day trippers from the Greater Vancouver and Fraser Valley regions. Proximity and strong brand awareness position these markets as the foundation for consistent year-round visitation.

Harrison River Valley experiences distinct seasonal demographics, and marketing efforts reflect these shifts throughout the year.

- The summer and school holiday periods attract a high proportion of families and a significant increase in day trip traffic.
- Shoulder and winter seasons tend to draw couples and seniors seeking relaxation, small-town charm, and seasonal events.

Year-round activity targeting focuses on outdoor enthusiasts, soft adventure seekers, and fishing travellers, supported by niche audiences such as spa visitors and heritage enthusiasts. The expected length of stay averages 1–2 nights during the shoulder and winter seasons and 2–3 nights in summer, with certain segments, such as fishing visitors, extending to 3–5 nights per trip.

Secondary Markets

Rest of British Columbia, Northwestern Washington (including Seattle), and Alberta

Secondary markets mirror the characteristics of the primary audience, with similar interests and motivations. Travellers from these regions typically plan longer visits due to the increased travel distance, resulting in higher average overnight stays and greater overall spending per trip.

Marketing efforts in these regions will continue to focus on reinforcing the Harrison River Valley's position as a close, scenic getaway that offers accessible adventure, wellness experiences, and authentic connections to nature and community.

Section 2: One-Year Tactical Plan

Marketing

Media Advertising and Production

Tactics:

- Execute **paid advertising** across digital, print, outdoor, and emerging channels to sustain awareness and inspire visitation.
- Maintain a **monthly consumer newsletter** to share destination stories, itineraries, and seasonal inspiration.
- Use **paid social, search, and display campaigns** to extend reach and drive qualified website traffic.
- Utilize **non-traditional content formats and placements**, such as short-form video, sponsored content, and influencer partnerships, to enhance storytelling and engagement.
- Maintain **consistent creative and messaging** across all paid and owned channels to reinforce the refreshed brand identity.
- **Evaluate performance** quarterly to optimize media mix and creative strategy.

Implementation Plan:

Deliver broad, brand-aligned consumer marketing through paid and owned media channels to maintain awareness and inspire year-round visitation to the Harrison River Valley. Paid efforts will include digital, print, and outdoor advertising, while owned channels such as the consumer newsletter will strengthen direct engagement. Campaigns will highlight the destination's four-season appeal, leveraging updated brand assets and messaging developed through the 2025 brand audit. Sector-specific campaigns targeting visitors based on demographics (Seniors, Soft Adventurers, Fishing enthusiasts, Birders, and Heritage Enthusiasts) will support broad brand awareness campaigns and initiatives.

Quantifiable objectives:

- Increase paid website traffic and engagement by 10%, measured by total visits and duration of time spent on site.
- Publish 12 consumer newsletters with consistent performance tracking (open rate, CTR).
- Increase total reach as defined by advertisers by an average of 5% across all paid platforms.
- Maintain consistent cost-per-click (CPC) and cost-per-impression (CPM) across digital advertising channels.
- Increase social media followers by 5%.

Rationale:

A balanced mix of paid and owned media channels ensures that Harrison River Valley maintains visibility across multiple audience touchpoints. Digital campaigns drive awareness and conversion, while the consumer newsletter fosters loyalty and repeat visitation. This multi-channel approach allows for seasonal flexibility and long-term growth across target markets.

Action steps:

- Work with partners to develop an annual media plan, outlining spend, timing, and target audiences.
- Produce creative assets aligned with refreshed brand guidelines.
- Implement and manage paid campaigns through in-house and contractor support.
- Establish newsletter content and distribution schedule.
- Review analytics quarterly to refine targeting and messaging.

Potential partnerships:

- Regional partners for co-op marketing.
- Regional and local publications for print placements.
- Contractors and agencies for digital ad management and creative production.

Resources:

Tourism Harrison River Valley marketing team; contracted media buyers, designers, and writers; CRM and analytics tools.

Sources of funding:

MRDT revenues, potential co-op marketing funding, and partner cost-sharing opportunities.

Timeframe:

Ongoing through 2026.

Budget:

\$350,000

Website**Tactics:**

- **Maintain, update, and enhance the THRV website** to ensure it reflects the refreshed brand identity and continues to serve as the primary source of destination information.
- **Conduct a full technical audit** to assess website performance, accessibility, and functionality across desktop and mobile platforms.
- Implement an **overhaul of key structural and design elements** based on audit findings and adherence to strengthened brand guidelines.
- **Refresh content, navigation, and visuals** to align with new brand standards and improve the user experience.
- **Strengthen the integration of key digital tools**, including the events calendar, partner listings, and itinerary planning features.
- **Optimize search engine visibility** and analytics tracking to support marketing performance measurement.
- **Ensure compliance with accessibility standards** and evolving best practices in digital experience design.

Implementation Plan:

Tourism Harrison River Valley will maintain and enhance its website as the destination's central digital platform for visitors and partners. In 2026, this work will include two key deliverables: (1) integrating outcomes from the 2025 brand audit to ensure visual and narrative consistency across all pages, and (2) undertaking a comprehensive technical audit and overhaul to improve performance, accessibility, and overall user experience.

Following these reviews, the website will undergo structural and design refinements to strengthen navigation, mobile usability, and search optimization. Content updates will reflect refreshed brand messaging, featuring new photography, seasonal stories, and expanded partner listings. Collectively, these improvements will ensure the website remains a reliable, modern, and inspiring resource that drives trip planning and supports both marketing and visitor servicing functions.

Quantifiable objectives:

- Complete brand integration and technical audit by Q2 2026.
- Implement key website improvements by Q3 2026 based on audit results.
- Maintain uptime above 99.5% and improve page load speed.
- Achieve a year-over-year increase in website sessions and average time on site.

Rationale:

The website is the primary consumer touchpoint for trip planning, brand storytelling, and visitor engagement. A comprehensive technical and brand alignment review is necessary to ensure the site continues to meet evolving user expectations and accurately reflects the organization's refreshed identity. By enhancing design, functionality, and accessibility, Tourism Harrison River Valley will improve the visitor experience and increase the effectiveness of all marketing campaigns that drive traffic to the site.

Action steps:

- Conduct a comprehensive technical audit to evaluate site performance, SEO, accessibility, and integration with third-party tools.
- Review and update website design elements, colour palette, and typography to align with new brand guidelines.
- Update content and visuals to ensure that tone, language, and imagery align with the brand identity and guidelines.
- Optimize navigation, partner listings, and event calendar for clarity and usability.
- Enhance tracking and analytics tools to measure traffic sources, engagement, and conversion activity.
- Implement accessibility upgrades and ensure compliance with Web Content Accessibility Guidelines (WCAG).
- Test, launch, and monitor performance improvements post-implementation.

Potential partnerships:

- Web development and design contractors for technical and creative work.
- Regional partners for cross-linking and content sharing.
- Local tourism operators for partner listings and content collaboration.

Resources:

Tourism Harrison River Valley marketing team for project coordination and content updates.
Contracted web developer and SEO specialists for implementation.

Sources of funding:

MRDT

Timeframe:

Q1–Q4 2026 (technical audit and design overhaul in Q1–Q3; ongoing maintenance Q4).

Budget:

\$50,000

Social Media

Tactics:

- **Manage and grow** Tourism Harrison River Valley’s social media channels to maintain consistent, engaging, and brand-aligned storytelling across all platforms.
- **Ensure that brand guidelines** are consistently implemented to strengthen the visual identity, tone, and messaging across all social media content.
- **Curate user-generated content** through SnapSea and other platforms to highlight authentic visitor experiences.
- **Maintain a structured content calendar** that aligns with key campaigns, events, and seasonal themes.
- **Monitor analytics** to assess engagement, reach, and conversion metrics and refine tactics accordingly.

Implementation Plan:

Continue to maintain a strong, active social media presence across channels, aligning with the refreshed brand guidelines and strategic storytelling direction established through the 2025 marketing audit. The organization will produce and curate content that reflects the region’s natural beauty, seasonal diversity, and community character while promoting responsible travel and destination stewardship.

Social media activity will feature a blend of original and user-generated content to drive website traffic and encourage event participation. A structured content calendar will ensure a consistent posting rhythm, integration with broader marketing campaigns, and timely promotion of local experiences.

Quantifiable Objectives:

- Increase overall community size by 5% percent across all platforms.
- Maintain an average engagement rate of 5-8% percent across social media channels.
- Increase social media referrals to the website by 15% percent year over year.

Rationale:

Social media remains one of the most impactful tools for destination marketing, providing opportunities for both inspiration and conversion. By integrating updated brand visuals, authentic user-generated content, and targeted influencer collaborations, Tourism Harrison River Valley will strengthen its connection with key audiences and reinforce the region's position as a welcoming, nature-focused destination.

This activity also supports community and partner engagement by amplifying local businesses, events, and experiences through shared storytelling.

Action steps:

- Apply refreshed brand guidelines to all social media channels, updating visual templates, bios, and tone of voice.
- Develop a comprehensive 12-month content calendar that aligns with seasonal campaigns and key events.
- Continue to curate UGC through SnapSea, encouraging visitor participation and content sharing.
- Track and report on social media performance monthly, using analytics to inform adjustments.

Potential partnerships:

- Destination BC and regional partners for cross-promotional campaigns.
- Local businesses and tourism operators for collaborative content opportunities.
- Influencers and content creators specializing in travel, nature, and wellness.

Resources:

Tourism Harrison River Valley marketing team for oversight and content management; contracted social media specialist for support with content creation, scheduling, and analytics; creative partners for photography and video content.

Sources of funding:

MRDT

Timeframe:

Q1–Q4 2026, ongoing.

Budget:

\$70,000

Consumer Shows and Events

Tactics:

- Participate in **select consumer shows** that align with Harrison River Valley's key markets and experience pillars.
- **Promote the destination as a four-season getaway** through interactive, engaging displays and collateral materials that reflect the refreshed brand.

- Showcase experiences that **appeal to core audiences**, including outdoor adventure, wellness, fishing, birding, and cultural exploration.
- **Collaborate with local tourism operators** and regional partners to strengthen collective visibility and share promotional costs.
- **Integrate visitor data** capture at all events to support newsletter subscriptions and follow-up marketing.
- **Evaluate participation** annually to prioritize the most effective and cost-efficient shows.

Implementation Plan:

Participation in a select number of high-value consumer shows and community events to provide direct access to target audiences, including the **Vancouver Outdoor Show, Sportfishing Trade Shows and the Vancouver Wellness Show**, all of which are valuable in reaching high-interest audiences such as outdoor enthusiasts, anglers, and soft adventurers. Additional opportunities that align with evolving priorities and audience interests will be explored.

Participation will highlight the Harrison River Valley as a nature-focused, easily accessible getaway “just up the road,” emphasizing four-season recreation and authentic local experiences. Updated collateral materials will be used to ensure a cohesive presentation that aligns with findings from the 2025 brand audit.

Quantifiable objectives:

- Attend a minimum of two consumer shows aligned with target market priorities.
- Increase newsletter database by 10% through in-person engagement to garner sign-ups.
- Track leads, inquiries, and referral traffic from show participation to measure return on investment.

Rationale:

Consumer shows and events offer valuable opportunities for direct engagement with visitors, potential travellers, and the media. These interactions help build destination awareness, gather visitor feedback, and reinforce brand credibility. A selective, strategic approach maximizes exposures while managing costs and focusing resources on events that deliver measurable outcomes.

Action steps:

- Confirm participation in key shows, including the Vancouver Outdoor Show, with flexibility to add new opportunities that align with audience trends.
- Update collateral and display materials using refreshed imagery and messaging to support cohesive brand identity across channels (see Collateral Production and Distribution)
- Coordinate staffing, logistics, and event scheduling.
- Collect visitor data and feedback for post-event analysis and remarketing.
- Review event performance metrics annually to inform participation strategy for subsequent years.

Potential partnerships:

- Regional and local tourism partners for collaborative booths or shared costs.
- Local businesses and attractions for content and giveaways.

Resources:

Tourism Harrison River Valley marketing team for planning, staffing, and coordination; BC Sportfishing Group, Fraser Valley Group.

Sources of funding:

MRDT revenues, potential partner contributions, and cost-sharing with regional partners.

Timeframe:

Q1–Q4 2026, with attendance typically concentrated in Q1–Q2 for consumer shows.

Budget:

\$25,000

Collateral Production and Distribution

Tactics:

- **Audit collateral materials** to ensure adherence to brand guidelines following the 2025 brand audit.
- Maintain and **update core print materials**, including the Visitor Guide, rack cards, maps, and event-specific brochures.
- Ensure all materials reflect current imagery, tone, and messaging consistent with the updated brand guidelines.
- **Coordinate effective distribution** of collateral through visitor centres, regional partners, and participating businesses.
- **Review and streamline print quantities** to align with sustainability goals and visitor demand.

Implementation Plan:

Produce and distribute high-quality branded collateral to promote the destination and support partner engagement, incorporating updates resulting from the 2025 brand audit, ensuring all materials align with the visual identity and storytelling direction.

The organization will maintain its suite of core materials, including the Visitor Guide, maps, and rack cards, while refining the design, tone, and imagery to ensure consistency across all print and digital platforms. New materials may be developed to highlight specific themes or experiences, such as seasonal itineraries, wellness, or cultural tourism.

The custom Harrison River Valley created in partnership with Backroad Maps at the end of 2025 will be ready for sale by early 2026. We will work to create awareness of this product in order to generate a sales goal of 200 maps per year.

Distribution will continue through visitor centres, regional partners, tourism businesses, and events, with an emphasis on responsible print management and increased use of digital formats to reduce environmental impact.

Quantifiable objectives:

- Ensure all collateral aligns with refreshed brand standards by Q2 2026.
- Update and print 20,000 copies of the Visitor Guide.

- Update and print 15,000 copies of the Trail Guide.
- Update and print 20,000 copies of the Tearaway Maps.
- Sell 200 of the custom Harrison River Valley maps produced by Backroad Maps
- Distribute materials to visitor centres, tourism operators, and regional partners.

Rationale:

Branded collateral remains a vital tool for inspiring visitation, supporting trip planning, and ensuring consistency in destination messaging. Visitors continue to value tactile, visual resources, while digital materials enhance accessibility and reach. Updating collateral to reflect the refreshed brand identity ensures consistent representation across all marketing channels and strengthens the overall visitor experience.

Action steps:

- Audit existing collateral to assess relevance, accuracy, and brand alignment.
- Update design templates and copy to reflect refreshed brand standards.
- Produce new imagery and content for print and digital use where gaps are identified.
- Coordinate production schedules to align with seasonal distribution timelines.
- Work with regional partners and local tourism businesses to distribute materials efficiently.
- Monitor inventory and adjust print quantities to align with visitor demand and sustainability practices.

Potential partnerships:

- Local partners for advertising opportunities
- Visitor centres, accommodation providers, and attractions for material display.
- Black Press for collateral production.

Resources:

Tourism Harrison River Valley marketing team for content coordination, partner outreach, and quality control. Contracted design and production vendors for layout and printing.

Sources of funding:

MRDT and advertising revenue.

Timeframe:

Q1–Q4 2026, with design and production completed in Q1–Q2 and distribution ongoing.

Budget:

\$20,000

Travel Media

Tactics:

- Maintain and strengthen **relationships with travel media and content creators** who align with Harrison River Valley’s refreshed brand values and storytelling themes.
- Proactively **pitch destination stories** that highlight key experiences such as wellness, nature, outdoor adventure, and cultural exploration.

- **Host media familiarization (FAM) tours and influencer visits** in partnership with Destination BC, Indigenous Tourism BC, and regional partners.
- Provide timely and accurate **responses to media inquiries**, ensuring consistent messaging and representation across all channels.
- Ensure **media materials**, including story starters, press releases, and media kit, adhere to strengthened **brand guidelines**.
- **Integrated media relations campaigns** with social media and digital marketing with a focus on storytelling as opposed to selling.
- **Track earned media coverage** and measure reach, sentiment, and alignment with brand priorities.

Implementation Plan:

Continue to cultivate strong relationships with traditional and digital travel media to generate authentic, favourable coverage of the destination, led in partnership with SLAP Media, the organization's designated media relations vendor.

Media activities will be fully aligned with any updates to the brand identity and storytelling pillars established through the 2025 brand audit, ensuring that all earned coverage reinforces the Harrison River Valley's position as a welcoming, nature-rich, four-season destination. Efforts will include proactive story pitching, hosting of media and influencer visits, and ongoing collaboration with regional and provincial partners.

Quantifiable objectives:

- Host 3-6 individual or group media and influencer visits throughout 2026.
- Develop and distribute a minimum of 6 media releases and story pitches aligned with key campaigns and brand themes.
- Aim to generate 2-4 earned media placements.
- Maintain or improve media sentiment and relationships.

Rationale:

Earned media remains a highly credible and cost-effective way to increase destination awareness, particularly as travellers seek authentic, experience-driven stories. By working with SLAP Media, Tourism Harrison River Valley will benefit from established media relationships, professional storytelling expertise, and targeted outreach to high-value journalists and content creators.

This work will enhance the destination's visibility in key markets and solidify its identity as a close, nature-focused getaway that prioritizes sustainability and community. Media coverage also directly supports local tourism operators by showcasing their experiences and businesses within broader destination narratives.

Action steps:

- Update media kit, press materials, and imagery to align with refreshed brand standards.
- Collaborate with SLAP Media to develop a year-round media relations plan aligned with seasonal campaigns, key experiences, and upcoming events.
- Pitch targeted stories to travel writers, editors, and digital publications in priority markets.
- Coordinate and host media familiarization (FAM) tours and influencer visits in collaboration with Destination BC and other partners.

- Track earned coverage, reach, and engagement metrics using SLAP Media’s reporting tools.
- Maintain consistent communication with media contacts to nurture long-term relationships.

Potential partnerships:

- SLAP Media for strategic media relations management, story pitching, and coverage tracking.
- Destination BC, Indigenous Tourism BC, and regional partners for cooperative hosting and content amplification.
- Local tourism operators and experience providers for participation in hosted tours and interviews.

Resources:

Tourism Harrison River Valley marketing team for coordination and brand oversight. SLAP Media as the primary contractor for media relations execution and reporting.

Sources of funding:

MRDT

Timeframe:

Q1–Q4 2026, ongoing with increased activity during campaign periods and key travel seasons.

Budget:

\$82,000

Consumer-Facing Asset Development

Tactics:

- **Audit and reorganize the existing digital asset library** to ensure all photo, video, and written content align with updated brand guidelines.
- **Apply consistent tone, visual identity, and editorial** standards to all curated materials.
- **Identify content gaps** across key experiences, seasons, and demographics that limit storytelling opportunities.
- Develop a production plan to address identified gaps through new photography, videography, and written content.
- Create short-form digital and social content that enhances engagement and effectively highlights key brand themes.
- **Incorporate accessibility and inclusivity** into new content to better reflect the diversity of visitors and experiences in the Harrison River Valley.
- **Repurpose curated and new assets** across multiple channels to maintain visual consistency and maximize return on investment.
- **Implement improved systems for digital asset storage**, tagging, and retrieval to support internal efficiency and partner access.

Implementation Plan:

Refine and expand the digital asset library so all photo, video, and written content reflect the updated brand direction and strengthened guidelines after the 2025 brand audit. The project will curate existing materials to ensure consistency in tone, visual identity, and quality, and identify gaps in content that limit storytelling. Targeted asset development, including written content for digital and print media, photography, videography, and short-form content, will address these gaps and support marketing and communication needs throughout 2026.

Quantifiable Objectives:

- Review and curate existing digital assets for alignment with the refined brand direction.
- Identify and document key content gaps by Q2 2026.
- Conduct a minimum of 2 targeted photo and video shoots between Q2 and Q4 2026.
- Develop a minimum of 12 new written content pieces to complement refreshed visual assets across digital and print platforms.

Rationale:

Tourism Harrison River Valley's digital asset library is an essential resource for all marketing and communications. After the 2025 brand audit, refinement is needed to ensure all assets accurately represent the destination's visual identity and tone. Aligning imagery, video, and written content with strengthened brand guidelines will enhance the quality and consistency of consumer-facing materials and improve the brand's image.

Curating and updating the collection will ensure the most effective assets are used in marketing campaigns and industry partnerships. Newly developed content will fill gaps and highlight underrepresented experiences, demographics, and seasons. A strong, brand-aligned library will also support media relations, co-op marketing, and digital storytelling for owned and partner channels.

Action steps:

- Conduct a full audit of the current digital asset library, categorizing images, videos, and written materials by theme, season, and quality.
- Apply updated brand and style guidelines to curate a refined collection of approved assets for internal and external use.
- Identify content gaps, focusing on high-priority themes such as winter experiences, wellness, cultural storytelling, and accessibility.
- Develop a targeted production plan for new photography, videography, and written content, prioritizing gaps identified through the audit.
- Produce new content through contracted creative professionals, ensuring alignment with brand language, tone, and visual standards.
- Implement improved digital storage, tagging, and retrieval systems to streamline internal access and partner collaboration.

Potential partnerships:

- Local tourism operators and experience providers for access to filming and photography locations.
- Contracted photographers, videographers, and writers with experience in destination storytelling.
- Media and content distribution partners for expanded visibility and usage.

Resources:

- Tourism Harrison River Valley marketing team for project management, content curation, and brand oversight.
- Contracted creative professionals for photography, videography, and content production.
- Cloud-based tools for asset organization, storage, and distribution.

Sources of funding:

MRDT

Timeframe:

Q1–Q4 2026 - aligned with seasonal campaign development and brand refinement timeline.

Budget:

\$100,000

Co-operative Marketing Programs

Tactics:

- **Participate in collaborative marketing initiatives** that extend Harrison River Valley's reach through shared storytelling, co-branded campaigns, and joint resource investment.
- Continue to actively participate in the **BC Bird Trail**, supporting marketing activities that position the region as a key birding and nature-viewing destination within British Columbia.
- Continue to actively participate in the **BC Ale Trail**, supporting marketing activities that help raise awareness of both cideries in our region and complementary experiences.
- Maintain participation in the **Fraser Valley Group**, contributing to joint marketing and visitor servicing initiatives that highlight the region's proximity to Metro Vancouver and its collective tourism assets.
- Leverage cooperative marketing partnerships to **maximize budget efficiency** and ensure consistent brand representation across regional campaigns.
- **Integrate refreshed brand assets and messaging** into all co-op initiatives to ensure alignment with the 2025 brand audit outcomes.
- **Track and evaluate** the performance of cooperative marketing campaigns to assess impact and return on investment.

Implementation Plan:

Tourism Harrison River Valley will continue to participate in cooperative marketing initiatives that enhance destination visibility and foster regional collaboration. Key partnerships will include the BC Bird Trail, which promotes responsible birdwatching and nature-based travel across the province, and the Fraser Valley Group, which markets the Fraser Valley as a cohesive visitor region featuring outdoor adventure, culinary experiences, and small-town charm.

Through these initiatives, Harrison River Valley will contribute to shared storytelling, pooled media investment, and content development opportunities. All activities will integrate refreshed brand assets and messaging to ensure consistency with the destination's updated identity. These partnerships provide cost efficiencies, extend reach across overlapping markets, and reinforce the region's role within the broader Fraser Valley and British Columbia tourism ecosystems.

Quantifiable Objectives

- Participate in a minimum of two major cooperative marketing programs: BC Bird Trail, BC Ale Trail and Fraser Valley Group.
- Contribute updated photo, video, or written content to partner-led marketing efforts.
- Maintain or increase referral traffic from partner websites.

Rationale

Cooperative marketing provides a powerful platform for shared storytelling and cross-promotion, expanding the reach of Tourism Harrison River Valley's marketing investments. By collaborating with aligned partners such as the BC Bird Trail and the Fraser Valley Group, the organization can access larger audiences, leverage joint media buying power, and strengthen brand visibility within shared geographic and thematic markets.

These partnerships also demonstrate strong alignment with Destination BC's objectives for regional collaboration and responsible tourism development.

Action Steps

- Confirm participation and funding contributions for BC Bird Trail and Fraser Valley Group campaigns.
- Provide refreshed brand assets, content, and imagery to ensure consistency across partner initiatives.
- Collaborate with partners on campaign messaging, targeting, and creative development.
- Participate in shared reporting and performance analysis.
- Evaluate participation annually to identify opportunities for enhanced impact or new collaborations.

Partnerships

- **BC Bird Trail** and **BC Ale Trail** consortium and Destination BC for provincial marketing collaboration.
- **Fraser Valley Group** (including neighbouring communities and tourism organizations) for regional marketing and visitor servicing initiatives.
- Local operators and attractions for inclusion in co-branded content and campaigns.

Resources

Tourism Harrison River Valley marketing team for coordination, content contribution, and performance tracking; partner organizations for campaign management and execution.

Sources of Funding

MRDT revenues and matching contributions through Destination BC's Cooperative Marketing Program and partner funds.

Timeframe

Ongoing, with new co-op funding starting in Q2.

Budget:
\$35,000

Destination and Product Experience Development

Industry Development and Training - Enhancing Education and Knowledge

Tactics:

- **Strengthen internal and industry-wide knowledge** through participation in professional development, industry conferences, and tourism training initiatives.
- **Support local tourism partners** through regular communication, workshops, and training sessions focused on market and digital readiness.
- Continue to partner with the **Kilby Heritage Society** on marketing initiatives to raise more awareness of the programs offered.
- Participate in **key industry associations** to stay informed of emerging trends, best practices, and policy developments.
- Continue to **align industry development efforts** with Destination BC's market readiness and destination stewardship frameworks.
- **Survey our members** at year end to gauge their familiarity with and help strengthen overall awareness of our programs, services, and benefits.
- **Support smaller partner-led initiatives** through micro-grants and sponsorships, including the *Summer Harvest Series* and *Season of the Wild*.

Implementation Plan:

Tourism Harrison River Valley will continue to prioritize industry and organizational capacity building through active participation in tourism education and professional development opportunities.

In 2026, the organization will maintain memberships with the Tourism Industry Association of British Columbia (TIABC) and the British Columbia Destination Marketing Organization Association (BCDMOA) to stay connected with provincial advocacy, best practices, and sector-wide collaboration. Attending industry conferences and workshops will ensure that staff remain up to date with evolving tourism trends, destination management approaches, and sustainability practices.

Apply any findings from the marketing review that would specifically support the partnership with the Kilby Heritage Society.

A new initiative in 2026 will include participation in the Culinary Tourism Alliance's Savour the Story: Crafting Your Community Culinary Destination Experience workshop—a one-day, hands-on session designed to help destinations and businesses develop compelling culinary and agritourism experiences.

Tourism Harrison will also continue to provide logistical and marketing support for smaller partner-led experiences and explore opportunities to develop new experiences that celebrate local culture, food, and nature-based activities. This includes ongoing collaboration with local stakeholders to assess the feasibility of new agritourism and culinary opportunities.

Tourism Harrison River Valley will also continue to invest in partner capacity building by offering regular educational opportunities, including a monthly partner newsletter and two annual partner workshops focused on topics such as market readiness, digital marketing, packaging, and product collaboration. These initiatives ensure that industry partners have the tools and knowledge to elevate visitor experiences and align with the destination's refreshed brand direction.

Quantifiable Objectives

- Participate in a minimum of three provincial or national industry development opportunities.
- Deliver 12 monthly partner newsletters and two annual in-person or virtual partner workshops.
- Grow partner participation in existing collaborative programs such as Season of the Wild and Summer Harvest series.
- Engage local tourism operators through training and communications initiatives.
- Maintain or increase referral traffic from partner websites.

Rationale

Ongoing professional development ensures Tourism Harrison River Valley and its partners remain informed, competitive, and responsive to the evolving needs of visitors. By investing in both staff training and partner education, the organization builds local capacity, enhances collaboration, and supports the overall quality of the visitor experience.

Membership in TIABC and BCDMOA provides valuable access to advocacy, knowledge sharing, and industry-wide best practices, while participation in hands-on workshops, such as *Savour the Story*, expands expertise in culinary and agritourism product development—a growing area of opportunity for the region. Partner newsletters and workshops ensure that operators remain connected, informed, and aligned with destination goals.

Action Steps

- Maintain memberships with TIABC and BCDMOA and participate in annual conferences or relevant training sessions.
- Attend the *Savour the Story* workshop through the Culinary Tourism Alliance.
- Continue to publish a monthly newsletter for partners, featuring marketing updates, best practices, and cooperative opportunities.
- Plan and deliver two annual partner workshops focused on market readiness, digital strategy, packaging, and experience development.
- Gather feedback from participants to refine workshop content and track partner engagement.
- Review Season of the Wild and Summer Harvest Series programs and determine if there is a way to grow these programs and / or add additional opportunities in the shoulder season ie Harrison Tulip Festival.
- Share learnings from external training sessions across the organization and broader tourism network.
- Review member survey results to help understand what's working well, where we can improve, and how we can better support them.

Partnerships

- TIABC and BCDMOA
- Culinary Tourism Alliance
- Local tourism operators, attractions, and accommodations for participation in partner programs and workshops.
- Destination BC for alignment with market readiness and destination stewardship frameworks.

Resources

Tourism Harrison River Valley marketing and management team for planning, delivery, and participation.

Sources of Funding

MRDT

Timeline

Q1–Q4 2026

Budget:

\$90,000

Visitor Services Visitor Centre Operations

Tactics:

- Maintain and enhance the delivery of visitor services at the Harrison Visitor Centre.
- Implement the Tourism Services and Marketing Agreement with the Agassiz–Harrison Museum and Historical Society to ensure consistent service delivery and brand representation.
- Strengthen staff training and resources to ensure visitors receive accurate, friendly, and inclusive service year-round.
- Continue to support partner visibility through brochure distribution, business referrals, and digital promotion.
- Leverage the Visitor Centre's role as a key access point for the Sasquatch Museum and as a regional hub for visitor information.

Implementation Plan:

The Harrison Visitor Centre serves as a key gateway for visitors to the region and is co-located with the Sasquatch Museum, creating a dual-purpose facility that both informs and inspires travellers. Through its partnership with the Agassiz–Harrison Museum and Historical Society, Tourism Harrison River Valley provides \$12,500 in annual funding to support visitor servicing, brochure distribution, and on-site promotion of regional tourism operators.

Deliverables under this agreement include:

- **Distribution of approved brochures** and marketing materials.
- **Direct visitors** to the Tourism Harrison River Valley website and mobile kiosks.

- Provision of **visitor referrals** to tourism operators across the Harrison River Valley region.
- Inclusion of **Tourism Harrison branding and contact information** on approved platforms.
- Hosting of a **mobile kiosk** and selling of Sasquatch and Sturgeon merchandise.

Tourism Harrison River Valley may also appoint a liaison to the Agassiz Historical Society Board to strengthen coordination and ensure alignment with destination goals.

Quantifiable objectives:

- Maintain year-over-year growth in Visitor Centre visitation.
- Ensure the consistent distribution of over 60,000 brochures and materials to visitors and local partners.
- Track visitor inquiries, referrals, and conversion rates through a visitor log or survey.

Rationale:

The Harrison Visitor Centre is a vital hub for delivering exceptional visitor experiences and connecting travellers with local businesses and attractions. As part of a shared facility with the Sasquatch Museum, the Centre enhances the destination’s ability to offer a seamless mix of information, storytelling, and retail experiences that extend visitor stays and spending.

Action steps:

- Continue implementation of the Tourism Services and Marketing Agreement.
- Maintain staff training in regional knowledge, accessibility, and customer service.
- Support brochure and information distribution for regional operators.
- Develop updated materials to promote the expanded Centre and its offerings.
- Track visitation, inquiries, and satisfaction to inform service improvements.

Potential partnerships:

- Agassiz–Harrison Museum and Historical Society.
- Local tourism operators and accommodations.
- Village of Harrison Hot Springs and regional partners.

Resources:

Tourism Harrison River Valley staff and Visitor Centre attendants.

Sources of funding:

MRDT revenues, Tourism Services and Marketing Agreement funding (\$12,500), and Village of Harrison Hot Springs / Destination BC Visitor Services funding.

Timeframe:

Ongoing, Q1–Q4 2026.

Budget:
\$47,500

Sasquatch Museum

Tactics:

- **Maintain and promote the Sasquatch Museum** as a leading indoor cultural attraction in the Harrison River Valley.
- **Develop a retail strategy** to feature more locally made products and artisan goods.
- **Explore opportunities to generate new revenue** through guided tours and curated visitor experiences.
- **Develop new marketing materials** to position the Sasquatch Museum as a stand-alone attraction within the regional tourism mix.
- **Collaborate with cultural and local partners** to enhance exhibits and storytelling.

Implementation Plan:

Since its launch in 2018, the Sasquatch Museum has grown to become one of the region's most recognized and unique attractions. Following expansion in 2024, supported by CERIP, Enabling Accessibility, and Indigenous Learning Grants, the Museum now offers an accessible, inclusive, and engaging visitor experience.

Tourism Harrison River Valley will continue to strengthen the Museum's role as both a cultural attraction and a complementary visitor servicing hub. Efforts in 2026 will include developing a retail strategy to feature more locally made products, exploring the potential for guided museum tours as a new revenue source, and increasing marketing efforts to promote the Museum as a distinct destination experience.

Quantifiable objectives:

- Maintain or increase visitation to the Sasquatch Museum by 10%.
- Develop a retail strategy by Q3 2026 and a plan for implementation over Q4 and into 2027.
- Launch a pilot guided tour program by Q4 2026.

Rationale:

The Sasquatch Museum provides an important indoor attraction in the Harrison River Valley, particularly during the shoulder and winter seasons when outdoor activities are limited. It reinforces the region's cultural identity and mythology while serving as a hub for education, storytelling, and engagement. Expanding retail offerings and guided experiences will further enhance visitor satisfaction and generate incremental revenue to support operations.

Action Steps:

- Develop a retail plan focusing on locally made products and merchandise.
- Assess feasibility and logistics of guided tours.
- Collaborate with Sts'ailes cultural representatives and Sasquatch Investigators to enhance exhibits and artifact displays.
- Produce updated marketing materials, rack cards, and posters to promote the Museum as a stand-alone attraction.

- Assess feasibility of the Sasquatch Museum doing some stand alone marketing ie its own social media channel and advertising.
- Continue to track visitation, retail performance, and visitor feedback.

Potential partnerships:

- Sts'ailes Cultural Tourism Hosts and Sasquatch Investigators for cultural collaboration and exhibit enhancement.
- Agassiz–Harrison Museum and Historical Society for operations and staffing.
- Local artisans and makers for retail supply partnerships.

Resources:

Tourism Harrison River Valley Visitor Services staff, retail vendors, and cultural collaborators.

Sources of funding:

Visitor Services funding, Museum retail sales, grant programs (e.g., Canada Summer Jobs), and the Museum donation box.

Timeframe:

Ongoing, with retail strategy development in Q1–Q3 2026 and guided tour exploration in Q3–Q4 2026.

Budget:

\$60,000

Meetings, Conventions, Events and Sport

Event Development

Tactics:

- Maintain and enhance Tourism Harrison River Valley's **portfolio of signature and seasonal events** that attract both day-trippers and overnight visitors.
- **Focus on high-impact events** that extend visitation into the shoulder and winter seasons, including *Lights by the Lake*, *Canada Day*, and the new *Spring Break* event.
- Continue to **explore new event concepts** that align with the destination's brand and regional interests, such as the *Harrison Beer Festival*, *Agassiz Farms Cycle Tour*, or other agritourism-themed experiences.
- **Collaborate with the Village of Harrison Hot Springs** through the event management agreement to plan and deliver community-wide events that generate visitation and enhance local pride.

Implementation Plan:

Events play a vital role in driving both visitation and community engagement in the Harrison River Valley. In 2026, Tourism Harrison River Valley will continue to deliver and support a

variety of events that attract visitors across all seasons, with a particular focus on the shoulder months.

Through a three-year Resort Municipality Initiative (RMI) agreement (2025–2028) with the Village of Harrison Hot Springs, Tourism Harrison River Valley will manage and deliver key community events, including Spring Break (replacing the former Family Day event), Canada Day, and Lights by the Lake. Under this agreement, \$90,000 in RMI funds will be transferred annually to Tourism Harrison River Valley to manage these events, along with grant administration for the Harrison Festival of the Arts and Sasquatch Days.

Quantifiable objectives:

- Organize or support a minimum of 4 RMI funded events per year.
- Increase traffic to event websites and online listings by 10 percent.
- Maintain positive visitor feedback.

Rationale:

Events are among the most effective tools for attracting new and repeat visitors, particularly in the shoulder seasons. Signature events, such as *Lights by the Lake* and *Canada Day*, generate significant media attention and social engagement, while smaller, community-focused and agritourism events strengthen local pride and encourage visitors to extend their stay.

By managing and supporting a balanced event portfolio, Tourism Harrison River Valley reinforces the destination’s reputation as a vibrant, welcoming, and year-round tourism hub.

Action steps:

- Develop detailed work plans and budgets for each managed event.
- Coordinate event logistics, marketing, and post-event evaluation in partnership with the Village of Harrison Hot Springs.
- Provide financial and marketing support for partner-led events through grants and sponsorships.
- Identify new event opportunities in collaboration with local stakeholders and assess their feasibility and alignment with destination goals.
- Track event metrics, including attendance, visitor origin, and satisfaction, to inform future planning.

Potential partnerships:

- Village of Harrison Hot Springs (RMI event management agreement).
- Local tourism businesses and event organizers for sponsorship and programming support.
- Community partners and regional stakeholders for event promotion and collaboration.

Resources:

Tourism Harrison River Valley staff for event management, coordination, and marketing; contracted event support and volunteers as required.

Sources of funding:

RMI funding in partnership with the Village of Harrison Hot Springs (\$90,000 annually), event sponsorships, partner contributions, and event-generated revenues.

Timeframe:

Ongoing, with major events scheduled across all four seasons.

Budget:

\$133,000