



PROPOSAL - ADDITIONAL PRESCRIBED PURPOSE

March 5, 2026

Tourism Harrison River Valley is submitting this proposal for Destination BC's consideration as an additional prescribed purpose for Municipal and Regional District Tax (MRDT) funds in the 2027-2031 Strategic Plan.

BACKGROUND

The Harrison River Valley is a collective of communities spanning Agassiz, Harrison Hot Springs, Harrison Mills, Hemlock Valley, and all the communities in between. The valley is located on the land of the traditional territories of the Sts' ailes, Seabird Island, Sq'ewá:lxw, Cheam, Xax'tsa, Leq'a:mel, Samahquam, Sq'ewlets, and Skatin First Nations.

Various partners have recognized and documented the need for interpretive signage/wayfinding in the valley as well as the goal of increasing active transportation/cycle tourism, and enhancing the visitor experience:

The Village of Harrison Hot Springs, the District of Kent, and the Fraser Valley Regional District have each outlined strategic goals related to supporting the region's tourism potential through improving wayfinding and increasing active transportation:

- Harrison Hot Springs' [2025-2027 Resort Development Strategy](#) outlines the goals of installing interpretive/wayfinding
- District of Kent's [2024 Active Transportation Plan](#) outlines the goals of encouraging cycle tourism and *Circle Farm Tour* connections, supporting the [Experience the Fraser](#) initiative, and developing an active transportation wayfinding/signage program
- Fraser Valley Regional District's [Regional Growth Strategy](#) outlines the goals of working to attain the region's full tourism potential via supporting the [Experience the Fraser](#) initiative, encouraging farm-based and recreational tourism, increasing active transportation opportunities, and coordinating regional tourism

Regionally, the [Fraser Valley Destination Development Strategy](#) outlines several related goals including: ensuring an exceptional visitor experience, improving wayfinding and signage, and supporting the [Experience the Fraser](#) initiative.

And, both the Village of Harrison Hot Springs and the District of Kent recognize the importance of tourism in their Official Community Plans. The [Harrison OCP](#) references the need to support high-quality tourism destination and community amenities, and the [Kent OCP](#) supports activities oriented toward growing recreation/tourism, especially agritourism.

The *2027-2031 Tourism Harrison River Valley Strategic Plan* prioritizes the goals of dispersing the economic benefit across the Harrison River Valley by delivering a seamless visitor experience and a unified regional story.

Recognizing these shared goals of tourism partners in the valley, Tourism Harrison River Valley would like to support three projects, totaling \$350,000, as additional prescribed purposes using Municipal and Regional District Tax (MRDT) funds:

- Wayfinding Initiative (\$200,000)
- Event Toolkit (\$50,000)
- Active Transportation (\$100,000)

PROJECT DESCRIPTIONS:

1. WAYFINDING INITIATIVE

Phase One

Publishing an RFP to contract a way-finding consultancy to oversee the following:

- conducting an audit of existing visitor signage and interpretive kiosks, etc. and assessing the gaps and opportunities
- engaging with partners at the local and regional government level to determine goal alignment, assess signage plans and stages of development to ensure collaboration and leveraging
- working with Tourism Harrison River Valley to engage with First Nations in the valley to determine interest in language sharing and interpretation opportunities
- developing signage design and outlining sign families (gateway, directional, interpretive, dispersion hubs, etc.), including materials and costing

- ensuring the wayfinding/signage plan incorporates supporting the *Experience the Fraser* initiative's short-term goal of getting the *Coast to Canyon Trail* wayfinding signage installed throughout the Harrison River Valley
- providing a multi-phased strategy for signage installation, with costs and partners outlined, to be implemented as funds/resources allow

Phase Two

Working with municipal and regional governments to install signage, based on a phased plan outlined above.

Project Timeline

Phase 1 would be conducted starting in 2027 with an estimated completion of 2028. Phase two installation would begin in 2028-29.

Estimated Budget

We estimate project costs to be approximately \$200,000 and consisting of two project phases:

- Phase 1: \$75K
Wayfinding audit, partner engagement, signage design and costing including sign families (gateway, vehicle directional, trailhead, Experience the Fraser, interpretive kiosk, etc.) and locations
- Phase 2: \$125K
Signage manufacturing and installation

2. EVENT TOOLKIT

Events play a key role in the Harrison River Valley as they help to lengthen the visitor season and extend stays. Tourism Harrison River Valley would like to purchase equipment to support event enhancements that increase attendance by making events more enjoyable in shoulder seasons. The items in this toolkit would be made available to event hosts for use during destination events.

For example, two-way radios, portable stage, audio-visual equipment, outdoor heating units, additional bleachers/seating to encourage extended event stays, a marquee event that provides shelter.

Project Timeline

2026-27 - consultation with event organizers to determine priorities

2027-28 - sourcing/purchasing

Estimated Budget

\$50,000

3. ACTIVE TRANSPORTATION

Tourism Harrison River Valley would like to support an active transportation project that ensures safe cycling infrastructure along the *Circle Farm Tour* route and/or the *Experience the Fraser* route. This would involve planning discussions with local and regional district governments to determine potential project(s) and leveraging opportunities and could involve supporting planning (e.g. engineering plans), construction (e.g. building bike lanes, shoulder widening, etc.), or micro-infrastructure that encourages visitor cycling exploration/dispersion (bike lock ups, lane dividers/bollards).

Project Timeline

2026-27 - project scoped

2027-2029 – construction

Estimated Budget

\$100,000