



COWICHAN VALLEY REGIONAL DISTRICT

SUBMISSION FOR A GRANT-IN-AID (ELECTORAL AREAS)

Submitted by Director Acton Area B

Grantee: Grant Amount \$ 1000

NAME:
Cowichan Regional Visitor Centre

ADDRESS:
Duncan Cowichan Chamber of Commerce

Contact Phone No:
Sonja Nagel

PURPOSE OF GRANT: To support on going efforts to the visitor centre.

REQUESTED BY: SVActon
Director' Signature

ACCOUNT NO.	AMOUNT
01.2.1950.0451.112	\$1000

FOR FINANCE USE ONLY

BUDGET
APPROVAL 

Approval at Regional Board Meeting of _____

Finance Authorization

Duncan Cowichan Chamber of Commerce
2896 Drinkwater Rd., Duncan, BC V9L 6C2
T: 250.748.1111 | F: 250.746.8222
E: manager@duncancc.bc.ca | W: www.duncancc.bc.ca



April 10, 2024

Area Directors CVRD:

Area A Mill Bay and Malahat kate.segall@cprd.bc.ca

Area B Shawnigan Lake sierra.acton@cprd.bc.ca

Area C Cobble Hill mike.wilson@cprd.bc.ca

Area D Cowichan Bay hilary.abbott@cprd.bc.ca

Area E Cowichan Station, Glenora, Sahtlam alison.nicholson@cprd.bc.ca

Subject: 2024 Grant Consideration for the Cowichan Regional Visitor Centre

Dear “southern” CVRD Area Directors:

This letter is once again being sent to the five “southern” CVRD Area Directors, to request support for the year-round visitor servicing operations of the Cowichan Regional Visitor Centre (CRVC). As you are now aware, this is our annual request, which has been supported from your area budget/expenses.

Thank you to all of you who were able to support our visitor servicing in 2023. Visitor servicing was on the rise last year, servicing over 16,000 visitors at our brick-and-mortar Visitor Centre, and an additional 3000 visitors serviced at various events we attended with our pop-up visitor services tent. We look forward to another strong year in 2024 with a goal to service pre-pandemic numbers.

Visitor Centres like the Cowichan Regional Visitor Centre are more relevant than ever. From trails to local parks, businesses to museums, all rely on traffic directed to them from visitor centres. We are vital to the communities in the Cowichan Valley, including the southern CVRD communities who do not have year-round, full-service visitor servicing facilities.

The CRVC is operated by the Duncan Cowichan Chamber of Commerce, as is similar for approximately half of the Visitor Centres in BC (operated by the Chamber opposed to the destination marketing organization). Nine years ago, the Chamber committed to a \$400,000 mortgage in order to secure the last funding piece of the building project. This mortgage plus the operational expenses of the facility continue to place additional pressures on the budget and the staff resources of the Duncan Cowichan Chamber of Commerce.

You may be aware of ongoing funding discussions with our municipal partners in the City of Duncan and Municipality of North Cowichan. The City of Duncan continues to suggest the CVRD contribute to the operations of the CRVC as we are a regional facility and we direct visitors to all areas of the Cowichan. We realize Tourism Cowichan annually receives \$120,000 to provide destination marketing for the Region, however this does not support visitor servicing at the CRVC or the other Visitor Centres in the Cowichan. However, we are pleased that Tourism Cowichan has allocated some funding from the MRDT (past 2 years) be directed to the four Visitor Centres in the Cowichan, of which we are grateful

for this new partnership. Our portion of this funding is \$15,000 from the MRDT to support our Visitor Centre operations.

Our request today is your consideration in providing a 2024 grant of \$1000 (each Area) to support visitor servicing for the tourism businesses and attractions in your area. We would be happy to demonstrate the activity generated to the communities in the region, as we track community specific referrals in the Visitor Centre through our visitor services contract with Destination BC.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Sonja Nagel", written in a cursive style.

Sonja Nagel
Executive Director
Duncan Cowichan Chamber of Commerce

Cowichan Valley Regional District

Statement of Revenue and Expenditures



GL5350 Page : 1
Date : Apr 19, 2024 Time : 10:40 am

Fiscal Year : 2024
Period : 4
Account Code : ??-?-????-???? To ??-?-????-????

Budget Type : APPROVED BUDGET

Account Code	Account Description	Current Period	Year to Date	Budget Amt	Variance	% Used
1	GENERAL REVENUE FUND					
112	GRANTS IN AID - AREA B					
	OPERATING REV					
19110	SURPLUS/DEFICIT - CURRENT YEAR					
0000	SURPLUS/DEFICIT	0.00	0.00	-21,302.00	-21,302.00	0
TOTAL	SURPLUS/DEFICIT - CURRENT YEAR	0.00	0.00	-21,302.00	-21,302.00	0
TOTAL	OPERATING REV	0.00	0.00	-21,302.00	-21,302.00	0
	OPERATING EXP					
21950	GRANTS TO ORGANIZATIONS					
0000	GRANTS TO ORGANIZATIONS	0.00	0.00	20,452.00	20,452.00	0
0161	FRANCES KELSEY DRY GRAD	1,000.00	1,000.00	0.00	-1,000.00	0
0468	SUNRISE WALDORF PARENT ASSOCIATION	0.00	1,000.00	0.00	-1,000.00	0
TOTAL	GRANTS TO ORGANIZATIONS	1,000.00	2,000.00	20,452.00	18,452.00	10
28050	GENERAL GOVERNMENT CHARGE					
4100	ALLOC - GENERAL GOVERNMENT	0.00	0.00	850.00	850.00	0
TOTAL	GENERAL GOVERNMENT CHARGE	0.00	0.00	850.00	850.00	0
TOTAL	OPERATING EXP	1,000.00	2,000.00	21,302.00	19,302.00	9
TOTAL	SURPLUS / DEFICIT	1,000.00	2,000.00	0.00	-2,000.00	0
TOTAL	GENERAL REVENUE FUND	1,000.00	2,000.00	0.00	-2,000.00	0