



COWICHAN VALLEY REGIONAL DISTRICT

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

Submitted by Director L. Iannidinardo Area D

Grantee: Grant Amount \$ 1000.00

NAME:
Duncan Cowichan Chamber of Commerce

ADDRESS:
2896 Drinkwater Road
Duncan BC V9L 6C2

Contact Phone No:
Sonja Nagel

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

REQUESTED BY: Lori Iannidinardo
Director' Signature

ACCOUNT NO.	AMOUNT
01.2.1950.0451.114	1000.00

FOR FINANCE USE ONLY

BUDGET APPROVAL Chantal Yates

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 22, 2022

Area Directors CVRD:

Area A Mill Bay and Malahat blaise.salmon@cvrd.bc.ca

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

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

Area D Cowichan Bay lori.iannidinaldo@cvrd.bc.ca

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

Subject: 2022 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).

Thank you to all of you who were able to support our visitor servicing in 2021. Visitor servicing was on the rise last year, servicing over 15,000 visitors, compared to our usual of 25,000 – 30,000 visitors before the pandemic. We are confident 2022 will look very similar to 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). Eight 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. Some good news is that Tourism Cowichan has allocated some funding from the MRDT (commencing July 2022) be directed to the four Visitor Centres in the Cowichan, of which we are grateful for this new partnership.

Our request today is your consideration in providing a 2022 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.

p.s. Once again, sincere apologies for the lateness in sending this request.

Sincerely,

A handwritten signature in black ink, reading "Sonja Nagel". The signature is written in a cursive style with a large, stylized 'S' and 'N'.

Sonja Nagel
Executive Director
Duncan Cowichan Chamber of Commerce

Cowichan Valley Regional District
Statement of Revenue and Expenditures



GL5350 Page : 1
Date : Apr 27, 2022 Time : 4:02 pm

Budget Type : PROVISIONAL BUDGET

Fiscal Year : 2022
Period : 4
Account Code : ??-?-????-???? To ??-?-????-????

Account Code	Account Description	Current Period	Year to Date	Budget Amt	Variance	% Used
1	GENERAL REVENUE FUND					
114	GRANTS IN AID - AREA D					
	OPERATING REV					
17571	REQUISITION					
0000	REQUISITION	0.00	0.00	-15,000.00	-15,000.00	0
TOTAL	REQUISITION	0.00	0.00	-15,000.00	-15,000.00	0
TOTAL	OPERATING REV	0.00	0.00	-15,000.00	-15,000.00	0
	OPERATING EXP					
21950	GRANTS TO ORGANIZATIONS					
0000	GRANTS TO ORGANIZATIONS	0.00	0.00	14,285.00	14,285.00	0
0148	MILL BAY MARINE RESCUE SOCIETY	0.00	2,000.00	0.00	-2,000.00	0
0161	FRANCES KELSEY DRY GRAD	0.00	200.00	0.00	-200.00	0
0205	COWICHAN SECONDARY SCHOOL	0.00	1,000.00	0.00	-1,000.00	0
0207	COWICHAN ESTUARY PRESERVATION	0.00	2,000.00	0.00	-2,000.00	0
TOTAL	GRANTS TO ORGANIZATIONS	0.00	5,200.00	14,285.00	9,085.00	36
28050	GENERAL GOVERNMENT CHARGE					
4100	ALLOC - GENERAL GOVERNMENT	0.00	0.00	715.00	715.00	0
TOTAL	GENERAL GOVERNMENT CHARGE	0.00	0.00	715.00	715.00	0
TOTAL	OPERATING EXP	0.00	5,200.00	15,000.00	9,800.00	35
TOTAL	SURPLUS / DEFICIT	0.00	5,200.00	0.00	-5,200.00	0
TOTAL	GENERAL REVENUE FUND	0.00	5,200.00	0.00	-5,200.00	0