



## **DISTRICT OF INVERMERE**

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### **RESORT DEVELOPMENT STRATEGY SURVEY**

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Tourism plays a key role in Invermere's economy through tourism tax revenues, employment, and economic diversification. Invermere is one of the 14 resort communities that are part of the provincial government's Resort Municipality Initiative (RMI) program, managed by the Ministry of Tourism, Arts and Culture. The RMI program is intended to assist small, tourism-based municipalities to support and increase visitation by providing project funding that results in the following key outcomes:

- Increased resort activities and amenities
- Increased visitation and visitor activity
- Increased private investment
- Increased employment in the community
- Increased tourism contribution to the local economy
- Increased municipal tax revenue
- Diversification of municipal tax base and revenue

All RMI communities are required to complete a community Resort Development Strategy (RDS), which identifies the long term vision for the community and what the resort municipality plans to do to achieve outcomes that support this vision and the objectives of the RMI program. The RDS should also outline how RMI projects align with the community's overall development goals.

Our current RMI projects are:

1. Resort Community Gateway Program (signage and wayfinding to guide and enhance the visitor experience)
2. Mountain-Valley Shuttle Service (between Invermere and Panorama Mountain Resort)
3. Waterfront Access Program (including boat and public access)
4. Community Ambassador Program (employee training program to enhance customer and visitor experience)
5. Animate the community (events programming downtown and in parks)

We are currently starting to develop our next RDS covering the upcoming three year RMI funding term (2019/20 to 2021/22), and are looking for the community's input on tourism development and ideas for RMI projects. Please take 10 minutes to provide your ideas in this survey:

<https://www.surveymonkey.com/r/InvermereRDS>

The survey is open until February 8th, 4pm MT. Thank you for your input!