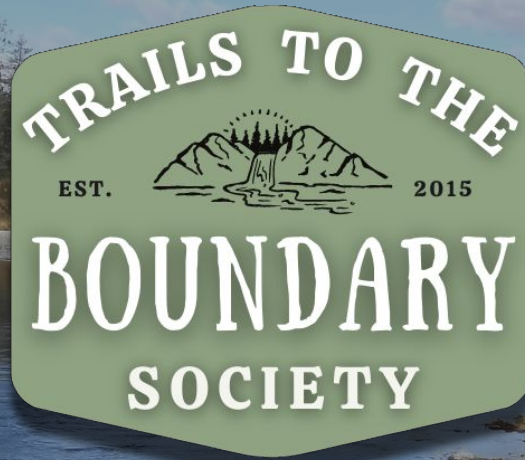


2024 Year-in-Review



Prepared for: Boundary Services Committee
March 5, 2025

Purpose of Presentation

- Overview of 2024 project activities
- Brief look ahead at 2025

About Trails to The Boundary Society (TTTBS)

- Established 2015
- Economic Development & Community Services
- Working collaboratively throughout the Boundary

Jobs Impact: Employees & Contractors

8

Part-time

5

Seasonal or project specific

1-2

**Full-time summer students
(annually)**



Highlighted Projects:

- 1) Trail Stewardship
- 2) Riverside Centre
- 3) Rock Creek Visitor Centre
- 4) Seniors Being Seen Engagement Program
- 5) Heritage
- 6) IT / Website
- 7) Kettle River Echo Newsletter
- 8) New Social Enterprise: Tour Company

Trans Canada Trail Stewardship



- **Hands on:** Maintenance, resurfacing, mowing, signage, hazards, outhouses
- **Visitor attraction:** Materials, promotion
- **Education:** Environmental & sustainable tourism
- **Communication:** Emergency notification & management, conferences, events, social media
- **Stakeholder Liaison:** Landowners; provincial, regional and local organizations

RDKB Agreement:

- Grant Funding Agreement - Stewardship of TCT (since 2015)

Partnership Agreements with Province:

- Trans Canada Trail (155 km section)
- Kettle River Trails (aka 'Horse Trails')

We receive referrals from government where trails are impacted.

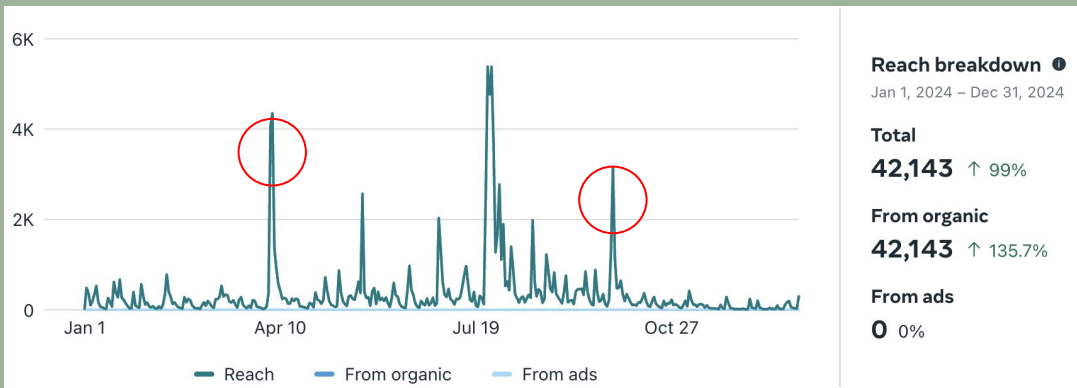
2025 Planning:

- Focus on signage
 - Involvement with ONA (Okanagan Nation Alliance)
- Increase social media engagement
- Under TOTA funding: complete further restorations, signage

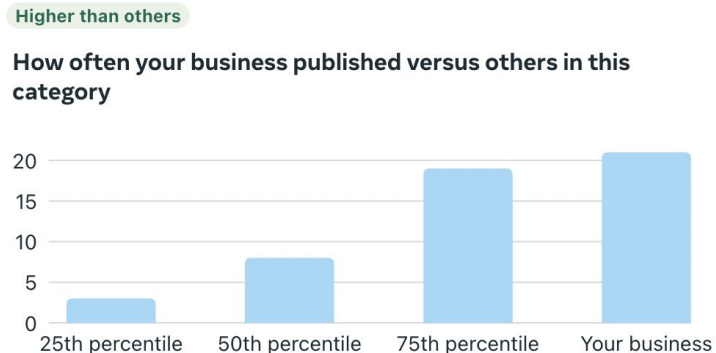
Trail Stewardship: Social Media by the Numbers



@Trails to the Boundary
1.5K likes • 1.8K followers



Published content ⓘ



Views ⓘ

38.4K

Reach ⓘ

42.1K ↑ 99%

- Trail promotion
- Business promotion
- Conditions, emergency alerts



Management – Riverside Centre

Memorandum of Understanding for Lease of
Riverside Centre (since 2022)

Community Services:

- Seniors Program, Community Paramedic, Community Integration Specialist, CBAL Technology Learning, Boundary Family Services, Boundary Women's Coalition, First Aid & Food Safe courses
- **NEW:** Provincially listed heating and cooling centre

Building Hosts:

- EV Charging Stations
- Abundant parking space
- Free high-speed internet
- Visitor Information Centre
- Osoyoos Credit Union Branch
- Outside ATM
- Gathering room (public)
- Boardroom and office rentals
- Photocopying/Printing (charges apply)
- Boundary Invasive Species office

Riverside Centre

Non-Profit Supports

Free advertising in the Echo

Promotion in westboundary.com

Promotion of rental opportunities

No charge to local non-profits for use of centre:

- 4H
- Boundary Minor Hockey Association
- Food Share
- Kettle Valley Bursary & Scholarship Society
- Red Earth Medicine
- Rock Creek Horse Association
- Rock Creek WI
- West Boundary Food & Resources Society

Business Supports

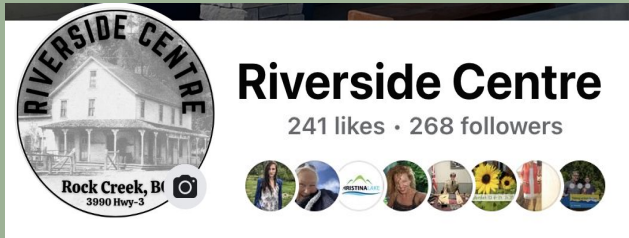
Affordable advertising in Echo

Free placement of business cards & flyers in Visitor Centre

Year-round business promotion (in-person and on social media)

Free directory entry on westboundary.com

Riverside Centre Social Media



Visits ⓘ

2.3K ↑ 139%

Content interactions ⓘ

912 ↑ 120.3%

Reach ⓘ

7.2K ↑ 19.1%

2025 At A Glance:

- Paving parking lot (RDKB, FortisBC)
- Expand social media presence in alignment with social media plan



PlugShare

<https://www.plugshare.com> › location

Rock Creek Visitor Centre - EV Station

1 Electric Vehicle (EV) Charging Station at **Rock Creek**

Stations maintained by **FLO** and located at 3990 BC-3, P

★★★★★ Rating: 10/10 · 29 reviews



OverlandXC

Rivian R1T 2022

CCS1

50 Kilowatts

Plugged into the slower 50KW while we made lunch. Pleasant stop and easy to pull up with a trailer at either unit (parallel pullup spots).

Jul 3, 2024

ROCK CREEK VISITOR INFORMATION AT RIVERSIDE CENTRE

Visitor Centres, Accessibility



- J** "Right **place** at the right time."
★★★★★
- J** "The **people** so friendly"
★★★★★
- Y** "Good spot.. knowledgeable/helpful staff.."
★★★★★

Key priority: Support local & regional tourism development

- Open year-round, 6-7 days/week
- 17 volunteers, 1 summer youth, Visitor Centre Manager
- Trained Destination BC standards
- Attend Destination BC meetings, regional conferences

Funding: 15,000 annually - Destination BC.

STATS	2022 (Jan–Nov)	2023 (Jan–Dec)	2024 (Jan–Dec)
# Hrs Open	1590	1610	1877 (313 days)
# Individual Visitors	4154	5278 27% Increase	6521 24% Increase
Info Requests At A Glance:			
Maps/Direction, Rec Activity, Attractions	623	761 22% Increase	857 13% Increase
Community Services	512	1190	1418 14% of total Thompson Okanagan Region for category
Transport (Chargers)	20% Increase		90% Increase
Food/Beverage	280% Increase		64% Increase

Expansion of Local Produce

- Lucky Pheasant (Grand Forks)
- Trading Post Coffee (Rock Creek)
- Kirkaberry products (Midway)
- Treats by Whitwalkersworth Candy Co (Rock Creek)
- Natural Farm Works Tea (Bridesville)
- Jerseyland Organics (Grand Forks)

Did you know?

We are one of the few BC visitor centres consistently opening year-round



48

Artists on consignment

\$10,100+

60% Increase over 2023!

Reimbursed directly
back to small artists in
the community

91%

Increase in sales
from 2024

2025:

- We will be the pickup location for local flowers by Rebel Craft Farm from Beaverdell
- Applying for grant for display freezer to sell frozen haskaps, soups

Seniors Being Seen – Engagement Program

Third Year: Received \$24,900 from Government of Canada's New Horizons for Seniors Program

Operated and organized by seniors, for seniors.
Weekly, year-round drop-in opportunities with both informal (social) & formal (learning) portions.

Visits from community paramedic



500+ Overall combined attendance

46 Sessions in 2024

15 Average attendees per session

.....

Portion of funds going directly back into community:

- Locally catered beverages & healthy snacks
- Honoraria for local speakers
- Hired Program Coordinator with Masters in Social Work (local senior)

2025 Planning: Re-applied for renewal of program (4th year)

Heritage Projects

Accomplishments to Date:

- Statement of Significance
- Public consultation
- Collaboration with local Indigenous group

2025:

- Complete engineering work
- Apply for grants for restoration



IT: New Website

westboundary.com

- Self-enrolling directory for businesses
- Community calendar
- Notification system
- Promotion of rentals of all community buildings in West Boundary

New website features

- Filtering by community
- Filtering notifications
- Expanded local resources

The Website Administrator also shares content to key local Facebook pages



Live Here: relevant information for West Boundary residents

Visit Here: resources for tourism (Tourism News, Visitor Centres, Local History)

Invest Here: resources to attract business startup, investment

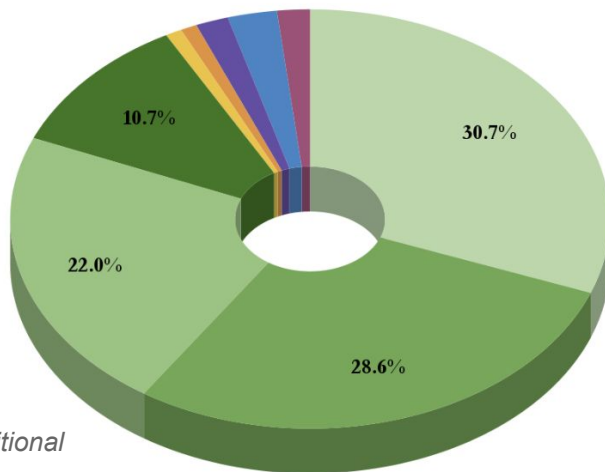


Trails to the Boundary Society - Echo
3990 Hwy 3, Rock Creek, B.C. | V0H 1Y0

Distributed to: Rock Creek, Greenwood,
Midway, Westbridge, and Beaverdell

Average Monthly Distributions

- Rock Creek PO: 347
- Greenwood PO: 323
- Midway PO: 248
- Beaverdell PO: 121
- Big White: 15
- Subscriptions: 10
- Parkview Manor: 15
- Riverside Centre: 30
- Misc Local Biz: 20



Note: does **not include additional
online distribution reach*

2025 Goals:

- We have secured funding to increase page quantity per month

With a team of dedicated senior volunteers, we revived & publish a monthly local newsletter (since 2020)

- Free distribution to households & copies given to several local locations
- Available online - West Boundary Connect
- Affordable advertising for local businesses**

1,000

Monthly Mail-out
Distribution
via Canada Post

About 50% of all households!

27

2024 Local Businesses
Advertising

Kettle River Echo Testimonials

"A thank you for the opportunity to write a short article about the new direction my business has taken. As a long time advertiser in the Echo it was unique to connect with customers old and new in a more personal way. The response was overwhelming. Thank You"

Heather Smith

The Yellow Door Boutique

"It is integral for me to run an Ad in The Echo. It affords me the opportunity to connect with the greater community in beautiful Boundary Country. It has allowed me to reach a much broader audience and business continues to thrive and increase. My doors have been open for almost three years and I am still meeting new people from our area who say they saw my "Ad in The Echo".

We are among a different quality of people ... more connected to each other and the land ... people who reach for the local paper rather than social media. Word of mouth is everything around here. It's one of the many reasons I love it so much."

Korry Moore

Mind Body Love Collective

Greenwood, BC



Other Projects:

- Welcome Bags
 - Put together by a team of volunteers for newcomers to the region
 - Supports local businesses, is a way of welcoming people and answering any questions they may have
- Boundary-wide art trail initiative
- Christmas Wish Tree with School District
- Bird Watching & Education:
 - Annual Bird Day event
 - Collaboration between Greenwood Elementary School, Boundary Senior Secondary School, West Boundary Community Forest, TTTBS
- Annual Emergency Preparedness Fair (change in venue for 2025)



HR Results to Date

- 1 Part-time contractor retained
- 1 Part-time contractor added (IT)
- 2 Part-time jobs added
- 1 Full-time job to be advertised this Spring (Tour Manager)

Businesses Impacted

- 1 Tour business retained
- 1 Tour business supported (German tours)
- 15 Accommodators (13 in West Boundary)
- 2 local caterers
- 11+ restaurants
- 3 shuttle businesses
- 2 bike repair businesses

Looking ahead KVR Outfitters

Opportunities through our consultants (Purppl) to promote and celebrate social enterprise development:

- 2025 Kelowna Inspired City Summit
- 2025 BC Non-Profit Leadership Conference

Request for Expressions of Interest will be going out soon for position of Tour Manager

First non-cycling tour in May:

- Birding tour



Regional Economic Development Collaborations

- Working with accommodators
- Working with communities to place bike infrastructure
- Seeking collaborations for Super Host for West Boundary businesses
- Year-round business promotion on our social media
- Member of Boundary Economic Development Coalition:
 - Christina Gateway
 - Community Futures Boundary
 - Boundary Community Partners
 - Boundary Community Ventures Assn
 - Trails to the Boundary Society



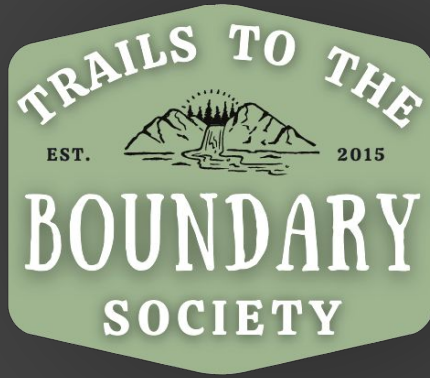
- Economic Development Manager elected to TOTA Board of directors in Fall, 2024



Lumin McCutcheon, Trails to the Boundary Society

Participation in the Boundary Spark Program

- Christina Lake Sauna Experience
- Hotel Midway as a Tourism & Community Hub
- Christina Lake Mushroom Festival



Thank you
for your
time and
attention

