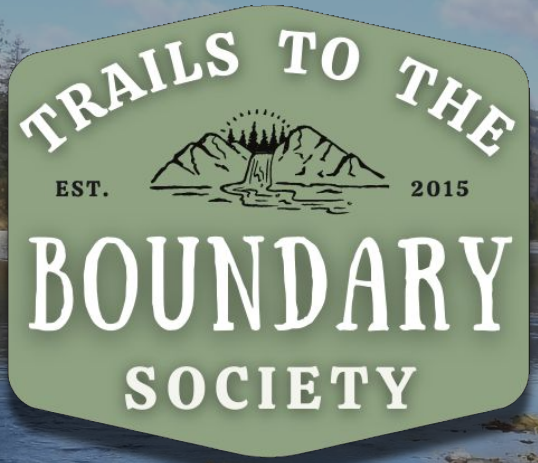
2025 Year-in-Review



About Trails to The Boundary Society (TTTBS)

- Non-profit society established in 2015
- Economic Development & Community Services
- Working collaboratively throughout the Boundary

Jobs Impact:
Employees & Contractors

1 Full-time

5 Part-time

3 Seasonal or project specific

1 Full-time summer student

PHOTO BY ; RON HILLER



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) 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.

2026 Planning:

- Completing signage and trail marker development & installation
- Social media engagement
- Documenting/photographing the trail

Summer 2025: Tire Cleanup along the TCT

Hundreds and hundreds of abandoned tires were removed from the Trans Canada Trail at the Village of Midway thanks to the help of Darrin Metcalf of Pourboys Mechanical, Joel of TSBC, and Greg & Jackson of Liberty Tire.

Background: We started with an excavator supplied by Darrin Metcafe of Pourboys and 2 labourers. 4 hours later we had excess of 700 tires.

On August 6th, the first truck and a 53 foot trailer arrived to start hauling those tires. Some 6 hours later the truck left, fully loaded, leaving approximately 420 more tires for the next trip. All but 20 of those tires were hauled away for free.

In the fall our team also installed a "No dumping" sign placed at the site.







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
- Location serving as a warm place in the winter, and a cool place in the summer

Building Hosts:

- Paved parking area **(NEW, completed 2025)**
- 3 EV Charging Stations
- Abundant parking space
- Free high-speed internet
- Visitor Information Centre
- Cascadia Credit Union
- 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
- Support community entities by selling tickets (Fall fair, W.I. etc.)
- No charge to local non-profits for use of centre:
  - 4H
  - Food Share
  - Kettle Valley Bursary & Scholarship
  - Red Earth Medicine
  - Rock Creek Horse Association
  - Women's Institutes
  - Boundary food initiatives

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 self-enrolling directory entry on westboundary.com

Community Supports

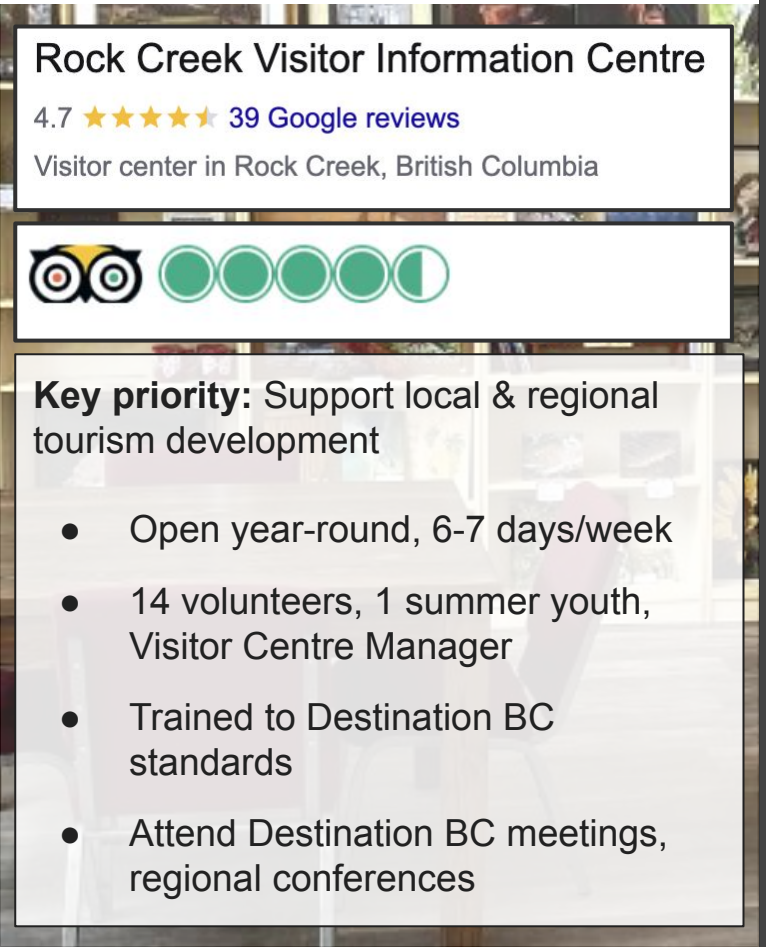
- Community resources
- Personal support of vulnerable members of the community for food share & social services
- Free books & puzzles; free items for children

2025 Paving

In 2025, we finally saw the entire parking area of Riverside Centre paved, with thanks to the RDKB and FortisBC

ROCK CREEK VISITOR INFORMATION AT RIVERSIDE CENTRE

Visitor Centres, Accessibility



Key priority: Support local & regional tourism development

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

STATS	2023	2024	2025
# Hrs Open	**1610**	**1877** *313 days*	**1894** *315 days*
# Individual Visitors	**5278** *27% Increase*	**6521** *24% Increase*	**9,320** *43% Increase*
Info Requests At A Glance:			
Maps/Direction, Adventure Rec., Attractions	*22% Increase*	*13% Increase*	**529** Inquiries
Community Services	**1190**	**1418** *14% of total Thompson Okanagan Region*	**2722** *92% Increase*
Food/Bev	**280% ↑**	**64% ↑**	**258** inquiries



Nicole Soltys
Local Guide · 267 reviews · 337 photos

★★★★★ a year ago

Do yourself a favour and stop a moment at this lovely visitor's centre. You'll be met by one of the locals who will welcome you with fresh coffee and maybe even a treat. If you need a bathroom break, they have very clean facilities.

There are beautiful pieces of art and crafts, many sold by local artists, and are worth a peruse.

Special mention to Pat who made me feel like long-lost family. I look forward to seeing her again my next time through Rock Creek.

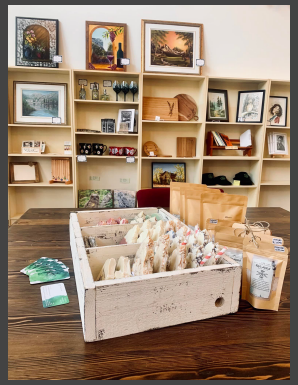
★★★★★ a year ago

This is one of the best run visitor center we have found in the boundary. The staff are extremely friendly and helpful even offering you tea or coffee. All the art on display are from the local surrounding communities. It's usually open 7 days a week 10 till 4:00.

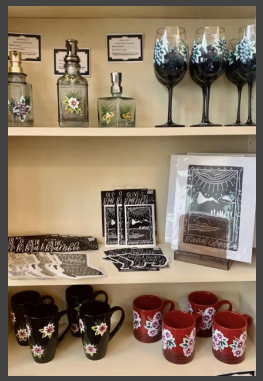




2025 Christmas Box sales with local products







16 Businesses with items for sale in the Visitor Centre

67 Artists on consignment

19 new artists on consignment!
Local artists directly reimbursed

$10,103.84

Reimbursed directly back to local artists in 2025!
This is about $3700 more than the prior year

Seniors Being Seen-Engagement Program





<u>Fourth Year</u>: Received $24,800 from Government of Canada's New Horizons for Seniors Program (2025-2026)

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

Visits from community paramedic

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)

2026 Planning: Re-applied for renewal of program (5th year)

Heritage Projects

Accomplishments to Date (1915 Kettle Valley Schoolhouse):

- Statement of Significance
- Public consultation
- Collaboration with local Indigenous group
- Complete engineering work report on schoolhouse project

2026:

- Temporary roof repair (School)

- Research and pursue Boundary Heritage Website project focused on boundary-wide local history



IT: 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



2026:

- Annual website audit and update
- Expand directory and calendar
- Develop content and complete ‘Invest Here’ section

Kettle River Echo

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

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



2026 Goals:

- Obtain new printer for Riverside Centre / Echo printing
- Re-evaluation of pricing strategy

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**

~1,050 Monthly Mail-out Distribution via Canada Post

About 50% of all households!

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

27 2025 Local Businesses Advertising

Other Projects:

- **Flower Day**
  - Annual event in early May
- **Bird Watching & Education**
  - Annual Bird Day event at Riverside Centre
- **Annual Emergency Preparedness Fair**
- Local partner in the **Boundary Country "Spark" Program**, a tourism mentorship and grant initiative supporting new tourism ideas, experiences, and partnerships in British Columbia's Boundary region. Presented by Destination BC and the Tourism Innovation Lab with local and regional partners, it helps entrepreneurs and organizations develop projects that encourage travel, longer stays, and year-round visits.
  - Developed lasting connection with Hotel Midway, offering business supports
- **Supporting Christina Lake Mushroom Festival:** displayed an art installation during summer/fall to increase recognition of the festival and encourage boundary-wide tourism
- **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
- **Christmas Wish Tree** with School District

KVR Outfitters (KVR Cycle Tours) - Social Enterprise

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

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

HR

- Seasonal Tour Manager
- Seasonal worker
- Volunteer Board of Directors



2026 Goals:

- Continued website improvements
- Drive bookings and tour offerings
- Gain feedback from prior tours & implement changes

TRAILS TO THE BOUNDARY SOCIETY

EST. 2015

Thank you for your time and attention

