

# REVELSTOKE. TOURISM TALKS

The Resort Municipality Initiative (RMI) is a program administered by the provincial government, the goal of which is for small resort municipalities to build and diversify their tourism infrastructure, deliver exceptional visitor experiences and incorporate sustainable tourism practices and products.

Revelstoke has been a resort municipality since 2007, which is the first criteria towards qualifying for RMI funding. Only communities that collect the Municipal and Regional District Tax are eligible to receive RMI funds, and each eligible community had to outline a Resort Development Strategy (Strategy) for 2019-2021. The Strategy identifies the long-term vision for the community and outlines the plans and projects the municipality will undertake to achieve the objectives of the program. Once the Strategy has been completed, the resort municipality (the City of Revelstoke) signs an agreement with the Province (specifically, the Ministry of Tourism, Arts, and Culture) and, subject to an annual appropriation, funding is provided to communities. RMI is an incentive based program, where a community's MRDT growth gives communities an additional portion of RMI funding.

Revelstoke's portion of RMI funding has historically been approximately \$550,000. That funding has gone to a number of projects ranging from park upgrades to funding non-profit projects.

Some notable RMI projects include:

- The Revelstoke Splash Park - a large portion of the 2018 RMI went to constructing the splash park;
- The Kovach Skatepark - RMI funding was a significant funding source for the new skatepark;
- Grooming equipment for the Revelstoke Nordic Ski Club - the RNSC's grooming is largely done by volunteers, and the new groomer has made the trail quality top notch;
- Revelstoke Live Music - every summer the Revelstoke Arts Council coordinates daily music in Grizzly Plaza that is enjoyed by visitors and locals. RMI Funding goes towards paying the musicians, staffing costs, and production costs; and
- The implementation of a wayfinding strategy for Revelstoke.

RMI funding is managed by the City of Revelstoke's Community Economic Department, and is allocated in accordance with the recommendations of the Tourism Initiatives Committee (a group of Revelstoke citizens who evaluate the strength of each application). Ultimately, council can approve or decline the recommendations made by the committee.



Revelstoke Live Music - an RMI funded project. Photo: Bruno Long

RMI funding is an example of how economic growth in tourism can benefit our community as a whole. Not only does money from tourists boost our retail, restaurants, and accommodation sectors, but it also helps fund community projects and recreation opportunities for locals and visitors to enjoy.

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