



COMMUNITY
TOURISM
FOUNDATIONS®

Please be advised of the **One-day Tourism Workshop** as part of the *Community Tourism Foundations*® program with Tourism British Columbia. We will be meeting on **Tuesday, November 18th** from **9:00am to 5:00pm** at the Lakes Economic Development Association (LEDA) office, located at 586 Highway 16 in Burns Lake. *Lunch will be provided.*

The *Community Tourism Foundations* program offers destination development assistance to BC communities. The program provides a facilitator to guide the process and Burns Lake has been matched with Simone Carlyse-Smith. Her bio can be found on the following page.

This meeting requires Burns Lake's key tourism stakeholders to gather together to explore the issues that are fundamental to building a strong direction for Burns Lake's local tourism industry.

The key priorities for this meeting are to:

- ◆ Provide a brief overview of Tourism British Columbia and the Community Tourism Foundations program
- ◆ Review of the Expression of Interest
- ◆ Discuss the development of community tourism
- ◆ Conduct SWOT exercises as it relates to capacity development, destination development products and markets
- ◆ Conduct Visioning exercise
- ◆ Determine the next steps in Burns Lake's tourism development

This workshop has been designed for communities that are at the beginning stages of their tourism development and provides an opportunity for tourism stakeholders to come together to discuss the opportunities that exist with their regional tourism association and Tourism BC.

Please RSVP your attendance by November 7, 2008 to:

Monique Brunel
Coordinator, Community Development
Tourism British Columbia

E-mail: Monique.Brunel@tourismbc.com
Phone: 604-660-3763

We look forward to seeing you at the workshop!

COMMUNITY TOURISM FOUNDATIONS FACILITATOR

Simone provides tourism consulting, facilitation and project management services specializing in the development of community tourism for small communities throughout British Columbia. Simone works on her own or as part of an economic development and design team, depending on the needs of the community. As well as providing educational services, Simone has developed and instructed the Development of Community Tourism course for BCIT.

Through her consulting practices, Simone has worked on building strategic and marketing plans, designing and facilitating workshops and assisting with business planning for various destination marketing organizations. As a project manager on various initiatives, she has worked to implement specialized marketing strategies, coordinating the design and production of collateral materials, websites, travel booth equipment, print advertising campaigns, geographic information systems maps, signage, DVDs and branding.

Simone has been working with the Bella Coola Valley, West Chilcotin, Smithers, Tumbler Ridge, Oliver, Cranbrook and Golden in Tourism BC's Community Tourism Foundations program.

