
VISION

- Key element of the Heartland Economic Strategy and the Province's goal to double tourism
 - A network of interconnected lodge areas in selected parks and adjacent to parks contributing to the Province's overall resort strategy
 - Based on a new business partnership/relationship with the private sector
 - Part of new model enabling increased provision of recreation services in the park system
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Increasing Tourism - Lodge Potential

LODGE STRATEGY BACKGROUND



Increasing Tourism - New Lodge Opportunities

- Identify desirable locations
- Develop economic feasibility
- Principle based process
 - Preserve park identity
 - Seamless integration with park setting
 - Available infrastructure
- Partnerships with business to promote BC
- Linked to broader Provincial Resorts Strategy – CSE led

STRATEGY – INITIAL STEPS

- Review tourism/resort studies/plans with CSE and SRM and identify how a BC Parks Lodge Strategy could link with the provincial resort strategy
- Identify lodge opportunities adjacent to parks with LWBC and in-park opportunities with regional staff
- Develop a draft park lodge strategy which includes a marketing component

STRATEGY – INITIAL STEPS cont'd

- Refine the provincial park lodge strategy by applying it to potential areas, i.e. Robson Valley, Cowichan River
- Provide BC Parks input to the provincial resort strategy to CSE
- Develop and implement a multi-year plan for the implementation of the BC Parks Lodge Strategy

GUIDING PRINCIPLES

- Preserve park identity
- Enhance the province's reputation for high quality and high value outdoor recreation experiences
- Opportunity provided for public input
- Generate revenue that can be dedicated to further park recreation goals
- Seamless integration with park setting

GUIDING PRINCIPLES cont'd

- Contributes to a provincial resort strategy led by Competition, Science and Enterprise
- Certainty for lodge proponents and stakeholders
- Recreation and conservation balance
- Responsive and accountable decisions
- Attracts visitors from all backgrounds and age groups

LODGE SELECTION CRITERIA

- Good potential for success – proponent has excellent business record
 - High tech/green/LEED
 - Minimal footprint – small scale
 - Ties to existing infrastructure (access, sewer, power) or new infrastructure is provided by proponent
 - Summer/winter season
 - High quality experience compatible with other user experiences in park
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LODGE PLANNING CRITERIA

- Compatible with provincial tourism and resorts strategies
 - Are subject to an impact assessment appropriate to the scale of development
 - Available infrastructure
 - Associated with major natural attraction
 - Compatible with park management plan
 - Focus on locations along existing road accessible areas or as additions to existing backcountry park development
 - Are subject to provincial development, appearance and maintenance standards
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BARRIERS TO SUCCESS

- Lack of existing infrastructure:
 - International access (airport) and community services enroute to resort
 - Good quality, year round road access
 - Hydro, water, sewage
- Community/regional/provincial support for tourism/park development
- Lack of staff accommodation
- Lack of provincial tourism industry support (marketing, financing, training)

LODGE PERMIT/LEASE CRITERIA

- Tenure is sufficient to allow long term financing
- Have been subject to a business case analysis to assure the venture's economic viability
- Ability to expand initial service in future years
- 100% administrative cost recovery by government
- Market pricing for resource rent

PARKS 2010



MANAGING OUR SYSTEM FOR THE FUTURE

TWO LODGE MODELS

- High Use Site (Mt. Robson Viewpoint)
 - Middle class target
 - Good road access and major natural attraction
 - High quality support facilities (entrance fee, food, gift shop)
- High End, Low Use Site (Tweedsmuir)
 - Remote access
 - High quality food, accommodation and experiences

STRATEGIC SHIFTS

From

- Confusing designations
- Parks for conservation
- Locked up opportunities cause frustration
- Communities and First Nations feel alienated
- Government unable to fund adequately
- Public Distrust

To

- Simple designations
- Park areas for people and park areas conservation
- Streamlined, transparent process for management flexibility
- Communities and First Nations in partnership
- Wide range of funding sources improve park management
- Public Support



A NEW VISION FOR PARKS AND PROTECTED AREAS

- A new way of managing and talking about the protected areas system . . .
- Providing clarity . . .
- Providing certainty . . .
- Making it clear which park areas are for people and which park areas are for conservation.


LINKAGE TO ECONOMIC TOURISM OBJECTIVES

- PARKS AND PROTECTED AREAS:
 - Are integrated within the Heartland Economic Strategy and Provincial Resorts Strategy
 - ✱ ■ Contribute to doubling of tourism revenues
 - Are an integral product in a 10 year Sustainable Tourism Marketing Strategy connected to the Vancouver/Whistler Olympics

PRESENTATION STRUCTURE

- Context
- Guiding Principles
- Key Actions
- Action Plan





HISTORY-Understanding the Asset

- 1911 to 1980's: Tourism and Recreation focus

- 1990's: Land Use Planning, Protected Areas Strategy, Conservation greater focus

- The Future: Managing park areas for people and park areas for conservation so the system supports all British Columbians and our competitive edge in the world marketplace.

GUIDING PRINCIPLES FOR CHANGE

- Conserve the asset and retain public ownership
- Clarity of purpose and certainty for all interests
- Balance park areas for people with park areas for conservation
- Increase use, access and revenue
- Responsive and accountable decisions
- Accommodate First Nations interests/opportunities
- Attract visitors from all backgrounds and age groups



FOCUS ON PEOPLE/RECREATION

- Linked to provincial tourism goals
- Major attractor for British Columbians and visitors
- Increased opportunities for services and businesses
- Provides recreation/tourism opportunities for First Nations



WHILE CONSERVING THE ASSET

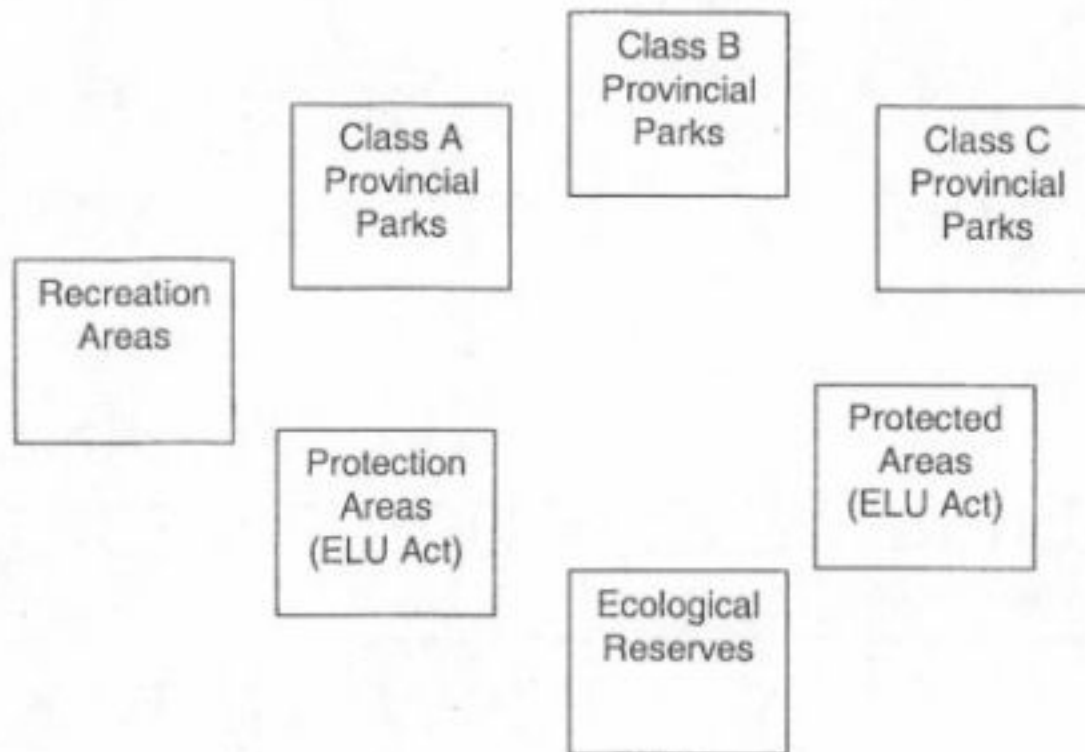
- Foundation for sustainable recreation/economic opportunities
- Protects critical habitats/species at risk
- Aids industry certification ?
- Maintains our competitive edge in global markets ?
- Preserves opportunities for First Nations to practice traditional activities
- Demonstrates BC's environmental record



KEY ACTION 1 – *New Model*

- STREAMLINED AND SIMPLIFIED DESIGNATIONS
 - New Transitional Category of Lands
 - Parks
 - Ecological Reserves

Current Model





New Model

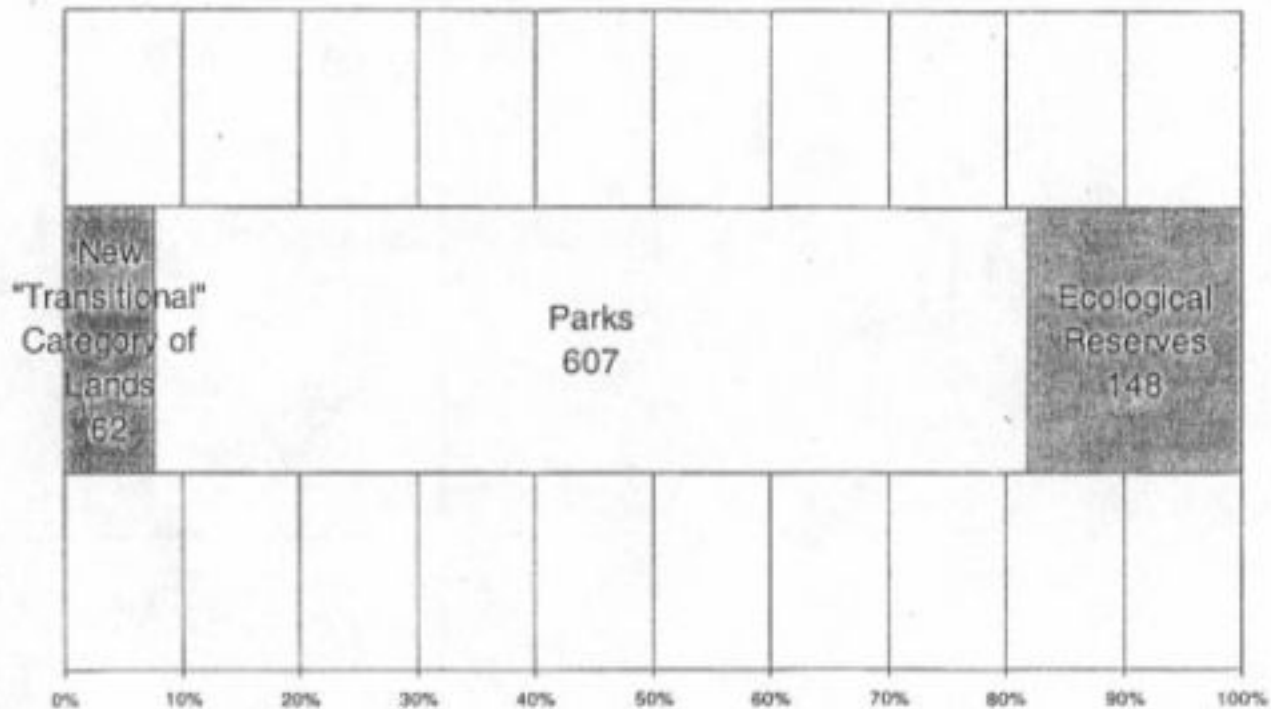
New
"Transitional"
Category of
Lands

Parks

Ecological
Reserves

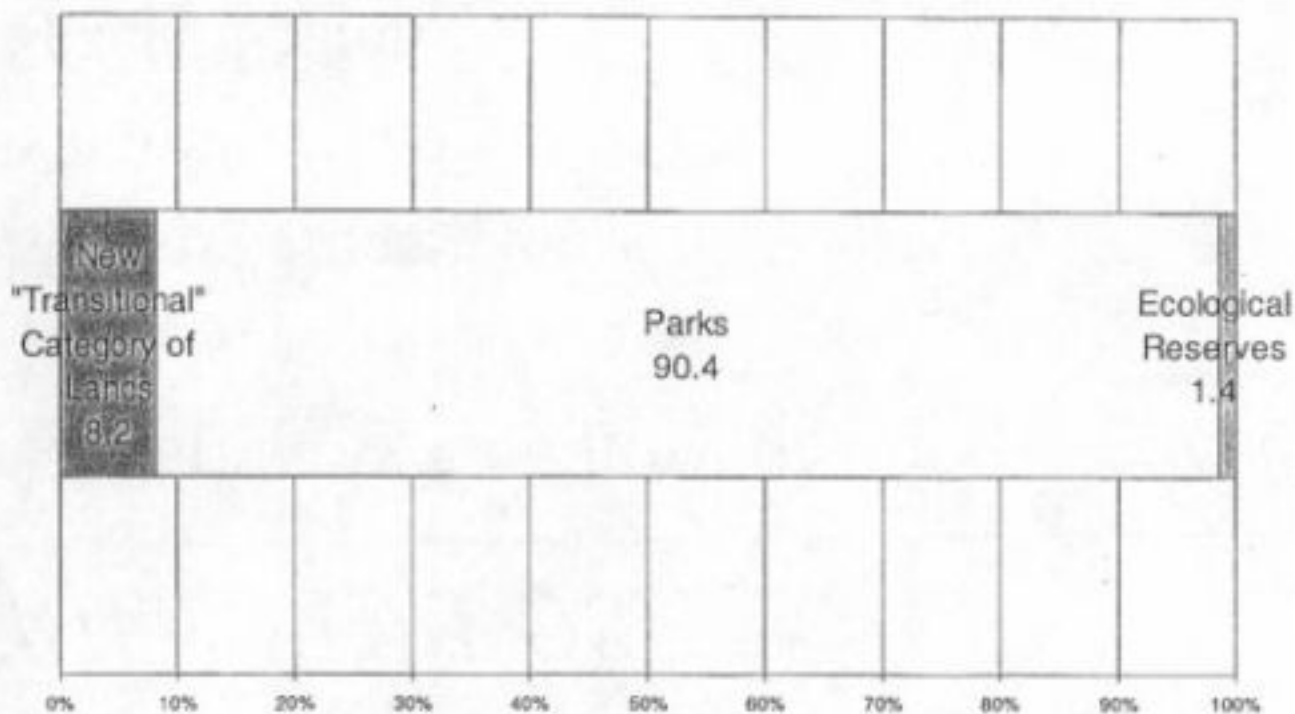
New Model – Number of Areas


Number of Areas by Designation



New Model – Percent of Total Area

Percent of Total Area Protected



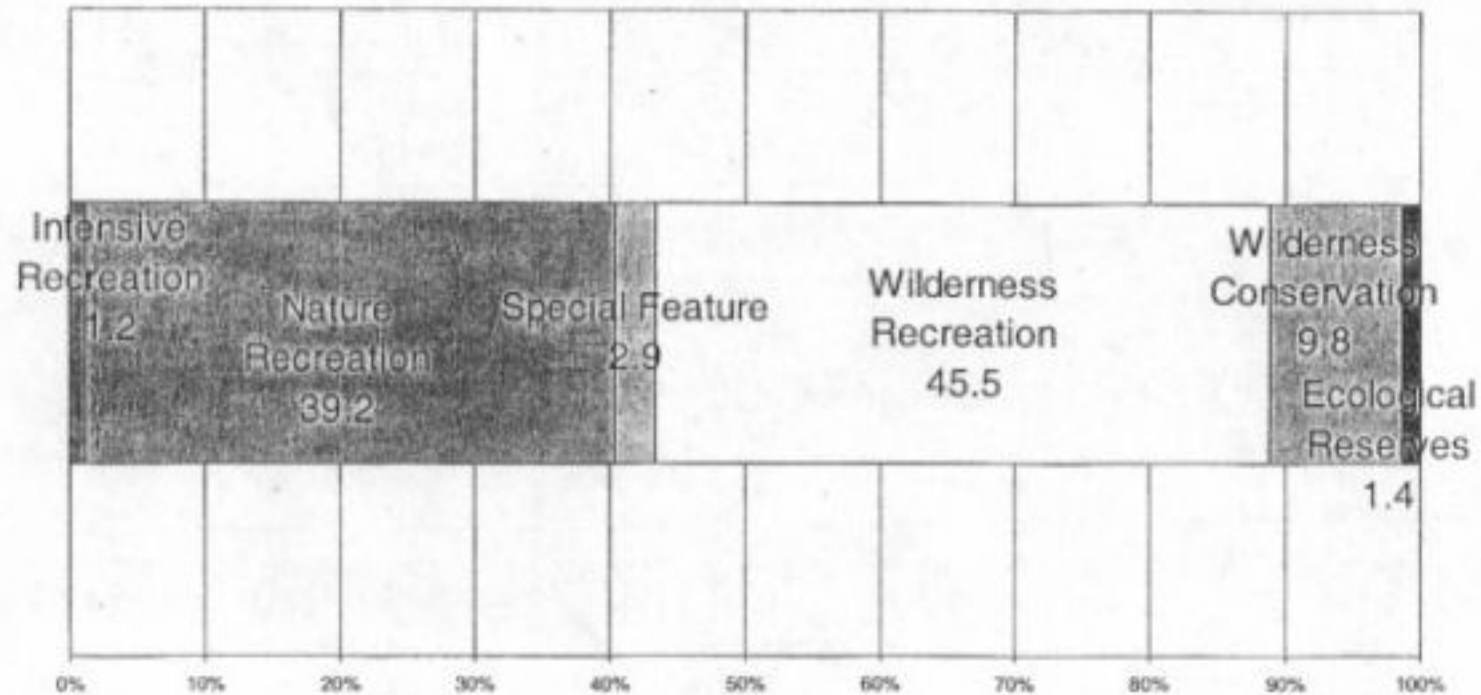


KEY ACTION 2 – *NEW FOCUS TO CLARIFY PURPOSE*

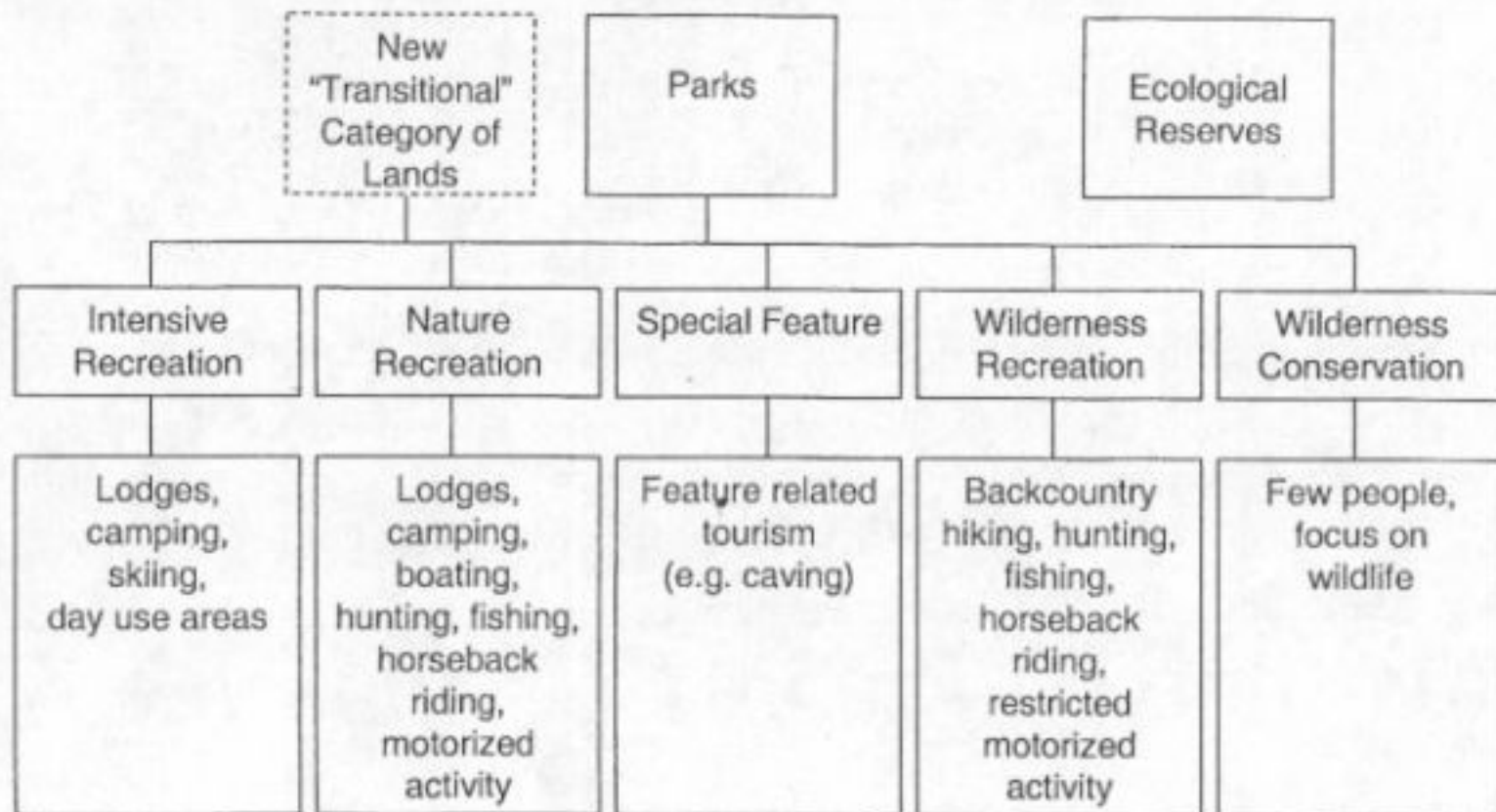
- Parks and New Category of Lands –zoned by purpose
 - Intensive Recreation
 - Nature Recreation
 - Special Feature
 - Wilderness Recreation
 - Wilderness Conservation

New Focus – Percent of Total Area

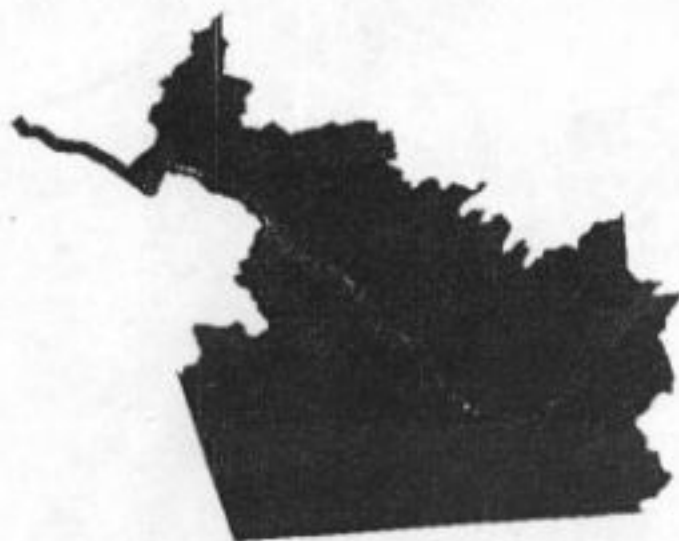
Percentage of Area in Each Zone



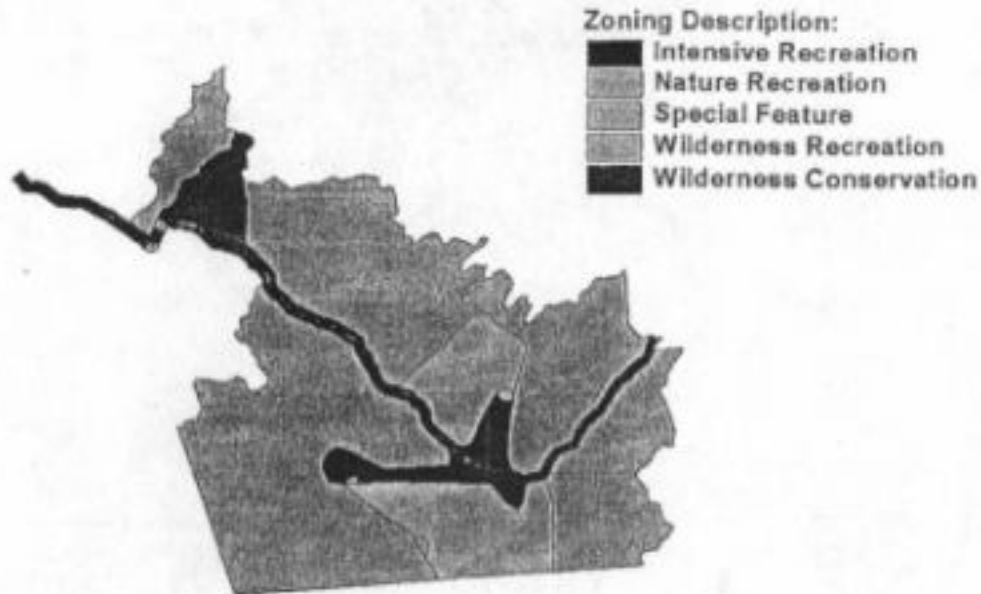
New Focus - Zones



Manning Park – current perception



Manning Park – with new focus




Draft #5 - July 10, 2003

KEY ACTION 3 – *Access To Resources*

- Maintain New Era direction for no commercial logging or mining . . . (or other industrial activity)
- Directional drilling allowed for sub-surface oil and gas
- New transitional designation to allow access and development while land use planning is implemented

KEY ACTION 4 – *Boundary Adjustment*


- For proposed adjustments to existing parks
- Streamlined and timely
- Transparent
- Clear guidelines and expectations



KEY ACTION 5 – *Increasing Tourism*

□ PARK RECREATION STRATEGY

- New entrepreneurial park services model
- New relationship with communities, businesses and First Nations
- New lodge opportunities in and adjacent to parks



Boundary Adjustment - Principles

- Integrity of recreational, ecological and cultural values
- Overarching public interest:
 - Exceptional provincial environmental, economic, and social benefit merits boundary adjustment



END STATE -2010

- Certainty of purpose – park areas for people and park areas for conservation
- Simplified framework for system
- Quickly resolved resource management decisions
- More services and opportunities
- Increased park use and revenue
- Successful entrepreneurial businesses
- Key lodges identified with public support – development initiated

ACTION PLAN

<i>Action</i>	<i>When</i>
New Framework -New Model and Focus -Access to Resources	Fall 2003
Boundary Adjustment Process	Fall 2003
Legislation -Incremental Changes -New Act	Fall 2003 2007
Park Recreation Strategy Recreational Services Model Lodge Opportunities	2004 Implementing 2004

Proposals for new or upgraded lodge developments

Status/ Tracking

November 3, 2004

Protected Area	Regional contact	Proponent	Description	Activities	Identified in management plan?	Issues	Application/ Decision Status
Broughton Archipelago (Vancouver Island)			<ul style="list-style-type: none"> - Floating lodge - No existing facility 	Fishing, hiking?	<ul style="list-style-type: none"> - No mgmt plan - Purpose statement and zoning plan 2003. - May need to prioritize mgmt plan 	<ul style="list-style-type: none"> - LWBC have granted permit to proponent for upland area (commitments made?) - Significant FN issues - Other commercial interests - Carrying capacity issues - Need for competitive process 	
Cultus Lake (Lower Mainland)		Endless Horizons Group	Health and fitness facility				Meeting with Minister Nov. 16
Elk Lakes Provincial Park (Kootenay)		Alpine Club of Canada	<ul style="list-style-type: none"> - ACC seeks renewal of permit to operate 10 bed former ranger cabin (expires June 2005). - ACC wants to add 20 beds, a well, holding tank. 	Hiking, skiing, climbing. Access – Drive in or short hike.	<ul style="list-style-type: none"> - Mgmt. plan 1999 - Does not support lodge opportunity 	<ul style="list-style-type: none"> - Other commercial interests (Fish and Game club) - Local Snowmobile Club questions ACC access opportunity. - Region recommends proposal call before next summer. 	
Garibaldi (Lower mainland)		Intrawest	<ul style="list-style-type: none"> - Hut to hut skiing on Garibaldi traverse. 	Winter – Ski touring route	Mgmt. plan 1990 Contemplates/identifies lodge opportunity. Requires update.	<ul style="list-style-type: none"> - Requires consultation with FN, local NGO's. - Intrawest wants meeting in November. 	
Hamber Provincial Park (Omineca)	Robin Draper	Paul Leeson	<ul style="list-style-type: none"> - Walled tent facility (new location, change from existing?) 	Summer - fishing, water recreation, hiking Access – Air; ½ day hike.	Mgmt plan 1987	<ul style="list-style-type: none"> - Competitive process may be required if change to existing operation. 	Verbal proposal only.
Maxhamish Lake Provincial Park and Protected Area (Peace)	Mike		<ul style="list-style-type: none"> - Application to build cabin or lodge, catering to angling guests. 	Spring/Summer/Fall fishing/wildlife viewing/boating Access – fly in	No approved plan	<ul style="list-style-type: none"> - First Nations interest in opportunity? - Consultation required with first nations, others - Site assessment required - Competitive process likely required. - Potential wildlife and fisheries 	