

**VILLAGE OF PEMBERTON
-COMMITTEE OF THE WHOLE MEETING AGENDA-**

Agenda for the **Committee of the Whole** of Council of the Village of Pemberton to be held Tuesday, November 19, 2019 at 1:00 p.m. in Council Chambers, 7400 Prospect Street. This is Meeting No. 199.

“This meeting is being recorded on audio tape for minute-taking purposes as authorized by the Village of Pemberton Audio recording of Meetings Policy dated September 14, 2010.”

Item of Business	Page No.
1. CALL TO ORDER	
In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.	
2. APPROVAL OF AGENDA	1
Recommendation: THAT the Agenda be approved as presented.	
3. ADOPTION OF MINUTES	2
a) Committee of the Whole Meeting No. 198, Tuesday, November 5, 2019	
Recommendation: THAT the minutes of the Committee of the Whole Meeting No. 198, held Tuesday, November 5, 2019, be adopted as circulated.	
4. COMMUNITY INITIATIVE & OPPORTUNITY FUND	
a) Community Initiative & Opportunity Fund Background & Update Report	4
Recommendation: THAT the Committee of the Whole receive the Community Initiative and Opportunity Fund Update report for information.	
b) 2019 Final Reports	
i. Pemberton & District Chamber of Commerce – Graham Turner, President	14
ii. Pemberton Farmers Market Association – Eileen Keenan, Farmers Market Board Member	17
iii. Pemberton Off-Road Cycling Association (PORCA) – Bree Thorlakson, Executive Director, Suki Cheyne, Director	20
c) Requests for Funding for 2020	
i. Spirit of BC – Winterfest – Carlee Cindric, Winterfest Chair	26
ii. Pemberton Arts Council – Karen Love, Executive Director	34
iii. Pemberton BMX Society – Jessica Turner, BMX Society Board Member	40
iv. Tourism Pemberton – Mark Mendonca, President	45
5. ADJOURNMENT	

**VILLAGE OF PEMBERTON
-COMMITTEE OF THE WHOLE MEETING MINUTES-**

Minutes for the **Committee of the Whole** of Council of the Village of Pemberton held Tuesday, November 5, 2019 at 4:00 p.m. in Council Chamber, 7400 Prospect Street. This is Meeting No. 198.

ATTENDING: Mayor Mike Richman
Councillor Ryan Zant
Councillor Ted Craddock
Councillor Leah Noble
Councillor Amica Antonelli

STAFF: Nikki Gilmore, Chief Administrative Officer
Sheena Fraser, Manager of Corporate & Legislative Services
Lisa Pedrini, Manager of Development Services
Joanna Rees, Planner
Cameron Chalmers, Contract Planner
Elysia Harvey, Legislative Assistant

PUBLIC: 1

1. CALL TO ORDER

At 3:59 p.m. Mayor Richman called the November 5, 2019 Committee of Whole meeting to order.

In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.

2. APPROVAL OF AGENDA

Moved/Seconded
THAT the agenda be approved as circulated.
CARRIED

3. ADOPTION OF MINUTES

a) Committee of the Whole Meeting No. 197, Tuesday, October 22, 2019

Moved/Seconded
THAT the minutes of Committee of the Whole Meeting No. 197, held Tuesday, October 22, 2019, be adopted as circulated.
CARRIED

4. DELGATIONS

There were no delegations.

5. HILLSIDE DEVELOPMENT GUIDELINES

Joanna Rees, Planner, Lisa Pedrini, Manager of Development Services, and Cameron Chalmers, Contract Planner for the Village, presented the draft Hillside Development Guidelines to the Committee for consideration.

The main objectives of the Guidelines are to, when working with developers, ensure that hillside developments incorporate designs that are environmentally sensitive, functional, economically feasible, and aesthetically pleasing. The Guidelines are intended to compliment, not replace, existing Village policies and regulatory tools such as the Official Community Plan, Zoning Bylaw, Subdivision and Development Control Bylaw, and Development Permit Application process.

Discussion took place with respect to remediation of unsightly cut and fills, stormwater management, wildfire prevention, and communication with designers and developers early on in the planning process.

The following resolutions were passed:

Moved/Seconded

THAT the Committee of the Whole recommend to Council to direct Staff to apply the Hillside Guidelines when reviewing Development Applications.

CARRIED

Moved/Seconded

THAT the Committee of the Whole recommend to Council that more detailed Hillside Standards be incorporated into a future Subdivision and Development Control Bylaw update.

CARRIED

Staff advised that the draft Guidelines will be referred to Stakeholders (Developers and Designers) for comments and afterward the Guidelines will be brought forward for Council consideration.

6. ADJOURNMENT

Moved/Seconded

THAT the Committee of Whole be adjourned at 4:43 p.m.

CARRIED

Mike Richman
Mayor

Sheena Fraser
Corporate Officer

Date: November 19, 2019

To: Nikki Gilmore, Chief Administrative Officer

From: Sheena Fraser, Manager of Corporate & Legislative Services

Subject: Community Initiative & Opportunity Fund Background & Update

PURPOSE

The purpose of this report is to provide background on the Community Initiative & Opportunity Fund (CIOF) in preparation for the presentations of final reports from the current grant funding recipients.

BACKGROUND

In 2011 Council established a Village Economic Development Fund (EDF) for the support of economic development initiatives in the community using \$30,000 of funds from the recently disbanded Pemberton & Area C Economic Development Commission. However, a lack of clear direction regarding the purpose of the fund, eligibility criteria and the amount of funding available limited the fund’s effectiveness.

In 2013 Council directed Staff to create an Economic Development Fund Policy to establish guidelines and criteria for use of the fund. Review and discussion resulted in the fund being renamed the Community Initiative & Opportunity Fund (CIOF) and a Policy was adopted setting out eligibility criteria and application requirements.

The objective of the CIOF is to provide seed, long term or one time/single event funding to not-for-profit organizations, entities or societies based within the Village of Pemberton with an aim that the funding will assist the organization to become self-sufficient (no longer reliant on Village provided funding) within the timeframe of the agreement. The Policy further establishes that grant funding may be provided to groups that are demonstrating their contribution to the community through the development, advancement, support or initiation of opportunities, or promotion of partnerships that will enhance the economic well-being within the Village and to the improvement of the quality of life of its residents in the following areas:

- Business development and/or opportunities
- Creation of potential long term employment
- Community economic development and/or diversification
- Promotion of the Village and surrounding area

For details see the Community Initiative & Opportunity Policy attached as **Appendix A**.

The fund is currently set at \$30,000 annually, but in any year available funds may be limited by existing funding agreements. Thus, it was established that an applicant could apply for a maximum of 25% of the available or unallocated funds and must specify the form of funding agreement sought. In this regard, the Policy establishes three funding streams as follows:

- Seed Funding Agreement (three years with reduced funding allocation each year)
- Long Term Service Agreement (three years with two (2), one (1) year renewals – funding received remains the same each year)
- One-Time/Event Funding

The Policy also sets out a requirement that an applicant or recipient of funding must attend a November Committee of the Whole meeting to make a presentation on their application and/or report out on their activities for the year. The purpose of the presentation provides the Village with an opportunity to learn about the organization and ask questions about their activities or programs and learn how they are working toward becoming self-reliant and contributing to the community. (Final Reports are noted on the agenda).

Applications are received each year before October 15, for funding consideration in the following year's CIOF allocation. That said, due to the current agreements in place the remaining funds have been limited for the last three years as such the Village has not advertised a call for applications. Further with the anticipated establishment of the SLRD Local Service Area Bylaws to accommodate both a funding for a jointly facilitated Pemberton and District Initiatives Fund Service the Village has advised potential applicants to wait until 2020 to pursue making application for long term funding until the new program is in place.

To date Stewardship Pemberton was the first organization to complete an agreement term (Seed Funding) and successfully achieve the goal of self-sufficiency by utilizing the funds provided to develop and implement programming that is now self-sustaining to the Society. In this regard, Stewardship Pemberton received a total of \$25,833.34 over a period of four years (2013 – 2016).

At the end of 2018, the Chamber of Commerce Long Term Agreement concluded and under the program the Chamber was not eligible for a renewal. However, understanding that work was progressing on the proposed Pemberton and District Initiatives Fund Service Area the Chamber requested a one (1) year Agreement to facilitate funding support for the Visitor Information Centre operations for 2019. At the Regular Council Meeting No. 1488, held March 5, 2019, Council considered the request and passed the following resolution:

Moved/Seconded

THAT the request for a One-Time Funding Agreement between the Village of Pemberton and the Pemberton & District Chamber of Commerce for the Visitor Information Centre operations in the amount of \$4,000 be supported, subject to approval of the 2019 budget.

CARRIED

In late fall, 2018, the Pemberton Off Road Cycling Association (PORCA) brought forward a request for Seed Funding through the CIOF program. Due to the request being received too late and given the uncertainty of the future of the of the CIOF program at the time the request was referred to the Pemberton Valley Utilities & Services Committee (PVUS) for consideration. In this regard, PVUS referred the request back to the Village with a recommendation that the Village consider establishing a Seed Funding Agreement to start in 2019 with matching funds through SLRD Electoral Area C. As a result, at the Regular Meeting No. 1488, held March 5, 2019, the following resolution was passed:

Moved/Seconded

THAT the request for a Seed Funding Service Agreement between the Village of Pemberton and the Pemberton Off Road Cycle Association to support the position of part-

time administrator be supported, in the amount of \$5,922.50 in 2019, \$4,145.00 in 2020, and \$2,370.00 in 2021, subject to approval of the 2019 budget.

CARRIED

DISCUSSION & COMMENTS

Of the seven (7) Agreements currently in place, the Chamber of Commerce one (1) year Agreement expires at the end of 2019 as does the Pemberton Farmers Market Long Term Agreement. The Spirit of BC (WinterFest), Tourism Pemberton and Pemberton Arts Council Agreements all expire at the end of 2020 and the Agreement with the BMX Society will expire in 2021. The PORCA Seed Funding Agreement completes in 2021.

An overview of the funding commitments for 2019 and 2020 is provided below:

Organization	Agreement type	Activity	Total funding provided to current recipients at end of 2019	Funding requests for 2020
Chamber of Commerce	Long Term Service Agreement (2014 – 2018) One Year Agreement	Visitor Information Centre wages	\$20,000 (\$4,000/yr) \$4,000	None: One Year Agreement concludes at the end of 2019.
Pemberton Farmers Market	Long Term Service Agreement (2015 – 2019)	Market Manager Wages	\$15,000 (\$3,000/yr)	None: Agreement concluded
Spirit of BC Committee (Winterfest 2019)	Long Term Service Agreement (2016 – 2020)	Event Coordinator Wages	\$18,000 (\$4,500/yr)	Second request for one-year extension for \$4,500
Tourism Pemberton	Long Term Service Agreement (2016 – 2020)	Marketing Coordinator (Slow Food Cycle)	\$16,000 (\$4,000/yr)	Second request for one-year extension for \$4,000
Pemberton Arts Council	Long Term Service Agreement (2016 – 2020)	Marketing & Comms Coordinator	\$16,000 (\$4,000/yr)	Second request for one-year extension of \$4,000
Pemberton BMX Society	Long Term Service Agreement (2017-2021)	President Wage Subsidy	\$8,250 (\$2,750/yr)	First request for one-year extension of \$2,750
PORCA	Seed Funding Agreement (2019-2021)	Part Time Executive Director	\$5,922.50	Year 2 of 3 year Agreement. \$4,150
TOTAL			\$103,172.50	\$19,400

NOTE: To date all commitments have been generously matched by the Squamish-Lillooet Regional District Area C Director.

Long Term Service Agreements are initially granted for a three-year term which may be extended by two one-year renewals with Council approval.

As noted above, this year there are three (3) recipients seeking a second extensions for 2020 for a total of \$12,500 and one recipient seeking the first time extension of \$2,750. Should all renewals be approved, the 2020 commitment will be \$19,400, leaving \$10,600 in the fund.

COMMUNICATIONS

This matter does not require a communications element.

LEGAL CONSIDERATIONS

There are no legal considerations at this time.

IMPACT ON BUDGET & STAFFING

The coordination of the CIOF grant program is facilitated by Corporate & Legislative Services and is incorporated into the yearly work plan.

The Village allocates \$30,000 each year to the CIOF to support this program. Upon approval by Council the funds are distributed in January of each year. The 2020 commitments to funding will depend on the approval of renewals as discussed above.

With the conclusion of the Long-Term Service Agreement between the Village and the Chamber of Commerce and the Pemberton Farmers Market and assuming direction is given to extend those agreements currently in place, there will be a remainder of \$10,600 unallocated for 2020 as follows:

2020 Program Budget	\$30,000
Organization	Amount Committed
Spirit of BC Committee (Winterfest 2019)	\$4,500
Tourism Pemberton	\$4,000
Pemberton Arts Council	\$4,000
Pemberton BMX Society	\$2,750
Pemberton Off Road Cycling Association (PORCA)	\$4,150
Committed Funds: SUB TOTAL	\$19,400
REMAINDER after Commitments:	\$10,600

Traditionally the unexpended funds have been held in the CIOF and used for other Village or community initiatives if and when required based on direction from Council.

INTERDEPARTMENTAL IMPACT & APPROVAL

Dispersal of CIOF is incorporated into the daily routine of the Finance & Administration Department and can be accommodated.

Reviewed by:	Lena Martin, Manager of Finance and Administration
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IMPACT ON THE REGION OR NEIGHBOURING JURISDICTIONS

The CIOF has a beneficial impact on the region as the community groups supported through this initiative are providing services that benefit residents throughout the Pemberton Valley.

ALTERNATIVE OPTIONS

There are no alternative options for consideration.

POTENTIAL GOVERNANCE CONSIDERATIONS

The consideration of providing grants through the CIOF meets with Strategic Priority One: Economic Vitality, by valuing and supporting “a competitive and diversified economy with engaged corporate citizens” and Strategic Priority Four: Social Responsibility, by striving “to create a strong and vibrant community, recognizing the importance and benefits of both healthy, engaged citizens as well as an accessible and well managed environment.”

RECOMMENDATIONS

THAT the Committee of the Whole receive the Community Initiative and Opportunity Fund Update report for information.

ATTACHMENTS:

APPENDIX A: Community Initiative & Opportunity Fund Policy

Prepared by:	Sheena Fraser, Manager, Corporate & Legislative Services
CAO Approval by:	Nikki Gilmore, Chief Administrative Officer

Department:	Administration	Policy No.:	ADM-017
Sub-department:		Created By:	Sheena Fraser
Approved By:	Council	Amended By:	Sheena Fraser
Approved Date:	21 May 2013	Amendment:	7 January 2014
Meeting No.:	1333	Meeting No.:	1350

POLICY PURPOSE

To provide seed, long term or one time/single event funding to not-for-profit organizations, entities or societies based within the Village of Pemberton that are considered by Council to be contributing to the community through the development, advancement, support or initiation of opportunities or promote partnerships that will enhance the economic well-being within the Village and to the improvement of the quality of life of its residents in the following areas:

- Business development and/or opportunities
- Creation of potential long term employment
- Community economic development and/or diversification
- Promotion of the Village and surrounding area

REFERENCES

Not applicable.

DEFINITIONS

For the purposes of this policy the following definitions apply:

“Seed Funding” means funding that is provided from the Community Initiative & Opportunity Fund (CIOF) to an organization/group to support the organization/group on a short term basis to help start a new program or project that meets with the criteria as established in this policy. This funding is not provided on a long term basis and is reduced by an amount established in the Agreement each year.

“Long Term Service Agreement” means an Agreement entered into between the Village of Pemberton and an organization/group whereby the Village provides funding, at a pre-set and agreed to amount, from the CIOF over a period of several years to be identified in the agreement and renegotiated as per an established schedule.

“One Time/Single Event Funding” means funding provided from the CIOF for a specific event/program or project that does not require a commitment of funds on a short or long term basis.

Policy:

The intent of the CIOF policy is to establish the priority by which an application will be considered for funding, and outline the criteria and process an organization/group must meet in order for an application for funding to be advanced to Council for consideration.

The intent of this policy is to ensure equitable and fair distribution of funds to all organizations/groups in the Village of Pemberton.

Priorities:

Priority for funding will be given to applications that will:

- Support and facilitate economic growth, development or diversification in Pemberton through locally supported projects or programs
- Create employment opportunities for local residents
- Establish programs that enhance the Village's profile with an aim to support the tourism industry and local business
- Bring large numbers of people to the Village of Pemberton
- Build upon community strengths and partnerships
- Link to the organizations mandate and strategic plan

Who Will Be Supported:

Applicants for funding must:

- Be an organization/group in good standing within the Village of Pemberton; or a
- Not-for-profit Society in good standing within the Village of Pemberton
- Demonstrate fiscal responsibility and effective management
- Demonstrate a commitment to the Community
- Provide a list of identified deliverables

CIOF will be provided for, but not limited to, the following:

- Funding may be used for wages, honourariums, contract services, promotions and marketing purposes, special events, projects and/or activities, and strategic or business plan development.
- Funding may be used for the purposes of acquiring equipment, tools or supplies.

CIOF will not be provided for:

- For-Profit Business
- Retroactive funding, for any project expenses to be incurred prior to approval of funding
- Debt retirement or reserves, mortgage pay-downs
- Large scale capital and public infrastructure projects
- League or club-based sports programs
- Prize money
- To organizations/groups or entities already receiving annual recurring funding from the Village of Pemberton through programs or other funding contributions

Funding Allocation:

The funds for CIOF will be collected through taxation and identified on the Tax Notices to ensure Tax Payers of the Village of Pemberton are clearly able to identify how much of their tax dollar is allocated to the CIOF each year.

No one request will exceed a maximum of 25% of the unallocated or remaining balance of the CIOF in any given fiscal year.

Seed Funding Agreements will be established for a three year period with two (2) one (1) year renewals for a total of five (5) years. Under this form of Agreement funding each year will be reduced as follows:

- Year One: up to One Quarter (1/4 or 25%) of remaining balance of the CIOF
- Year Two: Two Thirds (2/3) of year one
- Year Three: Two Thirds (2/3) of year two
- Year Four: Renewal subject to Council consideration and based on previous year’s performance
- Year Five: Renewal subject to Council approval as per Year Four

Long Term Service Agreements will be established for a three year period with two (2) one (1) year renewals for a total of five (5) years. Under this form of Agreement funding in each year will remain the same as established by negotiations, and not to exceed 25% of the unallocated or remaining balance of the CIOF in any given fiscal year.

One Time or Single Event Funding will be provided for those programs/projects or events that do not require a commitment of funds over a short or long term. The maximum contribution for one time funding will not exceed 25% of the balance after any line items have been removed.

Procedure

The following process shall apply to all **one time or single event** CIOF applications:

- Funding requests must be submitted in writing using the form prescribed by the Village by midnight October 15th of each year for consideration in the following year’s budget allocation.
- Applicants must attend a Committee of the Whole meeting to make a presentation which must include the following:
 - a detailed budget
 - program/project/event information and objectives
 - deliverables both short and if applicable long term
 - demonstrate how the Village will be acknowledged for its support
- No one request to take up more than 25% the remaining or unallocated CIOF available in any given fiscal year.

- Applicants must attend a Council meeting within one (1) month of the completion of the event/project to make a presentation and submit a written Final Report, which must include how the funds were expended, on the accomplishments of the project/event.
- If one time funding is to facilitate activities over a single year an applicant must notify the Village when the project/activity is completed and submit a Final Report and make a presentation at the next regularly scheduled council meeting.
- Council may terminate or withhold any outstanding payments due for non-performance at any time if it is deemed by Council that the funds are not being utilized as intended in the Agreement.

Restrictions:

- No Applicant may apply for further funding through the Village's Community Enhancement Fund or the Pemberton Valley Utilities and Services Grant in Aid program for any activities or programs if provided funding through the CIOF
- One Time/Single Event Funding is intended to support a one-time special event/activity or program and applicants may not reapply for funding for the same activity/special event or program for a period of two (2) years.*

*Applicants should evaluate whether or not their project/activity might be a long term program and consider making application for either seed funding or long term funding.

The following process shall apply to all CIOF **Seed Funding/Long Term Service Agreements:**

- Funding requests must be submitted in writing using the form prescribed by the Village by midnight October 15th each year for consideration in the following year's budget allocation.
- Applicants must attend a Committee of the Whole meeting to make a presentation which must include:
 - a detailed budget
 - strategic or business plan
 - program information and objectives
 - deliverables both short and long term
 - demonstrate how the Village will be acknowledged for its support
- No one request to take up more than 25% of the unallocated or remaining CIOF available in any given year subject to prior funding commitments.
- The funding values shall decrease each subsequent year with an aim for the organization to be self-sufficient by year three (3) or five (5) depending on the term of the Agreement.
- Applicants must attend a Committee of the Whole meeting in November of each year to make a presentation and present a written report on the previous year's accomplishments in order to be considered for funding in the following year.
- Council may terminate an agreement for non-performance at any time if it is deemed by Council that the funds are not being utilized as intended in the Agreement.

Restrictions:

- No Applicant may apply for further funding through the Village’s Community Enhancement Fund or the Pemberton Valley Utilities and Services Grant in Aid program for any activities or programs if provided funding through the CIOF.
- Seed Funding is one time funding and cannot be reapplied for at the end of the term for a period of three (3) years.
- No funding agreement shall be longer than five (5) years with the exception of Long Term Service Agreements that may be extended subject to Council’s approval.

All organizations/groups or entities planning to make application to the Community Initiative & Opportunity Fund Program are encouraged to arrange to meet with Village Staff well in advance of the request being submitted.

FUNDING DEADLINE:

Applications will be considered once a year and must be submitted no later than October 15th at midnight. Applications received after the deadline will not be considered. Partial submissions will be eliminated from the eligibility list.

Updated Final Report



Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0
P: 604.894.6135 | F: 604.894.6136
Email: admin@pemberton.ca
Website: www.pemberton.ca

ORGANIZATION INFORMATION

Community Organization Name: Pemberton & District Chamber of Commerce
Registered Tax Charity BB#
or Society Registration # (optional): XS0068244 Year Established: 1932
Contact Name: Graham Turner Phone: 604-932-7834
Mailing Address: _____ Email: Graham.Turner@lilwat.ca
PO Box 370, Pemberton BC, V0N 2L0 Fax: N/A

DETAILS OF FUNDING REQUEST

1. Please identify funding agreement in place for your organization and what the funding is for:

- One Time/Single Event Operation of Pemberton Visitor Centre
- Long Term Service Agreement (3 year with potential of 2 one (1) year) _____
- Seed Funding (3 years): _____

2. Financial assistance received for current year: \$ 4,000.00

3. Total financial assistance received to date: \$ _____

4. Total cost of project/program if applicable: \$ _____

5. Briefly describe the project/program or activities for which the organization is reporting out:

The operations of the Pemberton Visitor Centre.

6. Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

Unfortunately, without funding from local government the Visitor Centre Operations would need to be re visited with a drastic change in operations and or closure as the Pemberton & District Chamber looks to transition to a Governance Board to meet the needs of its members as the surge of economic growth in Pemberton upon us.

***We are trusting a long-Term Service Area Agreement is established through the SLRD & PVUS to provide long term funding into the future.**



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7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

The Visitor Info Centre is the first point of contact for visitors when arriving to Pemberton. Visitors and locals alike are informed of the many local attractions, recreational opportunities, and businesses in the area. While the staff drive guests to local businesses, they also educate visitors on sustainable & environmental best practices, no-go zones, and parking regulations in the area. The Visitor Centre also collects valuable data that can be used to better understand the type of guest or passers-by through the gateway to the Pemberton Area.

8. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funds received from the CIOF funding allowed the Visitor Info Centre to operate and suggest local businesses and attractions to visitors and support the Economic Growth and Welfare in the Pemberton area.

9. Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

SLRD CIOF Matching: \$4,000
Destination BC: \$12,500
Student Grants: \$8,603
Pemberton Chamber: 5,000

10. Please identify how the Village of Pemberton's support was recognized:

VOP Branding on Signage at Visitor Centre
VOP logo on Pemberton Chamber Website
Various support through the Downtown Enhancement Project
Social Media when applicable
Recognition when public speaking about the Visitor Centre operations.

FINANCIAL BREAKDOWN

Pemberton Visitor Centre
 Comparative Income Statement

	YTD 2019	YTD BUDGET	Variance
REVENUE			
Sales Revenue			
Racking Fees	100.00	0.00	100.00
Sales Info Booth	1,171.78	1,326.28	-154.50
Advertising Sales	0.00	200.00	-200.00
Sani Dump Revenue	8,253.90	7,972.29	281.61
Net Sales	9,525.68	9,498.57	27.11
Grant Revenue			
Student Grants	8,603.00	8,736.00	-133.00
Visitor Centre Grant	8,000.00	8,000.00	0.00
Destination BC Grant	12,500.00	12,500.00	0.00
Total Grant Revenue	29,103.00	29,236.00	-133.00
TOTAL REVENUE	38,628.68	38,734.57	-105.89
EXPENSE			
Cost of Goods Sold			
Visitor Centre Retail COGS	573.69	0.00	573.69
Sani Dump Expense	2,801.64	1,913.85	887.79
Total Cost of Goods Sold	3,375.33	1,913.85	1,461.48
Payroll Expense	30,081.25	29,302.56	778.69
General & Administrative Expenses			
Visitor Centre Expense			
Computer & IT	1,107.70	1,965.29	-857.59
Insurance	783.72	609.56	174.16
Repair & Mtnc	4,097.34	3,394.02	703.32
Staff Uniforms	23.80	57.40	-33.60
Supplies - Gen. & Admin	1,250.16	3,443.46	-2,193.30
Telephone & Internet	1,277.73	1,283.16	-5.43
Training & Education	831.84	439.75	392.09
Utilities	808.01	1,063.02	-255.01
Total General & Admin. Expenses	10,180.30	12,255.66	-2,075.36
TOTAL EXPENSE	43,636.88	43,472.07	164.81
NET INCOME	-5,008.20	-4,737.50	-270.70



ORGANIZATION INFORMATION

Community Organization Name: Pemberton Farmers Market
Registered Tax Charity BB#
or Society Registration # (optional): S - 0061241 Year Established: 2013
Contact Name: Molli Reynolds Phone: 604-966-4422
Mailing Address: PO Box 994 Email: info@pembertonfarmersmarket.com
Pemberton BC. V0N 2L0 Fax: n/a

DETAILS OF FUNDING REQUEST

- Please identify funding agreement in place for your organization and what the funding is for:
 - One Time/Single Event Long Term Service Agreement (3 yrs with potential
 - Long Term Service Of 2 x one year extensions) 2019 was our 2nd extension
Agreement (3 year with _____
potential of 2 one (1) year
 - Seed Funding (3 years): Funding for Market Operations, market manager pay.
- Financial assistance received for current year: \$ 3000 (matched by SLRD)
- Total financial assistance received to date: \$ \$15,000
- Total cost of project/program if applicable: \$ Annual Operating Budget average \$21,000
- Briefly describe the project/program or activities for which the organization is reporting out:

Funding received supported the PFMA operations, specifically through the employment of a market manager. The market manager is responsible for running the market guided by the PFMA mission to support local farms, food producers, artisans, and service providers and connect them with customers in a vibrant social community space. The Market Manager's job included encouraging growth of the customer base through social activities and events.

- Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

The PFMA board has developed fundraising activities to support our growing Farmers' Market including events such as Stone Soup Celebration and the Bard in the Barn. Our market continues to grow in customer base and regular returning vendors which promotes overall sales at the market. Our market has seen growth over the last 4 years. The Downtown Enhancement project this year may have impacted/slowed the growth this year; however, we feel the market maintained a steady business with the regular vendor and customer base. The Board is keen to explore the opportunity with the VoP of creating a storage opportunity near the barn (perhaps a small portable shed that can be installed for the market season and stored over winter) to reduce transportation time and environmental impact of driving supplies to and from the market every week. This would alleviate potential cost of storage which the market manager has hitherto provided.



7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

The market supported 8 local farms, 8 local food vendors and 19 local artisans/service providers and 2 liquor vendors. We hosted 21 free musical performances with over 11 local musicians. We collaborated with the high school theater teacher to provide a live theatre performance and with the Pemberton Arts Council with their Mountain Muse festival. We provided free table space for 14 local community services to share information about their organizations and upcoming events.

The market serves the community connecting the customers with their local makers, bakers and growers and provides an open, welcoming space for any and all members of the community to gather, converse, listen to music, eat and shop. The many market visitors, including the market tourists, also frequent the local businesses (stores, restaurants, banks, farms) on their 'Market Day'

8. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funding received supported the employment of the Market Manager who is responsible for the day to day running of the market: advertising, collecting table and membership fees, administration and operation of the Farmers Market Nutrition Coupon program – a program that supports seniors and young families in the village with fresh farm products, engaging the musicians and planning other market activities as well as planning and executing market fundraising events such as the Bard in the Barn and Stone Soup Celebration.

9. Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

PFMA table and membership fees totaling around \$8500 for 2019
 BCAFM Nutrition Coupon Program - \$500 admin honorarium
 PFMA Stone Soup Fundraiser (2019 - \$1255), (2018 – 1200), (2017 - \$1400 matched by Scotiabank).
 PFMA Bard in the Barn (2019 - \$1500), (2018 - \$1400)

10. Please identify how the Village of Pemberton's support was recognized: We recognize the VoP's support on our website and on social media posts (Facebook and Instagram) as well as at our market manager table. We acknowledge the support to our membership as well as to the public on event posters.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	10,000	\$4764 (to date)	5,236	Oct – Dec wages pending
Contract Services				
Marketing	500	\$449	\$51	Market ads, tourism guide
Equipment, Tools				
Supplies		\$256		Nov – Dec supplies pending
Other				



Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0
P: 604.894.6135 | F: 604.894.6136
Email: admin@pemberton.ca
Website: www.pemberton.ca

ADDITIONAL INFORMATION

- **Income Statements
up to October 31,
2019**

-
- Please list any additional information regarding your grant that you would like to report



ORGANIZATION INFORMATION

Community Organization Name: Pemberton Off-Road Cycling Association (PORCA)
Registered Tax Charity BB#
or Society Registration # (optional): S-0065187 Year Established: 2016
Contact Name: Ian Kruger Phone: 604-698-6921
Mailing Address: PO Box 700 Email: pembertontrails@gmail.com
Pemberton, BC V0N2L0 Fax: _____

DETAILS OF FUNDING REQUEST

- 1. Please identify funding agreement in place for your organization and what the funding is for:
 - One Time/Single Event _____
 - Long Term Service Agreement (3 year with potential of 2 one (1) year) _____
 - Seed Funding (3 years): To hire a paid part-time Executive Director

2. Financial assistance received for current year: \$ \$11,845

3. Total financial assistance received to date: \$ \$11,845

4. Total cost of project/program if applicable: \$ \$11,589.72

5. Briefly describe the project/program or activities for which the organization is reporting out:

PORCA is a volunteer run community organization with more than 695 members. Our mission is “To support Pemberton’s riding culture by fostering the growth and sustainability of the trail network while providing opportunities for all levels of mountain bikers.” The creation of a paid Executive Director position will allow the Association to move from a Working Board to a Governance Board. The program will foster a sustainable framework that supports existing events and services while expanding Association offerings as directed by PORCA’s volunteer board of directors.

6. Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

PORCA plans to be self-sufficient by the end of the Funding Agreement through careful examination of current revenue streams and identifying opportunities to increase income. The Executive Director has begun researching other trail

organizations within B.C. and learning how PORCA compares in terms of service and value. Initial findings are that our membership fees are the lowest in the Sea to Sky corridor, our special events fees are inexpensive relative to similar offerings in the mountain bike industry and that there is a major need for after school and summer activities for youth. These items along with others present as opportunities to fund the Executive Director position long term.

7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

PORCA provides a diversity of opportunities that benefit residents of Pemberton through promoting health and wellness, community events that foster a sense of belonging and raising funds to support our mission including;

- 7 Toonie races where 377 racers participated
- 27 women's Bike Club nights with 627 participants
- 3 weekend social rides designed to promote a casual and inclusive atmosphere
- A 6 week after school youth program hosted 24 kids aged 6-11. With 26 kids on the waitlist the Association hopes to expand our after school offerings in 2020.
- The Pemberton Enduro and women's Spud Crusher Races had 308 racers and raised over \$6,000 for the PVTA and Search and Rescue
- Hosting, along with the PVTA, the annual pancake breakfast and trail day
- Our first ever women's Bike Club trail maintenance day with 22 women pitching in
- Buff Tuesday trail maintenance nights ran every second Tuesday through the summer months
- Partnered with the Pemberton Canoe Association to create a unique paddle/bike 4-day summer camp.
- Inaugural girls only half day camp that saw on overwhelming 22 girls between the ages of 6-12. We plan to continue programming for girls only in 2020
- The Mackenzie Downhill had 65 racers. The participation of 15 youth racers indicates a need to grow youth racing opportunities.
- The Lumpy's Epic Poker Ride paid tribute to a pioneer of mountain biking in Pemberton
- After school and summer programming provided the equivalent of nearly 530 hours of child care
- Created nearly 700 memberships for the PVTA
- Contributed funds to the PVTA in support of ongoing trail maintenance projects

In addition to events and programming, PORCA is involved in the following projects and relationships within our community:

- Providing input to the creation of the Trails Master Plan

- Attended and provided input to the Village of Pemberton on their Active Transportation plan
- Organized the fall Gobybike campaign for the Province of B.C.
- Fundraising, planning and administrative tasks involved with creating a mountain bike skills park
- Liaising with other community groups such as Tourism Pemberton, Pemberton Dirt Bike Association, Pemberton BMX, Pemberton Valley Trails Association, Search and Rescue, Pemberton Canoe Association
- Engaging with the Lil'wat Nation planning for a trail reroute to protect important cultural sites
- Collaborating with local business that help to support the Pemberton mountain bike community through sponsorship of events and donations
- Attended the B.C. Mountain Bike Tourism Association's bi-annual conference held in Whistler in October 2019
- Attended Governance Training in 2019 as a Board to learn the most effective ways to operate PORCA

Pemberton is recognized as one of the best mountain biking destinations worldwide. People not only want to visit, they want to move here to live the lifestyle our proximity to the mountains and trails affords. Pemberton benefits economically by investing in the organizations that keep the trail network maintained and who create community events that contribute to Pemberton's unique sense of place. Residents, local businesses, developers, real estate agents, and employers all benefit from a world class trail network and mountain bike programming.

8. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funds received enabled PORCA to hire a part time Executive Director (ED) who furthered the goals outlined in the Association's 2018-2021 Strategic Plan. The ED created the administrative framework for the youth program, connected with other community groups to share information and ideas, was the administrative backbone for all events, programming, meetings and projects including the mountain bike skills park. The Executive Director allowed members of the volunteer board to focus on building the Association via the establishment of sub-committees and task forces including Human Resources, Governance, Safety, Sustainability and Special Projects. The ED also participated in the Village's request for feedback on the Active Transportation plan and attended the B.C. Mountain Bike Tourism Association's conference where she presented on a panel about sustainability in mountain biking.

9. Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

The Squamish Lillooet Regional District contributed funding for the Executive Director initiative.



10. Please identify how the Village of Pemberton’s support was recognized:

The Village of Pemberton’s support was recognized via PORCA’s social media channels. The Village’s support will be highlighted in the upcoming annual membership newsletter and at the Association’s Annual General Meeting. The logo for the Village of Pemberton has been added to the Association’s donor list located on the website www.porcabikes.com.

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	\$23,690	\$11,589.72	\$12,100.28	5 months ED wage
Contract Services				
Marketing				
Equipment, Tools				
Supplies				
Other				

ADDITIONAL INFORMATION

- **Income Statements up to October 31, 2019**

-
- Please list any additional information regarding your grant that you would like to report



PEMBERTON OFF ROAD CYCLING ASSOCIATION
INCOME STATEMENT
as at October 31st, 2019

REVENUE

Memberships	12,280.97
Donations	1,508.80
Trailforks donations	5,807.31
Grants received	12,745.00
Legion Fundraiser	8,657.38
Enduro Entry fees	8,680.72
Spud Crusher	8,484.66
PORCA Kid's Camp	5,030.63
PORCA/Canoe Kid's Camp	1,785.57
PORCA Girls' camp	591.81
Mackenzie DH race	1,654.78
Lumpy's Trifecta Entry Fees	712.12
Jerseys/Mudguards	945.00
Toonies	597.13

REVENUE TOTAL

 69,481.88

EVENT EXPENSES

Enduro expenses	7,509.70
Trail day expenses	29.61
Legion fundraiser	158.52
Spud Crusher	7,402.84
PORCA Kid's Camp	3,808.73
PORCA/Canoe Kid's Camp	1,533.66
PORCA Girls' camp	422.49
Mackenzie DH race	1,666.85
Lumpy's Trifecta expenses	648.92
Toonie expenses	31.56

EVENT EXPENSES TOTAL

 23,212.88

ADMIN EXPENSES

AGM & Meeting expenses	414.91
Wages & salaries	11,589.72
Bookkeeping	418.69
Memberships	150.00
Training	1,059.75
BC Registry	40.00
Advertising	461.65
Web Hosting	838.34
Motor Vehicle Allowance - ED	46.40
Insurance	8,091.00
Bank Fees	71.79
Office expenses	339.42
Trail Building	1,911.00
PORCA Mudguards	851.60
Permits/licences	30.00
Skills Park expenses	551.00
2018 expenses	97.61

ADMIN EXPENSES TOTAL

 26,962.88

NET INCOME **19,306.12**

**PEMBERTON OFF ROAD CYCLING ASSOCIATION
BALANCE SHEET
as at October 31st, 2019**

	Scotiabank	Petty Cash	Blueshore	Membership Shares
CURRENT BALANCES	41,114.81	500.00	10,722.75	25.00



ORGANIZATION INFORMATION

Community Organization Name: Spirit of BC Community Committee / Winterfest 2019

Registered Tax Charity BB#

or Society Registration # (optional): N/A Year Established: 2006

Contact Name: Carlee Cindric Phone: 604-938-3800

Mailing Address: Email: carlee@pocketfulproductions.com

Fax: N/A

DETAILS OF FUNDING REQUEST

1. Please identify funding agreement in place for your organization and what the funding is for:

- One Time/Single Event

- Long Term Service

Agreement (3 year with potential of 2 one (1) year

- Seed Funding (3 years):

For Pemberton's Annual Winterfest Celebration

2. Financial assistance received for current year:

\$ 4500.00

3. Total financial assistance received to date:

\$ 18,000.00

4. Total cost of project/program if applicable:

\$ 14,770.82

5. Briefly describe the project/program or activities for which the organization is reporting out:

The 2019 Pemberton Winterfest included a New Year's Eve Celebration at the Pemberton Community Centre on December 31, a Much Music Dance Party for Youth on January 26 and an Adventure Hunt on February 16. Both the New Year's Eve Celebration and Adventure Hunt were once again FREE and family friendly. We were able to offer a variety of indoor/outdoor activities including a performance by Ira Pettle, DJ music, movie, dance performance, food, crafts, fireworks, face painting, family dance party, scavenger hunt and more!

We also once again promoted a robust list of other events and activities taking place in Pemberton from January - February and marketed them under the Winterfest umbrella. We tried for a Pop-Up Event on One Mile Lake, but the timing, ice and weather were not in our favour.

6. Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

We will need to cut back the Winterfest event substantially in order to make the event self-sufficient moving forward in 2021. Without the financial assistance from the Village, we will be relying solely on sponsorship funding from local businesses. Unfortunately, but understandably, we have seen our sponsorship funding start to dwindle over the past couple of years. The future of Winterfest make look quite different than it does today and in past years.



7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

Pemberton Winterfest directly benefits the residents of Pemberton as it is the only FREE, family friendly New Year's Eve Celebration and the only FREE outdoor recreation celebration held over the winter period. The event allows families to gather and celebrate winter while trying new and fun recreational and social activities.

8. Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

As in past years, the funds received helped cover several costs of the event including: Winterfest Coordinator Fee, Kids Zone vendors, Event Insurance, Marketing Collateral, and Misc Equipment Expenses.

Because we were able to cover these marketing and operational costs with the funding received, it allowed us to put our other revenue towards new animation/entertainment opportunities (Ira Pettie performance, additional movie screening), the youth focused event - Much Music Dance Party, free food the event(s), and enhanced fireworks display to name a few.

9. Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

Sponsorship Funding:

SLRD - \$4500

Pemberton Valley Supermarket - in-kind support & \$546.58

Tiyata Village - \$1000

Fix Auto - \$500

Whistler Real Estate - \$500

Blackcomb Helicopters - \$500

Rotary - \$250

Danielle Menzel Tait/ Pemberton Real Estate - \$100

Custom Fit Online - \$100

Blair Kaplan Communications - \$100

Vidorra Developments - \$100

Sabre Rentals, U-HAUL, Event Rental Works, MTFM, AC Gas, Pemberton Library, XLAV - in-kind support

10. Please identify how the Village of Pemberton's support was recognized:

The Village of Pemberton received prominent logo inclusion on our marketing collateral (round about sign, event posters) as well as on our website. The Village of Pemberton also received mentions on our social media channels. We offered to display a logo banner during the event, but one was not provided to us.



FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages, Honorariums	\$3500	\$3462.50	- \$37.50	Manager, Face Painters, Ira
Contract Services	\$500	\$880.00	+ \$380.00	DJ
Marketing	\$150	\$150	\$0	Poster Design x 2
Equipment, Tools	\$100	\$100	\$0	Disco Ball equipment
Supplies	\$150	\$121.87	- \$28.13	Crafts supplies
Other	\$100	\$85.00	- \$15.00	Insurance for Hunt
Total	\$4500	\$4799.37	+ \$299.37	

ADDITIONAL INFORMATION

- Please find attached a supporting document with the following items:
 - 2019 Event Posters
 - Event Photos
 - Income Statement up to October 25, 2019



2019 Winterfest Event Posters



The poster features a light blue background with white stars. At the top center is the Pemberton logo, which consists of three stylized human figures in orange, red, and green, standing on a blue mountain range. Below the logo, the word "PEMBERTON" is written in blue. The main title "NEW YEAR'S EVE" is in large, bold, teal letters, with "WINTERFEST CELEBRATION" in smaller teal letters below it. A teal banner in the top right corner says "FREE FOR ALL THE FAMILY". The event details are listed in a dark blue, cloud-like shape: "Pemberton & District Community Centre", "Monday, December 31 | 2:00pm - 8:00pm". Below this, activities are listed in two columns: "Dance Party with Ira Pettle", "Kids Crafts", "Face Painting & Glitter Tattoos", "Family Movie Screenings", "Pizza, You Roast Hot Dogs & S'mores", "Outdoor Winter Activities", "Family Dance Party", and "Fireworks". At the bottom of the poster is a row of logos for various sponsors and partners, including the Village of Pemberton, Squamish-Lillooet Regional District, XLPAU, and others. Below the logos, the text reads: "For our full schedule of events and more information on 'How To' Winterfest 2019 please visit: pembertonwinterfest.com".

FREE
FOR ALL THE FAMILY

PEMBERTON

NEW YEAR'S EVE

WINTERFEST CELEBRATION

Pemberton & District Community Centre
Monday, December 31 | 2:00pm - 8:00pm

Dance Party with Ira Pettle
Kids Crafts
Face Painting & Glitter Tattoos
Family Movie Screenings

Pizza, You Roast
Hot Dogs & S'mores
Outdoor Winter Activities
Family Dance Party
Fireworks

Village of PEMBERTON **SQUAMISH-LILLOOET REGIONAL DISTRICT** **XLPAU** **PROTALIA** **WINTERFEST CELEBRATION** **BLISSVILLE** **AC GAS** **POCKETFUL**

For our full schedule of events and more information on 'How To' Winterfest 2019 please visit:
pembertonwinterfest.com



PEMBERTON'S

JANUARY & FEBRUARY

EVENT LISTING

There is still plenty of winter fun to be had here in Pemberton this January and February!
Join us as we continue to celebrate winter, the community and the start of 2019.

JAN & FEB **CROSS COUNTRY SKIING**
8am-4pm Daily, North Arm Farm, FREE

JAN 12 **FAMILY CODING WORKSHOP**
9:30am-12pm, Pemberton & District Library, FREE

JAN 26 **MUCH MUSIC DANCE PARTY**
7pm-11pm, Pemberton & District Community Centre, \$12

FEB 1 **PEMBERTON LIBRARY'S 40TH BIRTHDAY**
12pm- 2pm, Pemberton & District Library, FREE

FEB 2 **LUISA MARSHAL AS TINA TURNER**
8pm-10:30pm, Pemberton Legion, \$25

FEB 9 **DINE & DANCE IN THE DARK**
6pm, Pemberton Legion, \$50

FEB 15/16 **GRUFF GOAT DANCE THEATRE PRODUCTION OF WABI-SABI LOVE**
Doors at 7pm / Show at 7:30pm, Mountain Movement Dance Collective, \$20

FEB 16 **PEMBERTON FAMILY DAY**
9am-4pm, Pemberton & District Community Centre, FREE

FEB 16 **WINTERFEST ADVENTURE HUNT**
Registration, 1pm / Hunt at 2pm, Pemberton & District Community Centre, FREE

FEB 16 **FAMILY MOVIE MATINEE**
3pm, Pemberton & District Library, FREE

FEB 18 **PEMBERTON VALLEY SNOWMOBILE CLUB FUNDRAISER**
11am-3pm, Big Sky Golf, FREE

FEB 18 **BC FAMILY DAY**



For a complete list of events and activities please visit:

pembertonwinterfest.com

2019 Winterfest Event Photos

WINTERFEST 2018-2019



Income Statement

WINTERFEST 2018-2019

Balance Forward Sept2018	\$6,075.26
SLRD	\$4,500.00
D. Menzel	\$100.00
Deposit Feb 20/18 Village of Pemberton	\$4,500.00
Deposit Nov 22/18 -WhRealEstate, CustomFit	\$600.00
Deposit Jan 15/19 - Tiyata, Kaplan, Rotary, Vidorra, Fix	\$1,950.00
Deposit Mar 5/19 - Blackcomb	\$500.00
Deposit Mar 17/19 - PVSM	\$536.98
Deposit Mar 20/19 - VOP (Refund)	\$300.00

Total Revenue **\$19,062.24**

EXPENSES

Service Charge - Nov 30/18	\$1.50	
Ira Pettle	\$587.50	Dec19/18
XL Audio Visual	\$1,376.00	Dec19/18
Carlee Cindric Face & Glitter	\$450.00	Dec19/18
Westland Insurance	\$1,205.00	Dec27/18
Black Dragon Fireworks Inc.	\$5,050.00	Dec22/18
SLRD - Community Centre	\$821.95	Jan9/19
Carlee Cindric - craft supplies, GooseChase App, vollie gifts	\$501.87	Jan10/19
Gary Martin	\$150.00	Jan23/19
S.Henry (office)	\$21.96	Jan20/19
Custom Fit (website)	\$17.21	Feb4/19
VOP - Permits	\$405.00	Feb5/19
S.Henry - Adventure Hunt Prizes	\$250.00	Feb13/19
Service Charges Dec - Jan	\$3.00	
SLRD - Much Music	\$1,000.00	Feb20/10
Disco Ball Equip	\$100.00	
Carlee Cindric	\$2,625.00	Feb27/19
S.Henry - Meeting	\$73.42	May29/19

Total Expenses **\$14,639.41**

Balance* as of October 25/19 **\$8,922.83**

*Includes \$4500 CIOF received for 1st Year Renewal



November 7, 2019

Village of Pemberton
Box 100
Pemberton, BC V0N 2L0

RE: Community Initiative & Opportunity Fund – Request to Renew

Dear Mayor, Council & Staff:

The Spirit of BC - Pemberton Valley Committee, planners of the annual Winterfest event, would like to submit a formal request to the Village of Pemberton to renew the Community Initiative & Opportunity Fund agreement for a fifth year in the amount of \$4,500.00.

As with all Winterfest events, the goal is to entertain our community members and visitors to the Pemberton area by offering a variety of fun, family friendly activities to people of all ages. The event remains free – there is no charge to participate in any of the activities.

Thank you for your consideration in helping make future Winterfest events a great success. If you have any questions, please feel free to contact me at carlee@pocketfulproductions.com or 604-938-3800.

Sincerely,

A handwritten signature in blue ink, appearing to read "Carlee Cindric".

Carlee Cindric
Winterfest Chair



ORGANIZATION INFORMATION

Community Organization Name: Pemberton Arts Council
Registered Tax Charity BB#
or Society Registration # (optional): S-0050606 Year Established: 2006
Contact Name: Penny McLean Phone: 604 902-7777
Mailing Address: Box 1169, Pemberon, BC Email: pennybay2@gmail.com

DETAILS OF FUNDING REQUEST

1. Please identify funding agreement in place for your organization and what the funding is for:

- One Time/Single Event _____
- Long Term Service Agreement (3 year with potential of 2 one (1)) yes
- Seed Funding (3 years): _____

2 Financial assistance received for current year: \$ 4000.

3 Total financial assistance received to date: \$ \$4,000 x 4yrs = \$16,000

4 Total cost of project/program if applicable: \$ \$4,000.

5. Briefly describe the project/program or activities for which the organization is reporting out:

The funding was used to contract a part-time executive director to research grants, write applications for funding, assist with communication, organize meetings, website design, social media, marketing promotion, graphics design work, find partnership development with other organizations, find sponsorship and engage with local artists. Develop a larger membership base as an inclusive community culture and arts group. Starting a grassroots music & arts festival to grow each year.

6. Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

We met our goal with the provincial BC Arts Council being awarded with two festival grants. Now we can apply for operational funding to become an established arts council next year. We were also selected to work with ArtsVest BC to develop and learn skills over the next year to help us find sponsorship locally and they will match our funds up \$5000. This is mentoring program for arts councils across Canada.

7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

Everything was family friendly, walk or bike, fun and free. We raised awareness of arts & culture by holding a community music/arts festival in the downtown, expanding the voices of our talented local and first nations artists for everyone to appreciate. Also leveraging local businesses to host artists and create spaces to present their works, brought economic spinoffs for everyone.

8. Describe how the funds received assisted the organization in meeting its purpose/ goals of the project.

Our purpose was to celebrate a community arts festival on par with what other communities are doing throughout BC and be a voice for arts and cultural. While hosting the music festival downtown, we created a bridge to celebrate and welcome first nations, developed relationships within our community so everyone felt welcome through music, art and dance.

We're also engaged with other organizations like ArtsVest, ArtBC and Sea to Sky Arts Council Alliance to mentor each other on how we can grow and be productive sustainable arts organizations for our communities.

9. Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

**BC Arts Council - \$3,000,
 SLRD - PVUS -\$4,000
 Whistler Real Estate - \$1,000
 In - Kind, fundraising - \$3,500
 ArtsVest BC - (Matching Funds pending June 2020 with Sponsorship earned)**

10. Please identify how the Village of Pemberton's support was recognized:

We have logos on our website, at events and in newspaper

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages,	4000	4000		ED
Contract Services		4210		Artist Honourariums
Marketing				In-kind
Equipment, Tools				In-kind
Supplies				In-kind
Other				



Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0
P: 604.894.6135 | F: 604.894.6136
Email: admin@pemberton.ca

- Please list any additional information regarding your grant that you would like to report

ADDITIONAL INFORMATION

- **Income
Statements up to
October 31, 2019**

Pemberton Arts Council
Balance Sheet As at 2019-10-31

ASSET		
Current Assets		
Savings Bank Account	0.02	
Scotia Bank - operating	7,736.56	
Foreign Currency Bank	0.00	
Total Cash		7,736.58
Investments		1,000.00
Accounts Receivable	0.00	
Allowance for Doubtful Accounts	0.00	
Total Receivable		0.00
Administrative Grant Funds Rese...		2,001.00
Prepaid Insurance		1,410.94
Total Current Assets		12,148.52
TOTAL ASSET		12,148.52
LIABILITY		
Current Liabilities		
Scotia Visa Payable		658.21
Scholarship Payable		0.00
GST/HST Paid on Purchases	-0.70	
GST/HST Owing (Refund)		-0.70
Total Current Liabilities		657.51
TOTAL LIABILITY		657.51
EQUITY		
Share Capital		
Common Shares		0.00
Preferred Shares		0.00
Total Share Capital		0.00
Retained Earnings		
Retained Earnings - Previous Year		10,636.41
Current Earnings		854.60
Total Retained Earnings		11,491.01
TOTAL EQUITY		11,491.01
LIABILITIES AND EQUITY		12,148.52

Pemberton Arts Council
Income Statement 2019-01-01 to 2019-10-31

REVENUE

Sales Revenue	
Income from Grants	11,000.00
Sponsorship	1,000.00
Membership Fees	100.00
Fund Raising	2,308.07
Net Sales	<u>14,408.07</u>
TOTAL REVENUE	<u>14,408.07</u>

EXPENSE

Program Costs	
Programming/Community Event ...	6,135.91
Total Programs Cost	<u>6,135.91</u>
Payroll Expenses	
Contract Labour - Administrator	6,684.04
Total Payroll Expense	<u>6,684.04</u>
General & Administrative Expe...	
Business Fees & Licenses	300.00
Interest & Bank Charges	45.38
Meeting Expense	246.19
Internet - Communications - Web	141.95
Total General & Admin. Expen...	<u>733.52</u>
TOTAL EXPENSE	<u>13,553.47</u>
NET INCOME	<u><u>854.60</u></u>



November 7, 2019

Village of Pemberton
PO Box 100
Pemberton, BC
V0N2L0

Re: Community Initiative and Opportunity Grant 1 year final extension

Dear Mayor and Council,

On behalf of the Pemberton Arts Council, I am writing to request that you consider our application for matching one-year final extension of funding under the Community Initiative and Opportunity Grant.

Receiving this grant of \$4000 annually over the past four years has allowed our arts council to continue to be an organizational hub for artists, host community arts festivals, art exhibitions and be a voice for arts and culture in our region.

We're currently working with ArtsVest BC on a mentorship program to gain knowledge in securing ongoing sponsorship. This program will match all our earnings up to \$5,000 over the next year. Our plan is to develop an even bigger music festival next year with a great range of artists involved. We've also changing up our annual Mountains of Art Gala to be part of the Winterfest events in February to gain a different audience and work with new partners.

Studies are consistently showing that interest in the arts is growing in communities and that the arts, whether visual or performance based are good for economies and local business.

Thank you for your consideration of this request. We hope to have your support.

Sincerely,

A handwritten signature in black ink that reads "Karen Love".

Karen Love, PAC Executive Director



ORGANIZATION INFORMATION

Community Organization Name: Pemberton BMX
Registered Tax Charity BB#
or Society Registration # (optional): S-0060285 Year Established: 2012
Contact Name: Jessica Turner Phone: 604-925-5949
Mailing Address: 15-7381 Laurel Street Email: info@pembertonbmx.com
Pemberton, BC, V0N 2L1 Fax: _____

DETAILS OF FUNDING REQUEST

1. Please identify funding agreement in place for your organization and what the funding is for:
 - One Time/Single Event _____
 - Long Term Service Agreement (3 year with potential of 2 one (1) PBMX WAGE SUBSIDY
 - Seed Funding (3 years): _____
- 2 Financial assistance received for current year: \$ 2750
- 3 Total financial assistance received to date: \$ 8250 + 5500 from SLRD
- 4 Total cost of project/program if applicable: \$ _____
5. Briefly describe the project/program or activities for which the organization is reporting out:

The PBMX wage subsidy is supporting the management/administrative duties required to run an efficient, safe & fun BMX track. The various aspects of track management include track scheduling, registration, weekly race results & track reporting to BMX Canada, over seeing financials, snack shack operation, merchandise, communication with track vendors & partners, event management and most importantly communication & development of members and volunteers.



6. Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

We are a non-profit recreational organization. Recreation adds to the quality of life within a community & there is a financial cost to recreation. In order to continue to offer a wage for track management/administration in the near future, partnerships & community support are key, not unlike the other BMX tracks within BC.

We have built a sponsorship package to present to local businesses. The goal is to use funding for general track operation and track development. Depending on the season, the expenses will vary.

For this upcoming season we have just elected a new board that includes a dynamic group of people. The goal is that the load of work can be shared among the group. It is inevitable that this will shift from season to season based on who is involved.

7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

The Pemberton BMX track provides a recreational facility for all ages, from 1.5 years old and up. On our race nights we see 100+ people at the track, from participants to spectators to volunteers. On any given day you will also see the track being utilized as a fun place to hang out, meet up with friends and get in a few laps. PBMX maintains, promotes and continually works to improve not only the infrastructure but the confidence & strengths of our riders. In a town with limited recreational facilities, the opportunities Pemberton BMX offers is invaluable. Many life lessons are learned and strong friendships are built at Pemberton BMX.

The BMX track also supports local business such as the Bike Co., Rona and Lynx Cafe (as they are onsite many Thursdays).

8. Describe how the funds received assisted the organization in meeting its purpose/ goals of the project.

There are a lot of moving parts, having someone oversee & manage the organization is key to our success. Over this past season we lost a key member of our board, as they left town, this put more or an administrative responsibility on our board member, Jessica Turner. When the racing season is over, the work isn't done. There are reports to be done, planning for the following season, race scheduling & more. The time required can easily become a part time job. Having a wage grant has been extra appreciated this season.



9. Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

10. Please identify how the Village of Pemberton's support was recognized:

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Wages,	2750	2750	0	
Contract Services				
Marketing				
Equipment, Tools				
Supplies				
Other				

ADDITIONAL INFORMATION

- Income Statements up to October 31, 2019

-
- Please list any additional information regarding your grant that you would like to report



Pemberton BMX

PROFIT AND LOSS

November 2018 - October 2019

	TOTAL
INCOME	
Camp Revenue	105.00
Provincial Qualifiers	265.09
Race Revenue	11,255.57
Sales	3,327.29
Sea to Sky Series income	5,000.00
Snack Shack	701.40
Spring Fundraiser	6,642.50
Village Of Pemberton-wage grant	2,750.00
Whistler Blackcomb Foundation	22,999.80
Total Income	\$53,046.65
COST OF GOODS SOLD	
Race COGS (mbr fees, insurance)	13,459.00
Sea to Sky Series	560.00
Snack Shack COGS	356.33
Total Cost of Goods Sold	\$14,375.33
GROSS PROFIT	\$38,671.32
EXPENSES	
Advertising	80.85
Bank fees	101.50
Disposal Fees	10.00
Fundraising	1,005.95
Insurance - Liability	750.00
Marketing	70.00
Meeting Expenses	466.64
Supplies	491.23
Tools	949.70
Track Maintenance	2,118.17
Track Operations	1,281.11
Track Upgrades 2019	2,996.53
Uncategorized Expense	3,164.36
Utilities	206.04
Volunteer Incentives	61.62
Wages	2,750.00
Total Expenses	\$16,503.70
OTHER INCOME	
Interest earned	0.44
Total Other Income	\$0.44
OTHER EXPENSES	
Volunteer Training	21.00
Total Other Expenses	\$21.00
PROFIT	\$22,147.06



ORGANIZATION INFORMATION

Community Organization Name: Tourism Pemberton Destination Marketing Association
Registered Tax Charity BB#
or Society Registration # (optional): S-0062009

Year Established: 2013

Contact Name: Shirley Henry

Phone: 604-894-6477

Mailing Address:

Email: info@tourismpembertonbc.com

Box 602, Pemberton, B.C., V0N 2L0

Fax: n/a

DETAILS OF FUNDING REQUEST

1. Please identify funding agreement in place for your organization and what the funding is for:

- One Time/Single Event
- Long Term Service Agreement (3 year with potential of 2 one (1) year)
- Seed Funding (3 years):

Part time Marketing Co-ordinator

2. Financial assistance received for current year:

\$ 4,000.00

3. Total financial assistance received to date:

\$ 20,000.00 (5 years)

4. Total cost of project/program if applicable:

\$ 12,000 per year

5. Briefly describe the project/program or activities for which the organization is reporting out:

Part-time Co-ordinator to organize Slow Food Cycle Sunday, website, promotions, grant sourcing, sponsorship and co-ordination with Tourism Whistler and Tourism Squamish.

6. Briefly outline how your organization will be self-sufficient and no longer need financial assistance from the Village by the end of the Funding Agreement currently in place:

Tourism is one of Pemberton’s major economic generators and it is hoped that Tourism Pemberton will continue to receive support from both levels of government and will also be able to access the MRDT funding .



Box 100 | 7400 Prospect Street
Pemberton BC V0N 2L0
P: 604.894.6135 | F: 604.894.6136
Email: admin@pemberton.ca
Website: www.pemberton.ca

7. Describe how the program benefited residents of Pemberton or brought economic development to the Village:

Slow Food Cycle event brought visitors from around BC and the USA. Marketing promotions with Whistler & Squamish included a Cultural Connection and biking .

Advertising: A Save-the-Date and e-newsletters x 4 via Constant Contact, new website pages (Fareharbour), Facebook, Round-About Sign, Pique Newsmagazine Full Page insert, free event listings in the Sea to Sky Corridor and in Vancouver, Hello BC Website, Drive BC's website, Pemberton's Visitor Guide, Village of Pemberton's website, Tourism Pemberton App, Pemberton & District Community Centre Leisure Guide, branded Canvas Bags and Aprons, and a ¼ pg. B&W Thank You Ad in August 22 insertion of the Pique.

Brigit at Niche Market Design created all the elements once again this year. The Event Manager updated the website accordingly along with posting on Facebook and within the Tourism Pemberton App.

Article/Blog Post Links:

The event was covered in an article in the Pique Newsmagazine on August 17:

<https://www.piquenewsmagazine.com/whistler/slow-food-cycle-sunday-marks-15-years/Content?oid=14247370>

The event was also promoted on August 11 on the popular Traced Elements site:

<https://tracedelements.com/2019/08/11/its-time-to-slow-food-as-if-the-future-of-food-depended-on-itsunday-august-18/>

The Slow Food Cycle Sunday event was also promoted on the 'Let's Go Biking' site:

<https://www.lets gobiking.net/beginner/pemberton-s-l-o-w-food-cycle-18-aug-2019/>

Facebook Posts:

There were 79 dedicated event posts between May 1 – August 22 (an increase of 18 posts over 2018) with an average reach of 643 (people reached) – an increase over 2018. Highest number of people reached was 3.1K with one FB post.

Instagram:

Number of Followers: 541 followers (increase of 179 from 2018)

Number of dedicated posts for 2019: 37 dedicated posts (up 5 posts) between June 24 – August 19

Average Reach: 319 per post (increase from 2018)

We once again partnered with Blair Kaplan Communications for social media posting (Facebook & Instagram) in the lead-up to the event and on event day. Blair Kaplan Communications provided \$1000 of in-kind social media support.

Constant Contact Distribution – E-newsletters:

- Save-the-date distributed May 10 to 2130 people with a 69.2% open rate / 9% click rate
- One Month To Go distributed July 18 to 2132 people with a 43.8% open rate / 12% click rate
- Event Tips distributed August 14 to 2251 people with a 53.9% open rate / 13.5% click rate
- 2nd Event Tips distributed August 17 to 129 people with a 80% open rate / 19.4 click rate (sent to those who registered online between August 14 – 16)
- Thank You distributed August 20 to 2332 people with a 43% open rate / 3.5% click rate

Free Event Listings:

HelloBC Listing <https://www.hellobc.com/>



Box 100 | 7400 Prospect Street
 Pemberton BC V0N 2L0
 P: 604.894.6135 | F: 604.894.6136
 Email: admin@pemberton.ca
 Website: www.pemberton.ca

24 Hours

<http://vancouver24hrs.adperfect.com/channel/C0A801FE116f61DB0CnJM1C38992/publication/C0A801FE116f61DB770Sk42BBF18/category/C0A801FE1175a25817jVO31D6258/classification/C0A801FE1175a2716BHyk137AECD>

Georgia Straight <http://www.straight.com/listings/event-submission/>

District Local <http://www.districtlocal.com/submit-an-event/>

Mountain FM <http://www.mountainfm.com/events/submit-your-event/>

Pique Newsmagazine <http://posting.piquenewsmagazine.com/whistler/Events/AddEvent>

Miss604 <http://miss604.com><<http://miss604.com/>>

NorthVancouver.com <http://www.northvancouver.com/contactus/calendar-event-submission-form/>

The Province <http://www.theprovince.com/entertainment/listings/submit-your-event.html>

Daily Hive <http://dailyhive.com/vancouver/events>

Vancouver Is Awesome <http://vancouverisawesome.com/events/>

Vancouver Sun <http://www.vancouver.sun.com/entertainment/listings/submit-your-event.html>

Scout Magazine - Email to michelle@scoutmagazine.ca

604NOW - <https://604now.com/add-an-event/>

Bored In Vancouver - <https://boredinvancouver.com/contact-us/?contact-formhash=390694ebcb295b75945ca4b7dfc582d81683adea>

Yelp Events - <https://www.yelp.ca/events/vancouver>

Craigs List Event posting - <https://vancouver.craigslist.org/>

A Social Media Plan was developed and executed for the event this year for both Facebook and Instagram posts. This helped to increase posts in the lead-up to the event.

- Describe how the funds received assisted the organization in meeting its purpose/goals of the project.

The funds assisted with retaining a part-time co-ordinator to help us achieve our goals:

- To market and promote Pemberton and Area as a travel destination of choice
- To foster community partnerships that leverage co-operative marketing dollars
- To assist in planning and promotion of community events that drive visitor traffic to the region.

- Please list out other funding sources received by the organization for this initiative (name of organization and funding amount):

Squamish Lillooet Regional District	\$9,000.00
Province of BC	\$10,000.00
Membership Fees	\$9,250.00
Slow Food Registrations, Sponsors, Vendors	\$29,702.48
Destination BC	\$ 400.00
Ads	\$ 700.00

- Please identify how the Village of Pemberton's support was recognized:

Tourism Pemberton Website - www.tourismpembertonbc.com & print material promoting Slow Food

FINANCIAL BREAKDOWN				
	BUDGETED (\$)	SPENT (\$)	VARIANCE (\$)	DESCRIPTION
Consultants	\$18,375.00	\$18,375.00		Tourism Impacts Studies
Contract Services	\$12,000.00	\$5637.20		Funds divided with SFCS
Marketing/Promotions	\$8137.36	\$8137.36		Biking, Maps, Print Ads
Meetings	\$1096.72	\$1096.72		Directors/regional mtngs.
Supplies – Office,	\$1856.99	\$1856.00		Printer supplies, stamps, fees
Other- Insurance	\$840.00	\$840.00		Insurance
Slow Food	\$25,488.48	\$25,488.48		Includes Contract Services

ADDITIONAL INFORMATION

- **Income Statements up to October 31, 2019 (Attached)**

Currently we have a consultant under contract whose payment will be deducted from our balance as will the additional funds for our Part Time Marketing Co-ordinator ,some additional joint marketing fees and our new winter event expenses.

- Please list any additional information regarding your grant that you would like to report



Tourism Pemberton - January 1 - October 22, 2019

REVENUE

Balance Forward	\$27,302.49
Membership as of Aug 14/19	\$9,250.00
Slow Food Sponsor 2019	\$12,750.00
Map Ad	\$300.00
DBC	\$400.00
SLRD \$4000 +\$5000	\$9,000.00
VOP - CIOF Funding extension	\$4,000.00
Backroad Ads	\$400.00
Prov of BC	\$10,000.00
Slow Food Reg. -online	\$1,863.25
Slow Food Vendors	\$180.00
Slow Food Aug 18 dep.	\$8,733.00
Float	\$2,000.00
Slow Food Reg. -online	\$2,776.23
Total Revenue	\$88,954.97

EXPENDITURES

Meetings	\$1,096.72
Promos	\$8,137.36
Consult	\$18,375.00
Marketing	\$5,637.20
Insurance	\$840.00
Slow Food	\$25,488.29
Office	\$1,856.48
Total Expenditures	\$61,431.05



Nov 12, 2019

Mayor and Council

Dear Mayor Richmond

Please accept this letter as our formal request from Tourism Pemberton for CIOF for the year 2020.

Thanking you in advance

A handwritten signature in black ink, appearing to read "Mark Mendonca".

Mark Mendonca
Tourism Pemberton

Adventure Begins Here

Box 602, Pemberton, British Columbia, CANADA, V0N 2L0