

CALL FOR EXPRESSIONS OF INTEREST



The Board of
AdvantageHOPE
is seeking
representatives from
the tourism industry to
join its newly formed
**TOURISM ADVISORY
COMMITTEE.**

HOPE
BRITISH COLUMBIA
Cascades & Canyons

DEADLINE
DECEMBER 20, 2018

HOPE - CASCADES & CANYONS

The Tourism Advisory Committee is responsible for recommending an annual tourism marketing strategy and tactics for the Hope - Cascades & Canyons region (Boston Bar – Yale – Hope – Bridal Falls – Manning Park). The Committee will also monitor implementation and communicate results of this strategy. Meetings are anticipated to be held quarterly. The composition of the Committee is as follows:

- **Hotels/motels/resorts – 5 seats**
- **Activity operators – 2 seats**
- **Restaurant/retail sector – 1 seat**
- **Arts, culture, heritage – 2 seats**
- **At-large – 1 seat**

If you own or manage a tourism business, have tourism marketing skills and experience and are interested in applying, please **submit your qualifications by December 20, 2018** to:

AdvantageHOPE
c/o Patrick Earl, Executive Director
Patrick@hopebc.ca
Box 370
919 Water Avenue
Hope, BC, V0X 1L0

AdvantageHOPE is the Economic Development and Tourism Agency of the District of Hope and has been designated as the eligible entity for collection of the 2% Municipal Regional District Tax in the District of Hope, in Areas A, B, D, E of the Fraser Valley Regional District, and in Area H of the Okanagan Similkameen Regional District (Manning Park). These funds (estimated to be \$80,000 annually) combined with contributions from the District of Hope and leveraging opportunities will support an investment of \$140,000 per year in destination marketing for the Hope - Cascades & Canyons region.

