



**The Cowichan Lake Region Tourism Action Plan (CLRTAP)** is a regional collaboration of western Cowichan communities to seize the opportunity to grow the Tourism sector and access funding from the BC Rural Dividend Fund. This Action Plan will take the foundational steps needed to develop tourism into a sustainable economic driver, specifically focusing on Tourism Product and Infrastructure development.

### **The Project's Major Objectives**

1. Engage a Consultant(s) to provide a report on the Cycling and Hiking for needed infrastructure, investment and business development opportunities, and give direction on actionable next steps.
2. Deliver an Engineered Study for the construction of a pathway that links the Cowichan Lake First Nation Water Sport Centre and future Café to the Lake Cowichan Town centre.
3. Form a Leadership Team comprised of local citizens, business owners and ex-officio elected officials, the team's primary purpose is to champion the project and ensure there is required community engagement.

### **Project Deliverables**

- A clearly Defined Value-Proposition that articulates the Region's competitive advantages
- Prioritized and actionable recommendations for building out the Cycling and Hiking segments, which can be converted into business attraction and investment strategies
- Identify specific partnerships – between business, government, First Nations, and other community stakeholders – that can be developed to create new tourism products/opportunities and expand existing tourism offerings in the key focus areas.
- Demonstrate how infrastructure can be funded through partnered or private sector investment.
- Through the completion of an engineered study for the waterfront trail connecting Lake Cowichan First Nation and the downtown core, the stage will be set for much-needed trail development to improve the visitor experience of the community, enhance pedestrian safety, and create a vital access point to the waterfront.

**Project Managers:** Community Futures Cowichan with the assistance of a Part-Time Admin Coordinator

**Timeline:** January 2018 to July 2018 = 6 months