

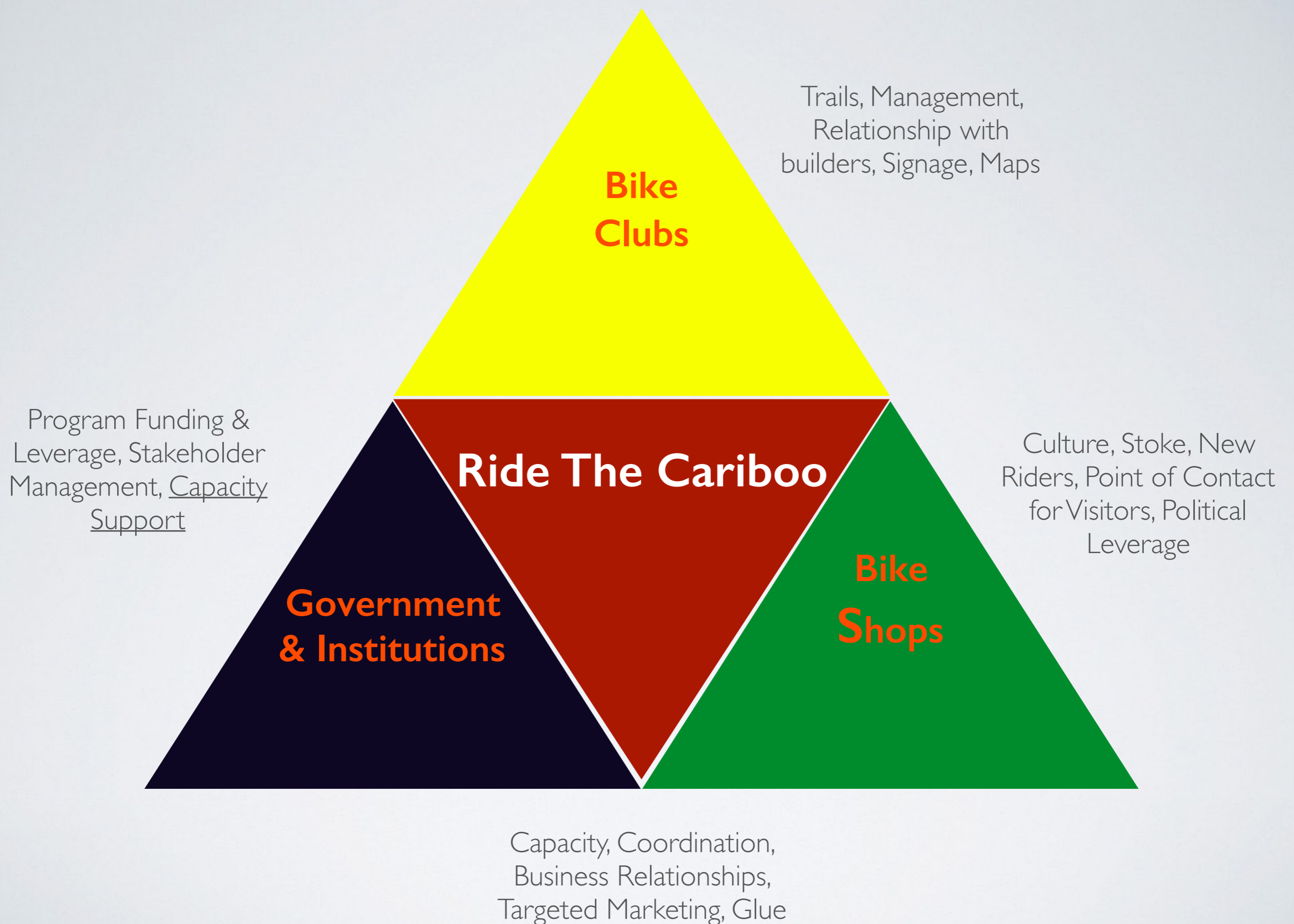


REGIONAL COLLABORATION

Panel Presentation, October 4th

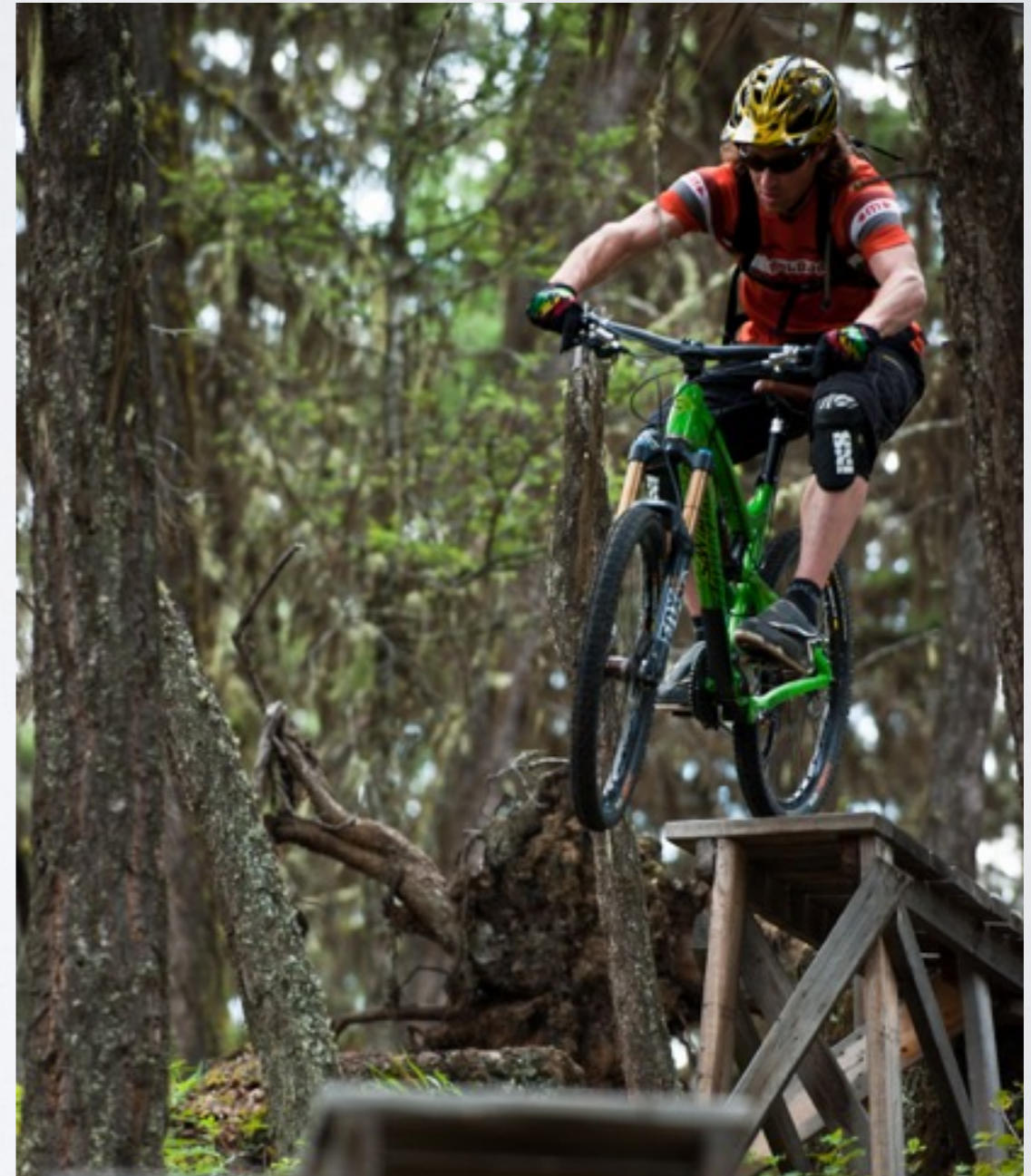
THE *RIDE THE*
CARIBOO
EXPERIENCE





THE CONSORTIUM

- Developed three regional programs
 - Infrastructure
 - Marketing
 - Relationships
- Attracted \$300K of funding over 4 years;
- Increased impact of MTB by ~21% from 2010-2014
- Firmly cemented MTB as a regional economic diversification strategy in the Cariboo.....**but it ain't over!**





REGIONAL COLLABORATION

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WHY COLLABORATE?

- Share or create a Bold Vision
- Communicate the vision
- Develop a process & critical path
- Stakeholder buy in & ownership
- Achieve more collectively than independently
- Leverage human & financial resources to make a bigger impact



HOW DO YOU COLLABORATE?

- Successful collaboration requires collective planning
- Bring stakeholders together
- Share or create a collective vision
- Identify opportunities and obstacles (SWOT)
- Identify steps and who does what
- Everyone needs to be a part of the process not a recipient of the plan!
- Communicate, Communicate

SOME GOOD EXAMPLES...

- Camping & RV Coalition
- BC Parks, Parks Canada, RV Rental Association, Freshwater Fisheries Society, BCLCA, Park Facilities Operators, Rec Sites and Trails BC
- Online, Print Publications, Public and Media Relations, Consumer Shows, National Camping Week, Planning and Research
- MBTA, BCGMA, BCWI, CWSAA
- Canada's West – BC & AB
- Market Development – CTC/DC

