

AGENDA ITEM NO: 7.4

MEETING DATE: July 2, 2025

STAFF REPORT – COVER SHEET

SUBJECT: Cultural Tourism Event Funding – Tourism Chilliwack DATE: June 25, 2025

DEPARTMENT: Recreation and Culture PREPARED BY: Carol Marleau

1. SUMMARY OF ISSUE:

At the Regular Meeting of Council held on August 2, 2022, a resolution was passed to enter into a three-year agreement with Tourism Chilliwack for the provision of funding to support cultural tourism events held within the community. The agreement provided funding at a level of \$5,000 per year through the Community Development Initiative Funding Policy Directive No. C-13.

The term of this funding program has now concluded, and Tourism Chilliwack is seeking to establish a new five-year funding commitment at the same level of \$5,000 per year.

As outlined in the attached request, this funding would align with the City's strategic goal of *fostering meaningful community connection and enhancing local economic vibrancy through cultural celebration and inclusion*.

Although Tourism Chilliwack is again requesting support through the Community Development Initiative Funding Program, staff recommends that the funding be allocated through the Public Art Program. This recommendation is based on the ongoing nature of the program, which is similar in structure and purpose to the Music and More initiative a program provided to the Fraser Valley Regional Library for summer reading programs and events.

Should Council approve the following recommendation funding would be provided based on receipts and reports being submitted.

2. RECOMMENDATION:

Recommendation that Council approve funding to Tourism Chilliwack, in the amount of \$5,000 for culturally significant events for a five-year period starting in 2025 and that staff direct the recipient to complete all reporting requirements as set out in the staff report.



Darrell Lindhout,
Director of Recreation and Culture

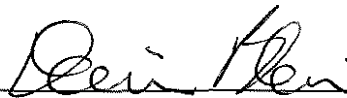
3. FINANCE COMMENTS:

Operating funding for public art/cultural initiatives has been allocated within the Recreation and Culture budget.



Glen Savard, Director of Finance

**4. CHIEF ADMINISTRATIVE OFFICER'S
RECOMMENDATION/COMMENTS:**
Supports recommendation



David Blain, CAO

TOURISM
CH'ILLIWACK

June 23, 2025

Tourism Chilliwack
44150 Luckakuck Way
Chilliwack, BC V2R 4A7
June 23, 2025

Carol Marleau
Manager of Recreation Services and Corporate Wellness
City of Chilliwack
8550 Young Road
Chilliwack, BC V2P 8A4

Dear Carol,

Re: Request for Funding Support for Cultural Tourism under the Community Development Initiatives Program

On behalf of Tourism Chilliwack, I am writing to respectfully request funding support in the amount of \$5,000 through the Community Development Initiatives (CDI) Funding Policy to assist in the hosting of a culturally significant tourism event in our community. This event aligns with the City's goals of fostering meaningful community connection and enhancing local economic vibrancy through cultural celebration and inclusion.

Tourism Chilliwack is proud to lead efforts in weaving authentic cultural experiences into the visitor economy. Through partnerships with Indigenous communities, local artists, and heritage organizations, the upcoming events will celebrate Chilliwack's diverse cultural landscape. Our vision is to create a space where residents and visitors alike can come together to engage in experiences that are as educational as they are enriching.

Support from the CDI fund would directly assist with critical programming costs including event logistics, marketing, and venue setup. These investments will not only help ensure that the event is inclusive and respectful, but also that it reaches a wide audience—amplifying the City of Chilliwack's reputation as a vibrant and culturally welcoming destination.

The economic and social benefits of this initiative will extend beyond the event itself. By drawing both local and out-of-town visitors, we anticipate positive impacts for Chilliwack's small businesses, accommodations sector, and arts community. Additionally, this type of

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cultural tourism programming supports ongoing reconciliation and community-building goals, creating lasting legacies through shared understanding and participation.

In order to build stability and continuity into the planning and delivery of these culturally significant events, we are seeking a **five-year commitment under the CDI funding program**, with annual support of \$5,000. A multi-year investment would allow us to deepen partnerships, grow programming, and elevate the long-term impact of cultural tourism in Chilliwack.

We believe this request is consistent with the City's past support of initiatives that build community pride and showcase our unique identity, as reflected in your 2022 approval of CDI funding for large-scale events of cultural significance.

Thank you for considering this request. Please do not hesitate to reach out if you require any further information. We would be pleased to attach this letter to the staff report and welcome the opportunity to speak further about how we can collaborate to deliver a successful and impactful event.

Warm regards,



Allison Colthorp
Executive Director
Tourism Chilliwack
colthorp@tourismchilliwack.com