

Cultural Tourism Development Strategy & Whistler Community Cultural Plan

Status of Ongoing Review

Presentation to Committee of the Whole

June 5, 2018

RESORT MUNICIPALITY OF WHISTLER

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Purpose & Agenda

Purpose:

Inform Council of the status of the ongoing review of CTDS & WCCP.

Agenda:

1. Updated & merged CTDS & WCCP:
 - 1) Background & Overview
 - 2) Why CTDS & WCCP matter to Whistler
 - 3) Review process
 - 4) Outcome
2. Discussion

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Cultural Tourism Development Strategy (CTDS)

1. Received by Council **March 2011**
2. An Economic Development Strategy
 - 75 pages
 - Defines Cultural Tourism (CT)
 - Inventory of Whistler's CT products
 - SWOT analysis



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 - 75 pages
 - Defines Cultural Tourism (CT)
 - Inventory of Whistler's CT products
 - SWOT analysis
 - 3 major recos:
 - 1) Product Development
 - 2) Develop a Community Cultural Plan
 - 3) Hire/assign a Cultural Coordinator
 - 18 Product Development recos; e.g.
 - Olympic Plaza programming vision
 - Review Village Animation with CT lens
 - Heritage interpretation plan



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Whistler Community Cultural Plan (WCCP)

1. Received by Council **Sept. 2013**
2. Community engagement
August 2012 to January 2013
3. Intended to guide priorities to:
 - Build cultural capacity within Whistler
 - Diversify Whistler's economy
 - Enrich quality of life for residents



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 - Build cultural capacity within Whistler
 - Diversify Whistler's economy
 - Enrich quality of life for residents
- 206 pages
 - 4 Goals & 12 Strategies
 - Mainly reiterating W2020 DOS
 - 31 recommendations
 - 14 Arts-specific
 - 13 Overall ACH
 - 4 Heritage-specific



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Why CTDS & WCCP matter to Whistler

Premise:

- Today's travelers want a deeper experience; to:
 - Experience a destination in its entirety
 - Be stimulated, educated, and enriched
 - Be in a place, not just at a place

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 - Experience a destination in its entirety
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 - Be in a place, not just at a place
- Consistent with EPI:
 - *Place*: "...cultural offerings that showcase our authentic mountain culture."
 - *Guests*: "...diversifying resort visitation throughout the year."

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Why CTDS & WCCP matter to Whistler

- Ideally, the entire *community* guides visitors on that deeper journey because...
 - The *community* **creates** the cultural landscape, products and programs.

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- Ideally, the entire *community* guides visitors on that deeper journey because...
 - The *community* **creates** the cultural landscape, products and programs.
 - The *community* **curates** the destination.
- Also consistent with EPI:
 - *The People*: “...take a great deal of pride in living, working, learning, and playing in a genuine and inclusive community.”

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Underway or Being Explored

About, by, and for the community...

1. Arts Initiatives

- Arts Scene/Fall for Arts
- PARC Flagstop Theatre
- We  *Local Art!*

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Arts Initiatives:

IT'S ARTS SEASON!

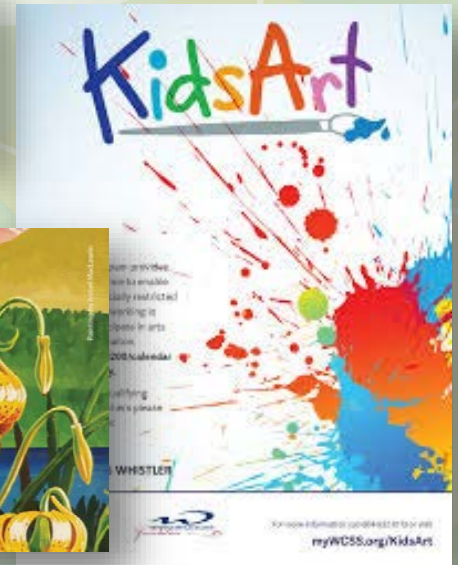
See what's up this week...



FALL FOR
ARTS



Don and Isobel *The Life, The Legend, The Laughter, The Leathers*
There's so much happening around town! **On now - June 10, 2018**
See the full listing of exhibits and events: artswhistler.com/fizz



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2. In-residence Pilot Programs

- Artists/Earth Scientists/Curators

3. 'Whistler 101' (and 201) seminars

- The Arts, Nature, Heritage

4. Heritage Strategy & Plan

- West Side Cultural Connector

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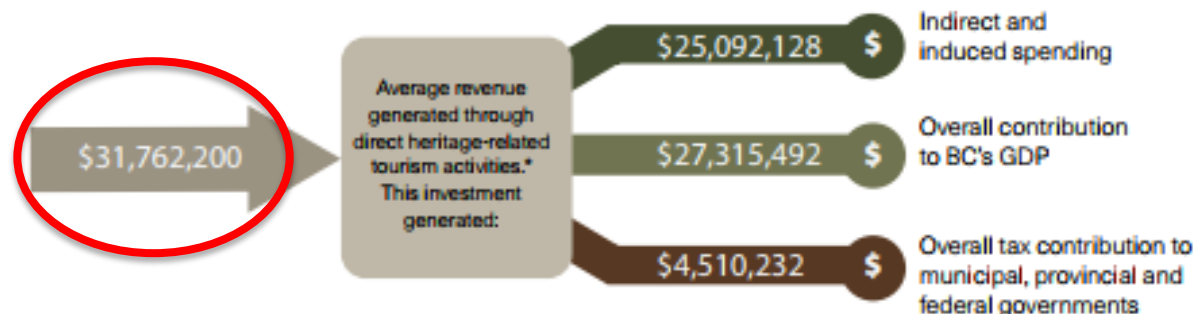
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Heritage BC



Heritage-related Tourism Activities¹



* Based on 2,117,480 domestic and international tourists with an average spend of \$15/person.

Multipliers provided by BC Stats. Overall totals include direct, indirect and induced figures.

Tourism statistics provided by Destination BC (Statistics Canada-2014-2015, Pooled Travel Survey of Residents of Canada)

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West Side Cultural Connector

Replicate
Cultural Connector
model on the west side
of Alta Lake.



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5. Natural History Strategy & Plan

- Geopark

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Whistler Geopark



The Barrier



Whistler Basalt Escarpment



*Fire & Ice: Volcano Under
Mt. Garibaldi*

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6. Interpretive Panels

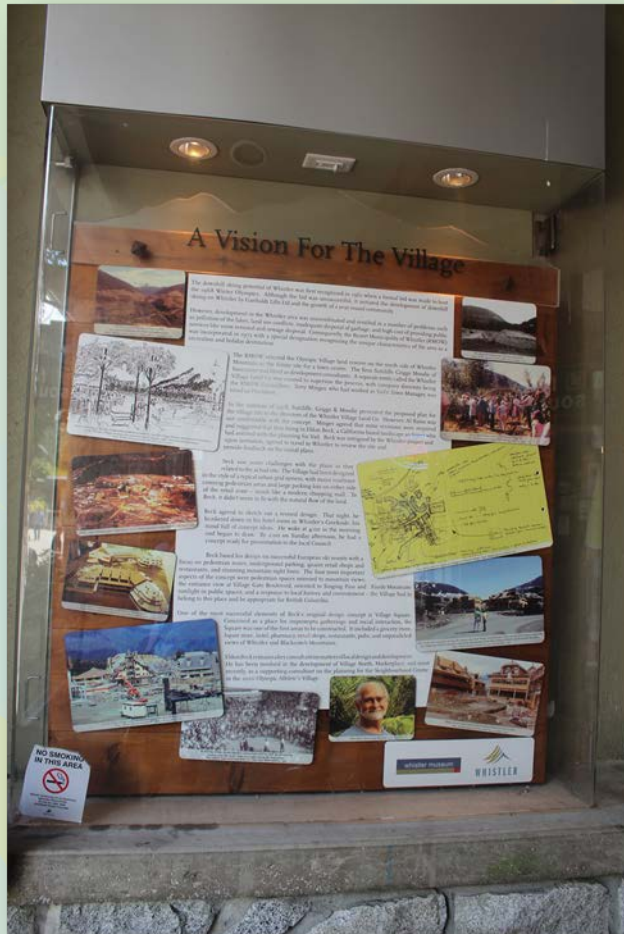
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Interpretive Panels



A Vision for the Village

A new base

In 1966, the original ski base was at Whistler Creekside. Rapid growth in the area led to the creation of the Resort Municipality of Whistler (RMOW) in 1975.

The town's old garbage dump – the place where you're standing! – was chosen as the future site for a new town centre. A truly great example of a vision!

Don's vision of Whistler Village with some poetry

The man & his plan

The first design for Whistler Village was a network of roads. Luckily, the RMOW was not comfortable with that plan and hired architect Eileen Buck to improve the design. Inspired by his travels in Europe, Buck proposed the design that we enjoy today: a pedestrian-only street with mountain views and sunny public spaces. The RMOW embraced the plan and construction of Whistler Village began in 1978.

Are you lost?

Don't feel badly. Whistler Village was designed that way! Eileen Buck reasoned that tourists would be here to relax, but also to experience a sense of adventure and discovery. So he added curves, peninsulas, and paths squeezed into the design so that visitors might get slightly 'lost' in the Village while, at the same time, being encouraged to explore.

*Photos: Whistler Museum and Archives
Background image: Whistler Village under construction 1978 (Eileen Buck is looking missing)

Whistler Village in 1978

Don Buck in 2005

Don't smoke in this area

Whistler Museum and Archives

Whistler Municipality

Whistler

Resort Municipality of Whistler

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Interpretive Panels



Rainbow Lodge 1914-1977

Where it all began
If you stood here in 1914, you'd be at the site of Whistler's first Lodge - Rainbow Lodge.

Many people are surprised to hear that fifty years before ski lifts arrived, Whistler was already a resort and known for fantastic fishing and summer fun.

The end of an era
Rainbow Lodge burned to the ground in 1977 during renovations. Since business had already been slowing down at the lodge for some time, the lodge was not rebuilt. The site became Rainbow Park in 1988.

Small cabins, big fun
Over time, Rainbow Lodge grew to over 45 buildings, including a general store, post office, stables and cabins. The small community of Alta Lake grew with the lodge, becoming a major summer destination. Rainbow Lodge guests enjoyed swimming, fishing, horseback riding, tennis, boating and fishing. These cabins are all that remain and have been moved from their original location by the lake.

"The most popular tourist resort west of Jasper."
- Rainbow Lodge advertisement (1925)

1915

Whistler Museum and Archives
Background image: Rainbow Lodge (1914)

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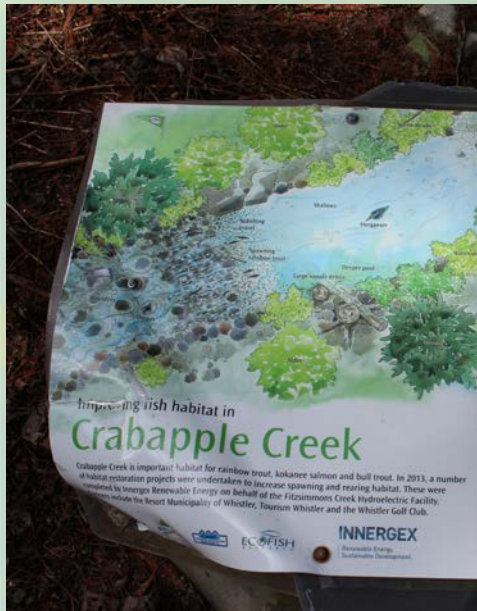
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Interpretive Panels



Improving Fish Habitat in Crabapple Creek

This creek is important for rainbow trout, kokanee salmon and bull trout. Do you see any here or along the creek?

In 2013, changes were made to the creek to improve areas for egg laying and young fish. You can help protect fish by keeping dogs out of the creek.

Laying eggs

In spring, rainbow trout lay eggs in the fine gravel just upstream of the bubbly water in front of you, called a *riffle*. Gravel of just the right size was placed here and is protected from erosion by larger rocks placed downstream.

Nurturing the eggs

Upstream and out of sight, another riffle was created to help water circulate oxygen that the eggs need. Orange yolk sacs feed trout at the start of their life, even after they hatch into young fish.

Protecting fish as they grow

Logs and boulders were added to provide a safe hiding place for growing fish and the insects they eat. Native shrubs planted beside the creek provide shade for the fish and a home for other animals.

Discover more at:
Whistler Museum
4333 Main Street / whistlermuseum.org

INNERGEX
Renewable Energy Sustainability Management

BRITISH COLUMBIA
CANADA 100
Supported by the Province of British Columbia

WHISTLER
Resort Municipality of Whistler

Dogs must be leashed

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CTDS & WCCP Update & Merge: Rationale

Since 2015 the thrust of both documents – *the role of ACH in economic development and community enrichment* – has been entrenched in RMOW Goals and, more specifically, RMOW Strategies.

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However:

1. Both CTDS & WCCP are increasingly out-of-date
 - Prior to: the Cultural Connector, FE&A, Audain Art Museum
 - Many recos are complete, reimagined, or reassigned

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2. WCCP:
 - Cross-references 'draft OCP policies' and W2020
 - Little mention of First Nations.
 - Little mention of smaller organizations; e.g. PARC; Writers
 - Arts-focused: of 31 recos, 14 pertain exclusively to the arts.
 - Incorporates most CTDS recos and is, itself, a CTDS reco

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3. Both are unwieldy
 - WCCP 206 pages; CTDS 75 pages.

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CTDS & WCCP Update & Merge: Process

1. 2011 March: CTDS received by Council
2. 2013 Sept: WCCP received by Council
3. 2013-2017 Completion, review, refinement of recos

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 - Subcommittee (S. Adams, M. Douglas, J. Rae) drafted updated & merged CTDS/WCCP

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 - Subcommittee (S. Adams, M. Douglas, J. Rae) drafted updated & merged CTDS/WCCP
5. 2017 Nov/Dec.
 - Presented to ACT; received input from ACT
6. 2018 February
 - Sub-committee finalized the updated & merged WCCP/CTDS
7. Annually: reviewed & updated by RMOW CP&D and ACT.

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CTDS & WCCP Update & Merge: Outcome

1. Title: *Whistler's Cultural Plan (WCP)*
 - 5 pages; CTDS & WCCP appended.
2. *Overview* clarifies WCP purpose & stakeholder roles.
 - ACH sector success will be built on collaboration.
3. *Vision & Goals* unchanged.
4. *Strategies*: 2 revisions
 - First Nations revitalization & renewal now Strategy #1
 - #9 expanded to: "Showcase Whistler's local artists *of all disciplines, natural history, and heritage*".
5. *Recommendations*
 - Reduced from 51 (20 CTDS+31 WCCP) to 26; current reality
 - Co-leads; no timelines, operating, or capital implications
 - Adds *Cultural Connector Partners*

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