

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: January 29, 2026

Subject: Visitor Centre Operations 2026-2027

RECOMMENDATION:

THAT Council approves the 2026 – 2027 Visitor Centre Operations Agreement with the Mackenzie Chamber of Commerce in the amount of \$28,000 per year.

BACKGROUND:

The District has historically contracted visitor services in Mackenzie to the Mackenzie Chamber of Commerce. They have operated the seasonal Caboose Visitor Centre facility at the junction of Hwy 39 and 97 as well as welcomed visitors year-round at their Chamber Office. The service agreement has come up for renewal for 2026.

Destination BC provides \$15,000 and the District contributes \$28,000 per year to support operations. A copy of the agreement for services have been attached for Council's consideration.

There has been no change to the agreement requirements from 2025 aside from the addition of a clause that if the Mackenzie Chamber of Commerce is approved for their grant application to the Rural Economic Infrastructure Program (REDIP) for a mobile visitor centre trailer, that they work with District Economic Development Staff to outfit and brand the amenity to align and promote new tourism marketing initiatives that Mackenzie is currently part of and developing.

It is proposed to extend the agreement term to both reduce the administration of this longstanding partnership as well as provide financial stability for the Mackenzie Chamber of Commerce as they work with the District to determine plans for 2027 and beyond. Further, having committed funds may also help leverage grant funding opportunities to enhance services, which may present themselves later this year or early new year 2027.

BUDGETARY IMPACT:

\$28,000 per year of the agreement would be allocated from the General Operating budget.



COUNCIL PRIORITIES:

Economic Vitality

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.

RESPECTFULLY SUBMITTED:

Emily Kaehn, Director of Corporate Services

Reviewed By: Corporate and Financial Services

Approved By: Chief Administrative Officer