

February 2006

Dear Workshop Participant:

We are pleased to present you with a copy of the workbook with the consolidated outcome of the Community Tourism Essentials Workshop held on February 03 & 04, 2006

The report lists and ranks the **Strengths and Weaknesses** of Dawson Creek's tourism components, as defined by the vision and priorities of the workshop's attendees.

**Goals and Objectives** were formulated from the top-ranked weaknesses; each objective was subsequently translated into an actionable format for a total of 26 **Action Steps**.

We hope that many members of your community will lead Dawson Creek's tourism industry, with vision and energy, into the next phase: the **Action Steps**.

Not all Action Steps can be addressed at once and it is recommended that you collectively make a priority listing.

During the course of the Action Steps' deliberations, additional issues may be identified; these should be formatted and added to the report.

The suggested Action Steps are indeed suggestions/recommendations; in some cases additional or different steps may be preferable, depending on local conditions.

A few identical objectives may be found in different tourism components and the Action Steps will identify these; instead of deleting these duplications, we left these in as they highlight a repeated level of concern by the workshop participants.

After the initial exercise of addressing the Action Steps for the “priority weaknesses”, an ongoing effort is needed to address the remaining, lower priority weaknesses, as well as future new concerns.

Attached you will also find a listing of **unresolved tourism** issues – the majority of these were identified as weaknesses **as long as 17 years ago** and were apparently never addressed properly; these concerns keep surfacing in subsequent workshops and deserve priority attention.

On a final note we highly recommend that throughout the process, members of your Committee use the knowledge and resources of **NRAHTA** and the **Northern BC Tourism Association**; their levels of experience and support systems will prove to be of great benefit.

We will contact you in approximately 60 days to discuss the progress made; if you require guidance with the process and/or further information at an earlier date, please feel free to contact me.

We wish you continued success in building the business of tourism in Dawson Creek and we hope that Tourism B.C.'s contribution in the form of the Community Tourism Essentials Workshop will assist in placing your community firmly on the road to becoming an active and prosperous member of the British Columbia tourism family.

Thanks again for your enthusiastic participation in the workshop!

Sincerely yours,

*(original signed)*

Ad van Haaften  
Workshop Facilitator

c.c. Mr. Don Foxgord, *Tourism BC*  
Ms. April Moi, *NRAHTA*  
Ms. Dawn-lisa Sethen, *Northern BC Tourism Association*