



Northern British Columbia Tourism Association and Nadina Community Futures Partner to Support Northern BC Tourism Recovery

For Immediate Release

January 27, 2021, Northern British Columbia Tourism Association (NBCTA) and Nadina Community Futures announced today that the organizations have entered a formal partnership, working collaboratively to support businesses in Northern BC through the COVID19 pandemic. The newly formed partnership will build on existing informal relationships, establishing a task force during the pandemic to assist northern businesses to increase and improve communication, better coordinate tourism initiatives, and laying the groundwork for planning through collaborative information sharing and data analysis.

“Businesses across the Northern BC region have experienced entirely new challenges this past year, amid the COVID19 pandemic. NBCTA is committed to supporting tourism businesses in our region as they weather this storm which is why we are thrilled to formalize a regional partnership with Community Futures,” said Clint Fraser, CEO, NBCTA. “Community Futures has long been an informal partner with whom we share common goals, but to have that partnership formalized through this newest MOU will only strengthen and better support the tourism industry across Northern BC.”

“Impacts to the tourism industry have been very challenging with drastic reductions in revenue for many of these businesses. CF Nadina is committed to working with NBCTA and entrepreneurs to support strategic initiatives and the required changes,” said Marilyn Berglund, Chair, CF Nadina.

The memorandum of understanding between NBCTA and Community Futures expresses a commitment by both parties to ensure regular meetings between Community Futures staff and NBCTA staff working directly with tourism businesses, to share information, build resource strength for businesses, and ensure effective referrals, collaboration and problem-solving for clients. The establishment of on-the-ground collaborative initiatives such as joint marketing will be recommended to the Tourism Task Force for approval and resourcing.

A joint statement by the northern Community Futures said: “We have all been working closely with our communities during this difficult year. Impacts to tourism have been devastating throughout the North, and CFs are committed to working with entrepreneurs and businesses at the local and pan-northern levels to mitigate the impacts and support the necessary changes to how we do things. Forming a strategic relationship with NBCTA will pool knowledge, ideas and energy on behalf of northern business; we anticipate some immediate, positive outcomes, and look forward to tourism in the north coming back stronger than ever.”

The seven northern Community Futures are: Peace Liard (Northeast BC including all communities in the Peace River and Fort Nelson Regional Districts), Fraser Fort George (Prince George, Mackenzie, McBride, Valemount and region), Stuart Nechako (Vanderhoof, Fort St. James, Fraser Lake and region), Nadina (Burns Lake, Granisle, Houston, Telkwa, Topley, Smithers and region), 16/37 (Terrace, Kitimat/Haisla,



Nass Valley, Hazelton, Dease Lake and region), Pacific Northwest (Prince Rupert, Port Edward, Metlakatla, Lax K'walaams, Hartley Bay and region), and Haida Gwaii.

About Northern British Columbia Tourism Association

Northern BC Tourism Association (NBCTA) works to develop, support, and sustain the tourism sector in northern BC and is one of five regional destination management organizations in the province. NBCTA is a non-profit association led by a board of directors elected by industry, and works collaboratively with the provincial government and Destination BC, a Provincial Crown Corporation, to advance the tourism sector throughout the region.

About Community Futures

Community Futures is a non-profit organization supporting small businesses through a range of services and tools. With experts offering local assistance from 34 offices throughout rural BC, Community Futures is committed to helping business owners achieve their goals and withstand challenges. In Northern BC, Community Futures work closely together to identify and leverage opportunities and services across the regions and continue to build strong partnerships with other community and economic development organizations.

Media Contacts

Amber Harding, Marketing & Communications
Northern BC Tourism Association
250-318-6414
amber@nbctourism.com

Kim Martinsen, General Manager
Community Futures Nadina
250.877.1432
kmartinsen@cfnadina.ca