

**THE CORPORATION OF THE CITY OF GRAND FORKS
AGENDA – PRIMARY COMMITTEE MEETING**

**Monday February 18th, 2013
Council Chambers City Hall**

<u>ITEM</u>	<u>SUBJECT MATTER</u>	<u>RECOMMENDATION</u>
1. <u>CALL TO ORDER</u>		Call Meeting to order after the Regular Meeting has been recessed
2. <u>PRIMARY COMMITTEE MEETING AGENDA</u> -	Agenda for February 18th , 2013	Adoption of Agenda
3. <u>DELEGATIONS:</u> None		
4. <u>UNFINISHED BUSINESS:</u> None		
5. <u>RECOMMENDATIONS FOR CONSIDERATION:</u> a)Manager of Technical Service – Amendment to the Zoning Bylaw No. 1606 b)Corporate Officer's Report – Visitor's Guide Advertisement	 The City is receipt of an application to rezone property located at 6876 Boundary Drive from R-1 (Single & Two Family) Residential to R-2 (Small Lot) Residential as applied for by property owners – Jason Turner and Linda Caron Discussion regarding the proposed advertising in 2013 Edition of the Boundary Country Visitor's Guide	 Council directs staff to draft the appropriate zoning amendment bylaw and to proceed with publishing notice of this bylaw in accordance with the Local Government Act. That the Primary Committee recommends to Council to receive the Corporate Officer's report, dated February 12 th , 2013, with regard to Visitor's Guide 2013 advertising information for further discussion, and determines to forward the proposal to the March 4 th Committee of the Whole meeting in conjunction with the Delegation presentation of Sandra Barron of Visitor's Choice Publications. This option intends that Council will further discuss and consider the proposal.
6. <u>OPERATIONAL DISCUSSIONS FROM STAFF:</u> None		
7. <u>INFORMATION ITEMS:</u> None		
8. <u>PROPOSED BYLAWS FOR DISCUSSION:</u> None		
9. <u>LATE ITEMS:</u>		
10. <u>REPORTS, QUESTIONS AND INQUIRIES FROM MEMBERS OF COUNCIL (VERBAL</u>		

11. **QUESTION PERIOD FROM THE PUBLIC**

Attendees in the gallery may ask Council questions at this time.

Hear Presentations and refer any issues for further discussion.
Hear from the Public

12. **ADJOURNMENT**

Adjournment

THE CITY OF GRAND FORKS

REQUEST FOR COUNCIL DECISION

DATE : January 25, 2013

TOPIC : Amendment to the Zoning Bylaw No. 1606

PROPOSAL : To amend the current Zoning Bylaw by rezoning property located at 6876 Boundary Drive from the current R-1 (Single and Two Family) to R-2 (Residential Small Lot)

PROPOSED BY : Applicants – Jason Turner and Linda Caron

SUMMARY:

The City is in receipt of an application to rezone property located at 6876 Boundary Drive from R-1 (Single and Two Family) Residential to R-2 (Small Lot) Residential. This proposal is consistent with the Sustainable Community Plan and therefore there is no need to amend the plan. The proposal to rezone is based on the property owner's desire to eventually subdivide the property into two smaller residential lots and to eventually construct a home on the vacant lot. This residential development is what is intended and encouraged in the Sustainable Community Plan in this area of the City, and Council's policy in this matter is included in Section 3.1 Low Density Residential in the Sustainable Community Plan. The bylaw will be advertised pursuant to the Local Government Act and the surrounding property owners will be notified of the proposed rezoning and invited to attend the public hearing to voice their opposition or support for the rezoning. Attached is a report from the Planning Tech, outlining the specific details of the proposal.

STAFF RECOMMENDATIONS:

Option 1: Council directs Staff to draft the appropriate zoning amendment bylaw and to proceed with publishing notice of this bylaw in accordance with the Local Government Act. In accordance with the Local Government Act, staff would also notify the surrounding property owners of the proposed rezoning and the date of the Public Hearing.

OPTIONS AND ALTERNATIVES:

Option 1: Council directs Staff to draft a Zoning Amendment Bylaw, rezoning property located at 6876 Boundary Drive from R-1 (Single and Two Family) Residential to R-2 (Small Lot) Residential. This will allow the proposed rezoning of property on the corner of Boundary and Donaldson Drives, to proceed as provided for in the Local Government Act.

Option 2: Council declines to permit the proposed rezoning to proceed as requested. This option will allow for the status quo, with no rezoning of the property on the corner of Donaldson and Boundary Drive.

BENEFITS, DISADVANTAGES AND NEGATIVE IMPACTS:

Option 1: This option allows for the rezoning and eventual subdivision of property located at 6876 Boundary Drive and to develop a single family residence on the vacant small lot created. The advantage to this option is that the resulting development is what the Sustainable Community Plan seeks to accomplish, inasmuch as low density development provides for additional housing stock at minimal servicing costs. The City would see increased tax revenue from the newly created small lot and would also collect Development Cost Charges from the applicant, prior to final subdivision approval.

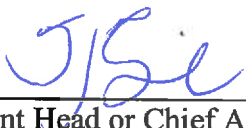
Option 2: This option will allow for the status quo to remain and will leave no potential for additional subdivision of the property to small lot residential.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

In Option 1 there would be the cost of newspaper advertising in two consecutive issues of the paper and the surrounding property owners would be notified of the public hearing and invited to attend to oppose or support the proposed rezoning.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

The ability to amend our existing Zoning Bylaw comes from the Local Government Act. The Act requires that any Zoning Amendment Bylaw must be referred to a public hearing prior to adoption.



Department Head or Chief Administrative
Officer



Reviewed by Chief Administrative
Officer

THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF MEMORANDUM

To: Sasha Bird, Manager of Technical Services

Date: January 25, 2013

From: Kathy LaBossiere, Planning Tech

Turner/Caron Rezoning Application

We are in receipt of an application from the property owner, Jason Turner to rezone his property legally described as Parcel X, Block 5, D.L. 382, Plan 22, located at 6876 Boundary Drive. The applicant wishes to rezone the property from the current R-1 (Single & Two Family) residential zone to the R-2 (Residential Small Lot) zone.

The property in question is currently 120 feet by 100 feet in size (12,000 sq ft) and has a small house on it, (see proposed subdivision attached to the zoning application). Servicing to the property are available either from Boundary Drive or Donaldson Drive.

The applicant wishes to rezone the property so that he can then subdivide the property to create two lots, one being 53 feet by 100 feet in size (5,300 sq ft) and one being 67 feet by 100 feet (6,700 sq ft) in order to construct a new single family residence on the vacant 5,300 sq ft lot.

The Residential Small Lot zone allows for minimum parcel size for subdivision purposes of 5,220 square feet. The OCP designates this property as Low Density Residential. The Low Density Residential designation found throughout Grand Forks includes more traditional residential development such as single family dwellings to be developed to a maximum density of 20 units per hectare.

This application would only require an amendment to the Zoning Bylaw in that the proposal meets the current OCP visions and objectives of the Low Density Residential designation areas.

The City would require the payment of Development Cost Charges for the new lot created, at a cost of \$4,812.00, to be payable prior to final subdivision approval.

Respectfully Submitted:



Kathy LaBossiere
PLANNING TECH

N:\planning\zoning\turner caron\memo to tech

The Corporation of the City of Grand Forks

P.O. Box 220
Grand Forks, B.C.
V0H 1H0

7217-4th Street
Telephone (250) 442-8266
Fax (250) 442-8000

**Zoning AND/OR Official Community Plan Amendment
Application**

Application to amend the Zoning Bylaw AND/OR Official Community Plan Bylaw

Zoning OR Official Community Plan Application Fee:



\$1,000.00

Receipt No. 161339

Zoning AND Official Community Plan Application Fee:



\$1,200.00

Receipt No. _____

The subject fee is applicable to each request for an amendment to the Zoning or Official Community Plan Bylaw, or to both. Should this request **not** proceed to Public Hearing, one-half (1/2) the fee (\$500.00 or \$600.00) shall be refunded.

Registered Owner of Property to be rezoned:

Jason James Turner

Linda Jean Caron

Mailing Address:

Box 2493

Grand Forks, B.C.

V0H 1H0

Telephone:

(250) 442-5078

Full Legal Description of property to be rezoned:

PCL X (X206574), Block 5, Plan KAP22, D.L. 382, S.D.Y.10

Street Address of Property

6876 Boundary Drive

N:\Forms\Planning\Zoning\zone and or ocp.doc

Feb 8 deadline
to Feb 18 mtg

Please submit the following information with this application:

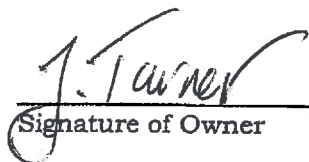
- (i) the legal boundaries and dimensions of the subject property;
- (ii) the location of permanent buildings and structures existing on the property;
- (iii) the location of any proposed access roads, parking, driveways, and any screening, landscaping and fences;
- (iv) the location and nature of any physical or topographic constraints on the property (ie: streams, ravines, marshes, steep slopes etc)


=====

Upon reviewing your application, the City of Grand Forks may request other, or more detailed information.

=====

The information provided is full and complete and is, to the best of my knowledge, a true statement of facts relating to this application.


Signature of Owner


Date 21 January 2013

=====

AGENT'S AUTHORIZATION

I hereby authorize : _____

N/A

(full name, address and telephone number of Agent)

to act on my behalf with regards to this application.


Owner's Signature

The personal information on this form is collected under the authority of the Local Government Act. The information collected will be used to process your application for a Rezoning or Official Community Plan amendment. If you have questions about the collection use and disclosure of this information, contact the "Coordinator City of Grand Forks.

Please outline the provisions of the respective Bylaw that you wish to vary or supplement and give your reasons for making this request:

We wish to change the zoning of the subject property from R1 to R2 (Small Lot Residential) in order to subdivide the subject property and build a new home on the newly created lot.

Parcel X is 12,000 sq ft
want to create a 5,300 sq ft lot & a 6,700 sq ft lot after rezoning

DECLARATION PURSUANT TO THE WASTE MANAGEMENT ACT

I, J. Turner, L. Caron, owner of the subject property described on this application form, hereby declare that the land which is the subject of this application has not to my knowledge been used for industrial or commercial activity as defined in the list of "Industrial Purposes and Activities: (Schedule 2) of the *Contaminated Sites Regulation* (B.C. Reg. 375/96). I therefore declare that I am not required to submit a Site Profile under Section 26.1 or any other section of the *Waste Management Act*.

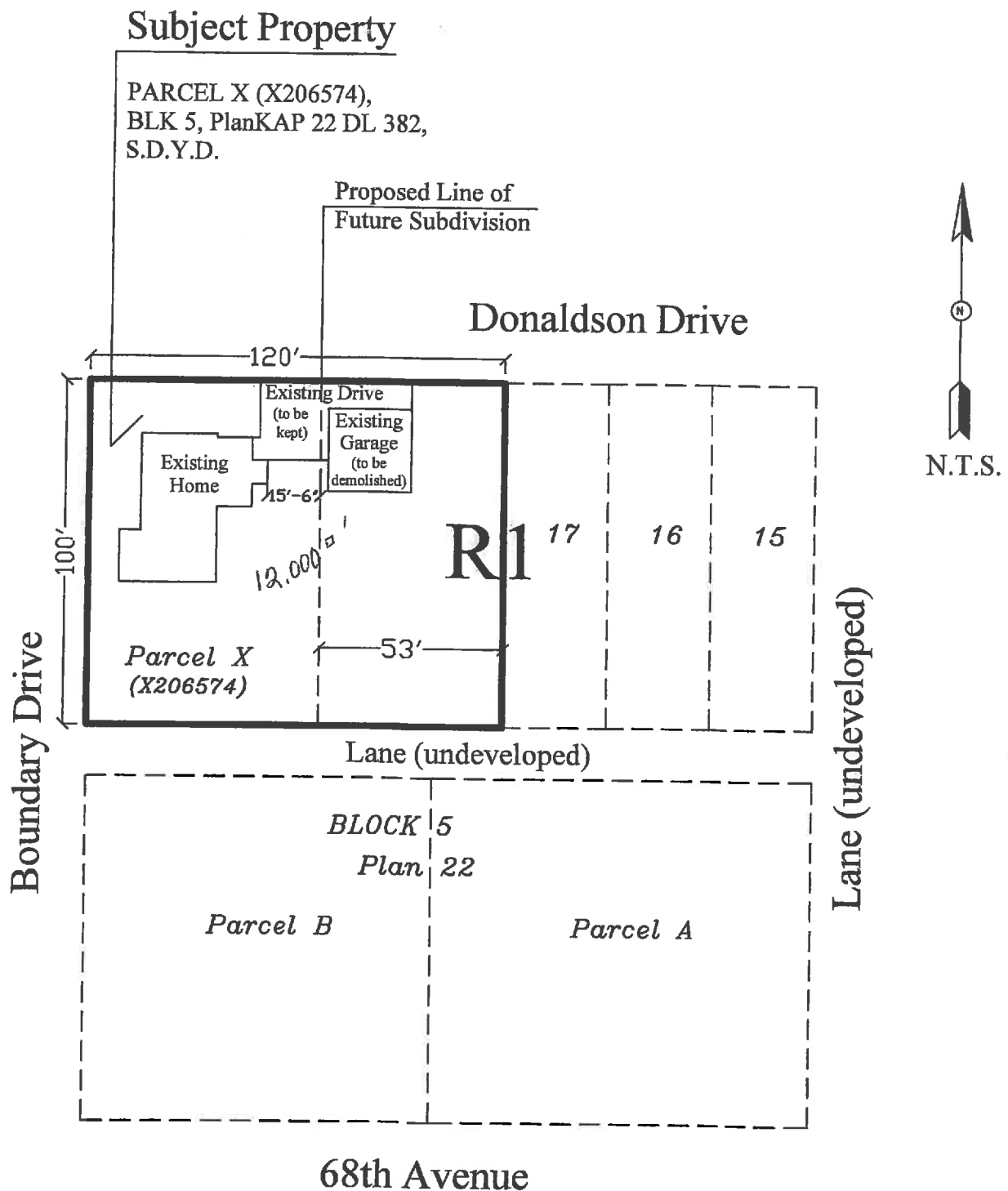
J. Turner, L. Caron
(signature)

21 January 2013
(date)

Map Portion of Zoning Amendment Application

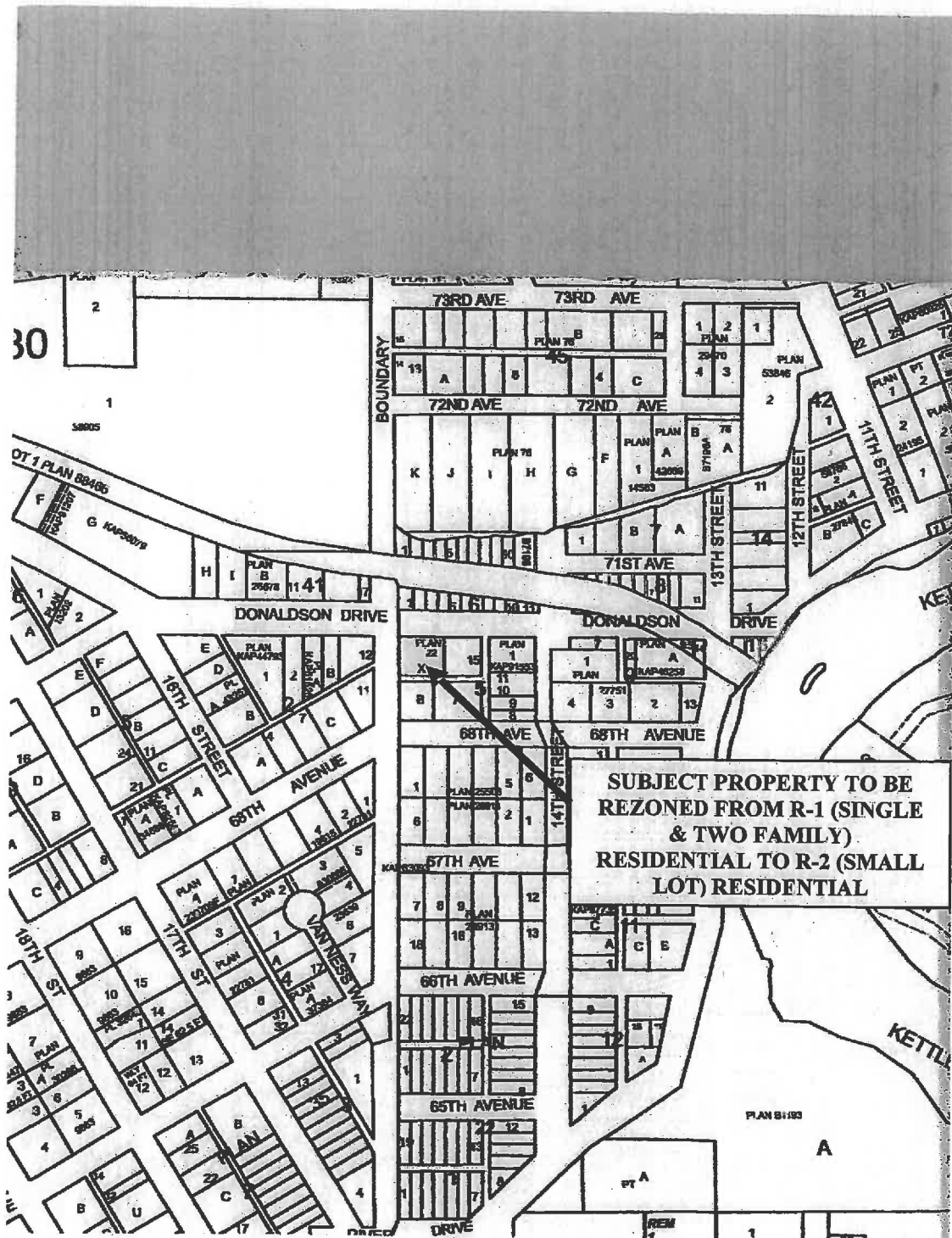
to Change Zoning of Subject Property from R1 to R2

January 2013



Please direct all inquiries to:
Jason Turner
Box 2493 Grand Forks B.C.
(250) 442-5078
j.turner@telus.net

[illegible]



³⁶
SECTION 35

R-2 (Residential – Small Lot) Zone

Permitted Uses

1. The following uses and no others are permitted in an R-2 zone:

- (a) dwelling units;
- (b) religious centres;
- (c) day care centres;
- (d) bed and breakfast accommodations;
- (e) home occupations.

Permitted accessory uses and buildings on any parcel includes the following:

- (f) any accessory building or structure for any of the above uses.

Regulations

2. On a parcel of land located in an R-2 zone:

Minimum Parcel Size for Subdivision purposes

- (a) The minimum parcel size is 10,120 square metres (108,913 sq.ft. or 2.5 acres) where there is no community sewage or water system;
- (b) The minimum parcel size is 2,024 square metres **1,393.5 square meters (15,000sq ft)** when the parcel is either connected to a community sewage or water system, but not both;
- (c) The minimum parcel size is 485 square metres **(5,220 sq.ft.)** when the parcel is connected to both a community sewage and water system.

BYLAW 1800

Number and type of Dwelling Units allowed

- (d) One of the following types of dwelling units is allowed on a parcel of land in an R-2 zone;
 - (i) **One single-family dwelling, or**
 - (ii) One two-family dwelling.

Height

- (e) No building or structure shall exceed 9.75 metres (32 ft) in height. No accessory building or structure shall exceed 4.8 metres (16 ft) in height.

SECTION 35

R-2 (Residential – Small Lot) Zone cont'd

Setbacks

- (f) Except as otherwise specifically permitted in this bylaw, no building or structure shall be located within:
 - (i) 6 metres (20 ft) of a front parcel line;
 - (ii) 1.5 metres (5 ft) of an interior side parcel line;
 - (iii) 4.6 metres (15 ft) of an exterior side parcel line; or
 - (iv) 6 metres (20 ft) of a rear parcel line.

Accessory Buildings

- (g) The total of all the accessory buildings shall have a floor area not greater than 50% of the principal structure;
- (h) No accessory building shall be located closer than 1.5 metres (5 ft) to a rear parcel line and not closer to the front parcel line than the facing wall of the principal building, to which it is accessory.

Lot Area Coverage

- (i) The maximum permitted lot area coverage shall be as follows:
Principal building with all accessory buildings and structures 50%

Additional requirements

- (j) ***deleted by Bylaw 1679***
- (k) The minimum size for a single-family dwelling shall be 75 square metres (800 sq.ft.);
- (l) See Sections 13 to 30A of this Bylaw.



3.0 LAND USE PLAN

This Sustainable Community Plan is a long-term land use plan. It describes the location, intensity and types of land uses within the City of Grand Forks. The Sustainable Community Plan identifies future residential development areas, including areas for preferred density increases. The Plan also indicates preferred areas for commercial concentration and areas where revitalization activities and mixed uses will be encouraged. These land use activities support a more sustainable Grand Forks, by encouraging the use of alternative modes of transportation, maximizing the use and efficiency of the City's infrastructure systems and promoting development within the existing serviced areas.

3.1 Land Use Plan Designations

The Land Use Map (Schedule B) designates the following land uses within the City of Grand Forks:

Agricultural/Rural (AR)

- Includes rural lands within and outside of the Agricultural Land Reserve (ALR), which may or may not currently be under agricultural production. This designation is located primarily southwest of Donaldson Drive. Development may include single family residential and a variety of agricultural and rural uses.

Airport (including runway lands within the Agricultural Land Reserve) (AA)

- This designation, located in southeastern Grand Forks, includes the airport, airport runway and adjacent limited agricultural lands. Development may include airport commercial uses and residential dwellings in conjunction with airport commercial uses.

Low Density Residential (LR)

- This designation is found throughout Grand Forks and includes more traditional residential development, consisting generally of single family dwellings and duplexes, developed to a maximum density of 20 units per hectare.

Medium Density Residential (MR)

- Located generally south of Central Ave/Highway #3 and east of Donaldson Drive, this designation includes a variety of residential developments, such as single family dwellings, duplexes, apartments, townhomes and secondary suites. A maximum density of 60 units per hectare is permitted in this designation.

Mixed Use Commercial/Residential (MU)

- This designation includes a variety of residential, commercial and institutional developments. This results in a range of mixed-use neighbourhoods as well as single-use neighbourhoods. This designation is found primarily at the west end of Grand Forks, south of Central Ave/Highway #3, along Donaldson Drive north of Highway #3 and south of the Core Commercial designation.

Residential Infill/Intensification (RI)

- Within this designation, located in downtown Grand Forks, a variety of residential developments are encouraged including the reuse of older, vacant lands. Development is supported to a maximum density of 40 units per hectare.

Commercial Core (CC)

- This designation includes the heart of the community and accommodates commercial and mixed use development. The Core Commercial area is viewed as the commercial, cultural and administrative centre of Grand Forks.

(5) More than one bylaw may be included in one notice of public hearing, and more than one bylaw may be considered at a public hearing.

(6) A written report of each public hearing, containing a summary of the nature of the representations respecting the bylaw that were made at the hearing, must be prepared and maintained as a public record.

(7) A report under subsection (6) must be certified as being fair and accurate by the person preparing the report and, if applicable, by the person to whom the hearing was delegated under section 891.

(8) A public hearing may be adjourned and no further notice of the hearing is necessary if the time and place for the resumption of the hearing is stated to those present at the time the hearing is adjourned.

(9) Despite section 135 (3) *[at least one day between third reading and adoption]* of the *Community Charter*, a council may adopt an official community plan or zoning bylaw at the same meeting at which the plan or bylaw passed third reading.

RS1979-290-956; 1985-79-8; 1987-14-20; 1994-52-106; 2000-7-142; 2003-52-382; 2007-6-21 (B.C. Reg. 190/2007).

Delegating the holding of public hearings

891. (1) If a local government makes a delegation in relation to one or more public hearings,
- (a) that delegation does not apply to a hearing unless the notice of hearing under section 892 includes notice that the hearing is to be held by a delegate, and
 - (b) the resolution or bylaw making the delegation must be available for public inspection along with copies of the bylaw referred to in section 892 (2) (e).
- (2) If the holding of a public hearing is delegated, the local government must not adopt the bylaw that is the subject of the hearing until the delegate reports to the local government, either orally or in writing, the views expressed at the hearing.

1998-34-196; 2003-52-383.

Notice of public hearing

892. (1) If a public hearing is to be held under section 890 (1), the local government must give notice of the hearing
- (a) in accordance with this section, and
 - (b) in the case of a public hearing on an official community plan that includes a schedule under section 970.1 (3) (b), in accordance with section 974.
- (2) The notice must state the following:
- (a) the time and date of the hearing;
 - (b) the place of the hearing;
 - (c) in general terms, the purpose of the bylaw;
 - (d) the land or lands that are the subject of the bylaw;
 - (e) the place where and the times and dates when copies of the bylaw may be inspected.
- (3) The notice must be published in at least 2 consecutive issues of a newspaper, the last publication to appear not less than 3 and not more than 10 days before the public hearing.
- (4) If the bylaw in relation to which the notice is given alters the permitted use or density of any area, the notice must
- (a) subject to subsection (5), include a sketch that shows the area that is the subject of the bylaw alteration, including the name of adjoining roads if applicable, and
 - (b) be mailed or otherwise delivered at least 10 days before the public hearing
 - (i) to the owners as shown on the assessment roll as at the date of the first reading of the bylaw, and
 - (ii) to any tenants in occupation, as at the date of the mailing or delivery of the notice, of all parcels, any part of which is the subject of the bylaw alteration or is within a distance specified by bylaw from that part of the area that is subject to the bylaw alteration.
- (5) If the location of the land can be clearly identified in the notice in a manner other than a sketch, it may be identified in that manner.

- (6) The obligation to deliver a notice under subsection (4) must be considered satisfied if a reasonable effort was made to mail or otherwise deliver the notice.
- (7) Subsection (4) does not apply if 10 or more parcels owned by 10 or more persons are the subject of the bylaw alteration.
- (8) In respect of public hearings being held under section 890 (1) or waived under section 890 (4), a local government may, by bylaw,
- (a) require the posting of a notice on land that is the subject of a bylaw, and
 - (b) specify the size, form and content of the notice and the manner in which and the locations where it must be posted.
- (9) Specifications under subsection (8) (b) may be different for different areas, zones, uses within a zone and parcel sizes.

RS1979-290-957; 1985-79-8; 1987-14-21; 1992-18-88; 1994-43-68; 2000-7-143

Notice if public hearing waived

- 893.** (1) If a local government waives the holding of a public hearing under section 890 (4), it must give notice in accordance with this section.
- (2) The notice must state
- (a) in general terms, the purpose of the bylaw,
 - (b) the land or lands that are the subject of the bylaw, and
 - (c) the place where and the times and dates when copies of the bylaw may be inspected.
- (3) Section 892 (3) to (7) applies to a notice under subsection (2), except that
- (a) the last publication under section 892 (3) is to be not less than 3 and not more than 10 days before the bylaw is given third reading, and
 - (b) the delivery under section 892 (4) (b) is to be at least 10 days before the bylaw is given third reading.
- (4) to (7) *Repealed.* [2000-7-144]

(Sub) Jan 01/01

(Rep) Jan 01/01

RS1979-290-958; 1985-79-8; 1987-14-22; 1992-18-89; 2000-7-144

Procedure after a public hearing

- 894.** (1) After a public hearing, the council or board may, without further notice or hearing,
- (a) adopt or defeat the bylaw, or
 - (b) alter and then adopt the bylaw, provided that the alteration does not
 - (i) alter the use,
 - (ii) increase the density, or
 - (iii) without the owner's consent, decrease the density of any area from that originally specified in the bylaw.
- (2) A member of a council or board who
- (a) is entitled to vote on a bylaw that was the subject of a public hearing, and
 - (b) was not present at the public hearing
- may vote on the adoption of the bylaw if an oral or written report of the public hearing has been given to the member by
- (c) an officer or employee of the local government, or
 - (d) if applicable, the delegate who conducted the public hearing.
- (3) After a public hearing under section 890 (1) or third reading following notice under section 893, a court must not quash or declare invalid the bylaw on the grounds that an owner or occupier
- (a) did not see or receive the notice under section 892 or 893, if the court is satisfied that there was a reasonable effort to mail or otherwise deliver the notice, or
 - (b) who attended the public hearing or who can otherwise be shown to have been aware of the hearing, did not see or receive the notice, and was not prejudiced by not seeing or receiving it.

RS1979-290-959; 1985-79-8; 1987-14-23, 24; 1989-59-16; 1994-52-108; 2008-5-85

THE CITY OF GRAND FORKS

REQUEST FOR PRIMARY COMMITTEE DECISION

DATE : February 12th, 2013
TOPIC : Visitor's Guide Advertisement
PROPOSAL : Discussion Regarding Proposed Advertising in 2013 Edition of
The Boundary Country Visitor's Guide
PROPOSED BY : Sandra Barron

SUMMARY:

The City is in receipt of an advertising proposal from Sandra Barron of Visitor's Choice Publications requesting Council's consideration to advertise in the 2013 Edition of the Boundary Country Visitor's Guide. Ms. Barron has submitted the advertising details and information which is attached to this report for Council's perusal and consideration. Council to note that in 2012, the City advertised a full page ad as shown in the submitted information. The request for 2013 is for the City to place a full-page advertisement in this year's book at a cost of \$2,360 plus tax.

Through the annual budget approval process within the current Five Year Financial Plan on which the City is currently working, proposed funds have been allocated in the legislative budgets for Council and Administrative purposes that allow support for community ads throughout the calendar year and as well, to fund statutory advertising. Most community support advertising requires small funding amounts ranging around \$40 to \$80, but would allow for an advertising participation of this caliber. Depending on the requests received throughout the year, a larger advertising project such as this may impact the City's ability to support smaller projects closer to the end of the calendar year.

Ms. Barron has advised that she will be presenting this proposal to Council as a Delegation on March 4th, 2013 proposed "Committee of the Whole" Meeting, and that the deadline for booking advertising space in the Visitor's Choice Publication is March 21st. As Staff, we have suggested that this information be brought forward for Council to consider and discuss prior to the proposed presentation.

OPTIONS TO CONSIDER:

Option 1: That the Primary Committee recommends to Council to receive the Corporate Officer's report, dated February 12th, 2013, with regard to Visitor's Guide 2013 advertising information for further discussion, and determines to forward the proposal to the March 4th Committee of the Whole meeting in conjunction with the Delegation presentation of Sandra Barron of Visitor's Choice Publications. This option intends that Council will further discuss and consider the proposal.


Option 2: That the Primary Committee recommends to Council to receive the Corporate Officer's Report. The option allows for the receipt of information to Council and the Community with regard to the advertising opportunity.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

The Budget Impact is the amount of funds, if any, that Council determines to allocate toward advertising in the Boundary Country Visitor's Choice Guide. There are proposed advertising funds allocated within the 2013 Budgeting Process.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

The Community Charter provides the authority for the City to allocate funds that are beneficial to the community, through the Five Year Financial Plan process.



Department Head or CAO



Reviewed by Chief Administrative Officer

ADVERTISING PROPOSAL

Prepared for: THE CITY OF GRAND FORKS

Prepared by: SANDRA BARRON, BOUNDARY COUNTRY VISITORS' CHOICE

Date: FEB. 8, 2013

Presentation to Council to Follow on March 4, 2013

EVENTS | DINING | SHOPPING | ACCOMMODATIONS | MAPS

VISITORS' CHOICE Boundary Country

British Columbia  2012 | 3rd edition



Including:

Christina Lake | Grand Forks | Greenwood
Midway | Rock Creek | Beaverdell | Bridesville



BOUNDARY
COUNTRY
Adventure Unlimited.


visitorschoice.com

REQUEST

For Renewal of Stakeholder Support

For the 2013 edition of the
BOUNDARY COUNTRY VISITORS' CHOICE Publication

FULL PAGE ADVERTISEMENT AT THE RATE OF \$2360 plus tax

Welcome to
Grand Forks
Two Rivers...Twice the fun!

Grand Forks, on the confluence of the Kettle and Granby Rivers, has everything one could ask for in four-season recreation---fishing, hunting, hiking, biking, golfing, downhill skiing, cross-country skiing, camping, and all types of water sports on our two pristine rivers and many nearby lakes. Explore the Trans Canada Trail as it takes you through the valley and marvel at the spectacular scenery and the abundance of wildlife.



At first glance, our beautiful tree-lined streets and well-maintained heritage homes of our Solar City will enchant you. But don't stop there--spend some time exploring! Grand Forks has a rich and colourful history in mining, forestry and agriculture. Whether travelling through on the scenic Highway 3 or arriving at our Municipal Airport (CZGF), visit one of our many museums and heritage sites, and when it is time for lunch or dinner, drop in to one of our many restaurants that offer delicious, authentic Russian borsch and a big, thick slice of homemade bread.

Grand Forks Visitor Centre
524 Central Ave, Grand Forks
250.442.5835

 **BOUNDARY COUNTRY**
Adventure. Unlimited.

www.city.grandforks.bc.ca

Left: your full-page ad from 2012

SUPPORTING DOCUMENTATION

The Visitors' Choice Boundary Country Team:

Visitors' Choice Boundary Country was first produced in 2010, and is one of 24 tourist guides produced annually in BC by the Visitors' Choice team of professionals.

Established in 1995, Visitors' Choice currently represents over 60 communities throughout BC. The Boundary edition of Visitors' Choice is published by local franchise-owner Sandra Barron of Grand Forks.

Sandra has over 20 years of publishing and marketing experience. She was born and raised in the Boundary and has a passion for promoting the amazing beauty and bounty of our Boundary Country.

Sandra is supported by the Visitors' Choice team of professionals with the Glacier Media Group, which consists of top designers, writers, printers, market researchers, and distribution coordinators.

Visitors' Choice invests in its established and carefully tracked distribution network; our key distribution partners cover the Kootenays, Western Canada and the Pacific Northwest.

Visitors' Choice uses the power of its established brand to successfully take communities to the mass market, including twitter and face book and on-line at www.visitorschoice.com

Our publication:

Visitors' Choice Boundary Country is a dynamic high-end quality, glossy magazine. Endorsed by the Boundary Regional Chamber of Commerce, it is the OFFICIAL tourist guide for the Boundary Country. It is a key source of important planning information including maps, activities, dining and shopping guides, as well as what's happening and when! This guide is an essential tool for visitors as they plan their daily activities, both during their stay, as well as planning their next visit.

Our compact size is convenient and easy to use. And, since we produce 24 publications throughout BC, the guide is easily recognizable as a reliable source of information.

Our distribution:

30,000 copies are distributed annually through an established and carefully tracked distribution network. Visitors' Choice has two key distribution partners (Go Brochures and Certified) who work with the Vancouver office and myself to cover the Boundary, Kootenays, Western Canada and the Pacific Northwest via: Accommodations, Restaurants, Attractions, Retailers, Realtors, Agencies, Chambers of Commerce, Visitor Information Centres and Automobile Association offices and airports throughout Western Canada and the Pacific Northwest.

We are recognized by BC Tourism as the OFFICIAL guide for the Boundary and as such are the ONLY publication for the area that is racked at the six official Tourism BC locations, including YVR airport, Golden, Osoyoos, Peace Arch, Merritt and Mount Robson.

Our online presence:

All Visitors' Choice guides, including the Boundary edition are available on line www.visitorschoice.com. On-line users are able to access all guide information on-line and explore the ad directory to access interactive features for additional information. We are also on Face book and Twitter.

Visitors' Choice Boundary Country is also available as a fully accessible mobile site. Whether you're on an iPhone, Android, Blackberry, iPad tablet, projector screen or desktop, all content will be automatically resized for or best viewing.



VC ON YOUR MOBILE

According to Google, two-thirds of all online purchases will occur on mobile devices by 2015.

visitorschoice.com is now a fully-accessible mobile site, with every book we publish represented online. The Boundary gets the best of both worlds, in print and online, under the Visitors' Choice brand.

Benefits

- User-friendly website with meaningful information
- Higher traffic from widely-recognized visitorschoice.com brand and web address
- Measurable ROI through site traffic analytics
- Cross-promotion of your website, brand and product/service
- One-click access to your website directly from visitorschoice.com
- Increased brand awareness
- Social media integration and mobile e-commerce capabilities built-in

Why partner with Visitors' Choice:

British Columbia's tourism industry is continually growing and evolving and the Boundary area holds a key position in B.C.'s tourism economy. With property and tourism stakeholders in our region focused on future growth, tourism is cited as one of the major contributor to revenue in this area.

Some would say that the secret to BC's success lies in its stunning natural beauty but as community leaders in Grand Forks, you recognize that there's more to it than that! You are working hard to build a new brand and a unique reputation as a great tourism destination with dynamic attractions, activities and services.

You recognize that visitors need to be educated and instructed where to travel and where to spend their tourism dollars. That is a large reason why you've invested in rebranding our community.

Visitors' Choice wants to use our proven format and vast distribution network to assist you in marketing your new brand to target potential visitors.

In addition, a quality, high-end publication that is distributed effectively throughout the province and the Pacific Northwest is an expensive product to produce and distribute.

The market base in the Boundary is limited, and for the most part is made up of small businesses with limited advertising budgets. A publication of this caliber cannot be support by these businesses alone. Key partners, like the City of Grand Forks, subsidize the publication and allow us to keep the rates at a level that is more affordable for the market.

Bottom line... Your support enables us to publish and distribute.

Thank you for your consideration.

VISITORS' CHOICE
PUBLICATIONS

SANDRA BARRON

Direct: 250.442.3766

Cell: 250.666.0436

Fax: 250.442.3766

Email: sbarron@visitorschoice.com

