



# Northern Rockies Alaska Highway Tourism Association

*travel the alaska highway...experience the northern rockies*

✦ Northeastern British Columbia

**DATE:** December 10, 2003

**TO:** Council Members  
Peace River Agriculture Development Fund

**FROM:** April Moi, Executive Director  
Northern Rockies Alaska Highway Tourism Association

**RE:** FINAL REPORT – BUILDING OUR AGRI-TOURISM INDUSTRY

**TOTAL FUNDING AMOUNT APPROVED FOR 2002-2003:** \$10,000

**FUNDING RELEASE DATES:**

May 01, 2002	\$2,500
August 31, 2002	\$5,000
December 21, 2002	\$2,500 (on receipt of Final Report)
Funding Received, September 13, 2002	\$2,500

## FINAL REPORT:

Following the Education and Awareness Workshops which were scheduled on June 14, 2002 and June 15, 2002 the following activities were undertaken:

### Workshop III - Learn the Fundamentals of Starting an Agri-tourism Business

**Date:** January 13, 2003      **Time:** 09:00 am – 11:00 am

**Location:** Board Room – Community Futures  
904 – 102<sup>nd</sup> Avenue

**Attendance:** 16

### Workshop IV - Learn the Fundamentals of Starting an Agri-tourism Business

**Date:** January 14, 2003      **Time:** 9:00 am – 11:00 am

**Location:** Multi Purpose Room  
Business & Innovation Centre  
9325 - 100<sup>th</sup> Street (by the Museum)

**Attendance:** 17

### Presenter:

Brent Warner, BC Ministry of Agriculture, Fisheries and Food. Brent Warner is the Director Farm Marketing Specialist and Regional Agrologist with BC Ministry of Agriculture and Food. Brent has assisted farmers in British Columbia for the past 22 years to produce and market their crops. Brent provided the delegates with the following information:

- A review of business opportunities in agri-tourism
- How to introduce agri-tourism to your farming operation
- BC agricultural land reserve regulations
- Regional contacts for business start-up assistance
- Marketing your new agri-tourism operation

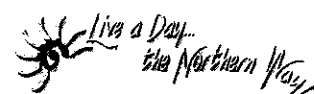
In addition, Brent shared his expertise during a question and answer period at each venue.

## Hello North

Northern Rockies Alaska Highway Tourism Association

9923-96th Ave. • PO Box 6850 • Fort St. John, B.C. V1J 4J3

tel: 250.785.2544 • fax: 250.785.4424 • toll free: 1.888.785.2544 • email: info@hellonorth.com



www.hellonorth.com

**Final Report – Building Our Agri-Tourism Industry**

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**Advertising:**

The following promotional initiatives were undertaken to inform the agriculture community about the workshops:

- Approximately 6700 flyers advertising the workshops were distributed through the postal service. The notices were distributed within the municipalities and rural areas of the Peace River Regional District and Northern Rockies Regional District.
- Flyers were also sent to various tourism operators within Northeastern British Columbia including NRAHTA members and posted in strategic locations.
- The Dawson Creek Chamber of Commerce and the Fort St. John Chamber of Commerce faxed the notice to their respective Chamber members.
- The workshops were advertised on the local radio stations – CKNL, CJDC, CKRX and CHRX. In addition, the information was announced on CHET FM radio station which serves the Chetwynd area.
- The North Peace Economic Development Commission contacted Alberta Agriculture and requested assistance with distributing the information to interested stakeholders from the Alberta Peace Region.
- The Mighty Peace Tourism Association sent a fax to their members.
- The Grande Prairie Tourism Association sent a fax to their members.

**Summary:**

- The developmental workshop which was to be held in September 2002 in conjunction with the Hello North Tourism Rendezvous was rescheduled as the date conflicted with the harvest.
- Since the agri-tourism development workshops were not scheduled in conjunction with the Hello North Tourism Rendezvous the revenue generated from “Industry Stakeholder Sponsorships” was adjusted to reflect agri-tourism businesses, Chambers of Commerce and tourism organizations of the NRAHTA membership. Funding received by the Northern BC Tourism Association to offset the costs of existing advertising initiatives such as the Hello North travel guide and the Hello North event poster which promote the agri-tourism activities in the area is also included in the Industry Stakeholder Sponsorships.
- Two workshops were scheduled for January 14, 2003 (Dawson Creek) and January 15, 2003 (Fort St. John).
- We were very fortunate to once again, secure the services of Brent Warner. Since Mr. Warner works with the Ministry of Agriculture and therefore did not charge a speaker fee.
- A questionnaire was sent to those who attended the January session: Following is the response:
  - The workshop seminar was informative and provided information I wasn’t previously aware of.  
Strongly Agree: (20) Somewhat Agree: (1) Disagree (2)
  - I feel that I have gained valuable information that I can use to develop my business or start my own agri-tourism related business:  
Strongly Agree: (13) Somewhat Agree: (4) Disagree (3) Not Sure: (3)
  - I would like to be included in a panel discussion or future workshop/seminar on the following subjects:
 

(11) Insurance Regulations	(9) Marketing
(11) Assistance from Regional District	(10) Food & Health Regulations
(12) Revisions to the Agriculture Land Reserves	

**Additional comments:**

- *“Interesting to hear ideas. Good to know that there is such a powerful support team.”*
- *“I am hoping there will be a workshop to discuss all of the above subjects in one of two meetings and perhaps on a smaller scale since we don't have a high volume of tourist like they do in the U.S.”*
- *“We have all heard a lot about the possibilities what I would like to hear about is the “how's”.”*
- *“We need to hear about the successes in our area and what have they done to overcome issues specific to the region.”*
- *“Info on “guiding” courses which when attended issue a certificate of merit or qualification.”*
- *“A longer session is needed to cover the topics – more discussion!”*
- *“Really enjoyed the workshop - nice to see what regs we need to look into – organic farming maybe not the way to go but diversify.”*
- *“We go to whatever we can to help our business.”*
- *“Informative – utilized time fully”*
- *“I found the seminar very helpful. The materials and information received “by me will go a long way in assisting me with my future endeavours – thanks!”*
- *“Keep up the good work informing us!”*

**Closing Comments:**

Interest in the workshops was positive and the information provided generated awareness about the opportunities for revenue diversification for businesses in the agriculture industry. Based on comments from the participants, if future workshops are planned, there is a need for more detailed information about insurance, revisions to the Agriculture Land Reserve and assistance provided by the Regional Districts. Businesses will also require more detailed information about marketing and promotional programs that are available through the regional tourism associations.

The workshops also created a networking opportunity for potential and existing businesses. As a result, several existing businesses became aware of the marketing programs of the regional tourism association (NRAHTA) and joined the organization.

Also, the speaker, Brent Warner, has been extremely active in the development of the British Columbia Agri-tourism Alliance (BCATA). Following the workshop presentations, Mr. Warner recommended NRAHTA Executive Director, April Moi, to the BCATA Board of Directors. This appointment ensures that the agri-tourism sector of Northeastern BC is represented on the BCATA Board. Mr. Warner has agreed to provide various stakeholder organizations in the Peace region with an overview of the BC Agri-tourism Alliance. If the members of PRAD would like to schedule a presentation, please call the NRAHTA office.

The contribution from the Peace River Agricultural Fund (PRAD) is appreciated. Without the funding, the Northern Rockies Alaska Highway Tourism Association would have been unable to inform the agricultural community about the benefits of agri-tourism.

If you have any questions regarding the report, please do not hesitate to contact me at the NRAHTA office – 250-785-2544.

Respectfully Submitted,



April Moi  
Executive Director  
Northern Rockies Alaska Highway Tourism Association  
**HelloNorth Ventures**  
PO Box 6850  
Fort St. John, BC V1J 4M7

cc: North Peace Economic Development Commission

Attachment



# Peace Region Agri-tourism Development

## Executive Summary

The Northern Rockies Alaska Highway Tourism Association (adba HelloNorth Ventures) representing Northeastern British Columbia is a self-supporting non-profit association dedicated to preserving and celebrating the northern way of life and developing the tourism industry through community partnerships and the promotion of education and research. The Association recognizes that the traveling public currently contributes to the area and that there is potential for growth in the agri-tourism sector of the industry. Research shows that there is a growing market of consumers intrigued by the mystique of their rural heritage and in search of an agricultural learning experience with a broad variety of recreational activities.

Agri-tourism is often used as a method of diversification and is a key strategy to survive the challenges of the agriculture industry in today's competitive economy. Agri-tourism provides revenue diversification, adds value to the farm, creates an additional marketing channel rather than primary commodity sales, provides an incentive for the second generation to stay on the farm, celebrates all generations of the family unit, and allows farmers to serve as ambassadors for the industry and educate the urban consumer. Examples of agri-tourism product include farmers' markets, farm stays, farm visits, roadside stands, farm stores, ranch vacations, market gardens and farm festivals and events such as rodeos, festivals and fairs. In addition, a focus on agri-tourism aids in the development of a regional identity and provides an opportunity to showcase local history and culture.

To initiate the development of the agri-tourism sector within the regions of the North and South Peace the Northern Rockies Alaska Highway Tourism Association is proposing to coordinate a series of education and awareness forums regarding opportunities in agri-tourism. In order to undertake this initiative, a proposal for funding has been submitted to the Peace River Agricultural Development Fund for consideration. The Action Plan includes the following stages:

March 2002: Education and Awareness Forum, South Peace  
March 2002: Education and Awareness Forum, North Peace  
September 2002: Developmental Seminar,  
Northern Rockies Alaska Highway Tourism Association  
AGM & Tourism Rendezvous, Dawson Creek, BC

### Agri-tourism Defined

...the economic activity that occurs when people link travel with agricultural products, services or experiences

Source: OMAFRA

...the act of visiting a working farm or any agricultural, horticultural or agri-business operation for the purpose of enjoyment, education, or active involvement in the activities of the farm operation.

Source: UC Davis

Northern Rockies Alaska Highway Tourism Association  
PO Box 6850, Fort St. John, BC V1J 4M7  
Ph: (250)785-2544 Fx: (250) 785-4424 Email: [nrockies@awink.com](mailto:nrockies@awink.com)  
Submitted: January 19, 2002



# Northern Rockies Alaska Highway Tourism Association

*"to coordinate and promote visitor activity within Northeastern British Columbia"*

June 5, 2002

**To: All Grande Prairie Regional Tourism Association Members**

**RE: "Marketing on the Edge" Presentation at our Agri-tourism Workshop on June 14<sup>th</sup>, 2002  
Dawson Creek, BC at the George Dawson Inn 12:00 – 2:00 pm (lunch provided)**

The Northern Rockies Alaska Highway Tourism Association recognizes that agri-tourism is a sector of the tourism industry that has seen significant growth in recent years within certain areas of British Columbia and other provinces such as Ontario, Manitoba and Saskatchewan. There is a growing market of consumers intrigued by the mystique of their rural heritage and in search of an agricultural learning experience with a broad variety of recreational activities.

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To initiate the development of the agri-tourism sector within the regions of the North and South Peace the Northern Rockies Alaska Highway Tourism Association presents an **Agri-tourism Workshop on June 14<sup>th</sup>, 2002 in Dawson Creek, BC at the George Dawson Inn with a Special Presentation by Mr. Brent Warner. HelloNorth** would like to formally invite you to join us for lunch from 12:00 – 2:00 p.m. for "Marketing on the Edge". **RSVP** by June 12<sup>th</sup> to our **HelloNorth** office at 785-2544 (toll free at 1-888-785-2544) or email to [nrockies@awink.com](mailto:nrockies@awink.com).

We look forward to seeing you at the workshop!

Regards,

April Moi  
Executive Director  
Northern Rockies Alaska Highway Tourism Association dba **HelloNorth**



Box 6850, 9923-96 Avenue, Fort St. John, B.C., Canada V1J 4J3 Ph: 250-785-2544 • Fx: 250-785-4424  
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## Building Our Agri-Tourism Industry

Presentation

### **"Marketing On The Edge"**

**Speaker Brent Warner**

BC Ministry of Agriculture, Fisheries and Food

Marketing Opportunities for a  
Changing Environment including  
agritourism, direct marketing and value added  
processing.

**June 15, 2002**

**North Peace Arena**

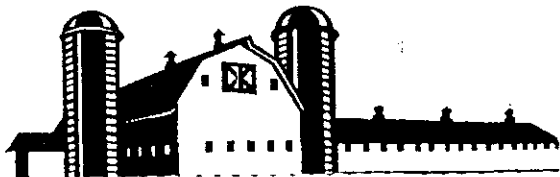
**2:00pm – 5:00pm**

### **Brent Warner**

- Assisted BC farmers for the past 22 years to produce and market their crops.
- Created the South Vancouver Island Direct Farm Marketing Association in 1985.
- 1994 he was awarded the Agrologist of the year.
- Co-authored a book entitled "Marketing on the Edge" in spring 2002.

Presentation Funded by:

- Peace River Agriculture Development Fund
- British Columbia Ministry of Agriculture, Food and Fisheries



### **"Marketing on the Edge"** Speaker Brent Warner

Benefit from a professional overview of agritourism, direct marketing and on-farm processing for farm producers. His brilliant photo presentation of ideas, advice and humor is sure to appeal to beginning and advanced marketers equally. While the presentation will focus on agritourism it will cover areas such as on-farm processing, farmer's markets, and roadside stands and how these are all bringing people back to the farm.



With over 250,000 visitors per year in the area travelling the Alaska Highway, opportunities abound to attract these visitors to experience what Northern Agriculture has to offer and more importantly, make these visits economically beneficial to the farmers, the local communities and the region. Be there to participate in some lively discussions on the possibilities.

#### **For More Information Contact:**

April Moi Executive Director

**HelloNorth**

Northern Rockies Alaska Highway Tourism Assn.

Ph: 250-785-2544

E-mail: [nrockies@awink.com](mailto:nrockies@awink.com)

# Building Our Agri-Tourism Industry Presentation



**June 14, 2002**

**12 – 2 p.m.**

George Dawson Inn  
Dawson Creek, BC

RSVP toll free to

**HelloNorth**

1-888-785-2544

● Lunch Included

**For More Info  
Contact:**

April Moi  
Executive Director

**HelloNorth**  
Northern Rockies  
Alaska Highway  
Tourism Assn

Ph: 250-785-2544

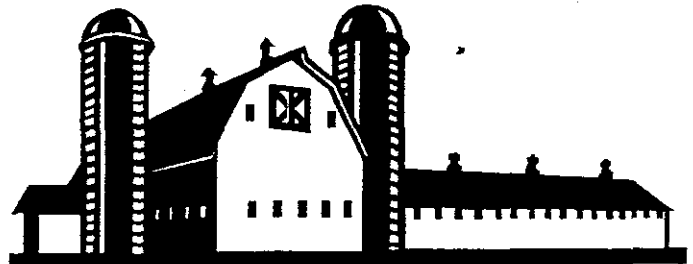
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**Marketing  
Opportunities  
for a Changing  
Environment including  
agri-tourism, direct  
marketing and value  
added processing.**

**Presentation  
Funded by:**

Peace River  
Agriculture  
Development Fund

British Columbia  
Ministry of Agriculture  
Food and Fisheries

## Brent Warner

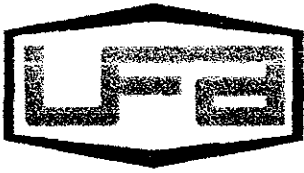
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# Fort St. John

**A Celebration of the  
Agricultural Industry**

**June 15th, 2002  
North Peace Arena**



Part of Your Community

**Displays**

**Speakers**

**BBQ Steak  
Dinner**



Entertainer Hugh McLennan from "Spirit of the West" radio program

*TO REGISTER OR FOR MORE INFORMATION, CALL 785-4592*

[www.cityfsj.com](http://www.cityfsj.com)

Photo Credits: H. Galberson

June 19, 2002

Mrs. Jeanne Pryndik  
President  
N.R.A.H.T.A.  
9923 – 96 Avenue  
Fort St. John, BC  
V1J 1K9

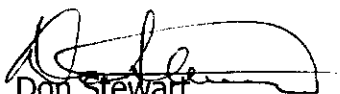
Dear Jeanne:

**Re: Agriculture Day**

On behalf of the City of Fort St. John, Mayor and Council, I wish to thank you for organizing the Agri-Tourism Presentation at the first Agriculture Day held at the North Peace Arena on June 15, 2002.

We greatly appreciate you taking the time from your busy schedule and while our numbers were fewer than confirmed, those that did attend were very positive about our efforts.

Sincerely,



Don Stewart  
Chair  
FSJ Agriculture Day

/jl



**ENERGY**

Today's  
Best  
Music

102.3 - Fort Nelson 95.1 - Dawson Creek 98.5 - Fort St. John

CKNL-AM, CHRX-FM (Fort St. John); CJDC-AM, NTV (Dawson Creek); CKRX-FM (Fort Nelson)

Related Programming for Workshop Advertising:

**CKNL**: Canadian Farmer 12:30pm Monday to Friday  
15 second avail

**CJDC**: Timberline 6:00 - 7:00pm Monday to Friday  
15 & 30 second avails

Farm News 12:12pm Monday to Friday

**CKRX**: No related programming available  
(Rotation)

**CHRX**: Birthday line 7:12am  
15 & 30 second avail

Letterman's Top 10 7:22am Monday to Friday

**Farmers and ranchers, learn how you can generate additional revenue for your operation. Your local tourism association Hello North will be hosting an agri-tourism workshop from 9:00 am to 11:00 am in Dawson Creek on January 13<sup>th</sup> and in Fort St. John on January 14<sup>th</sup>. To register for these free workshops call toll free 1-888-785-2544.**

WORKSHOP ADVERTISING:

CKNL

CJDC

CKRX

CHRX

**FREE!**  
**Workshops...**  
**Agri-Tourism**  
**Business Start-up**



**Workshop  
Schedule**

**Dawson Creek**  
**January 13, 2003**  
**9:00 am – 11:00 am**

**Board Room**  
**Community Futures**  
**904 – 102nd Avenue**

OR...

**Fort St. John**  
**January 14, 2003**  
**9:00 am – 11:00 am**

**Multi Purpose Room**  
**Business & Innovation**  
**Centre**  
**9325 100th Street**  
**(by the Museum)**

**RSVP**  
**TOLL FREE:**  
**1-888-785-2544**

**For More Info**  
**Contact:**

**April Moi**  
**Executive Director**

**Hello North**  
**Northern Rockies Alaska**  
**Highway**  
**Tourism Association**  
**Ph: 250-785-2544**  
**E-mail: nrockies@awink.com**

**“Learn the Fundamentals of  
Starting an Agri-tourism Business”**

**Speakers:**

**Brent Warner**, BC Ministry of Agriculture, Fisheries and Food  
**Sue Kenny**, SEA Coordinator, Community Futures  
**April Moi**, Northern Rockies Alaska Highway Tourism Association

**Workshop Agenda**

- A Review of Business Opportunities in Agri-tourism
- How to Introduce Agri-tourism to your Farming Operation
- BC Agricultural Land Reserve Regulations
- Regional Contacts for Business Start-up Assistance
- Marketing your New Agri-tourism Operation

**Brent Warner is available for private consultations following each workshop. Please call for an appointment.**

With over 250,000 visitors per year in the area travelling the Alaska Highway, opportunities abound to attract these visitors to experience what Northern Agriculture has to offer and more importantly, make these visits economically beneficial to farmers, the local communities and the region.

**Presentation Funded by:**

Peace River Agriculture Development Fund  
BC Ministry of Agriculture, Fisheries and Food  
Community Futures Development Corporation of Peace Liard  
Northern Rockies Alaska Highway Tourism Association  
North Peace Economic Development Commission

**AGRI-TOURISM DEFINED**

...the economic activity that occurs when people link travel with agricultural products, services or experiences...

...the act of visiting a working farm or any agricultural, horticultural or agri-business operation for the purpose of enjoyment, education, or active involvement in the activities of the farm operation.

(a listing of agri-tourism business opportunities are on the reverse)

# Agri-tourism growing in Peace

**BRENDA BIRLEY  
PRASPS**

Old-fashioned hay rides, on farm camping, pick your own vegetables, cattle drives and farm stays.

A growing market is searching for a list of rural adventures that goes on and on. In response, signs of agri-tourism are cropping up everywhere. In recent years the industry has made considerable gains across Canada, in provinces such as Ontario, Manitoba and Saskatchewan.

In B.C. agri-tourism flourishes in small pockets, including Vancouver Island and the Okanagan region.

Agri-tourism has become a

method of diversification for many Canadian farmers who are trying to succeed in an increasingly difficult and competitive agriculture industry.

"Agri-tourism provides revenue diversification, adds value to the farm and creates an additional marketing channel rather than commodity sales," said the Northern Rockies Alaska Highway Tourism Association (NRAHTA).

"There are so many elements of the industry. It can be watching a farmer harvest a grain crop, staying at a farm and helping with chores or it can be picking berries," said Tammy Danshin of the North Peace Economic Development Commission.

It does not have to be as complex as a cattle drive, agri-tourism can be as simple as roadside vegetable stand or a farmers' market.

Though agri-tourism remains relatively underdeveloped in the Peace region, the potential is great. The region has built a solid and diverse agriculture industry.

Tourism is also an important contributor to the local economies of the Peace Region. NRAHTA reports that "the 10 visitor information centres in northeastern B.C. welcome approximately 65,000 visitors to the area each year." On average, each of those visitors spends between \$48 and \$77 per day.

**Canada**

## **The Peace River Agriculture Strategic Planning Society (PRASPS)**

PRASPS objective in publishing agriculture news, issues and events is to create a better understanding between different farming sectors about the variety of issues facing the industry. As well, its goal is to highlight the value and importance the agriculture industry has as one of this region's economic drivers.

This is a project funded by PRASPS and Agriculture Canada through the Peace River Agriculture Development Fund (PRAD). The Alaska Highway News has partnered with us to provide a full page once every week.

*ALASKA HIGHWAY NEWS, FEB 08 '03*



# HELLO NORTH TRAVEL GUIDE 2003

Promoting Northeastern British Columbia and the Yukon

## TRAVELLER'S COMPANION

The Hello North Travel Guide takes the reader on a colourful tour through the wild and scenic landscapes of our Northern Rockies Alaska Highway region.

This 64 page traveller's companion is filled with glossy photos and captures the very essence of the individual communities within our region.

Together we can showcase our beautiful area to the world.

## DISTRIBUTION

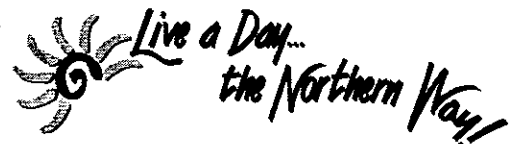
- Tourism Information Centres across Canada
- World Trade & Consumer Shows
- Airports, motorcoach and caravan companies
- European, USA & Pacific Rim Markets
- Thousands of inquiries from around the world
- Over 40,000 magazines distributed

## THE HELLO NORTH TRAVEL GUIDE FEATURES:

- Community overviews & locator maps ...Emphasis on "Stay Another Day the Northern Way!"
- History of the Alaska Highway
- Travel Tips
- Aboriginal Tourism
- Backcountry section which highlights fishing, hiking, birdwatching and other soft adventure activities
- Accommodation section including fixed roof and camping facilities
- 2003 Area events
- Comprehensive list of attractions in our region



New for 2003!



## Advertising Rates

1/16 Page .....	\$265.00
1/8 Page .....	\$395.00
1/6 Page .....	\$495.00
1/4 Page .....	\$790.00
1/2 Page .....	\$1500.00
Full Page .....	\$2880.00
Inside Covers .....	\$3200.00
Back Cover .....	\$3600.00

All prices are subject to GST • No charge for advertising design



The Hello North Travel Guide is viewed as one of the prime resources of information for the visitor to our Northeastern British Columbia

40,000 magazines are distributed free of charge

10% discount on advertising rates to Tourism Association members

Northern Rockies Alaska Highway Tourism Association - dba Hello North Ventures

## Hello North Travel Guide

Advertising Inquiries and Payment c/o 342 MacAdam Rd. Kamloops, BC V2C 4R5

Toll Free: 1-877-788-1313 • Fx: (250) 377-3580 • Email: robin.rgstrategies@telus.net



# Hello North

HelloNorth.com

**MACKENZIE**

District Office: **plc (250) 997-3221**

June and July  
**Arts Centre Displays**  
 Aboriginal theme a network by students and Works by Carmen Dropeau  
 Arts Centre 10am - 4pm

June 13-15  
**Alexander Mackenzie Days**  
 BBQ, family games, fishing derby & rubber duck race.

June 14  
**13th Annual Mackenzie Children's Festival**  
 Free event for children of all ages.

June 15  
**Community Picnic**  
 Alexander Mackenzie Landing

July 1  
**Canada Day Celebrations**

July through August daily  
**Children's Arts Classes & Art Camp weeks**  
 Visiting children welcomed  
 Arts Centre

**CHATELAIN**

Chamber of Commerce: **plc (250) 788-3325**

Every Friday  
**Farmer's Market**  
 1st Hall 11am-3pm

June - August  
**Chainsaw Carving Demos**  
 On-site carving demos throughout the summer. Contact the Visitor Info Centre for free tour maps and demonstration times.

June 13  
**Car Rally**  
 Bring a car & your smartest friend! Follow our score-keeper hunt clues to win the grand prize.

July 1  
**Canada Day Celebrations and Parade**  
 A fun filled day beginning at 10am

July 25-27  
**Wheat Harvest Days**  
 Dry meat demos, bannock making, friendship feast, motivational speaker, native traditional dancers, drummers, contests of axe throwing & bow and arrow, canoe races, and story telling.

August 9-10  
**1/4 Mile Drag Races at the Airport**

August 10  
**Tube Steak Boogie**  
 Come out for a leisurely ride down the Pine River on an inner tube. Followed by a steak BBQ. Transportation to the river provided.

August 16-17  
**Southeast First Nations Pemmiccon Days**

August 23-24  
**Pine Valley Country Days**

September 7  
**Chatwynd's Half Marathon**

October 18  
**Northwest Rodeo Association Reunion**  
 Past & present members, sponsors, contestants welcome, reception, dinner, entertainment & dance.

**HUDSON'S HOPE**

District Office: **plc (250) 783-9901**

May 17 - September 14  
**W.A.C. Bennett Dam Guided Tours**  
 10am to 6pm

May 17 - September 14  
**Self-guided Peace Canyon Dam Tours**  
 8am to 4pm

May 31-June 1  
**45th Annual Hudson's Hope Saddle Tub Rodeo & Parade**

June 8  
**Public Library Strawberry Festival**  
 School 11am - 4pm

June 14  
**Nikahelal Society**  
 Barn Dance & Box Social  
 Community Hall 7pm

June 14  
**Hudson's Hope Volunteer Fire Department RAFT Race**  
 Ferry Landing 11am

June 15  
**Hudson's Hope Ski Club - Father's Day Fishing Derby**  
 Dinosaur Lake

July 1  
**Canada Day Celebrations**

August 23  
**Hudson's Hope Fall Fair**

**POINTE CLIFF**

Village Office: **plc (250) 786-5794**

May - September every other Friday  
**Smoked Nights**  
 Pouce Coupe Legion

May 24  
**Pouce Coupe Legion Dance**  
 Legion

May 24-25  
**Mud Bog Event**  
 ATV mud races, tag of wars, kids games, food & camping available.

June 14  
**Volunteer Appreciation Day**  
 BBQ and Awards  
 Pouce Park 4pm - 7pm

July 1  
**Canada Day Celebrations**  
 One of the largest running regional events...parade followed by a traditional pot BBQ, entertainment & fireworks.

**DAWSON CREEK**

Town Office: **plc (250) 786-5794**

Every Saturday  
**Farmer's Market**  
 Northern Alberta Railways Park 8:30am-12:30pm

May 31  
**Millie "O" Days & Green Fair**  
 Entertainment and Fireworks  
 Join the festivities at Walter Wright Pioneer Village.

June 21  
**Nationwide Aboriginal Day**  
 Family picnic, entertainment, and fun  
 Walter Wright Pioneer Village

July 4  
**July 4th Celebrations**  
 Entertainment and Fireworks  
 Rotary Lake

July 7-25  
**Peace Country Summer School of the Arts**  
 Artistic programs and workshops for all age groups.  
 Dawson Creek Art Gallery

July 11-13  
**Millie Zeez Cruisers' Summer Cruise**  
 Weekend of fun for classic car lovers! Events include family street dance, BBQ, road rally, drag races and much more.

July 18-20  
**Peace Country Bluegrass Festival**  
 A weekend of family fun & traditional bluegrass music. Good food & camping available.  
 Walter Wright Pioneer Village.

July 27  
**14th Annual Garden Tour & Tea**  
 A tour of the top ten local gardens and yards, hosted and organized by the local Horticulture Club. 10am-5pm  
 Tickets available the day of event at participating gardens. Garden and Craft sale to follow.

August 7-10  
**Fall Fair Exhibition & Pro Rodeo**  
 Pro chowdagons, pro rodeo, midway, agriculture exhibits, live entertainment, fireworks, great food - something for everyone!  
 Dawson Creek Exhibition Grounds

August 16-17  
**Kaskatwaw Fall Fair**  
 Displays of Horticulture, Handicrafts, Heavy Horse Pull, and much more.  
 Sunset Prairie Fair Grounds.

September 19  
**Fire on the Lake Celebration Closure of Rotary Lake**

**TUMBLE RIDGE**

Community Centre: **plc (250) 242-4246**

**Mistahoya Wayatinwa Tourism**  
**Cooperative Summer Tours**  
 Dinosaur Track Tours - To Flatbed Canyon  
 Kinawa Falls and Stone Carrel Trips  
 Eastern four High-Terra Ranges - to washline track site, regular Friday & Saturday night trips beginning after July 15th.  
 Tours to all sites available anytime by reservations one day in advance at MWWTC Office.  
 Toll Free: 1-800-891-0566

July and August  
**Dino Camps**  
 Fun, interactive, educational 5 day program on Dinosaurs, Fossils, and Paleontology.  
 Registration deadline June 15th

June 8  
**14th Annual Ridge Rumble Biorhethon**  
 Kids 9am: 4km cycle and 2km run  
 Adults 10am: 20km cycle and 10km run

August 1-4  
**Grizzly Music Festival**  
 A combination of music, events and activities. Bands, pancake breakfast, horseshoe and golf tournaments, road rally, carnival, duck race, BBQ, and much more. Headlines: Wolf Mouth Mason, Ache Brazil, Ivonne Hernandez, Jack Connolly, and more.

August 9  
**Emperor's Challenge**  
 This mountain half-marathon starts near trailhead & climbs 2331 ft to the summit of Mount Rowan & descends through the Rocky Mountain foothills.

**TAYLOR**

District Office: **plc (250) 789-3392**

Saturdays August to April  
**Town and Country Market**  
 Taylor District Ice Centre 10am-3pm

May - September  
**Taylor Speedway**  
 Feel the Thunder in the Valley! Stock car races Scheduled weekends during the summer months.

August 1-3  
**World's Invitational Gold Panning Championships**  
 31st Annual. Two days of family fun - Events include: parade, gold panning, demos, pancake breakfast, BBQ, games & more!  
 Peace Island Park

August 28-31  
**Back to School Hockey Tournament**  
 Hockey enthusiasts of all ages team up for a weekend of ice action & fun.  
 Taylor District Ice Centre

**Hidden Valley Escapes Mini Zoo**  
 May & June Wed - Fri 4pm to 7pm.  
 Sat - Sun 12pm to 7pm  
 July & Aug Wed - Sun 12pm to 7pm  
 Winter Weekends 12pm to 5pm  
 Celebrate your Birthday with 'Take' the Tiger. Turn right at the District office.

**FORT ST. JOHN**

Chamber of Commerce: **plc (250) 785-6037**

Every Saturday  
**Farmer's Market**  
 North Peace Rec Centre 9am-4pm

June 7  
**Northern Classic Bodybuilding & Fitness Show**  
 Cultural Centre 10am

June 28-July 1  
**Sunrise Rotary Thunder Run & Motorcycle Show & Shine**  
 Group motorcycle ride from Dawson Creek to Fort St. John followed by a Show & Shine

July 1  
**Canada Day & Rodeo Parade**  
 Parade followed by family fun & BBQ in the Centennial Park.  
**Classic Car Show & Shine**  
 Pool Parking Lot

July 5-6  
**39th Annual NRA Rodeo & Dance**  
 Rodeo fan-fests, sponsored cowboys, future rodeo stars gather to watch the best of the best.

July 12  
**Cosmic Grounds Canola Festival & Fair**  
 Showcase of local agr cultural products & rural lifestyle.  
 North Peace Fall Fair Grounds 11am - midnight

July 20  
**Annual Garden Tour**  
 Tickets available at Sunlight Gallery and the day of the tour.  
 Beginning in Centennial Park 9am - 5pm

July 18-20  
**Doig River Stampede & Danc-Zoo Days**  
 Cultural events: competitions, feast & tea dance, Rodeo & Dance.  
 Doig River First Nation

August 16-17  
**North Peace Fall Fair**  
 Showcase of local agr cultural products & rural lifestyle.  
 North Peace Fall Fair Grounds

August 23-24  
**North Peace Horticultural Society Flower Show**  
 Cultural Centre

September 12-14  
**NRA Rodeo Finals**  
 Sudden death rodeo finals held indoors.  
 Fort St. John Race Centre.

**FORT NELSON**

Chamber of Commerce: **plc (250) 774-2956**

June and July, Monday to Thursday  
**Welcome Visitor Program**  
 Enjoy a slide show, conversation, and stories about the region.  
 Phoenix Theatre 6:45pm

June 24  
**Wonder of Water - Flower Springs**  
 Interpreting the Hills  
 Explore the Alpine Valley through a 10km guided round trip.  
 Flower Springs Trail Stone Mountain Prov. Park

July 1  
**Canada Day Festivities and Parade**  
 Games, prizes, concession  
 50 Ave North and Elks Lodge

July 1  
**Duck Races**  
 Muskeg River Bridge

July 13-18  
**Wonder of Water - The Wonder of**  
 Worldpeach Valley Northern Rocky Mountain Park

August 1-3  
**Teesta River Fishing Derby**  
 Fishing derby for the whole family!  
 Teesta River

August 1-3  
**Treaty Days**  
 A weekend celebration of First Nation Culture  
 Fort Nelson First Nations

August 16-17  
**Fort Nelson Rodeo and Dance**  
 Rodeo Grounds and Rec Centre

August 19  
**Wonder of Water - Scenic Wetlands Tour**  
 Community Forest

August 23  
**Fall Fair**  
 Display of local Agriculture, crafts, and baking.  
 Rec Centre

**WATSON LAKE, YUKON**  
 Visitor Reception Centre: **plc (867) 536-4769**

May - September  
**Northern Lights Space & Science Center**  
 Daily shows about the Myths & Mysteries of the Northern Lights in its 100 seat theatre.

**YUKON**  
**plc (867) 789-8566 Operator 012**

June 14  
**Commissioner's Tea and Ball**  
 Enjoy tea on the veranda of the beautifully Restored Commissioner's Residence  
 Dawson City

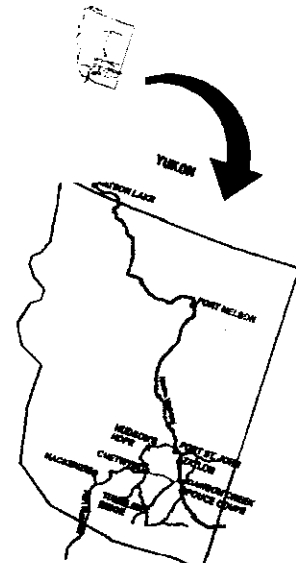
June 27  
**Yukon River Quest Canoe and Kayak Race**  
 4th annual river adventure event.  
 Whitehorse

July 18-20  
**Dawson City Music Festival**  
 Three days of concerts, dances, and family events.  
 Dawson City

August 15-18  
**Discovery Days Festival**  
 Dawson City

August 14-18  
**Yukon River Bathing Race**  
 Bathing race 486 miles for large cash prizes.  
 Whitehorse

September 19  
**Talent Night at Diamond Tooth Gerties**  
 Entertaining evening of local performers.  
 Dawson City



**NORTHERN ROCKIES ALASKA HIGHWAY TOURISM ASSOCIATION**

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