



Corporation of the Village of McBride

NEWS RELEASE

April 17, 2023

Activate Tourism McBride Project Receives Funding!

The Village of McBride announced today that the **Activate Tourism McBride Project** will proceed with \$100,000 in funding from the Rural Economic Diversification and Infrastructure Program – Economic Capacity Stream.

The Activate Tourism McBride Project will grow the municipality's economic capacity with a focus on developing the community's tourism economy and support the creation of a local tourism coordinator position. The project will see implementation of the Village of McBride Tourism Master Plan which will foster economic diversification and community resilience. The project will provide many community benefits including supporting the creation of tourism-specific employment; developing tourism experiences in the area; developing and strengthening the organizational structure and capacity of the McBride Tourism Committee; and, supporting community and Council goals to capitalize on funding and collaborations that diversify the economy towards tourism.

A Request for Proposals for the **Activate Tourism McBride Project** will be posted to BC Bid, Civic Info, local newspaper and on the Village of McBride website and Facebook.

See *BC helps strengthen rural economies with new funding* News Release [here](#).



Photo: Matthew Wheeler