



Society #: S-0062458

Name: Tumbler Ridge UNESCO Global Geopark

Civic Address: 265 Southgate St.

Mailing Address: PO Box 1600

City: Tumbler Ridge

Postal Code: V0C2W0

Contact Person: Manda Maggs

Alternate Person: Al Kangas

Tel: 250-242-7072

Tel:

Email: manda.maggs@tumbleridgegeopark.ca Email:

SOCIETY EXECUTIVES

President: Al Kangas

Vice President: Murray Smith

Treasurer: Kristen Holmlund

PROJECT COSTS

Total Cost of Project: 275,000

Amount Requested per 125,000

For how many years? 1 yr ☒ 2 yrs ☐ 3 yrs ☐Have you applied to a municipality for funding? Yes ☐ No ☒ If so, how much did you apply for?Was your application successful? Yes ☐ No ☒ If so, how much did you receive?

Describe the project for which your organization is requesting a grant and the reason for your request.

If more space is needed, please add it as an attachment to your application.

TRUGG is requesting \$125,000 in order to meet the funding shortfall caused by the unexpected policy deficiency of PRRD resulting in the loss of their ability to support TRUGG through their regular regional grant (\$125,000). This funding would be directly spent on the wages and specific mandatory operational costs of TRUGG for the fiscal year of April 1 2021-March 31 2022 and represents 50% of TRUGG's annual staffing needs plus bare minimum operational costs. This is a one-time request, as PRRD representatives have assured that this policy oversight should be corrected before the next grant intake in 2022. This is the minimum funding required for TRUGG to keep this organization at its current service levels and as a society in good standing beyond July of 2021 by current estimates.

TRUGG's other funders for operational costs include the District of Tumbler Ridge through their service contract to operate the Visitor Information Centre (VIC), which covers 50% of the wages of TRUGG staff and costs directly associated with the operations of the VIC. Destination BC provides \$10,000 annually for marketing and promotion. TRUGG is also partnered with various organizations to complete special projects, with restricted funding that cannot be used for wages or other operational costs. Without operational funding support for staff wages, TRUGG will be unable to retain the staff capacity needed to complete these projects, impacting these strategic partnerships.

ATTACHMENTS REQUIRED:

- Project budget, including all sources of funding
- Current financial statements showing expenses, revenues & savings

Signature of Applicant:

Date: March 18 2021

For Office Use Only

Fair Share: B C D E

Gas Tax:

PRA: B C D E

Other: _____

BCR/PRA: B C D E

Proposed Budget - PRRD Rural Area Grant Application

UNESCO & Geoparks Activities	\$ 3,500
General Admin and Office supplies	\$ 5,000
Meetings & Conferences	\$ 3,000
Memberships and Subscriptions	\$ 3,000
Marketing	\$ 2,000
Community and Volunteer Events	\$ 3,000
Hiring and recruitment	\$ 500
Equipment purchase and maintenance	\$ 500
Phone utility and software (Google Suite)	\$ 4,000
Insurance	\$ 3,300
Bookkeeping and Accounting	\$ 10,500
Equipment	\$ 2,000
Geopark Science Initiatives	\$ 2,700
Training & Professional Development	\$ 2,000
Indigenous Advisory Council expenses	\$ 4,000
Executive Director's compensation (50%)*	\$ 35,500
VIC Manager and Program Coordinator compensation (50%)*	\$ 24,000
Other staff wages (GeoEducator, Project Manager)	\$ 13,500
Special Projects	\$ 3,000
TOTAL	\$ 125,000

*50% of wages are covered under our current funding agreements.

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Financial Statements
Year Ended March 31, 2020
(See Independent Auditor's Report)

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Index to Financial Statements
Year Ended March 31, 2020
(See Independent Auditor's Report)

	Page
INDEPENDENT AUDITOR'S REPORT	1 - 2
FINANCIAL STATEMENTS	
Statement of Financial Position	3
Statement of Revenues and Expenditures	4
Statement of Changes in Fund Balances	5
Statement of Cash Flows	6
Notes to Financial Statements	7 - 11
Visitor Information Centre (<i>Schedule 1</i>)	12

Partners

- * Ben Sander, B. Comm., FCPA, FCA
- * Dale J. Rose, CPA, CA
- * Alan Bone, B. Comm., CPA, CA
- * Jason Grindle, B. Comm., CPA, CA
- * Jaron Neufeld, B. Comm., CPA, CA

813 - 103rd AVENUE, DAWSON CREEK, BC V1G 2G2
TEL: (250) 782-3374 • FAX: (250) 782-3379 • dc@srbg.ca

10208 - 99th AVENUE, FORT ST. JOHN, BC V1J 1V4
TEL: (250) 785-5645 • FAX: (250) 785-0064 • fsj@srbg.ca

203 - 9815 - 97th STREET, GRANDE PRAIRIE, AB T8V 8B9
TEL: (780) 532-8303 • FAX: (780) 532-8374 • gp@srbg.ca

INDEPENDENT AUDITOR'S REPORT

To the Members of Tumbler Ridge Global Geopark Society

Report on the Financial Statements

Qualified Opinion

We have audited the financial statements of Tumbler Ridge Global Geopark Society (the Society), which comprise the statement of financial position as at March 31, 2020, and the statements of revenues and expenditures, changes in fund balances and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for Qualified Opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Society as at March 31, 2020, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

The Society has chosen not to record tangible capital assets and instead expense these in the year of acquisition. Our audit opinion on the financial statements for the year ended March 31, 2020 was modified because of the effects of this departure from Canadian accounting standards for not-for-profit organizations.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Society in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with those requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Report on Other Legal and Regulatory Requirements

As required by the British Columbia Societies Act, we report that, in our opinion, the Society's financial statements have been prepared on a basis consistent with the prior year.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Society or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Society's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Society's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Society's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Society to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Statement of Financial Position
March 31, 2020

	2020	2019
ASSETS		
CURRENT		
Cash	\$ 383,514	\$ 401,957
Receivables (Note 4)	58,020	5,145
Prepaid expenses	742	712
Inventory	23,687	20,309
	\$ 465,963	\$ 428,123
LIABILITIES AND FUND BALANCES		
CURRENT		
Payables (Note 5)	\$ 13,796	\$ 14,504
Deferred revenue (Note 7)	103,167	36,500
	116,963	51,004
FUND BALANCES		
Externally Restricted	529,385	447,074
Unrestricted	(180,385)	(69,955)
	349,000	377,119
	\$ 465,963	\$ 428,123

Approved by

_____ Director

_____ Director

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Statement of Revenues and Expenditures
Year Ended March 31, 2020

	General Fund	RESTRICTED FUNDS					2020 Total	2019 Total
		Walking Tour Project Fund	Peace Cycle Tour Fund	BC Rural Dividend Fund - Education	Geo - Interpretive Centre	Peace River Regional District		
REVENUE								
Grants	\$ 185,398	\$ -	\$ -	\$ -	\$ -	\$ 125,000	\$ 310,398	\$ 319,823
Gift shop sales	38,602	-	-	-	-	-	38,602	43,041
Gifts-in-kind (Note 6)	233,500	-	-	-	-	-	233,500	130,000
Other income	39,649	-	-	-	-	-	39,649	7,992
	497,149	-	-	-	-	125,000	622,149	500,856
EXPENSES								
Administration	5,852	-	-	-	-	-	5,852	779
Advertising	254,416	-	-	-	-	-	254,416	158,601
Audit and legal	9,516	-	-	-	-	-	9,516	9,736
BC Rural Dividend	-	-	-	-	26,232	-	26,232	49,243
Bank charges	942	-	-	-	-	-	942	979
Commission expense	12,061	-	-	-	-	-	12,061	16,921
Events and special projects	31,801	-	-	-	-	-	31,801	10,392
Fees	481	-	-	-	-	-	481	763
Gift shop equipment	-	-	-	-	-	-	-	9,189
Gift shop purchases	15,605	-	-	-	-	-	15,605	9,584
Insurance	2,039	-	-	-	-	-	2,039	1,251
Meetings and conferences	3,381	-	-	-	-	-	3,381	5,162
Office and sundry	12,756	-	-	-	-	-	12,756	21,235
Peace Cycle Tour	-	-	-	-	-	-	-	505
Professional development	7,098	-	-	-	-	-	7,098	345
Programming	6,343	-	-	-	-	-	6,343	10,284
Travel	6,891	-	-	-	-	-	6,891	7,817
Utilities	3,420	-	-	-	-	-	3,420	5,801
Wages	234,977	-	-	-	-	16,457	251,434	244,866
	607,579	-	-	-	26,232	16,457	650,268	563,453
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ (110,430)	\$ -	\$ -	\$ -	\$ (26,232)	\$ 108,543	\$ (28,119)	\$ (62,597)

See accompanying notes to financial statements

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Statement of Changes in Fund Balances
Year Ended March 31, 2020

	RESTRICTED FUNDS							2019 Total
	General Fund	Walking Tour Project Fund	Peace Cycle Tour Fund	BC Rural Dividend Fund - Education	Geo - Interpretive Centre	Peace River Regional District	2020 Total	
FUND BALANCES - BEGINNING OF YEAR	\$ (69,955)	\$ 3,311	\$ 5,114	\$ 220	\$ 348,664	\$ 89,765	\$ 377,119	\$ 439,716
Deficiency of revenue over expenses	(110,430)	-	-	-	(26,232)	108,543	(28,119)	(62,597)
FUND BALANCES - END OF YEAR	\$ (180,385)	\$ 3,311	\$ 5,114	\$ 220	\$ 322,432	\$ 198,308	\$ 349,000	\$ 377,119

See accompanying notes to financial statements

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Statement of Cash Flows
Year Ended March 31, 2020

	2020	2019
OPERATING ACTIVITIES		
Deficiency of revenue over expenses	\$ (28,119)	\$ (62,597)
Changes in non-cash working capital <i>(Note 8)</i>	9,676	(107,171)
DECREASE IN CASH FLOW	(18,443)	(169,768)
Cash - beginning of year	401,957	571,725
CASH - END OF YEAR	\$ 383,514	\$ 401,957

See accompanying notes to financial statements

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY

Notes to Financial Statements

Year Ended March 31, 2020

1. PURPOSE OF THE ORGANIZATION

The Tumbler Ridge Global Geopark Society is an organization whose main purpose is the education of the public on the Geosite's rich paleontological history and to increase tourism to the Tumbler Ridge area. The Society is incorporated under the Societies Act of British Columbia as a not-for-profit organization and under the Income Tax Act the Society is exempt from income tax.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO) except for the tangible capital asset policy which represents a departure from Canadian generally accepted accounting principles.

Cash

Cash is defined as cash on hand, cash on deposit and short term deposits with maturity dates of less than 90 days net of cheques issued and outstanding at the reporting date.

Financial instruments

The Society initially measures its financial assets and financial liabilities at fair value. The Society subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash and receivables.

Financial liabilities measured at amortized cost are payables.

Fund accounting

Tumbler Ridge Global Geopark Society follows the restricted fund method of accounting for contributions.

The General Fund reports unrestricted assets, liabilities, revenue and expenses related to the Society's operational activities.

The Restricted Fund reports restricted assets, liabilities, revenue and expenses related to the Society's funders restrictions on those funds.

Inventory

Inventory is valued at the lower of cost and net realizable value. Cost is calculated on the first in, first out basis.

Tangible capital assets

The Society has elected not to record tangible capital assets in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO). Instead, tangible capital assets are expensed in the year of acquisition.

(continues)

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Notes to Financial Statements
Year Ended March 31, 2020

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (*continued*)

Revenue recognition

Restricted contributions related to general operations are recognized as revenue of the General Fund in the year in which the related expenses are incurred. All other restricted contributions are recognized as revenue of the appropriate restricted fund.

Unrestricted contributions are recognized as revenue of the General Fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Use of estimates

The preparation of these financial statements is in conformity with Canadian accounting standards for Not-for-Profit Organizations which requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the dates of the financial statements and the reported amounts of revenues and expenses during the current period. Significant estimates include those used when accounting for receivables and payables. All estimates are reviewed periodically and adjustments are made to the statements of operations as appropriate in the year they become known.

3. COMPARATIVE FIGURES

Some of the comparative figures have been restated and reclassified to conform to the current year's presentation.

4. RECEIVABLES

	2020	2019
Goods and services tax	\$ 7,517	\$ 5,145
Trade	50,503	-
	\$ 58,020	\$ 5,145

5. PAYABLES

	2020	2019
Trade	\$ 7,846	\$ 6,130
Provincial sales tax	148	276
Wages	5,802	8,098
	\$ 13,796	\$ 14,504

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Notes to Financial Statements
Year Ended March 31, 2020

6. GIFTS-IN-KIND

The Society tracks and records all contributed goods and services at their fair value. Gifts in kind for the year are made up of the following items:

	2020	2019
Marketing consulting fees - District of Tumbler Ridge and Dawson Creek Tourism	\$ 233,500	\$ 130,000

7. DEFERRED REVENUE

Deferred revenue for the year are made up of grants received in support of the Society operating the Tumbler Ridge Visitor Information Centre.

	2020	2019
District of Tumbler Ridge	\$ 29,000	\$ 29,000
Destination BC	7,500	7,500
Peace River Coal	66,667	-
	\$ 103,167	\$ 36,500

8. CHANGES IN NON-CASH WORKING CAPITAL

	2020	2019
Receivables - (increase)	\$ (52,875)	\$ (1,439)
Inventory - (increase)	(3,376)	(8,463)
Prepaid expenses - (increase)	(30)	(6)
Payables - (decrease) increase	(710)	2,737
Deferred revenue - increase (decrease)	66,667	(100,000)
	\$ 9,676	\$ (107,171)

9. STATUTORY INFORMATION

The society had one employee (2019 - none) earning more than \$75,000 per year who was compensated \$80,000 in the fiscal year. No remuneration was paid to the directors of the Society (2019 - none).

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY

Notes to Financial Statements

Year Ended March 31, 2020

10. ECONOMIC DEPENDENCE

The Society is able to fund ongoing administrative operations by way of donated office space, and office equipment provided by the District of Tumbler Ridge. These contributions are not reported in the financial statements as their value cannot be reasonably estimated. It is management's opinion that the loss of the donated rental space and equipment would have an adverse effect on the Society's operations. At the date of this report management has no reason to believe the assistance will not continue.

11. FINANCIAL INSTRUMENTS

The Society is exposed to various risks through its financial instruments, without being exposed to concentrations of risk. The following analysis provides a measure of the Society's risk exposure at the statement of financial position date.

(a) Credit risk

Credit risk associated with cash and accounts receivables arises from the possibility that a counterparty to a contract fails to perform according to the terms and conditions of that contract. The maximum exposure to credit risk is the carrying value of cash and accounts receivables on the statement of financial position. The Society's exposure to this risk is low and is primarily related to the collectability of receivables.

(b) Liquidity risk

Liquidity risk is the risk that the Society will not be able to meet its obligations associated with financial liabilities. Cash flow from operations provide a substantial portion of the Society's cash requirements. The Society monitors its cash flows from operations by preparing and monitoring monthly cash flows against budget and anticipated future requirements based on their needs.

(c) Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises of currency risk and interest rate risk.

(d) Currency risk

Currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Society has very limited exposure to this type of risk.

(e) Interest rate risk

Interest rate risk is the risk that the value of financial instruments might be adversely affected by a change in interest rates. The Society has very limited exposure to this type of risk.

Unless otherwise noted, it is management's opinion that the Society is not exposed to significant other price risks arising from these financial instruments.

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY

Notes to Financial Statements

Year Ended March 31, 2020

12. EXCEPTIONAL ITEM

On March 11, 2020 the World Health Organization declared a Global Pandemic for the spread of Covid-19. Management continues to assess the actual and potential impact this global event may have on the operations of Tumbler Ridge Global Geopark Society.

TUMBLER RIDGE GLOBAL GEOPARK SOCIETY
Statement of Revenue and Expenses
Year Ended March 31, 2020

(Schedule 1)

Visitor Information Centre

	2020	2019
REVENUE		
Grants	\$ 167,065	\$ 169,856
Other income	-	2,300
Gift shop sales	14,892	19,169
	181,957	191,325
EXPENSES		
Advertising	2,060	89
Commission expense	12,061	16,921
Meetings and conferences	4,492	6,183
Postage and freight	2,743	2,063
Professional development	1,905	319
Programs	-	281
Supplies	4,422	11,682
Terminal fees	848	933
Travel	787	662
Uniforms	1,114	247
Wages	141,578	139,929
	172,010	179,309
EXCESS OF REVENUE OVER EXPENSES	\$ 9,947	\$ 12,016

See accompanying notes to financial statements

TUMBLER RIDGE GLOBAL GEO PARK

IMPACT SUMMARY



THE INTRODUCTION

The Tumbler Ridge UNESCO Global Geopark is a nonprofit society that brings significant value to the District of Tumbler Ridge and beyond. Destination BC has identified the Tumbler Ridge Geopark as one of the five “Iconics” of the northern region.

UNESCO Geoparks are internationally designated places that are designed to attract visitors ready to explore the unique geological, cultural and natural wonders they have to offer. The Tumbler Ridge UNESCO Global Geopark is one of only five Geoparks in Canada, and the only one located in western North America. Significant new discoveries are found every year.

Unlike national or provincial parks, UNESCO Global Geoparks do not have additional restrictions outside of established laws on activities such as resource extraction, hunting, or motorized recreation. Within the Geopark you will find everything from renewable energy wind farms, metallurgical coal mines and forestry operations to hiking trails, ATV and snowmobile terrain, river boating, snowshoe and cross country skiing trails, rock and ice climbing, mountain biking, and horseback riding trails.

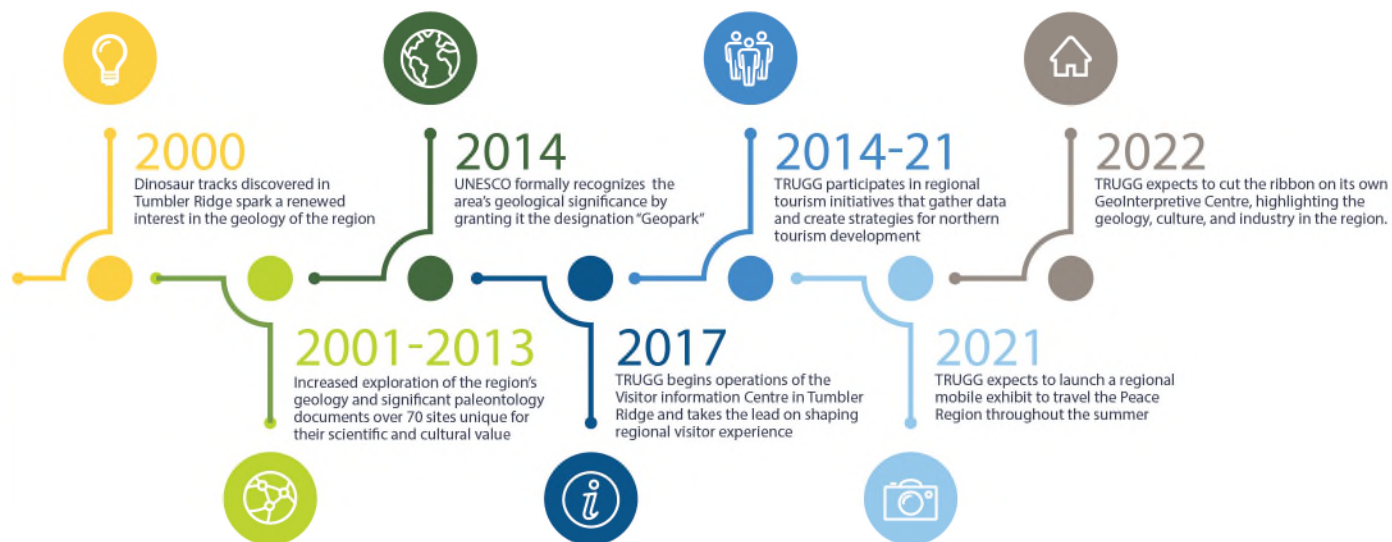
We work with our local and regional industry leaders, governments, businesses, and other partners to explore and develop sustainable partnerships, economic strategies, and capacity-building initiatives that benefit our community and our region.

Geopark staff sit on a number of committees, campaigns, initiatives, and projects to ensure that our region is represented at the provincial, national, and international levels. These include but are not limited to the Northern BC Tourism committee, Northeast BC Destination Development Advisory committee, Tourism Industry Association of BC, Tourism Industry Association of Canada, Canadian Geoparks Network, Global Geoparks Network, and UNESCO. TRUGG is also pleased to serve Tumbler Ridge at the District of Tumbler Ridge’s Tourism Advisory Committee and Infrastructure and Sustainability subcommittee.

Our mission is to enhance the well-being of our community and visitors through the celebration and exploration of this special place.



THE HISTORY

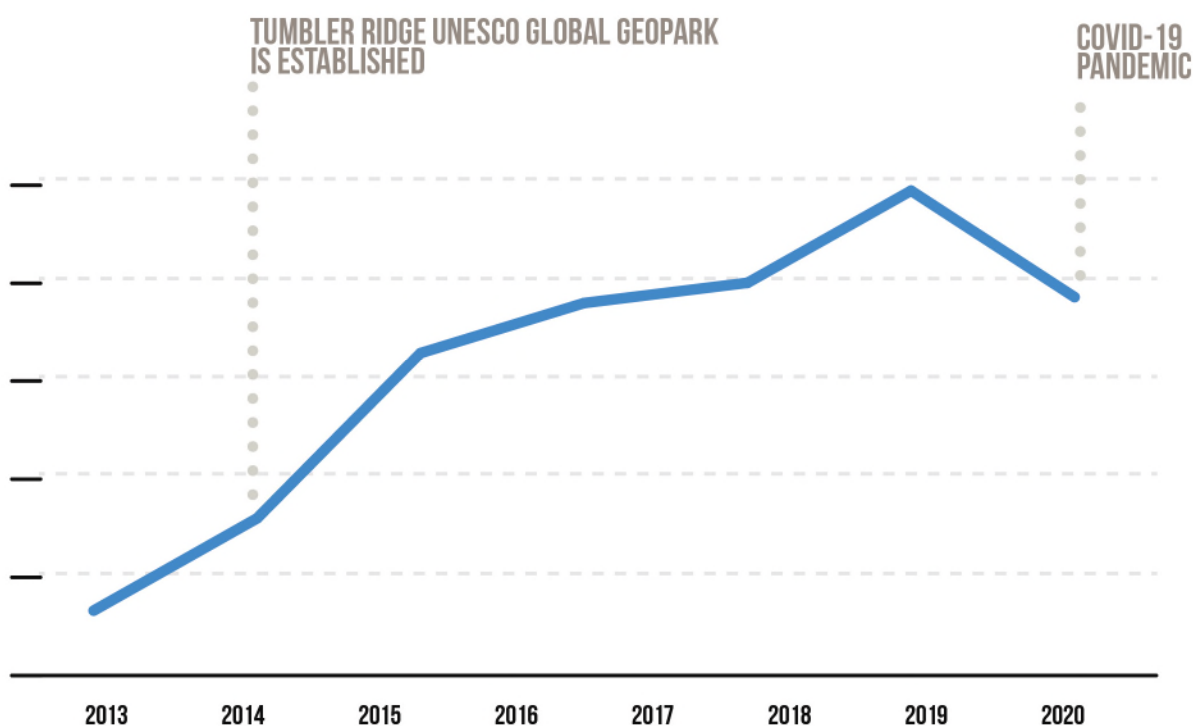


THE PRIORITIES



THE STATS

VISITOR NUMBERS (TUMBLER RIDGE ONLY)



Data reflects statistics from the visitor information centre database only. The Tumbler Ridge Visitor Information Centre was closed for 2.5 months in 2020 and collected no data during that time, however; observational data of congested trailheads and camping sites indicated higher than usual visitor counts.

After the establishment of the Geopark, visitor count has increased by **433%**



THE STATS

For a relatively small investment covering the cost of operations, the Tumbler Ridge UNESCO Global Geopark brings in significantly more project funding to the region in the form of grants from provincial and federal sources.

The vast majority of these funds are spent within the region on projects such as trail improvements, wayfinding/signage, scientific research, educational programs, feasibility studies and strategic planning, trail infrastructure, marketing campaigns, safety training, and other regional improvements.



1500

Kid's educational kits distributed annually in the region around Tumbler Ridge



336

average number of tourism-related meetings attended by TRUGG staff annually



~\$2.2 M

dollars of grant funds brought to the region over 5 years.



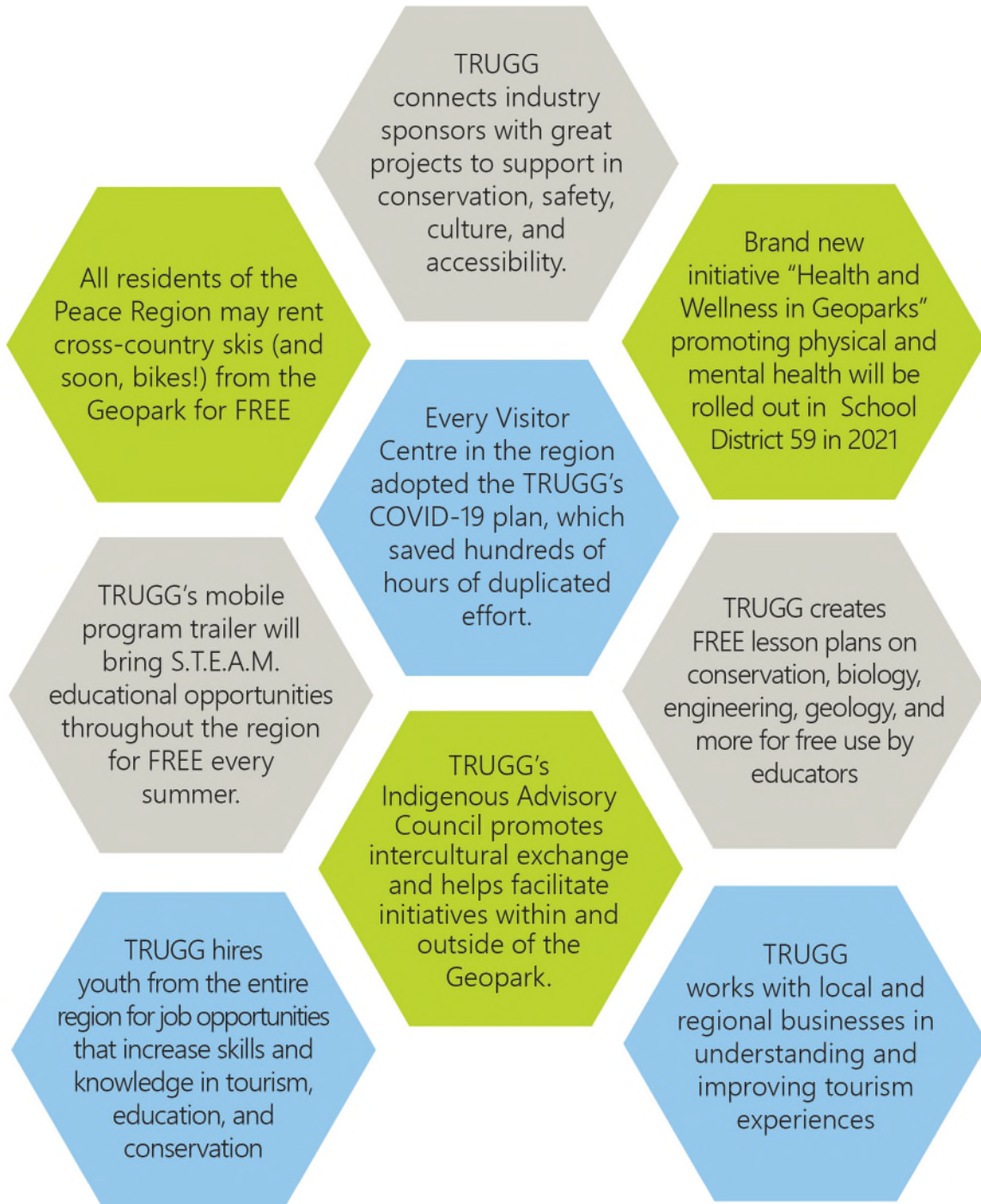
When HBO's Game of Thrones held their worldwide "Iron Throne Scavenger Hunt", hiding 6 replica thrones in 6 countries worldwide, one was placed in the Tumbler Ridge Global Geopark at Babcock seeps. A community impact assessment conducted by Lochaven Consulting estimated that the total economic injection to the District of Tumbler Ridge of this 7-day event was between

**\$871,066 AND
\$1,054,525**



THE PERKS

There are many benefits of living in or near a Geopark that are hard to measure, but certainly contribute to the quality of life of the people and communities around them.



THE NEAR FUTURE

Here's a snapshot of what's coming up at the Geopark that will drive further benefit to our surrounding communities and region:



TRUGG is gearing up to welcome the UNESCO representatives that will be evaluating our Geopark's UNESCO status in 2022. This delegation will include guests from multiple nations and will expect to experience Tumbler Ridge's natural heritage and meet our local dignitaries and leaders.

TRUGG is partnering with the District of Tumbler Ridge and the Northern BC Tourism Association to bring about a better understanding of visitors through a data-capturing initiative using geofencing. Results will help target marketing campaigns to specific audiences.



TRUGG staff are helping to design new training and educational resources for other VIC centres around the province, which will enhance visitor experiences province-wide. Tumbler Ridge VIC has become a role model for other centres because of its innovative approach to visitor experience enhancement.

TRUGG is working on an exciting new Geosite that is currently undergoing research, and has the potential to become one of our top attractions that appeals to a brand new audience - if the site can be made safe and accessible without damaging its unique features, it will be unveiled soon.



TRUGG's mobile interpretive exhibit and education trailer will be touring the Peace Region starting in June/July 2021 if COVID restrictions allow and if federal funding for summer students comes through.

