

TUMBLER RIDGE

Presented By:
Jessie Olsen

Building Economic Resilience

VisitTumblerRidge.ca
[@VisitTumblerRidge](https://www.instagram.com/VisitTumblerRidge)



Good Morning



My name: Jessie Olsen

My role: Director of Economic & Community Development at the District of Tumbler Ridge

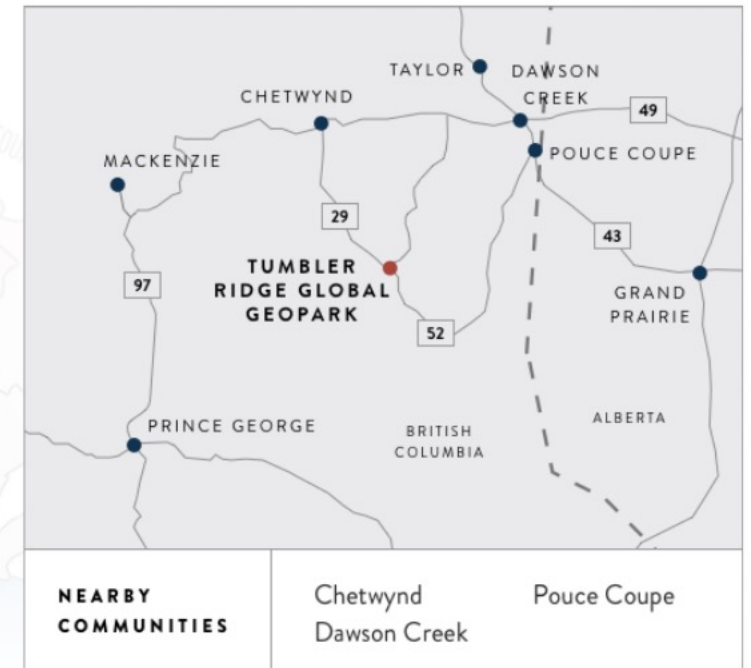
My Background: Lived in Tumbler Ridge for the past 11 years and spent most of my life in the Peace Region. Diverse career including 20 years of graphic design and marketing experience.



Where is Tumbler Ridge?



Located in Northeast BC in the foothills of the Rocky Mountains, Tumbler Ridge may be surrounded by spectacular wilderness, but it is also very accessible. Road access is on Highway 52 from Dawson Creek and Highway 29 from Chetwynd.



Tumbler Ridge is located in the traditional territory of the Cree, Dunne-za, Metis, Sauteau and Tse'khene peoples, of the Kelly Lake Cree First Nation, Kelly Lake Metis Settlement Society, McLeod Lake Indian Band, Sauteau First Nations and West Moberly First Nations, within Treaty 8.

Quick Facts

- Only UNESCO Global Geopark in Western North America
- Dinosaur Capital of BC
- Waterfall Capital of Northern BC
- Nearly 8500 km² of Provincial Parks & wilderness areas
- Current population of approximately 2500



 TUMBLER RIDGE VISITOR CENTRE

Economic History



- Incorporated in 1981 to accommodate the Northeast Coal Development.
- Two major mining downturns in 2000 and in 2014, the population fluctuated and housing prices hit rock bottom.
- Conuma Resources purchased the Wolverine, Brule & Willow Creek Mines in 2016, followed by the Quintette Mine in 2022.
- Large scale wind energy projects in Tumbler Ridge include Pattern Canada's Meikle Wind Project and Capital Power's Quality Wind Project.



Challenges

- Economic Dependence on Resource Industries
- Population Fluctuation
- Access to Healthcare and Education
- Sustainability and Environmental Concerns
- Diversification of the Economy
- Infrastructure Investment
- Remote Location
- Aging Population
- Climate and Weather
- Challenges for Ec Dev

A photograph of a person ice climbing a large, frozen waterfall in a snowy forest. The person is wearing a red jacket and is positioned on a narrow ledge of ice. The waterfall is covered in thick, yellowish-brown ice, and the surrounding trees are heavily laden with snow.

📍 ICE CLIMBING PERRY CREEK FALLS

Dinosaur Discoveries



- The first tracks were discovered in 2000 and the Tumbler Ridge Museum opened in 2007.
- The TRMF collects, researches, archives, and displays over 300 million years of Peace Region history.
- Tumbler Ridge is one of the special places in the world where you can see actual dinosaur footprints preserved in their natural environment.
- New discoveries are being made all the time in the Geopark! From hand-sized samples to one-tonne blocks, most are found by volunteers and visitors.



UNESCO Global Geopark



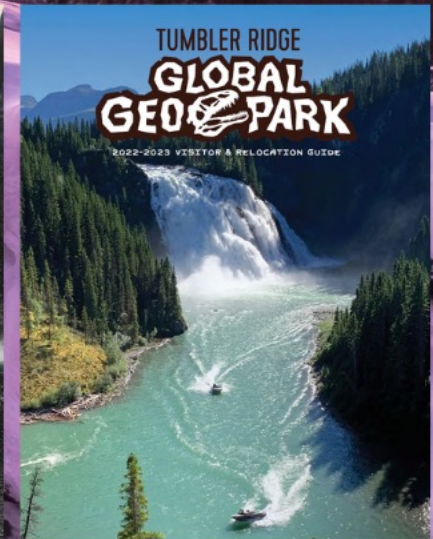
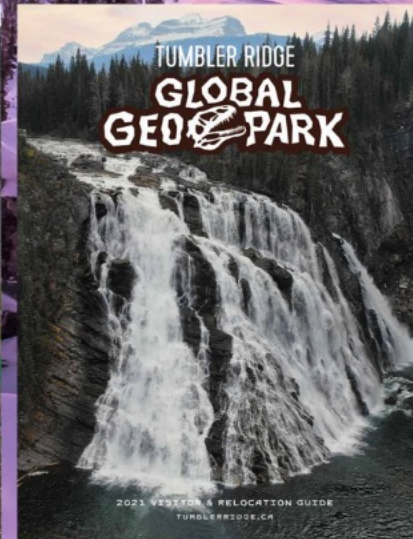
- On September 23rd, 2014, the Tumbler Ridge Geopark became a Global Geopark, supported by UNESCO.
- Geoparks are specially designated places recognized for their international geological significance by UNESCO (United Nations Educational, Scientific, and Cultural Organizations).
- Unlike national or provincial parks, UNESCO Global Geoparks do not have additional restrictions outside of established laws on activities like resource extraction, hunting, or motorized recreation.

TUMBLER RIDGE
GLOBAL
GEO
PARK

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Visitor & Relocation Guide

- In 2017 Tumbler Ridge underwent a rebranding process and the Tumbler Ridge Global Geopark brand was born.
- The first “Visitor Experience Guide” in its current form, was produced in 2017 with the first printing in 2018.
- In 2018, the District of Tumbler Ridge brought the production and design of the guide in-house.
- Since then, there have been 4 more guides produced. We moved to a bi-annual guide in 2022.
- Production of the 2024-2025 guide is currently underway.



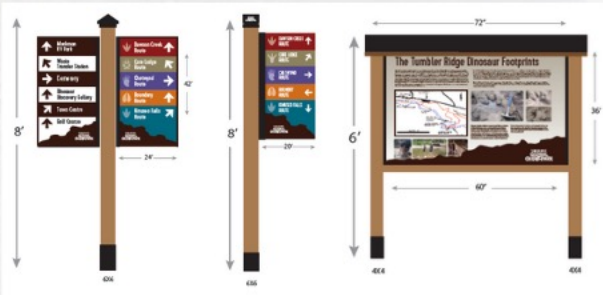
Funding & Partnerships

- The Visitor & Relocation guide has succeeded through support and collaboration from many partners.
- The District Council has supported the annual printing of the guide and provides the majority of the budget.
- Advertising opportunities are offered at a reasonable cost to local businesses, which offsets some of the printing costs.
- Cost savings are realized by producing the guide in-house.
- User-Generated Content (UGC) has added cost savings for photography.
- Destination BC funded a photo shoot in 2021, which also provided much of our photo library.
- NDIT funded a snowmobile project providing much of our winter content.
- Northern BC Tourism Association funded a photoshoot this summer.
- Many organizations participate in various ways contributing to the success of the guide.



Consistent Branding

Tumbler Ridge has maintained a uniform visual identity across all its tourism assets, ensuring a cohesive and harmonious branding strategy that has significantly contributed to its success. This consistent approach encompasses the use of logos, typography, and color schemes, reinforcing a strong and recognizable image for the destination.



Future Outlook

- Tourism potential continues to grow in Tumbler Ridge.
- The newly formed TRORA (Tumbler Ridge Outdoor Recreation Association) brings fresh excitement and outdoor recreation partnerships.
- New tourism website (also done 100% in-house) has over 23K views since mid-June launch.
- Working with partners and promoting tourism across various channels continues to be our focus.
- Room to grow: plenty of potential for new tourism operators, unique accommodation providers and other tourism-related businesses.
- New downhill mountain bike trails are opening this month! A project led by the Tumbler Ridge Mountain Bike Association with \$500,000 in funding from a Rural Community Development Grant.
- The TRMBA also managed the new jump trail bike park project which was funded by the District of Tumbler Ridge (\$160,000).



WINDFALL LAKE

Thank You

Enjoy the conference, and come visit us
in Tumbler Ridge!

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