

Council of Tourism Associations of British Columbia
Sport Tourism Community Legacy Award to the City of Richmond
Council Meeting – January 24, 2011

The Council of Tourism Associations (COTA) of B.C. is an advocacy organization that represents the more than 18,000 tourism operations across the province. COTA works with all levels of government, media and businesses to ensure that the interests of tourism operations are heard and recognized in a meaningful way. The tourism industry in British Columbia represents the provinces third largest economic generator, responsible for \$9.2 billion of GDP in 2004 and employs more than 117,500 people.

For the past 11 years, COTA in partnership with the Ministry of Tourism, Culture and the Arts host the British Columbia Tourism Awards to recognize excellence and innovation in the tourism industry.

For the year 2010, the City of Richmond was awarded the *Sport Tourism Community Legacy Award*. This award recognizes a British Columbia community that has illustrated the mutually beneficial partnerships between sport and tourism. Richmond demonstrated success in launching a sport tourism development plan and is maximizing the various benefits and lasting legacies of sport tourism.

Presenter: Stephen Regan, President & CEO, Council of Tourism Associations of B.C.