

**From:** Northern W W Hwy [<mailto:info@nwwr.ca>]  
**Sent:** Saturday, January 18, 2020 05:47  
**To:** Jack Crompton <[jcrompton@whistler.ca](mailto:jcrompton@whistler.ca)>  
**Cc:** Wanda Bradbury <[WBradbury@whistler.ca](mailto:WBradbury@whistler.ca)>  
**Subject:** Northern Woods & Water Highway

Mayor and Council

We restarted the Northern Woods & Water Highway Association 4 years ago after an absence of over 20 years. The former association wanted to expand south from Dawson Creek but ran out of volunteers before they could. We are a volunteer organization that works on an annual budget of \$20,000 with over 500 hours spent each year, travelling over 7,000 km across western Canada from Winnipeg to Dawson Creek down to the lower mainland and back. We talk with over 250 people, take photographs, collect content and do the layout, printing and distribution of 20,000 highway guides across western Canada. We do interviews with local newspapers (8 so far), had articles published in RV magazine across Canada with over 120,000 subscribers. We developed the website and this year we will do our first tourism trade show. Not bad for a small organization.

But we need your support to expand our presence at expensive tourism trade shows that provide exposure to 20,000 attendees each. As support grows we will be adding more travel, RV, golf, fishing boat shows. We are working towards video production highlights the various activities that can be enjoyed while travelling our Highway.

Our primary target market are Canadian Gentle Explorers who have more time and tend to travel more in the shoulder seasons. We also have contacts and are working on the European markets for RV travel in Canada.

Each year we produce & distribute 20,000 copies of our Highway Guide across western Canada as part of our marketing efforts to draw more traffic onto our highway. The Highway Guide ties all the communities together in a marketable product. The advertising covers the travel, production, and distribution cost. The photos we collect are available for other marketing efforts like the website, specialty brochure for golfing, etc. The membership funds are used for the website, database development, some travel, and now the tradeshow. Check out the 2019 Highway Guide on the Association website <http://www.nwwr.ca/highway-guide/>

We hear many stories of people intentionally travelling the Northern Woods & Water Highway as we make our rounds. The travel advisors we talk with are enthusiasts about our product and people's reaction to the knowledge of the Highway. Some of our over 150 distributors have a hard time keeping inventory of the Highway Guide.

On a personal note, I am familiar with the issue of limited resources. I owned a small printing company in northern Sask., which led me to involvement with Northern Woods & Water initially, which in turn led me back to school and a career in municipal government. I have been an economic development officer, treasurer, and a CAO in smaller northern communities in Sask. and Alberta. I am currently the CAO of a community of 300 in southern Alberta, but my passion is the survival of small communities. I understand the impact of highway based tourism as well as trends in marketing and the travel industry. This is what led me to try to restart the Northern Woods & Water Highway Association. My time and efforts can benefit an under served area of small communities by pooling the

limited resources to have a greater impact. As key decision makers for your community I am soliciting your support for all of the communities along our highway.

Let us know if you are interested in supporting our efforts to create economic opportunities in communities along our highway. You can purchase a membership, which entitles your community to an increased presence in the magazine, links from our website to yours, distribution of some of your material at tradeshowes we attend. The other alternative is to purchase increase space to promote your organization. Every little bit helps get our message out.

Dale Harrison, MBA  
President  
Northern Woods & Water Highway Association  
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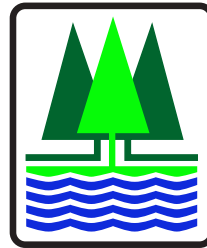
Page Size Trimmed

8 3/8" x 10 3/4"

20,000 copies  
printed & distributed

1/3 Page Vertical

Half Page Vertical



## Northern Woods & Water Highway Guide

### 2020 Guide Rate Sheet

Back Cover . . . . .	2,675
Inside Front & Back . . . . .	2,150
Full Page inside . . . . .	1,280
1/2 page. . . . .	800
1/3 page. . . . .	535
1/4 page. . . . .	415
1/6 page. . . . .	300
1/12 page. . . . .	160

Half Page Horizontal

Half Page Horizontal

1/6 Page Vertical

1/3 Page Horizontal

1/6 Page Horizontal

1/12 Page

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# **Rates Sheet**

## **Events, Camprground, Golf Course Listing**

### **Directory Pages**

**Events,  
Campground,  
Golf Courses**

Single Line Listing with Hot link  
to website

**\$50**

### **Display Ad**

1/12 Page

**\$160**

Includes:

Single Line listing on Directory Page  
Hotlink to Your Website



# Northern Woods & Water Highway Association

## Membership Fees 2020

### Municipal Membership

Minimum.....	\$200
includes 1/12 page space in magazine (Value \$160) plus hotlink to website	
Population 500-2000.....	\$500
includes 1/6 page space in magazine (Value \$300) plus hotlink to website	
Population 2001-5000 .....	\$1,000
includes 1/4 page space in magazine (Value \$415) plus hotlink to website	
Population 5001-10,000 .....	\$2,000
includes 1/2 page space in magazine (Value \$800) plus hotlink to website	
Population 10,000 plus.....	\$3,000
includes 1 page space in magazine (Value \$1280) plus hotlink to website	

### Corporate Membership

Under 10 employees.....	\$100
10-50 Employees .....	\$250
51-200 Employees.....	\$500
Over 200 Employees .....	\$1,000

### Organizations

Personal Membership .....	\$50
Chamber of Commerce .....	\$100
Community Futures, Regional Economic Development Groups .....	\$100

# Highway 99 West

## Lillooet

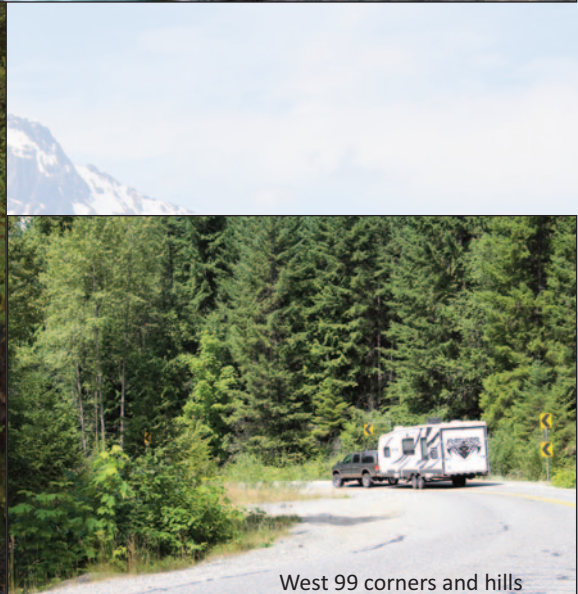
Population 2,321. An important place in aboriginal history. Many archaeological sites in the vicinity of town once known for producing and exporting jade to China.



Lillooet Museum



Roadside Waterfalls



West 99 corners and hills

## Sea to Sky Highway

This route follows the nature of the Northern Woods & Water Highway venturing through less populated areas with lots of trees, water, and wildlife to enjoy.



## Pemberton

Population 2,192. Was only accessible by train until the 1960's when Hwy 99 was built. Known as "Seed Potato Capital of the World" also dependent on tourism and logging. Checkout some natural hot springs in the area. Been the site for many movies and commercials.

## Squamish

Population 17,158 Located at the northend of Howe Sound. Tourism is a major part of the economy. Home to the Squamish Nation peoples.

## Whistler

Population 7,699 Resort Population 9,824. A Resort town with over 2 million visitors each year for alpine skiing, snowboarding and in summer hiking and mountain biking.

## Horseshoe Bay

The BC Ferries Terminal for those wanting to venture across to Nanaimo and Vancouver Island.

Howe Sound

