



News Release

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Federal Government Strengthens Tourism Industry in Ladysmith

LADYSMITH, BRITISH COLUMBIA — Today the Honourable Lynne Yelich, Minister of State for Western Economic Diversification announced support to the Ladysmith Maritime Society to develop a new visitor centre to improve local tourism.

“This project is an example of the benefits we get from timely investments in community infrastructure – jobs today and a stronger economy for years to come,” said Minister Yelich, “With our Government’s investment, the new visitor centre will improve tourism operations, attract investment, and create new opportunities for our region.”

Support to the Ladysmith Maritime Society will provide amenities to marina visitors, such as showers, washrooms, laundry, hospitality meeting space and a Wi-Fi facility for internet access. Also, a 1,200 square foot events dock will be integrated into the building. The dock will include safety railings, benches, lights, a barbeque, partial canopy for protection from rain, and will act as an area for group functions.

“This project focuses on expanding marine tourism by providing high-quality facilities to attract visitors,” said Doug Bell, President of the Ladysmith Maritime Society. “The passion and commitment that volunteers bring to community initiatives, coupled with the new facilities, will create a “must visit” experience for marine tourists in the region.”

“We know that partnerships like this, where local community minded people working together, can bring big economic benefits to smaller communities.” said Cathy Robertson, General Manager of Community Futures Cowichan. “By assisting the Ladysmith Maritime Society, we have together launched a project that residents can be proud of and will attract visitors to Ladysmith and the entire Cowichan region. Community Futures Cowichan is proud to be a part of this venture as it represents the value and purpose of Community Futures in the regions we serve.”

This \$250,000 investment through Western Economic Diversification Canada, under the West Coast Community Adjustment Program (WestCCAP) will help improve the competitiveness and sustainability of the tourism industry in Ladysmith.

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The West Coast Community Adjustment Program will provide more than \$7 million to support economic growth, job creation and the future sustainability of B.C. coastal communities affected by challenges within the salmon fishery. The Fisheries Legacy Trust, comprised of the 13 west coast Community Futures organizations, is delivering this initiative on behalf of Western Economic Diversification Canada. The Government of Canada supports initiatives that combat challenges facing traditional industries, and protects resources in affected areas to support the long-term success of resource-dependent communities.

Western Economic Diversification Canada works with the provinces, industry associations and communities to promote the development and diversification of the western economy, coordinates federal economic activities in the West and represents the interests of western Canadians in national decision making.

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