



# Key Stakeholder Engagement Outcomes

SQUAMISH ADVENTURE CENTRE

Renewal and Visioning

September 14th, 2021

As part of the Squamish Adventure Centre (SAC) Renewal and Visioning process, Inform Planning engaged key stakeholders. Key stakeholders included tourism stakeholders and SAC building tenants. Tourism stakeholders included not-for-profit organizations such as the Squamish Arts Council, Craft Beverage Association, the Squamish Off-Road Cycling Association, the Squamish Access Society, and the Squamish Forestry Council. Tourism stakeholders also included operators such as Rope Runner and the Squamish Connector. SAC building tenants included Caffe Garibaldi and the Sea to Sky Adventure Company.

<sup>1</sup>The goal of the engagement process was to gather input to inform the options development exercise. Engagement activities included circulating a project backgrounder to key stakeholders in early July. This was followed by interviews with each stakeholder group. Interviews occurred in July and August. Interview questions were consistent for each stakeholder group, with a few exceptions. A summary of the high-level responses to each question is provided below. Questions asked of both groups are summarized first, followed by Tourism Stakeholders questions and SAC Tenant Questions.

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<sup>1</sup> Note that Tourism Squamish and the Squamish Chamber of Commerce were not engaged as Key Stakeholders. Both parties are represented on the Squamish Adventure Centre Renewal and Visioning Task Force.

ENGAGEMENT OUTCOMES SUMMARY

Question	Tourism Stakeholder Responses Summary	Tenant Stakeholders Responses Summary
<p>PLEASE TELL US ABOUT YOUR SERVICES AND OBJECTIVES AS AN ORGANIZATION:</p>	<p>Services:</p> <ul style="list-style-type: none"> <li>• Promoting and providing access to Squamish recreation opportunities.</li> <li>• Promoting local producers, artists and materials.</li> </ul> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Meeting start-up customer service level projections which have been harder to achieve partly as a result of the global pandemic.</li> <li>• Improving recreation infrastructure as a means of promoting access to the outdoors.</li> <li>• Expanding service capacity and ultimately sales.</li> </ul>	<p>Services:</p> <ul style="list-style-type: none"> <li>• Food and beverage services.</li> <li>• Providing access to quality adventure experiences.</li> </ul> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Converting more international travellers.</li> <li>• Adding community life through gathering around food at the SAC.</li> <li>• Promoting access to the outdoors.</li> </ul>
<p>WHO ARE YOUR CUSTOMERS/MEMBERS/KEY STAKEHOLDERS:</p>	<ul style="list-style-type: none"> <li>• Customers include primarily teenagers, young adults (typically 18-30), families and locals.</li> <li>• International travellers and students have comprised a higher proportion of customers in the past than they do today.</li> <li>• Groups include a mix of first-time customers and repeat customers.</li> <li>• Most customers pre-book services, although food and beverage operators see visitors on a walk-in basis.</li> </ul>	<ul style="list-style-type: none"> <li>• Customers range from locals to out of province visitors to international travellers.</li> <li>• Out of town customers mostly prebook.</li> </ul>
<p>DO YOU ENVISION ANY CHANGES TO YOUR CUSTOMER/MEMBER/KEY STAKEHOLDER BASE IN THE FUTURE?</p>	<ul style="list-style-type: none"> <li>• Customers in the future are younger adults, as opposed to families with children.</li> <li>• The regional tourism market is increasing.</li> </ul>	<ul style="list-style-type: none"> <li>• Tenant customers are anticipated to more and more often be regional as a result of the global pandemic. Regional customers include</li> </ul>

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	<ul style="list-style-type: none"> <li>• There is a hope that in future international travellers will return to the region as customers.</li> <li>• There is also recognition that customers and members are becoming more diverse.</li> </ul>	<p>including newcomers to Squamish and long-time residents of the Sea-to-Sky corridor and Lower Mainland.</p> <ul style="list-style-type: none"> <li>• There is a trend toward serving younger adults as opposed to families is anticipated to continue in the future.</li> <li>• Tenants anticipate expanding their customer base among groups currently served.</li> </ul>
<p>WHAT ROLE CAN THE SAC PLAY IN SUPPORTING YOUR CUSTOMERS?</p>	<ul style="list-style-type: none"> <li>• Better signage as a key way that the SAC can support customers.</li> <li>• Better activation of the SAC in terms of space utilization, events, and cultural/educational experiences related to tourism are encouraged.</li> <li>• A kiosk where visitors could make donations to local tourism not-for-profit organizations would be of value.</li> <li>• If possible, recreation guidebook sales are recommended.</li> <li>• Promotion of local food and beverage operators is desired and if possible, service of locally produced food and beverage products is recommended.</li> <li>• Better integration with vehicle and bus transit options is recommended, both for visitors to access the Squamish community,</li> </ul>	<ul style="list-style-type: none"> <li>• Tenants request better signage, better features of Squamish opportunities in recreation and culture, and more opportunities for visitors to book experiences at the SAC as key ways to support their businesses.</li> <li>• Expanded hours to align with highway traffic.</li> </ul>

Question	Tourism Stakeholder Responses Summary	Tenant Stakeholders Responses Summary
	<p>local parks, and outdoor recreation opportunities.</p> <ul style="list-style-type: none"> <li>• Access to office space for not-for-profit tourism organizations is desired.</li> </ul>	
<p>WHAT DO YOU ENVISION FOR YOUR FACILITIES IN THE FUTURE?</p>	<ul style="list-style-type: none"> <li>• Opportunities to convert visitors to the centre to tourism offerings provided by key stakeholders.</li> <li>• More tourism information offerings at the SAC.</li> </ul>	<p>N/A</p>
<p>HOW DO YOUR CUSTOMERS/MEMBERS/STAKEHOLDERS MAKE DECISIONS ABOUT THEIR EXPERIENCES IN SQUAMISH?</p>	<ul style="list-style-type: none"> <li>• Tourism stakeholders find that their customers/ members/ stakeholders are looking for quality outdoor experiences and connections with nature.</li> <li>• Typically, customers find their way to Squamish through conversion from social media, or after enjoying outdoor experiences throughout British Columbia.</li> <li>• Generally, customers come to Squamish with a plan in mind that is relatively well researched.</li> <li>• Often, customers find their way to Squamish after visiting the Sea to Sky Gondola.</li> <li>• Many customers visit the SAC to get supplementary information and venture from there.</li> </ul>	<p>N/A</p>
<p>HOW DO YOU ENVISION SCALING YOUR BUSINESS IN FUTURE?</p>	<p>N/A</p>	<ul style="list-style-type: none"> <li>• Tenants anticipate scaling their businesses through the expansion of service offerings into the winter season.</li> </ul>

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		<ul style="list-style-type: none"> <li>• Through increased traffic in the SAC.</li> </ul>
<p>WHAT IS WORKING WELL AND WHAT IS NOT WORKING WELL WITH THE BUILDING NOW?</p>	<ul style="list-style-type: none"> <li>• The patio works well.</li> <li>• The views of the Chief from the building and patio are exceptional.</li> <li>• Proximity to Rose Park is an asset.</li> <li>• Outdoor space is an asset.</li> </ul>	<ul style="list-style-type: none"> <li>• Activation of the lawn is recommended.</li> <li>• Need better signage on the highway.</li> <li>• Office use may not be the highest and best option for the building.</li> <li>• Better communication with tenants is required so that longer-term operating conditions are made clear, and so that tenants are better able to plan ahead.</li> <li>• Better delineation of management for commercial versus public space in the building.</li> <li>• Better alignment of hours to reflect traffic volumes.</li> <li>• Patio access needs to be gated overnight to prevent use and protect outdoor equipment from tampering when the SAC is closed.</li> <li>• Currently, acceptable uses within the centre change too frequently for tenants to effectively respond while balancing their business objectives.</li> <li>• Generally, tenants find that a lack of signage is a barrier to customers accessing services today.</li> <li>• Infrastructure at the building, including wifi, HVAC, electrical and plumbing, is also a challenge.</li> </ul>

