

Report

City of Merritt
REGULAR Council Meeting
June 16, 2020

File Number: 2240.48

To: Scott Hildebrand, Chief Administrative Officer

From: Will George, Economic Development & Tourism Manager

Date: June 11, 2020

Subject: 2020 First Quarter Report for the Merritt Visitors Centre at the Baillie House

RECOMMENDATION:

THAT Council accept for information the 2020 First Quarter Report for the Merritt Visitors Centre at the Baillie House.

Executive Summary:

The Merritt Visitor Centre at the Baillie House had 2,477 visitors attend during the first quarter of 2020, from January to March, which was a 40.1% decrease over the same period in 2019. For the first time in 15 years, the Merritt Visitor Centre was closed for an extended period to the public due to COVID-19. The Merritt Visitor Centre temporarily closed on March 14th and reopened on June 5th with physical distancing and additional safety procedures implemented.

Visitor Centre staff noted the new Nicola Valley Trail Guide had been a popular brochure and recorded guests regularly asked about local eateries. During the next quarter, the Nicola Valley Heritage Society shall be hiring 2 summer students with funding available with the Canada Summer Jobs Grant. Regular staff will also be returning to work. The Visitor Centre and heritage buildings are scheduled to be painted in the next quarter through a Heritage BC grant.

Background:

See Visitor Statistics from the 2020 First Quarter Submission.

Options / discussion

N/A

Financial / Risk Implications:

N/A

Strategic Plan Reference:

Report is related to one or more strategic priorities, in the Economic Development Strategy, Tourism Plan and Official Community Plan.

Others Consulted:

N/A

Attachments:

2020 First Quarter Report for the Merritt Visitor Centre at the Baillie House.

Respectfully submitted,

Will George
Economic Development, Communications and Tourism Manager