

Village of
Lytton

ECONOMIC DEVELOPMENT

ESSENTIALLY LYTTON: Progress Report

Destination Development Plan

09 December 2025

LEARN MORE AT: www.lytton.ca

Destination Development Plan



GOAL:

“to create a roadmap that fosters economic growth through tourism, while aligning with the community’s values, vision, capacity, and resiliency.”

A strategy implemented over the next 1, 2 and 3 years as Lytton and the surrounding area rebuilds and considers actions that benefit both the local community and tourism.

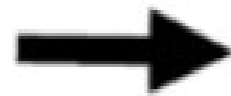
Nice places to live are nice places to visit.

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Destination Development Plan



Today:
drive by



3 years:
total rest stop



10 years:
destination

Plan 10-year vision:



- *Recognize Fraser Canyon, renowned for sustainable, tourism, Indigenous culture, vibrant economy, recreation*
- *Foundational infrastructure, evolving into a regional hub blends cultural, historical, and natural attractions*
- *Thriving cultural hub, offering visitors opportunities with traditions, art, and history.*
- *Cultural centre, a focal point for events, storytelling, and performances*
- *Leveraging natural assets, with outdoor activities, promoting ecological education and conservation*



Plan 10-year vision:

- *Commitment to sustainability with EV stations, eco-friendly amenities, and responsible tourism as a model for environmental stewardship*
- *Collaboration with neighbouring communities and Nations, an integrated network*
- *Connections foster shared identity and collaboration, holistic tourism destination*
- *Local businesses thrive, tied to culture, outdoor adventure, and agritourism*
- *Entrepreneurs, artisans, and small businesses the new economic backbone*
- *Beacon of resilience and renewal, how a community can recover and thrive*

Year 1

Marketing, Funding, Relationships and Partnerships

- Land Acquisition and Zoning Approvals
- Finalize Grocery Store Construction
- Basic Infrastructure (EV Charging Stations, Farmers Market, Temp Structures, Food Truck)
- Wayfinding and Interpretative Signage
- Partnerships, share resources, and opportunities
- Regional Infrastructure Advocacy

DESTINATION DEVELOPMENT PLAN PROGRESS

Year 2

Marketing, Funding, Relationships and Partnerships

- Community Hub
- Café and Food Truck Integreation
- Park Expansion
- Wayfinding and Interpretative Signage
- Permanent Farmers Market
- Amenities Campaign
- Connect Events
- Strengthen Community Connections
- Business Networking



3-Year Implementation Plan

	2025-26	2026-27	2027-28
Development			
Land acquisition & zoning approvals	█		
Finalize grocery store construction	█		
Securing funds	█		
Basic infrastructure installation	█		
Wayfinding and interpretive signage planning	█		
Community hub activation		█	
Café and food truck integration		█	
Park expansion		█	
Wayfinding and interpretive signage installation		█	
Permanent farmer’s market setup		█	
Complete park facilities			█
Hub-to-Park pathways			█
Additional amenities			█

