Attachment #1

TOURISM ECONOMIC PLAN "ESSENTIALLY LYTTON" PROGRESS REPORT

The following provides an overview of the action items within the Destination Development Plan for YEAR 1 and 2. The items not fulfilled have been highlighted in blue font, with an explanation for the deficiency.

	FUNDING	ACTIONS	STATUS (completion yr)
YEAR 1: LAYING THE FOUNDATION (2025-26)			
DEVELOPMENT			
1. Land acquisition & zoning approvals: Secure necessary land/zoning for all key components like EV charging stations, and any park approvals	Recovery funds	An EV charging station will be at the community hub. Zoning amendments have been adopted related to: recreating the zoning map, residential uses in C1 zone, updated parking requirements, clarifying accessory suites and tiny homes. Council has endorsed a park plan in the fall of 2025, but staff is not aware of any rezoning required to permit this use to enable development.	In Progress (2027) Complete, but ongoing as needed Complete, park improvements well underway to Pocket Park and Flag Park. O'Dwyer Park is pending servicing works completion
2. Finalize grocery store construction Ensure completion and opening of the grocery store & coffee shop by mid-2025, establishing it as a central service for travellers and locals.	The Village is not able to directly assist business given provincial legislation, however, has explored options to promote the return of the grocery store	The grocery store is still working towards re-building. The Village has initiated a EoI for a trailer to introduce beverage and food services in the downtown.	Broke ground October 17, 2026 The Village Office and the proposed Skuppah Mixed Use Building have started construction and have the capability of providing such services. The Legion opened late summer2026.

	FUNDING	ACTIONS	STATUS (completion yr)
3. Basic Infrastructure Park preparation – accessible walkways, seating, amenities	The Village has constructed Pocket Park improvements (phase 1 and 2) with a combination of community funding grants, Northern Development Initiative grant and recovery funds.	The Village has secured funding for the first and second phases of the Pocket Park (shade structure, landscaping, mister) and have a pending application for the third phase (permanent washroom and bulletin board). A parks plan is being pursued for O'Dwyer, and Flag Park and the river access at Hobo Hollow.	In Progress (2026) Staff continue to pursue grant funding for the accessible washroom at Pocket Park. Downtown Streetscape Plan in progress and will be presented to Council in early 2027.
DEVELOPMENT			
EV Charging Stations – community hub	The Village will explore funding for the hub EV chargers at the hub in 2026.	There is an high-speed charging station south at the Skuppah rest stop.	In Progress (2027)
Farmers Market Continue with temporary structures, early attraction as permanent infrastructure develops.	The infrastructure for the market at the hub will use grant funding.	Infrastructure in support of the market are proposed in the community hub event space. The Market has indicated that they need an ATM, which hopefully will be in place late in 2026.	In Progress (2027) Skuppah Building, Legion or Village Office could install ATM
Basic Infrastructure Installation			
Food Truck Planning Begin outreach to food truck vendors for the summer 2025 season, coordinating operations to re-locate back to historical 4th St location.	Recovery funding has earmarked funds for the food truck	The Village issued an expression of interest to better establish operators needs.	As noted above the EoI was unsuccessful. Staff investigated retrofitting the ATCO trailer but it was too costly. Council may want to consider issuing an EoI for a food truck, although the Village offices and Skuppah will have retail/service space.

	FUNDING	ACTIONS	STATUS (completion yr)
Wayfinding and Interpretative Signage			
Design signs for both local and highway use, integrating wayfinding into the new infrastructure. Engage communities and partners for input on history, culture, and language to share. Explore the opportunity for local artists to design signage and include art as part of the storytelling.	*Recovery funding has earmarked funds for the wayfinding signs.* *Additional funding may be required for engagement and the sign construction.*	*Council directed staff to prepare a wayfinding plan, however, once the OCP vision has been accepted additional engagement with the community is needed to explore how this will be visualized in community signage and wayfinding.*	*Staff presented a signage and wayfinding plan. Currently awaiting the Downtown Streetscape Plan and funding to return to staff on preferred wayfinding and street sign design.*
MARKETING			
Establish Lytton's short-term destination positioning: focus efforts on "Total Rest Stop" with themes of nature, culture, and convenience.		*With the more recent improvements to the Pocket Park and the completion of the site remediation works, the Village is starting to promote amenities to residents and visitors through the Village website. See link: https://www.lytton.ca/news/visiting-lytton-whats-open*	*Staff continues to pursue four season, accessible washroom at Pocket Park.* *Downtown streetscape plan underway to enhance downtown destination.* *Once Downtown Plan complete, Village will apply for funding.*
YEAR 1: LAYING THE FOUNDATION (2025-26)			
MARKETING			
Highway signage campaign: begin with temporary, custom billboards along Hwy 1 that promote the "Total Rest Stop" concept, highlighting grocery store, EV charging stations, etc.	*Additional funding may be required*	*There are currently two welcome signs to Lytton (east side of highway at Village Office turn off and at the Main Street intersection). Consideration should be given to updating these signs promoting Lytton to drivers.*	*Chamber installed new Lytton sign* *Village installed new entry sign* *MoTT will soon be installing icon service sign (which is expandable as new businesses and services open)*
Embrace regional and provincial organizations: foster relationships and partnerships to support marketing efforts (VCM, Advantage Hope, Gold Country, ITBC, New Pathways to Gold, etc.)	*Explore DBC coop funding opportunities for marketing when Village has destination facilities and services*	*Council and staff have met with the organizations, and will engage more as the Village businesses and services are re-established.*	*Economic Development Strategy involves meeting with regional partners.*

	FUNDING	ACTIONS	STATUS (completion yr)
RELATIONSHIPS & PARTNERSHIPS			
Community relationships: share the plan with regional communities / nations/ neighbours. *Engage with Lytton First Nation and TNRD specifically for feedback and input into the development concept, designs, and explore partnership support opportunities for* *Ensure awareness of the new amenities, foster a welcoming environment, and encourage active participation in gatherings, events, and activities.* *Share resources and opportunities: ensure LFN and neighbouring Nations are aware of any economic opportunities from increased visitation.*		*The Destination Development Plan was presented to Council and …. Kanaka Bar is also planning a rest stop development.* *Staff meet frequently with LFN Ec Development Corporation, but also through the OCP Update and Economic Development initiatives staff will reach out to the other surrounding Bands for input.* *The future Economic Development Plan will consider community park design, interpretive signage, and historical storytelling elements and try to build partnerships to ensure cultural inclusion and respect for local traditions.* *The Village will continue to promote the community through the website, newsletter and social media.* *The future Economic Development Plan will directly focus on resources and opportunities to increase visitation in the region, while balancing community needs and cultural protocols.*	*Complete* *Council may want to introduce this in the December 16th community meeting.* *In progress through the OCP and the Downtown Streetscape Plan (2026-27)* *In progress (2026-27)* *In progress (2026-27)*

	SECURING FUNDS	ACTIONS	STATUS (completion yr)
YEAR 1: LAYING THE FOUNDATION (2025-26)			
RELATIONSHIPS & PARTNERSHIPS			
Government & utility partnerships:	*As noted above, using recovery funding as well as several not for profit funding organizations such as NDIT.*	*Refer to above amenities in progress*	*In progress (2026) NDIT funding Pocket Park and Downtown Streetscape Plan*
Local business and vendor partnerships: *build and formalize relationships with local farmers, artisans, and food truck vendors to establish a strong foundation for the farmer's market and food truck operations during peak travel seasons.*	*OCP Update funding*	*The OCP Update and the future Economic Development Strategy will work with local farmers, artisans, and vendors to position and promote the services in the Village.*	*OCP (community conversations) and Economic Development Strategy in progress,*
Tourism partnerships: *strengthen ties with regional tourism organizations such as VCM, Advantage Hope, Gold Country, Cache Creek, and New Pathways to Gold, ensuring Lytton is included in travel itineraries and road trip promotions.*	*These funding resources will be explored as the Village moves forward with various destination related initiatives.*	*Once the Village has more destination facilities, the Village will pursue these tourism partnerships.*	
Regional infrastructure advocacy: *continue working with regional partners of the Fraser Canyon Master Plan to advocate for improved road maintenance, cellular coverage, and access to wifi. Apply for federal and provincial funding, focusing on infrastructure grants.* .		*Once the Village has more destination facilities, the Village will pursue these tourism partnerships.*	

	FUNDING	ACTIONS	STATUS (completion yr)
YEAR 2: ENHANCING AMENITIES (2026-27)			
DEVELOPMENT			
Community hub activation: *leverage the planned completion of the Community Hub as the town's new focal point.*	*Recovery Funding*	*Hub design completed, finalizing construction contracts.*	*In Progress (2028)*
Café and food truck integration *expand food truck offering - consider acquiring a community-owned food truck to serve as a rotating vendor, offering local delicacies and refreshments. Consider themes that are on-brand, utilize local assets, and/or would be considered a road-trip staple among target audiences to enhance the appeal and must-stop nature of Lytton.*	*Recovery Funding*	*Intent to determine food and retail/service truck needs then purchase or lease the truck for installation and operation.*	*Council may want to revisit this and issue another EoI*
Park expansion: *continue adding features to the park, including benches and a designated dog park area / dog friendly elements. Install misting station: complete the installation of a misting station at the community hub for summer cooling*	*NFP Grants, and Recovery Funding*	*As noted previously, Pocket Park will be completed for the summer of 2026, with staff currently planning for improvements to Flag Park, O'Dwyer Park and the river access.*	*Pocket Park landscaping delayed by fire and road closures. Flag Park improved, and O'Dwyer awaiting completion of servicing in late 2026.* *Staff applied and received approval to remove sand from boat launch*
Wayfinding and interpretive signage installation: *install wayfinding signs on Hwy 1 and throughout the village. Ensure maps and materials are available at the Community Hub for visitors.*	*Recovery Funding*	*As noted previously the wayfinding plan and other signs will be planned and installed as part of a Parks Plan.*	*Staff presented a signage and wayfinding plan. Currently awaiting the Downtown Streetscape Plan and funding to return to staff on preferred wayfinding and street sign design.*
Permanent farmer's market: *activate permanent stalls at the Community Hub for the farmer's market, expanding vendor capacity creating a regular tourist draw.*	*Hub Recovery Funding*	*Refer to status of the Hub*	*In Progress (2027)* *If ATM could have market return to Fourth St.*

	FUNDING	ACTIONS	STATUS (
YEAR 2: ENHANCING AMENITIES (2026-27)			
MARKETING			
Launch amenities campaign: *host an event to celebrate the café, grocery store, and park amenities.* *Utilize regional media, social media, and tourism platforms for promotion. On-site promotional materials: provide maps, brochures, and promotional offers at the Community Hub and other key locations. guides to local businesses, upcoming events, and food truck schedules.*	**Recovery funding*	*Village website, newsletter and social media will expand on the current campaign as more amenities are developed.*	*In Progress (2026-27)*
Collaborate with influencers: *work with VCM to Bring in regional travel influencers and bloggers to visit and share their experiences, focusing on the park, local businesses, and Lytton's new "Total Rest Stop" identity.*		*Will consider once the updated OCP/Economic Development directions finalized to ensure that these directions are consistent with community vision.*	*Consider if this is still a priority*
Connect with the events: *leverage local events to boost awareness and enhance the experience of the Lytton Total Rest Stop, while increasing visitor numbers and strengthening partnerships with the community, vendors, and key stakeholders.*		*Village website, newsletter and social media will expand on the current campaign as more amenities are developed.*	*In Progress (2026-27)*
Strengthen community connections *and relationships: invite Lytton First Nation and neighboring communities to (co)host events or markets at the hub & park.*		*Once the hub is done, engagement continuing.*	*Council may want to introduce this in the December 16th community meeting.*
Expand food truck vendor relationships: *attract more diverse food truck vendors to rotate during high-traffic seasons.*		*Continue to monitor as to work as an incubator for new and permanent businesses.*	*Council may want to revisit this and issue another EoI*

	FUNDING*	ACTIONS	STATUS (completion yr)
YEAR 2: ENHANCING AMENITIES (2026-27)			
MARKETING			
Collaborate with EV Advocacy Groups: *work with EV groups and car manufacturers to promote Lytton as a convenient and well-equipped EV stop on Hwy 1, potentially securing sponsorship for future EV-related amenities.*	*	*Once the hub is done, engagement continuing.*	*2027*
Business networking: *begin hosting business networking events*	*	*Ongoing*	*Economic Development Strategy includes extensive networking*

YEAR 3:

The Village will reassess the actions recommended for Year 3 on one years time, in accordance with the Village budget process. At this time the Official Community Plan should be updated and a community-wide Economic Development Strategy completed. As noted above, the recovery funding expires at the end of 2026. The table on the next page is from the report and shows the projected timeline.

Council should determine if they want to revisit the 3 year plan now, or wait for the completion of the OCP and the Economic Development Strategy and Downtown Streetscape Plan.

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			