

Hello Tumbler Ridge!

We have some exciting news that we would like to share with our community.

You may have already heard over the last couple of years that a team of like-minded, driven individuals, have been collaborating on tourism growth for our stellar town.

The **Tumbler Ridge Outdoor Recreation Association (TRORA)** was formed as a result of the tremendous effort and commitment of many individuals. TRORA is made up of outstanding community members and associations who are based in our region.

TRORA will act as an umbrella association to already existing associations – Wolverine Nordic and Mountain Society, Tumbler Ridge Mountain Bike Association, Grizzly Valley ATV Club and TR Ridge Riders Snowmobile Association. TRORA will NOT make operating decisions for any other association. Simply put, TRORA is here to advocate, educate and help grow destination management.

How? Resources. Unity of volunteers. Revenue. Marketing. Continuity.

TRORA will coordinate efforts to amplify destination development, attract investment and execute advocacy. They will develop year-round recreational activities for all aspects of sports tourism and outdoor recreation, including snowmobiling, ice climbing, mountain biking, hiking, ATV, and skiing. The organization aims to facilitate the growth of every avenue of outdoor recreation and ensure that each one thrives. This in turn will support local businesses like accommodation providers, food vendors and maintenance shops.

When these four associations came together to discuss their needs and challenges, it proved to be a revealing experience. They discovered many common goals;

- We all want Tumbler to be sustainable.
- We all want to promote our respective fields.
- We all love and want the best for Tumbler.
- We also found that we were all working towards many of the same goals but with limited resources when working as individual entities.

We are grateful for the approved funding of \$95,000 from South Peace Mackenzie Trust and contributing amounts of \$37,500 from Tumbler Ridge Community Forest and \$25,000 from Conuma Resources. This support has been critical in our efforts to create a start point and pathway for a sustainable future for TRORA. We are immensely appreciative to our sponsors for their invaluable contribution to TRORA's success.

Outcomes for the community include one full-time paid position for TRORA as well as part time contractor to design and implement a Destination Management Plan.

This is exciting. THIS is TRORA.



We would like to invite ONE more board member to the team.

Are you interested in joining our initiative? We have ONE open seat as a community member available on our board. Are you someone who is passionate, open-minded, and interested in playing a crucial role in driving the growth of recreation and tourism in our community?

Please click here and fill in an [EOI](#) if you would like to be considered or email trora.info@gmail.com for more information.

Here are some words from some of our local associations and the District:

“Wolverine Nordic and Mountain Society believe this is a huge opportunity to be a part of a great new initiative that will not only bring a sense of combined community with all the outdoor enthusiast’s organizations but also have the ability to join efforts making all groups great by working towards a larger goal. WNMS has had a long history in Tumbler Ridge developing and maintaining trails for locals to explore, and for tourists to come and enjoy - mostly with volunteers and very limited resources. This opportunity will only add to what we’ve got to offer. We are excited to work with these other great local clubs for sustainable long-term use of our world-class outdoor recreation systems.” ~ WMNS

“The birth of TRORA is in direct alignment with the goals and vision of the Economic Development and Tourism team, at the District of Tumbler Ridge. Demonstrating Tourism Leadership and helping support and facilitate outdoor recreation businesses is a top priority. Working collaboratively with TRORA will help target the District’s investment in tourism planning, marketing and destination development. Tumbler Ridge and the region will become a magnet for investment attraction and in particular tourism businesses. The diversification of the economy is paramount to the long-term vision for Tumbler Ridge. We applaud the new board and their vision and look forward to forging a long-standing relationship with them” ~ EDT

I want to extend a sincere thank you to all those that have been involved in making this collaboration come to fruition. A special thank you to the Economic Development and Tourism team of Terese and Jessie. You were an integral piece of the puzzle. Without them, this wouldn’t have transpired.

Together, we can accomplish greatness.

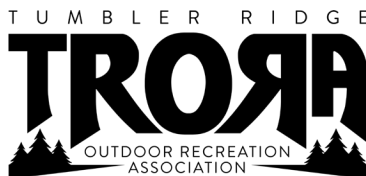
Ryan Lamming

Tumbler Ridge Outdoor Recreation Association
President

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TRORA Board Members (2023)

Ryan Lamming

Cresta Tuplin

Tim Croston

Joline Couture

Curtis Miedzinski

Manda Maggs

