

Bridal Veil Mountain Resort

Expression of Interest Proposal

Public Engagement Summary Report

December 2025

Mountain Resorts Branch

Ministry of Tourism, Arts, Culture and Sport

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Executive Summary

Bridal Veil Mountain Resort (BVMR) is a proposed resort on provincial land near Chilliwack, British Columbia (B.C.). The Mountain Resorts Branch (MRB) of the Ministry of Tourism, Arts, Culture and Sport (TACS) reviews and administers resort proposals under the guiding [All-Seasons Resort Policy \(ASPR\)](#).

BVMR is at the Expression of Interest (EOI) stage, which is an initial step in MRB's multi-stage major project review process. The resort information provided in the EOI stage is preliminary and conceptual, aimed at assessing project feasibility. Public engagement is a fundamental part of the EOI stage of the major project review process. This document is a summary of public input received that was designed to better understand the following:

- use and interests in the proposal area;
- public interests as they relate to the proposal; and,
- aspects to consider in the major project review process.

An online survey, email and mail responses were used to collect public comments between January 15 and February 28, 2025. The Province hosted the online survey on [govtogetherBC](#), conducted data analysis and report writing while the proponent promoted the public engagement on social media and paid for advertising in local newspapers (online and printed).

During the same period, and using the same advertising, a call was made for competing EOIs from other parties who may have an interest in developing an all-seasons resort in the same area.

Results

- One additional competing EOI was received during the call for additional interest in the project area. The competing EOI was subsequently withdrawn and therefore, a competitive process was not conducted.
- In total, MRB received 277 unique emails and 3,535 complete survey responses. No mail responses were received.
- These results reflect only the views of people who responded to the survey and are interested in the project. They are not a statistically valid sample of Fraser Valley residents.
- Almost all emails highlighted concerns about the environment while several emails referred to impacts on public recreation use and interests, alignment with neighbourhood plans and concerns about geotechnical hazards.
- 88% of online survey respondents were from B.C., the remaining 12% were from outside of B.C. Of B.C. respondents, 77% of were from the Fraser Valley Regional District, followed by 17% from Greater Vancouver Regional District and the remaining 6% were from other regional districts.

- Almost all online survey respondents were members of the public who were not representatives of First Nations, local governments, Non-Government Organizations (NGOs), or a tourism business. Note this public engagement period was targeted at members of the public as separate engagement processes took place with First Nations, local government(s) and other agencies.
- Compared to the 2021 census, online survey respondents were more likely to be a man compared to woman or non-binary, and middle aged. Although respondents were just as likely to identify as Indigenous (10%) as census results.
- Nearly all (91%) online survey respondents had been to the study area. Most were motivated to visit by non-motorized activities (e.g., hiking, nature and wildlife viewing), and 4% of trips were motivated by winter/snow (cross-country and backcountry skiing and snowmobiling).
- Online survey respondents were asked what aspects MRB should consider in the major project review process. Respondents most frequently commented on environmental aspects (32%), followed by social and community aspects (22%), economy and jobs (18%), health and recreation (15%), and Indigenous culture and traditional values (8%).
 - Top (most frequent) environmental aspect comments were about wildlife habitat (22%), natural habitats (not wildlife specific, 10%), species at risk (10%), native plants (8%), pollution (7%), infrastructure demands (7%), and road system and traffic impacts (7%).
 - Social and community considerations mentioned were diverse, but the top (most frequent) comment categories were about traffic management (11%), the need to continue local access to the area (9%), the impact on existing recreational users (8%), infrastructure demands (7%), and the cost of controlled recreation (6%).
 - Of all economy and job aspect considerations, most were about job opportunities (26%), priorities for Indigenous or local hiring (16%), positive regional economic ripple effects (14%), and economic diversification (9%).
 - Capacity and crowding considerations (16%), transportation and accessibility (11%), public vs. private recreations spaces (11%), physical health and active lifestyle (11%), and environmental aspects (11%) were the top (most frequent) health and recreation considerations mentioned.
 - The top (most frequent) Indigenous cultural and traditional values considerations mentioned were about ensuring First Nation / Stó:lō decision-making authority (18%), ecological stewardship/respecting Mother Earth (17%), and respecting all First Nations wishes (9%).
- When online survey respondents were asked about positive and negative impacts of the proposed resort, more than half of respondents provided a negative/negative with conditions impact comment (59%), 33% provided a positive/positive with conditions impact comment and 8% of comments were balanced/provided no direction. Note that responses were coded into positive/positive with conditions or negative/negative with conditions or balanced/no direction categories from open-ended/textual responses.

- Online survey respondent communication preferences are social media (24%), online local/community news (20%), a local/community newsletter or mailing list (13%), provincial webpage (12%), newspaper advertisements (11%), or an in person open house (10%). Online modes of communication composed more than 60% of responses.

Next Steps

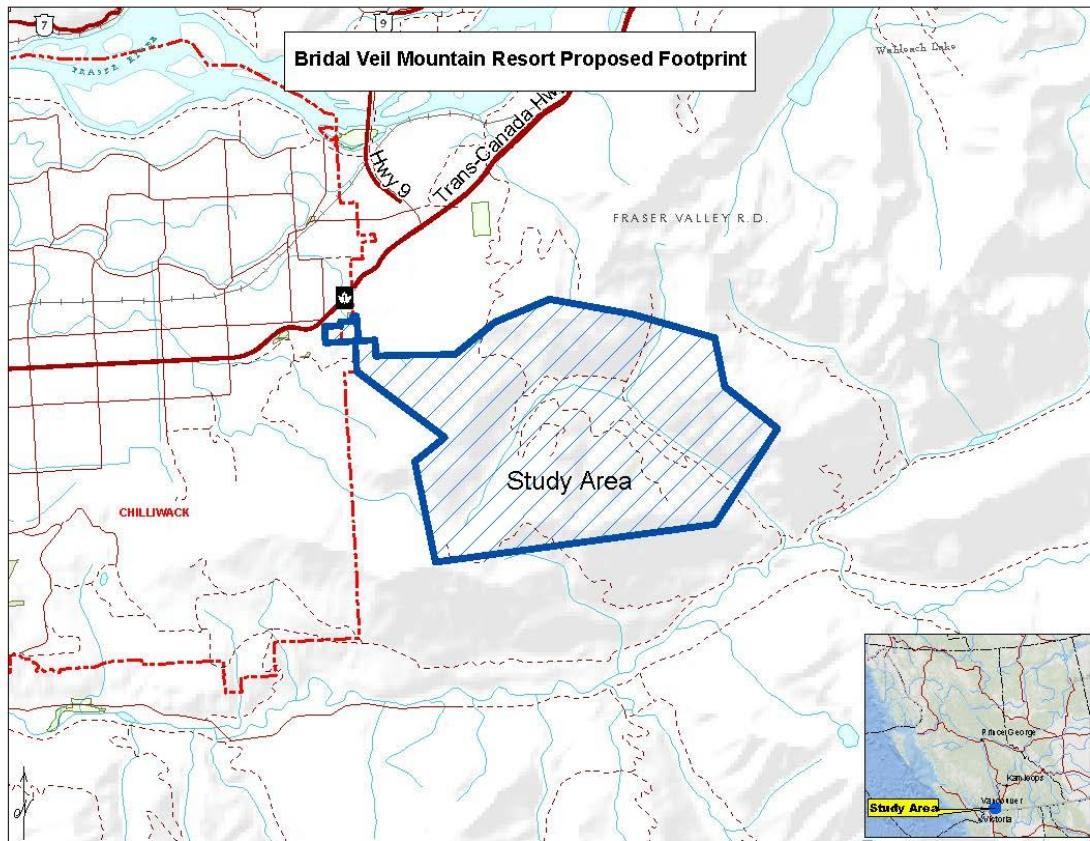
- TACS will determine if the BVMR proponent will be invited to submit a Formal Proposal. That decision will be based on considerations raised by First Nations, agencies, stakeholders and the public.
- If the proponent were to be invited to submit a Formal Proposal it would build on the EOI information and respond to key issues identified within the EOI review. MRB would initiate a more intensive and detailed review of the Formal Proposal consistent with the All-Seasons Resort Policy (ASRP).
- Following positive review of the Formal Proposal and potential Interim Agreement determination, the most detailed intensive Master Plan review stage is carried out to inform provincial Master Plan (non-statutory) and land use (statutory) decision making under the *Ministry of Lands, Parks, Housing Act*.
- For each stage of the major project review process, MRB will continue to engage with First Nations, communities, the public, and stakeholders to understand their interests and how they may be impacted by this proposal.

Table of Contents

Executive Summary.....	2
Background and Approach	6
Major Project Review Process.....	7
Engagement Approach	9
Results	10
Call for Competing Expressions of Interest	10
Public Comment.....	10
Who Responded?.....	10
Use of the Area	13
Aspects to Consider.....	14
Environmental Aspects	16
Social and Community Aspects	18
Economy and Jobs Aspects	20
Health and Recreation Aspects.....	22
Indigenous Cultural and Traditional Values Aspects.....	24
Positive and Negative Impacts.....	26
Future Communications	26
Key Findings and Next Steps.....	27
Appendices	29
Appendix A: Questionnaire	29
Appendix B: Methodology Notes	35

Background and Approach

The Mountain Resorts Branch (MRB) of the Ministry of Tourism, Arts, Culture and Sport (TACS) has received an Expression of Interest (EOI) for a proposed all-seasons resort on provincial land referred to as the Bridal Veil Mountain Resort (BVMR). The proposed resort is located east of the City of Chilliwack, in Area D and E of the Fraser Valley Regional District.



The resort proponent is a collaboration between Fraser Valley entrepreneurs under the business name of Bridal Veil Mountain Resort Ltd. The vision for the resort is to become Canada's first destination all-season mountain resort to be jointly planned, designed, constructed, managed with, and be majority owned by First Nations - the Stó:lō Peoples.

As proposed, recreation activities would occur in the Chipmunk Creek Watershed (800 m – 1,700 m²) accessed from the Fraser Valley by two gondolas. The resort would include a valley village base area adjacent to Highway 1 and a car-free alpine village (1,200 m) in the recreation area. The resort would offer a diverse range of activities, including skiing/snowboarding, Nordic skiing, backcountry skiing, tubing, and snowshoeing in the winter, and hiking, trail running, and downhill and cross-country mountain biking in the summer. Additionally, the resort would offer sightseeing, Stó:lō cultural and traditional

activities, health, wellness, arts, music, culinary, and educational and interpretive experiences and events throughout the year. The activities and experiences are intended to serve the community of the Fraser Valley and attract guests from throughout North America and around the world.

More information about the EOI can be found on the MRB website: [Bridal Veil Mountain Resort - Province of British Columbia](#).

Major Project Review Process

An Expression of Interest (EOI) is an initial step in a multi-stage major project review process administered by the MRB under the [All-Seasons Resort Policy \(ASPR\)](#). The resort information provided in the EOI stage is preliminary and conceptual, aimed at assessing project feasibility. See summary flow chart on the next page.

Each subsequent stage of the major project review process requires more detail and additional public engagement activities. A project only moves to subsequent stages if a positive decision is made in the previous review stage.

Please note the Province of B.C. shares project information and undertakes engagement and formal consultation with First Nations under a separate process for every stage of the major project review process. Also, referrals to other agencies and stakeholders occur outside of this public engagement at each stage of the major project review process.

If needed, to reduce administrative burden at all levels of government, MRB will coordinate and align First Nations consultation, review processes, public engagement and other activities with the provincial Environmental Assessment Office (EAO) and relevant local government(s).

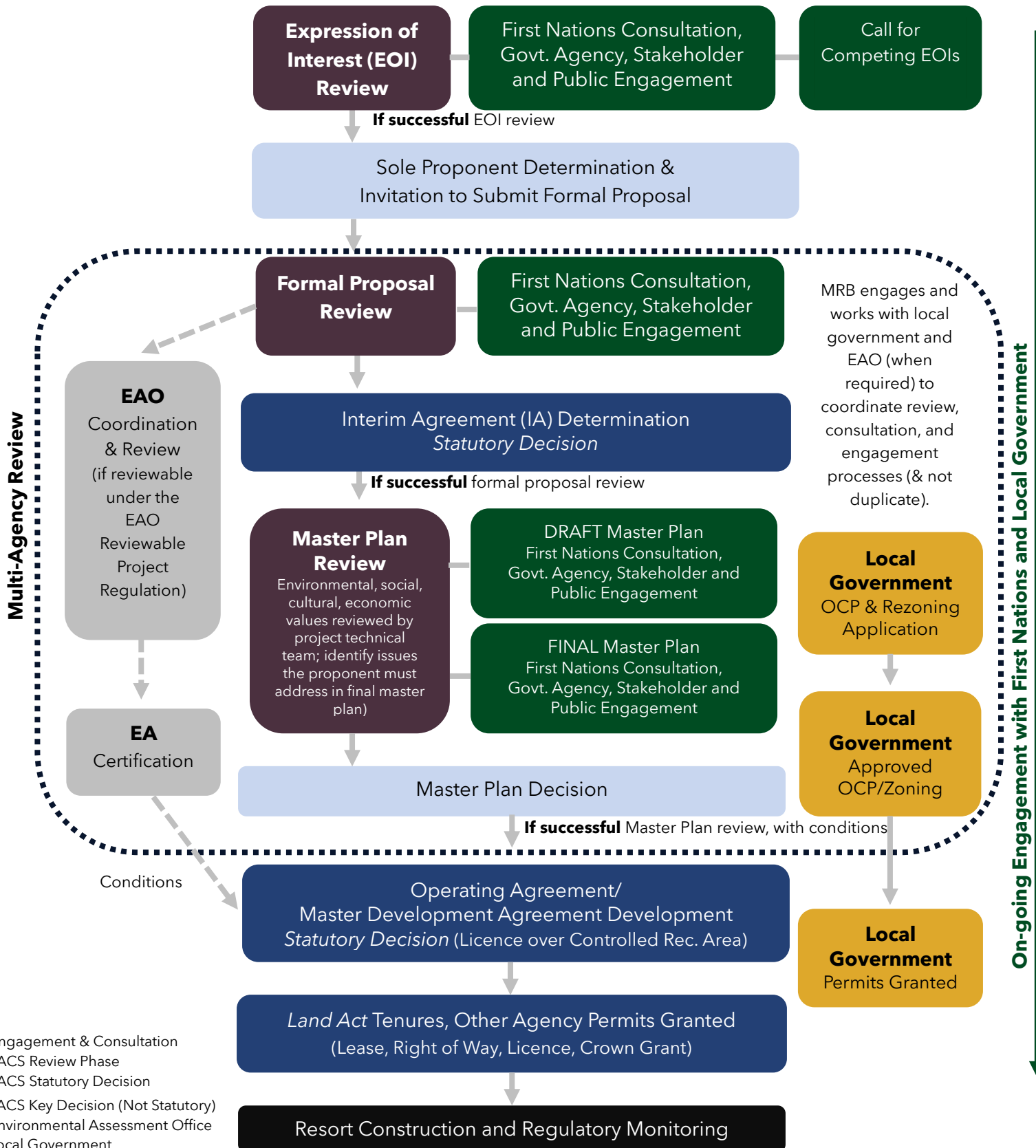
Goals of Public Engagement and Call for Competing Expressions of Interest

At this EOI stage, public engagement is conducted to better understand the following:

- use and interests in the proposal area;
- public interests as they relate to the proposal; and,
- aspects to consider in the major project review process.

During the same period, and using the same advertising, a call for competing EOIs from other parties who may have an interest in developing an all-seasons resort in the same area is made.

All-Seasons Resort Major Project Review Process (New Resorts)



Engagement Approach

Public comments were collected via an online survey. Email and mail responses were also accepted. The online survey was co-developed by MRB and the Province's Citizen Engagement team with input from the project proponent (see Appendix A). The survey was hosted on the [govTogetherBC](https://govtogetherbc.ca) website between January 15 and February 28, 2025.

Invitation for public comment via the online survey was advertised via:

- MRB website;
- govTogetherBC website;
- local printed and online newspapers (Abbotsford News, Chilliwack Progress, Hope Standard);
- Provincial Gazette;
- the proponent's website and social media channels; and
- other advertising and communication initiatives led by the proponent (e.g. radio interviews).

As outlined in the ASRP, the project proponent funded all paid advertising.

The Province's Citizen Engagement Team cleaned, coded textual comments into categories and provided preliminary data analysis of online survey data. MRB reviewed emails received to both the MRB email inbox and the MTACS minister email inbox.

MRB also drafted this summary engagement report. See Appendix B for methodology details.

Results

Call for Competing Expressions of Interest

One additional competing EOI was received during the call for additional interest in the project area. The competing EOI was subsequently withdrawn, eliminating the need for competitive process.

Public Comment

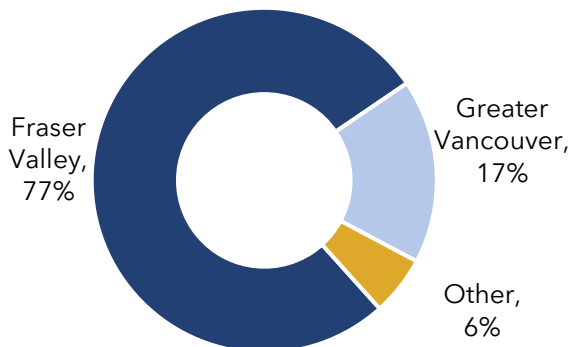
In total, MRB received 3,535 complete survey responses as well as 277 unique emails via the MRB email inbox, or Minister of Tourism, Arts, Culture and Sport email inbox.

Who Responded?

Location

- 88% of online survey respondents were from B.C., the remaining 12% were from outside of B.C. or did not answer the question.
- 77% of online survey respondents were from the Fraser Valley Regional District, 17% from Greater Vancouver Regional District and 6% were from other areas in B.C. Half of respondents were from Chilliwack, with fewer from Hope, Abbotsford or Harrison Lake, or other Greater Vancouver communities.

Regional District Response Representation (% of respondents)

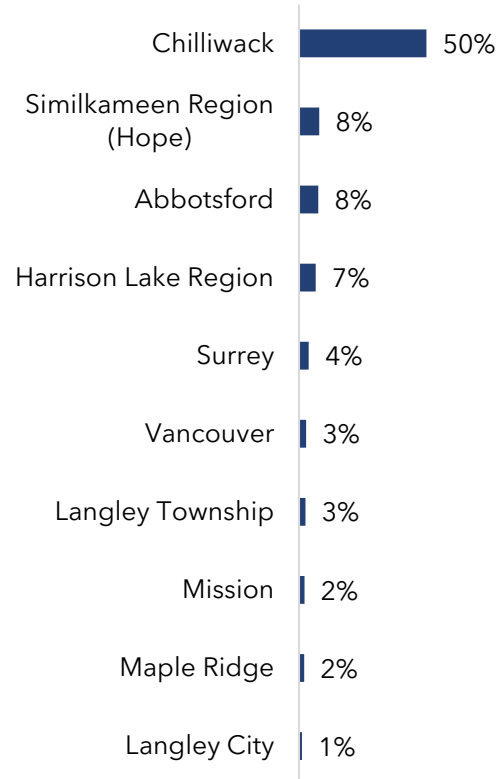


3,535 survey responses



277 unique emails

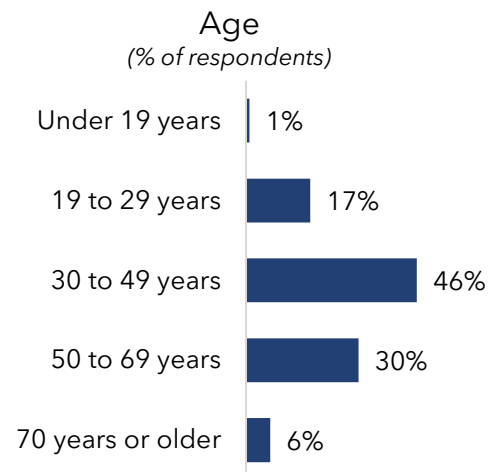
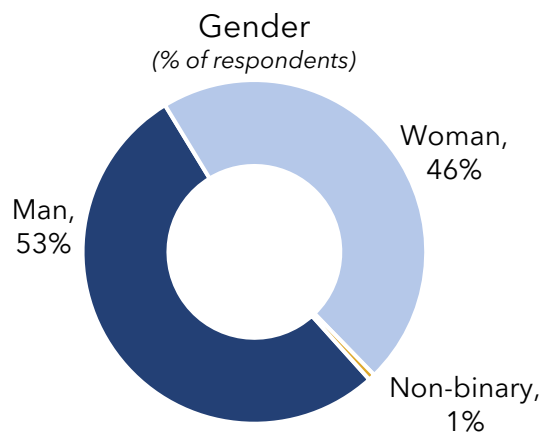
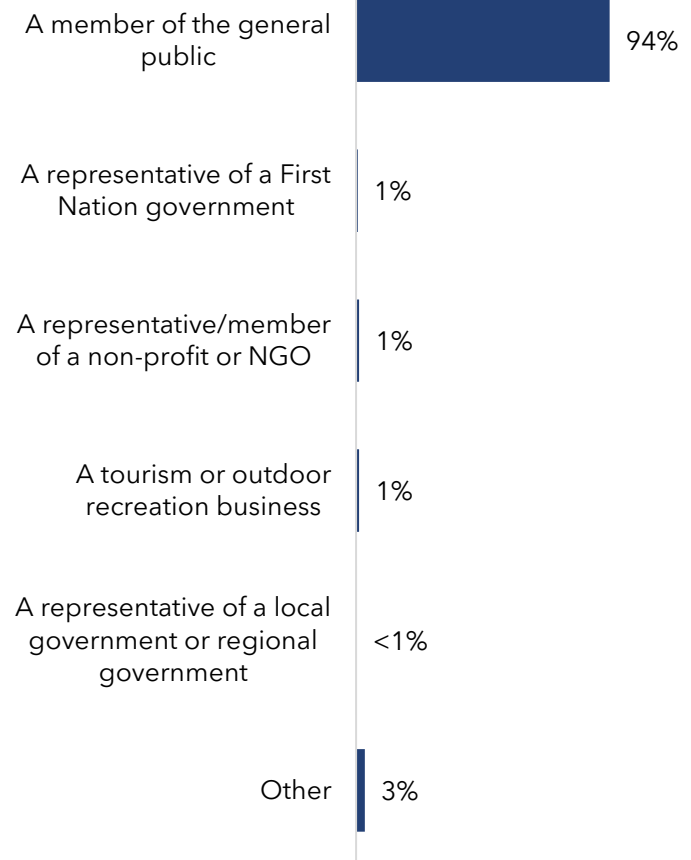
Top 10 Communities Represented (% of respondents)



Other Characteristics

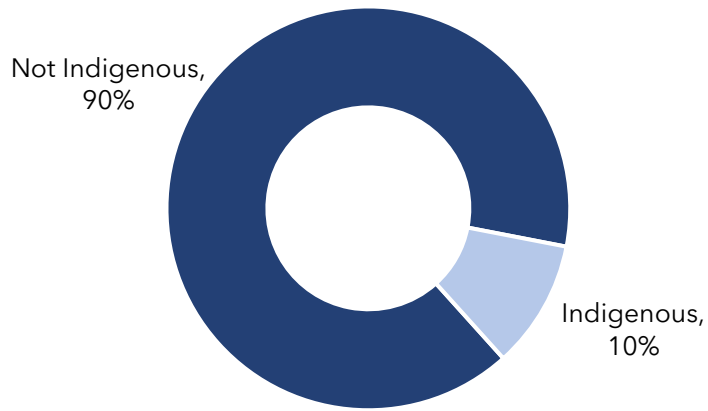
- Nearly all respondents (94%) were members of the public. Only a few respondents were a representative of a First Nation government, non-profit/NGO or a tourism or outdoor recreation business. Note this public engagement period was targeted at members of the public as separate engagement processes took place with First Nations, local government(s) and other agencies.
- 53% of online survey respondents were men 46% were women and 1% identified as non-binary. Survey respondents were more likely to be male compared to the general population (48%; 2021).¹
- Nearly half of online survey respondents were between 30 – 49 years old, 30% were between 50 – 69 years old, while fewer were less than 29 (18%). Survey respondents were much more likely to be between 30 – 49 (46%) than the general population (26%).
- 10% of online survey respondents identified as Indigenous, similar to 9.9% in the Fraser Valley population (2021). Of those that did identify as Indigenous, 60% were First Nations, 35% were Metis, and 1% were Inuit.

Responding Primarily As.... (% of respondents)

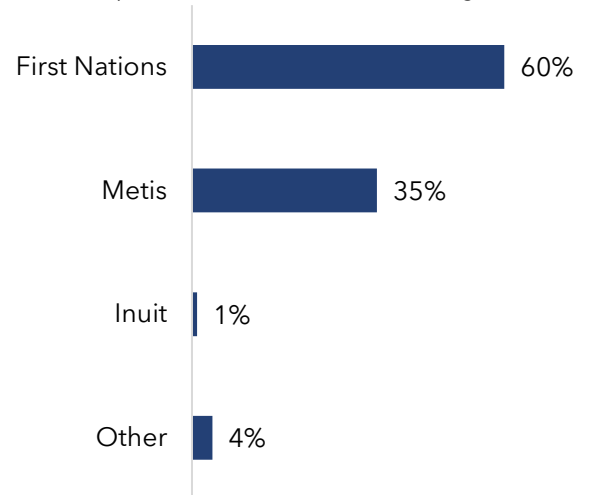


¹ As measured by 2021 census data (see Appendix B).

Indigenous Identification
(% of respondents)



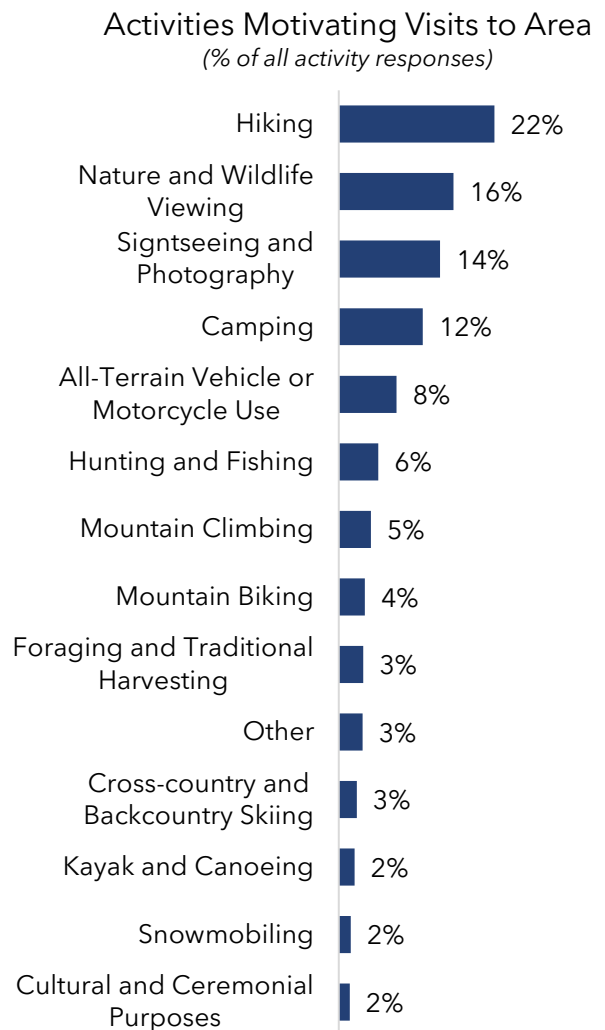
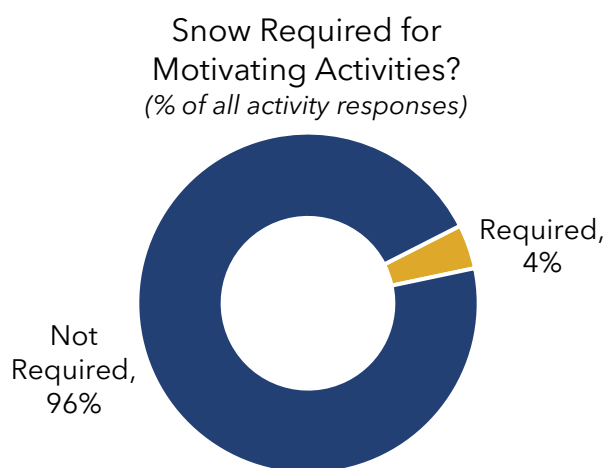
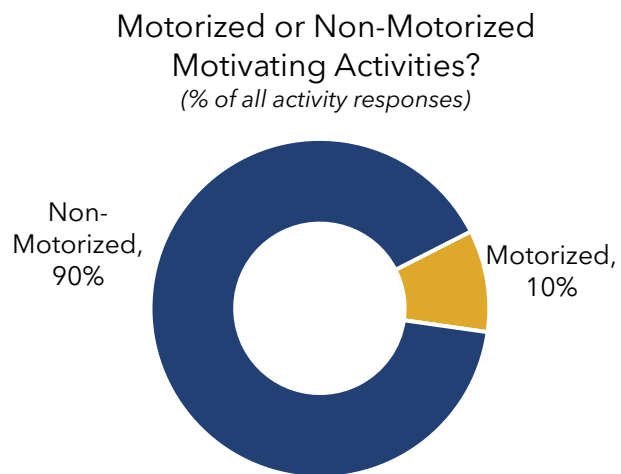
Indigenous Identification
(% of respondents that identified as Indigenous)



Use of the Area

Respondents were asked, "Have you been to the area proposed for the Bridal Veil Mountain Resort or areas near it? If yes, Please tell us more about the context of your previous visit(s) to the area: identify which activities motivated your previous visit(s)?"

- Nearly all (91%) online survey respondents had been to the area, - 6% hadn't been to the area and 2% were unsure if they had been to the area.
- On average, respondents indicated they were motivated to visit the area by 3.2 different activities.²
- Non-motorized activities such as hiking, nature and wildlife viewing were the most frequently mentioned motivating activities (90%).
- 4% of motivating activities required winter/snow (cross-country and backcountry skiing and snowmobiling).



² Note that respondents could respond with multiple activities. 3,192 respondents replied with 10,866 activities. Percentages displayed in graphs are all of responses (not respondents).

Aspects to Consider

Email Responses

- Nearly all emails highlighted concerns about the environment.
 - Most were about the potential destruction of spotted owl habitat and/or the presence of wildlife habitat areas designated as protected for long-term spotted owl habitat.
 - Concerns were also raised about the destruction of mountain goat habitat, water pollution, and old growth management areas.
 - All emails about the environment were opposed/conditionally opposed to BVMR development.
- One email outlined geohazard concerns and the lack of alignment with the existing infrastructure development and neighbourhood plans and did not support the BVMR development.
- Several emails referred to public recreation use and interests.
 - One email summarized negative impacts on existing public recreation use and interests and was opposed to BVMR development.
 - One email summarized increased recreational benefits for area residents and supported BVMR development.

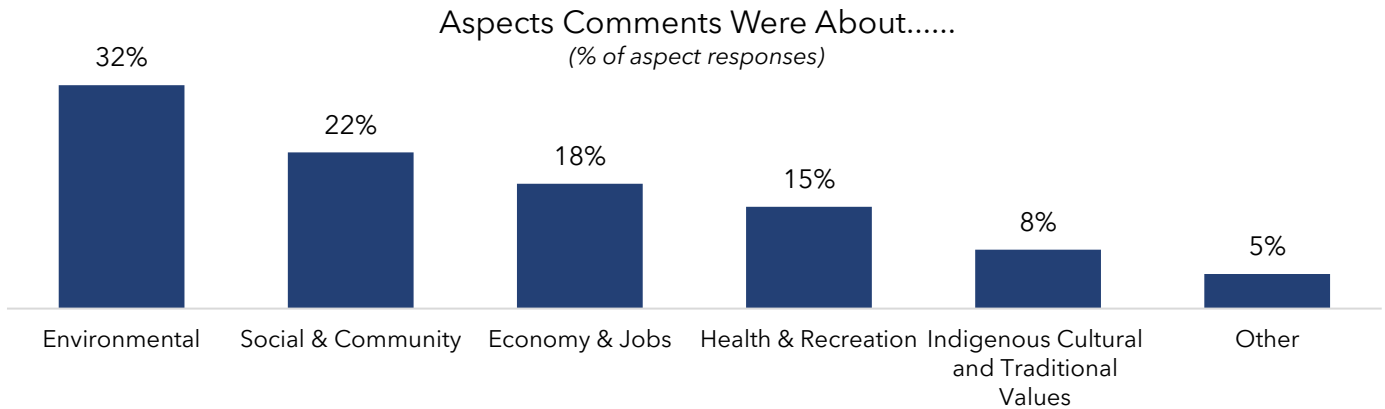
Online Survey Responses

Online survey respondents were asked, *"The Mountain Resorts Branch (MRB) of the B.C. Ministry of Tourism, Arts, Culture and Sport wants to understand public interests regarding the proposed Bridal Veil Mountain Resort and the surrounding areas. Please share your thoughts about what the MRB should consider during this initial review process."*

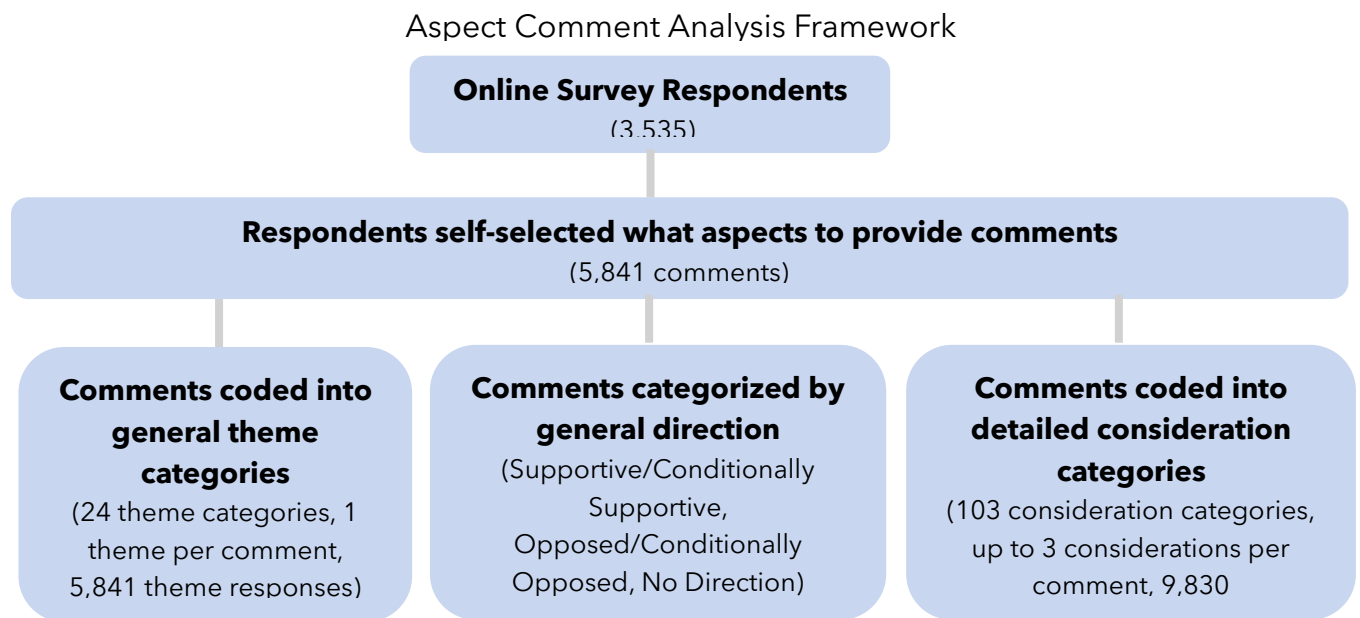
"Which aspects of the Bridal Veil Mountain Resort proposal would you like to comment on?"

Respondents could select multiple aspects, including environmental, social and community, economy and jobs, health and recreation and Indigenous culture and traditional values.

- 2,971 unique online survey respondents provided aspect comments, on average, each respondent provided comments about two aspects. In total, there were 5,841 aspect comments.
- Nearly a third of all aspect comments were about environmental considerations (32%), followed by social and community aspects (22%), economy and jobs (18%), health and recreation (15%) and Indigenous culture and traditional values (8%).



Once the survey respondent identified they would like to comment on one of the six aspects, they were asked, *"What specifically should the Province consider regarding the {selected aspect} of the proposed resort?"* Comments were coded into general theme categories, the general direction and up to three detailed consideration categories (see analysis framework below).

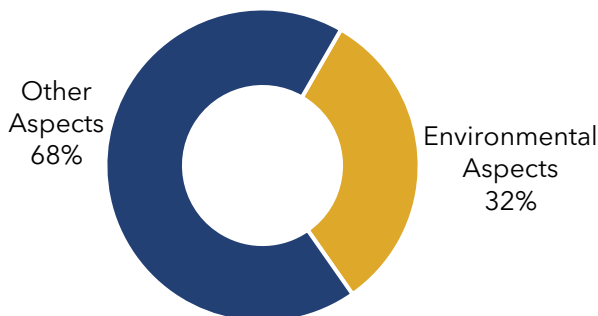


For each aspect (environmental, social and community, economy and jobs, health and recreation and Indigenous culture and traditional values), the following pages summarize the number of online survey respondents, the number of unique comments provided, the main themes of those comments, the direction of the comments, as well as the detailed considerations enumerated. Note that responses were coded into positive/positive with conditions or negative/negative with conditions or balanced/no direction categories from open-ended/textual responses. Examples of respondent comments are also provided. See Appendix B for additional methodology notes.

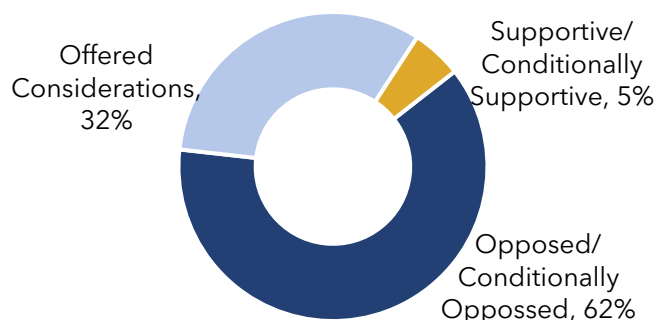
Environmental Aspects

- A third (32%) of all comments were about the environment, more than any other aspect.
- In terms of general themes, half of comments were generally about ecosystems and biodiversity. Respondents also indicated concern about infrastructure and natural hazards (13%), and climate challenges (8%).
- Most of environmental aspect comments were opposed/conditionally opposed to the BVMR development (62%), the remainder offered considerations (weren't directional, 32%) or were supportive/conditionally supportive (5%) of the BVMR development.
- The top more detailed considerations were wildlife habitat (22%), natural habitats (no mention of wildlife, 10%), species at risk (10%), native plants (8%), pollution (7%), infrastructure demands (7%), and road system and traffic impacts (7%).

Aspect Comments
(% of all aspect comments)



Comment Direction
(% of all environmental aspect themes)



Environmental Aspects



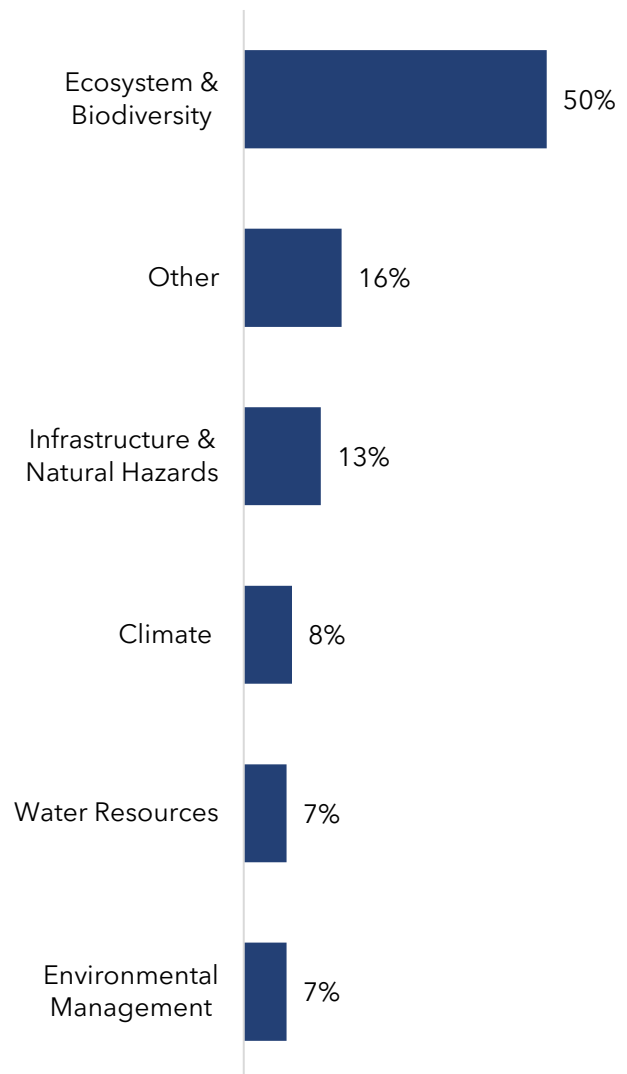
1,555 survey respondents commented on this aspect



3,572 unique comments were provided

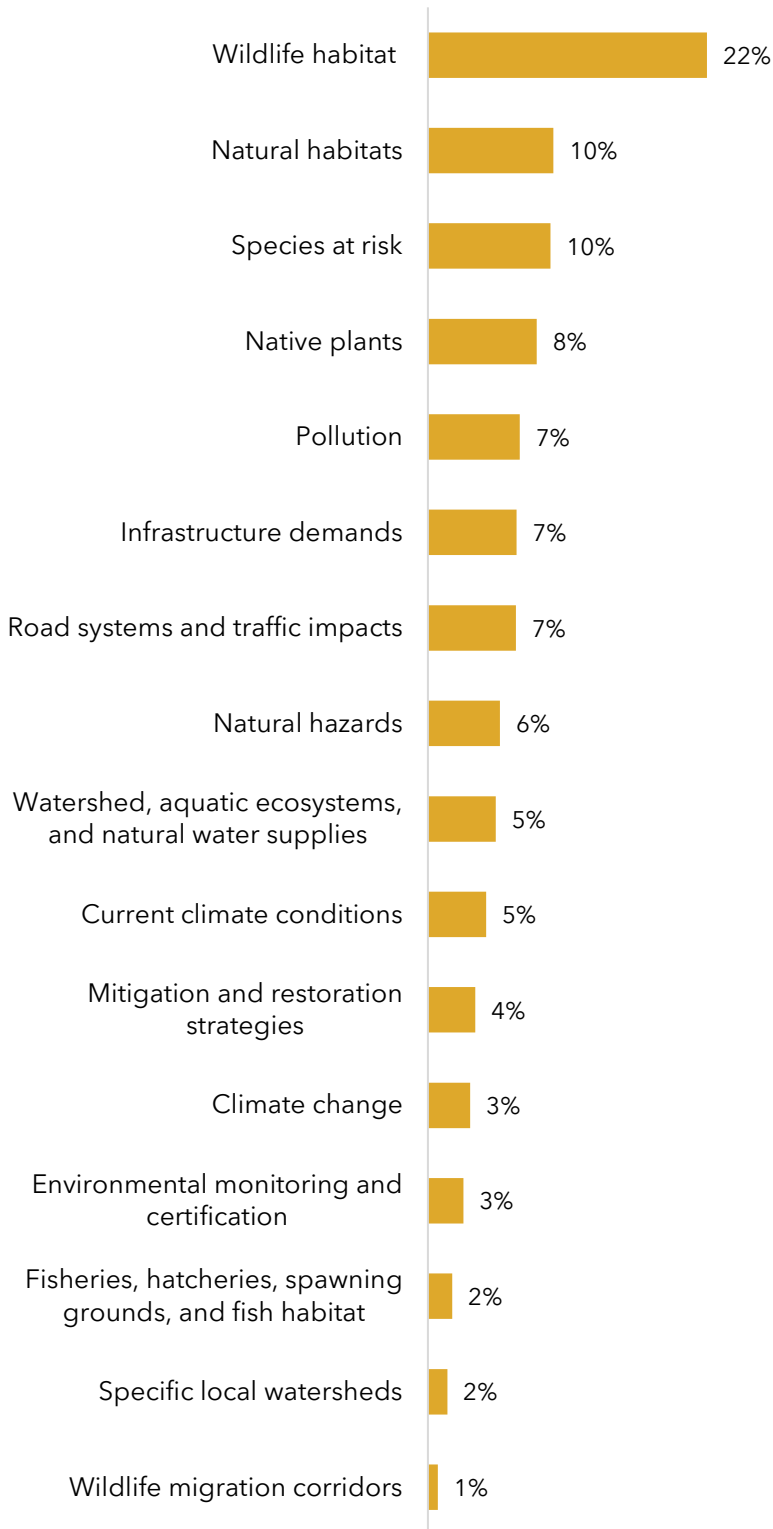
Comment Themes

(% of all environmental aspect themes)



Detailed Considerations

(% of all environmental considerations)



Sample Comments

"This is a pristine area and developing a huge resort is not consistent with any type of environmental concerns. There is a great deal of wildlife in the area and this proposal is inconsistent with any type of environmental protection."

"Please conduct detailed wildlife surveys, conduct thorough archaeology, and intensive geotechnical and watershed studies. As someone whose daily life will be effected by the project, I would like to see it have a cumulative benefit to the environment and community instead of a net negative."

"We get very little snow these days so would be very limited winter activity."

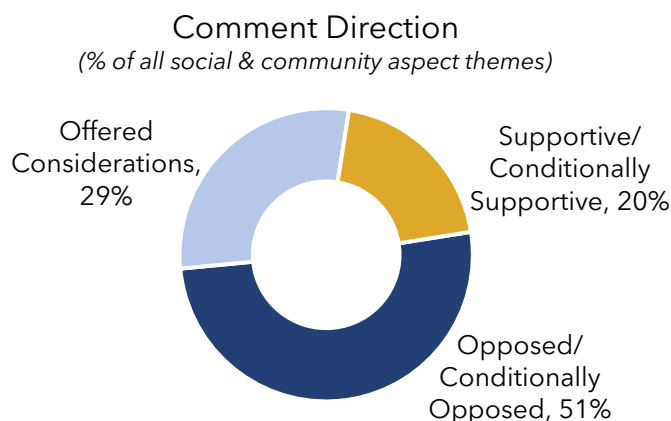
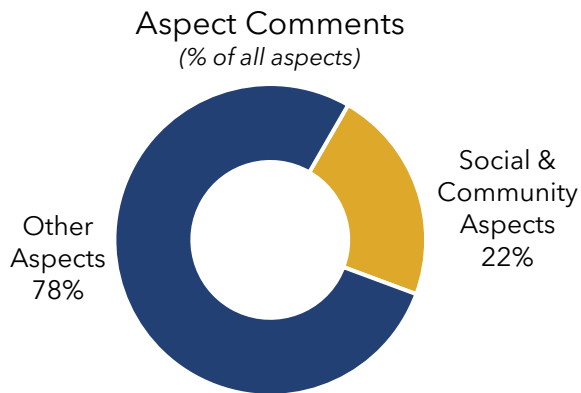
"Impact next to watershed, possible contamination. Can the existing highway handle the expected traffic increase. How much cost will be borne by the taxpayers regarding development."

"The development must integrate with and preserve the bulk of the natural environment."

"The Chilliwack area is densely populated with wildlife, and its natural beauty already attracts a large number of tourists each year. The construction of a costly resort would destroy natural habitats, impact wildlife, and increase erosion. Ski lifts, gondolas, and facilities would consume significant energy, contributing to an even larger carbon footprint. Resorts generate large amounts of waste from tourists and visitors and would need to be managed sustainably. Cutting trees and building resorts could destabilize the land, possibly causing more landslides and erosions in the area, which benefit no one."

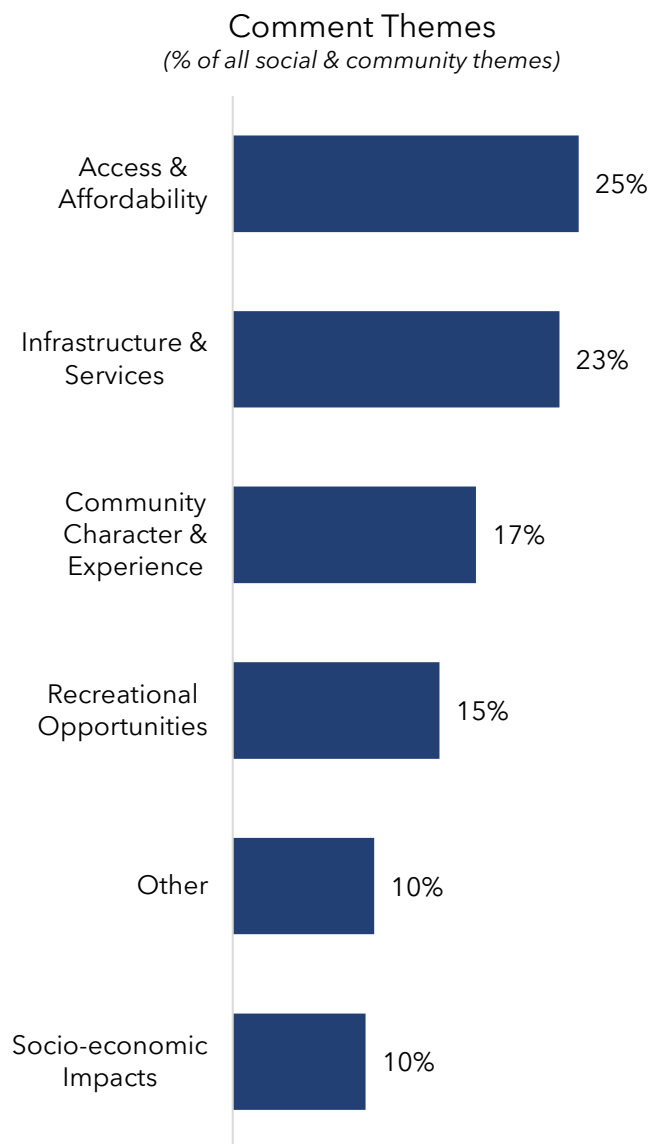
Social and Community Aspects

- A fifth (22%) of all comments were about social and community aspects.
- A quarter of social and community comment themes were about access and affordability, or infrastructure and services offered (23%), fewer were about community character and experience (17%) or the recreational opportunities (15%).
- Half of social and community aspect comments were opposed/conditionally opposed to BVMR development (51%), the remainder offered considerations (weren't directional, 29%), or supportive/conditionally supportive (20%) of the BVMR development.
- The top detailed considerations were about traffic management (11%), the need for local access to the area (9%) and the impact on existing recreational users (8%), infrastructure demands (7%), and cost of controlled recreation (6%).



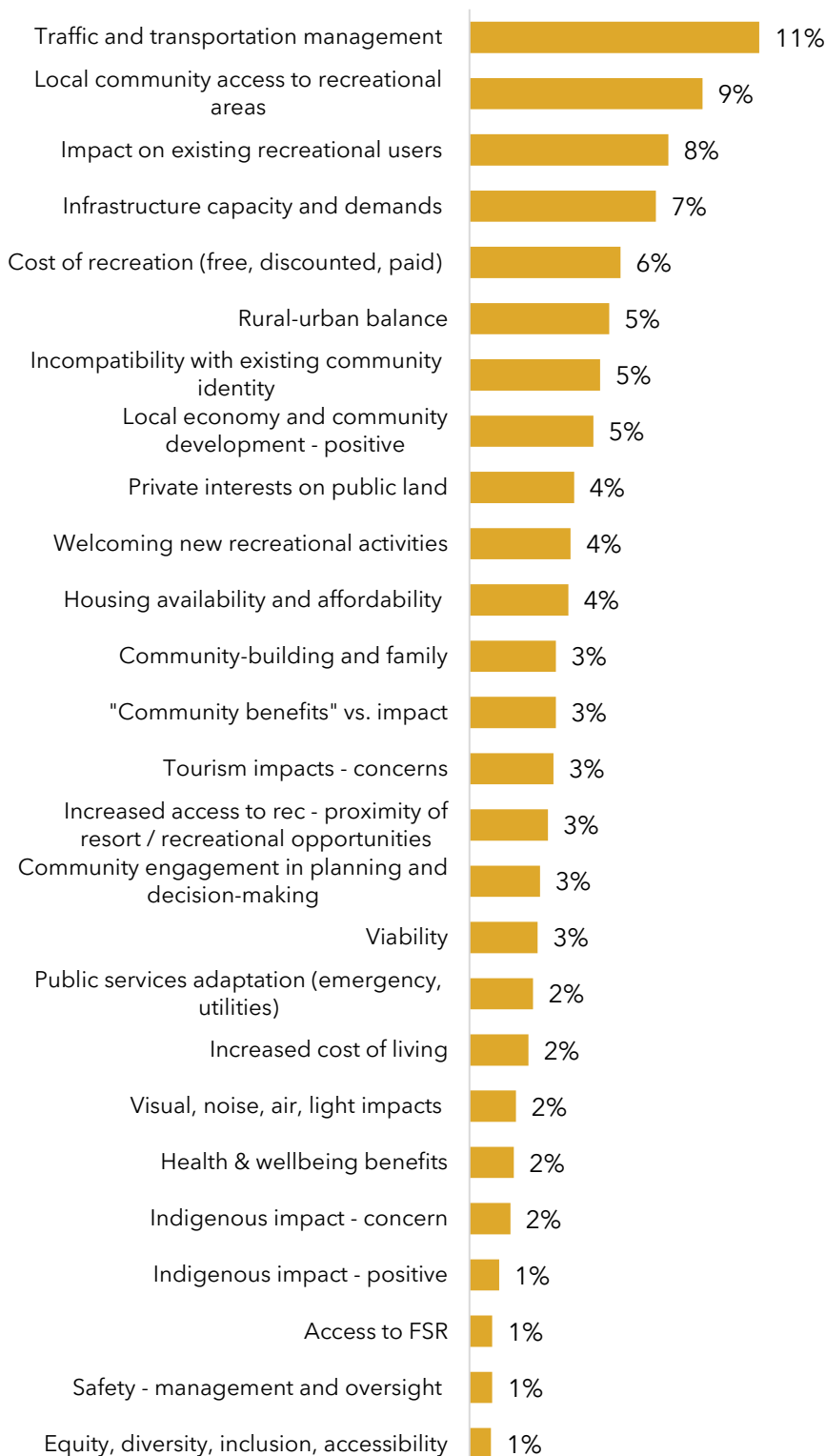
Social & Community Aspects
 **1,162** survey respondents commented on this aspect

 **2,273** unique comments/responses were provided



Detailed Considerations¹

(% of all social & community considerations)



1. FSR = Forest Service Road

Sample Comments

"Infrastructure around Chilliwack is not set up for this level of tourism and traffic. Considerations should be made regarding highways, local roads, accommodations with the locals in mind."

"The resort will provide new recreational opportunities, encourage outdoor activities, and offer families and individuals a place to immerse themselves in nature. Traffic and crowd management should be planned carefully to minimize disruption, ensuring a seamless integration into the community."

"Many ski resorts suffer from lack of employees, lack of employee housing, too many folks wanting to be in the area causing more environmental damage from folks not staying on designated trails, more noise and pollution. Talk to folks who have properties in the Jones/Waleach Lake area. They have huge problems with garbage from campers and hikers, illegal campfires, environmental damage done to trees etc."

"This area is already free to access to all, adding a private company with the ability to charge what will expensive fees for access to what is currently public land is disgraceful."

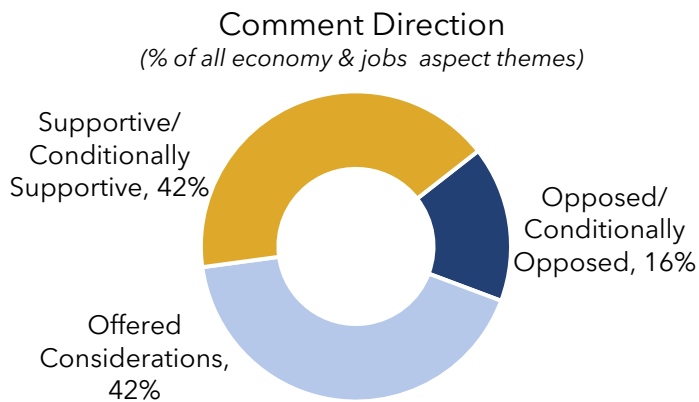
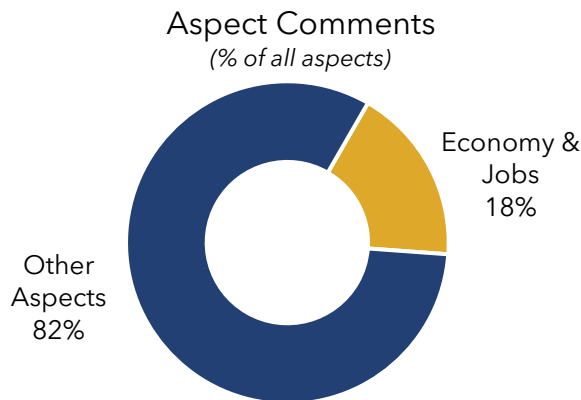
"Gives the area so much more appeal and attracts interest to visit or live in the area."

"Too much pressure on Chilliwack's infrastructure"

"If adding a new resort, try to make events to entice people from surrounding areas to come and explore/use resort, engage community involvement."

Economy and Jobs Aspects

- Slightly under a fifth (18%) of all comments were about the economy and jobs aspects.
- More than half of comments were about employment opportunities (54%), followed by other community (26%) and business and economic development (12%).
- Nearly half of comments were supportive/conditionally supportive of the BVMR development (42%), offered considerations (weren't directional, 42%), while the remainder were opposed/conditionally opposed to BVMR development (16%).
- The top more detailed considerations were about job opportunities (26%), priorities for local Indigenous hiring (16%), regional economic ripple effects (14%), and economic diversification and tourism development (9%).



Economy & Jobs Aspects



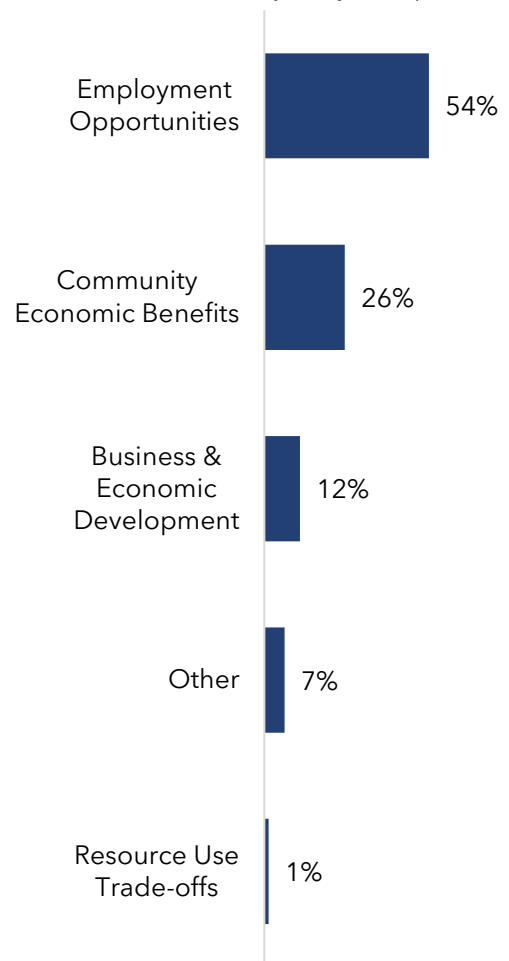
772 survey respondents commented on this aspect

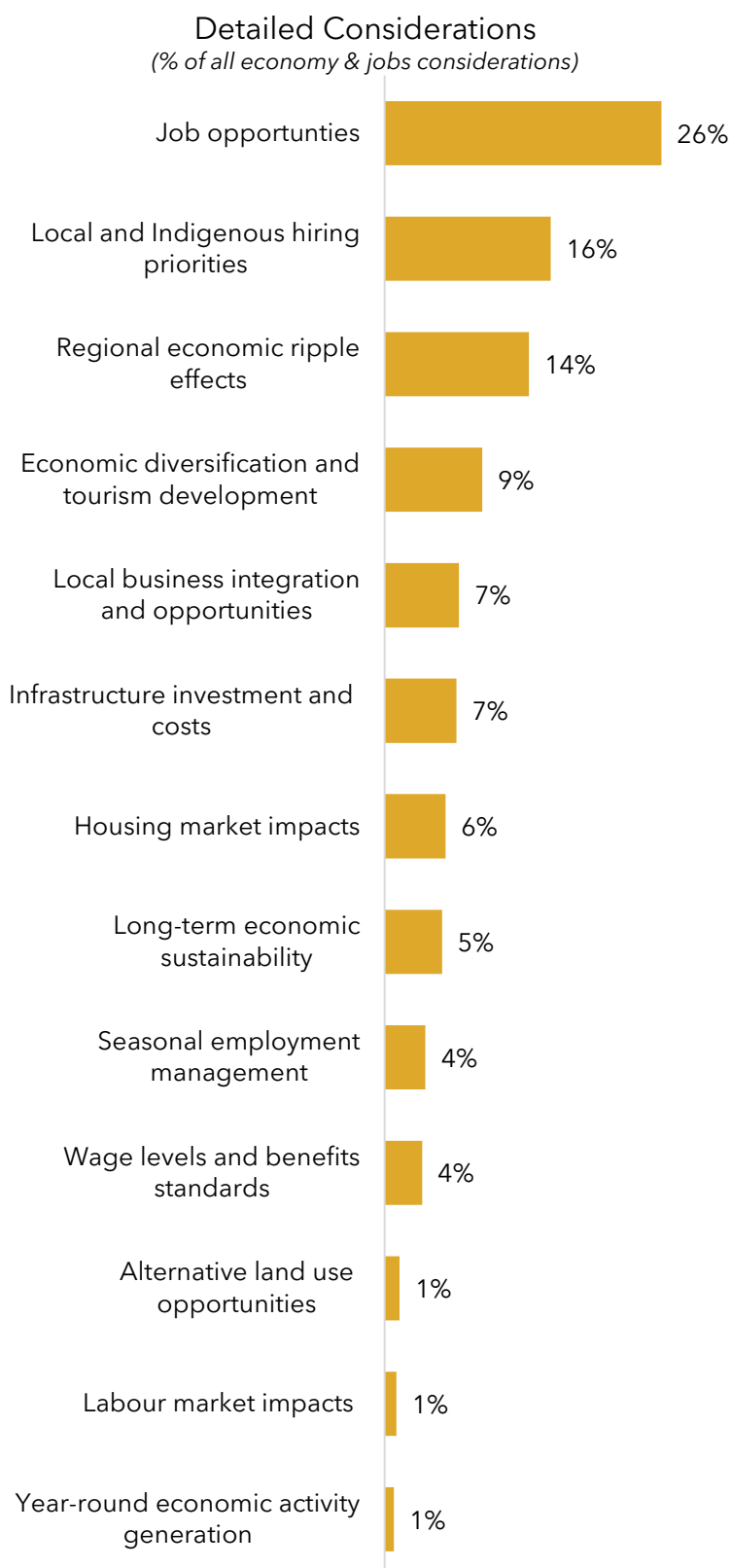


1,275 unique comments/responses were provided

Comment Themes

(% of all economy and jobs aspect themes)





Sample Comments

"As one of the fastest growing areas in Canada, I find myself and my neighbours driving great distances for work, we need more local developments like this to fuel the growing population."

"I think this would be a great opportunity for the First Nations People and the city of Chilliwack, to bring more tourism to the area and jobs for people."

"Who is making money on this venture? Not the local people who will be impacted the most. There are few places in the Valley to buy anything. The jobs would be available for the ski season but not for the rest of the year."

"This project is perfectly located to be an impactful economic hub for the Fraser Valley much like an anchor tenant in a retail development. It also can be a driving force for economic development of everything around it. A rising tide lifts all boats and this may be the only project/economic driver large enough to come to the Valley and have a real impact."

"This is the most exciting aspect of this project. I want to see this proceed to help build the local economy and provide work for people of Chilliwack, Agassiz and Hope."

"Employment for our youth. Year-round employment."

"Encourage more capital investment in the entire area with private money not taxpayer money. Stay out of the way of improvements for peoples' enjoyment and allow investment by the private enterprise to guide our future for our children and their children."

Health and Recreation Aspects

- 15% of all comments were about the health and recreation aspects.
- More than a third of comments were about recreation access and affordability (38%), followed recreation management and impacts (29%), health and well-being benefits (14%), and recreational activities and diversity (12%).
- More than a third of comments were opposed/conditionally opposed to BVMR development (37%), while a third offered considerations (weren't directional, 33%) and the remainder were supportive/conditionally supportive of the BVMR development (31%).
- The top more detailed considerations were about capacity and crowding (16%), transportation and physical accessibility (11%), public vs. private recreational spaces (11%), physical health and active lifestyle promotion (11%), and environmental impacts of recreational activities (11%).

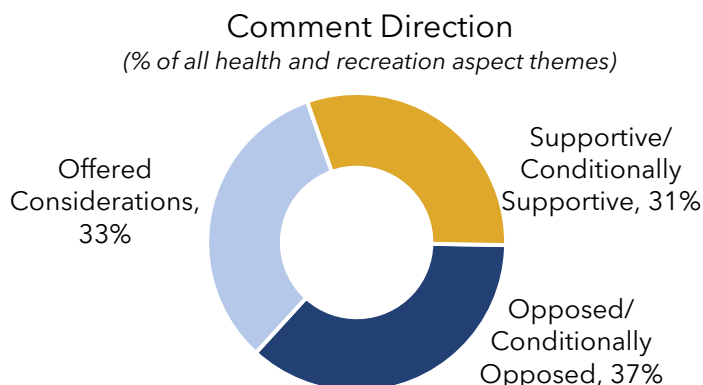
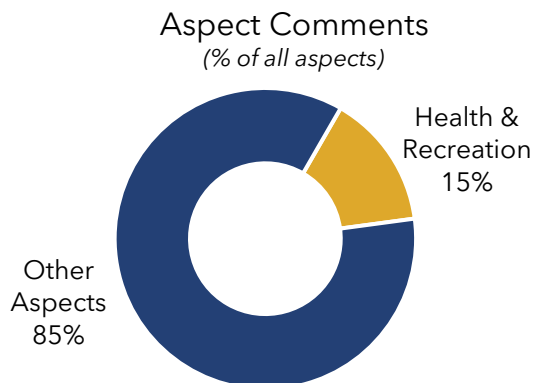
Health & Recreation Aspects



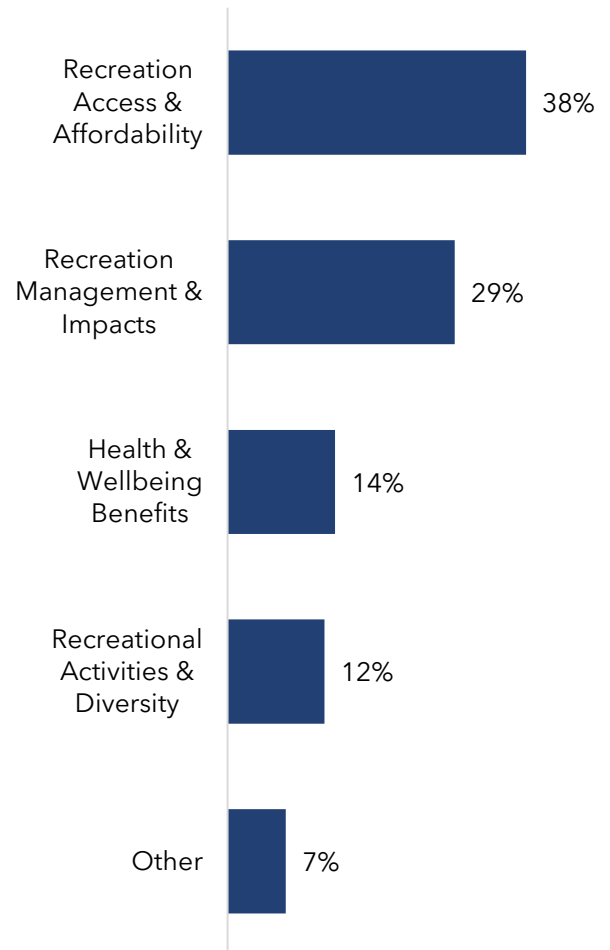
928 survey respondents commented on this aspect



1,352 unique comments were provided

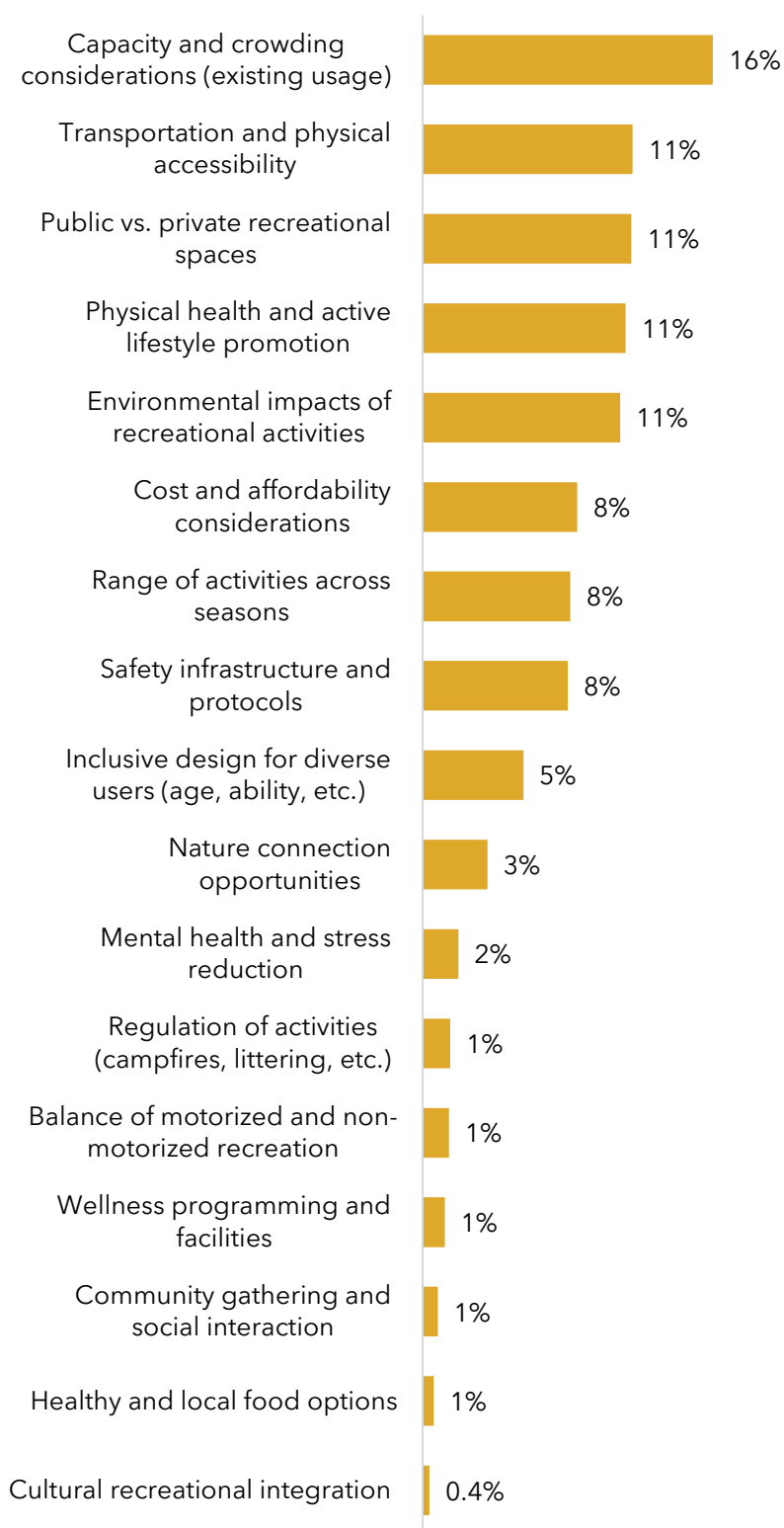


Comment Themes (% of all health and recreation aspect themes)



Detailed Considerations

(% of all health and recreation considerations)



Sample Comments

"As a health and recreation enthusiast I spend a lot of time in nature and the great outdoors. This area is prime for a new ski, snowboard and mountain bike resort. I very much support this project and look forward to enjoying activities with family and friends at the new resort. This is much needed for the area and all residents of the Fraser Valley."

"I'm concerned about the resort limiting access to the backcountry and hiking trails that already exist and are being used by locals. Whether that's by closing existing trails or the forest service roads used to access them, either from the north side of the mountain or the south side of the mountain. Especially the access for Mt Cheam, one of the most loved and iconic hikes in our local area."

"That access to many of the different recreational opportunities is maintained for free. We don't want to have to pay."

"Less motorized sports and more attention to things like hiking and biking, winter sports if the snow allows this. Less sightseeing/ commercial tourist attractions and more emphasis on preserving the natural environment."

"People come out here to get away from the city and enjoy the quiet and nature. An all-season resort will not be as quiet. It will also reduce natural habitats and drive or kill wildlife in the area. It's also accessible to anyone who wants to enjoy it. One of the last few luxuries that even those families struggling to make ends meet can enjoy. Making this a resort benefits only those who can afford it. Mental health needs to be a priority for all and free outdoor activities in the area helps. Don't take that away from the public."

Indigenous Cultural and Traditional Values Aspects

- 8% of all comments were about Indigenous cultural and traditional values.
- More than a third of comments were about project governance and partnerships with Indigenous people (38%), followed by comments about incorporation of Indigenous values (19%), and governance of traditional territories (18%).
- More than sixty percent of comments offered considerations (weren't directional, 62%), while a third were opposed/conditionally opposed to BVMR development (33%), and five percent were supportive/conditionally supportive of the BVMR development
- The top more detailed Indigenous cultural and traditional value considerations were about ensuring First Nation / Stó:lō decision-making authority and consultation (18%), ecological stewardship / respecting Mother Earth (17%), respecting all First Nations wishes (9%), and protection of archaeological sites (9%).



Indigenous Cultural & Traditional Values Aspects

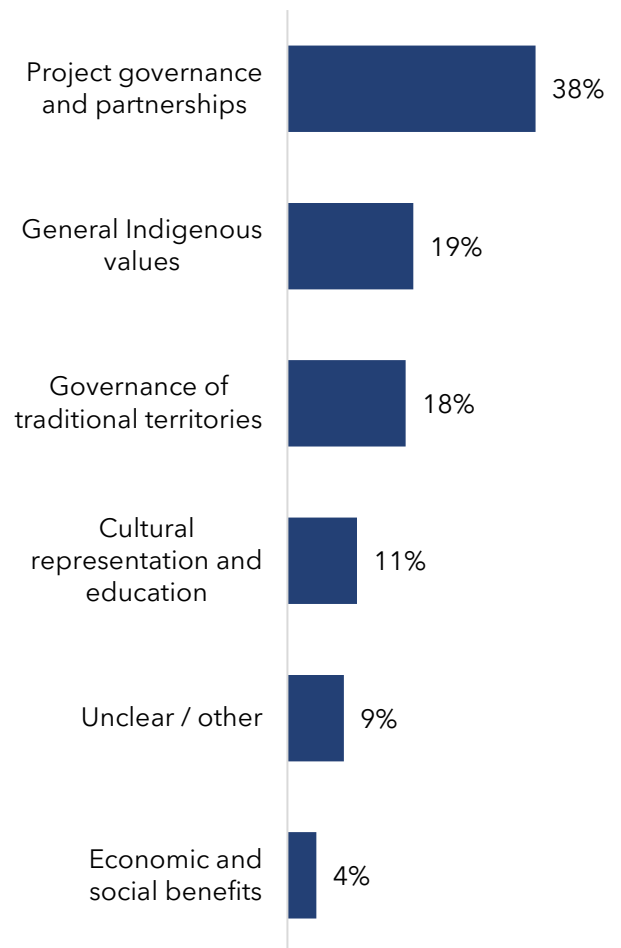
431 survey respondents commented on this aspect



721 unique comments/responses were provided

Comment Themes

(% of all Indigenous cultural and traditional value themes)



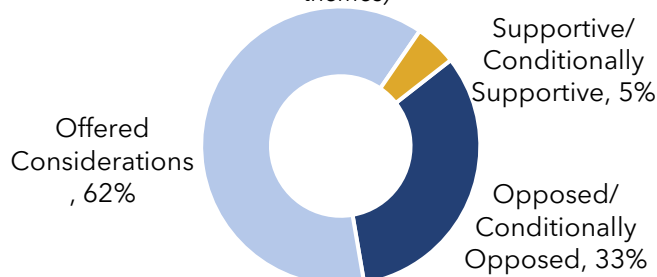
Aspect Comments

(% of all aspects)



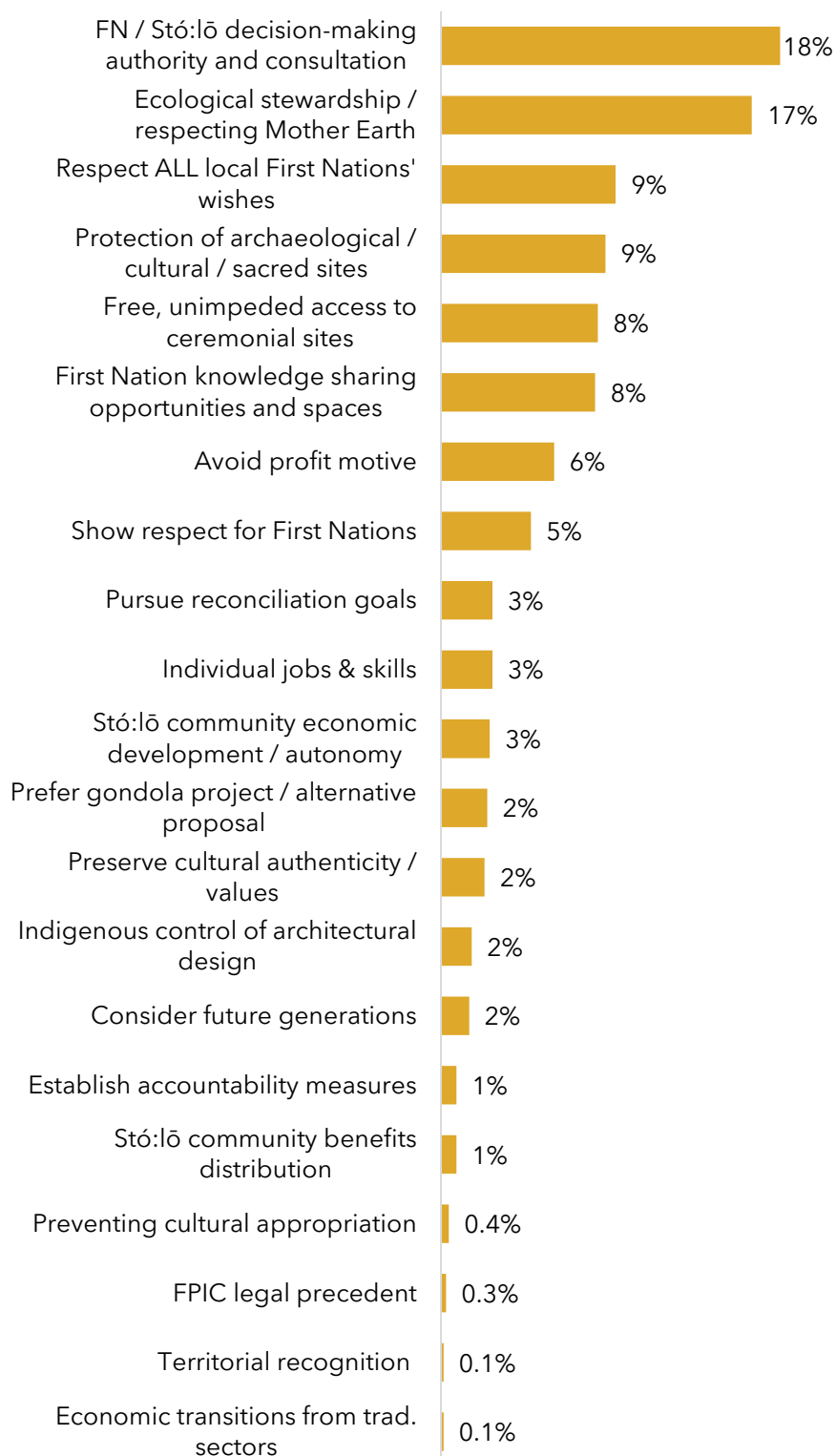
Comment Direction

(% of all Indigenous cultural and traditional value aspect themes)



Detailed Considerations¹

(% of all Indigenous cultural and traditional value considerations)



Sample Comments

"It has been the First Nations land since time immemorial; they should be part of the ownership and management."

"Continuous consultation with, and leadership by, First Nations to make this project uniquely representative of Indigenous values, culture, and history. Also, offering an opportunity to educate visitors on local First Nations culture and history while enjoying the resort."

"Work with, and engage all Indigenous groups, so that everyone can be fully on board with the project. Having an interpretive centre would be an excellent way of showcasing culture."

"This project is located on Stó:lō lands so I believe the Province must adhere to the highest standards of UNDRIP, a higher standard than I have seen from the Province in the past and ensure the Stó:lō steward environmental considerations."

"Leave the land to kept safe for all creatures that inhabit the area; practice the ancient traditions of the Indigenous cultures - take only what is necessary for basic survival, help mother nature heal and flourish, respect the natural beauty of the landscape."

"All through the valley things are being impacted, waterways, salmon habitat, ecosystem integrity, sacred spaces, burial and regalia sites. This will hugely impact our ability to forage, visit sites, hunt, fish and gather in this area without harassment or fees. This is OUR land and no outsiders should have a say on whether there's ever development there except us."

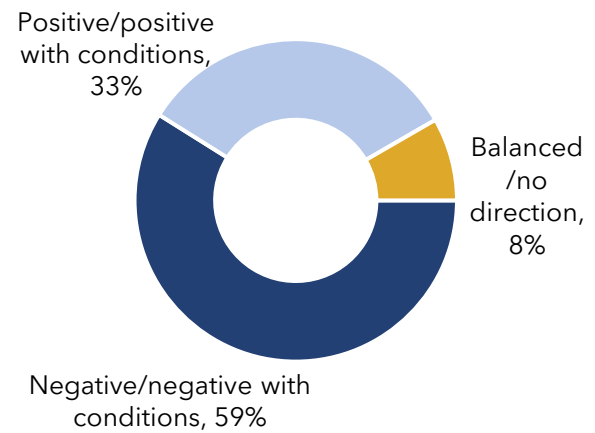
1. FPIC = Free, prior and informed consent.

Positive and Negative Impacts

The online survey asked, *"What positive and/or negative impacts do you think the proposed resort will have on the local community (for example, the Fraser Valley), the region (for example, the South Coast of B.C.), and/or the Province of British Columbia?"*

- 2,833 respondents provided a comment about positive or negative impacts of the proposed resort.
- More than half of respondents (59%) provided a negative/negative with conditions impact comment, 33% provided a positive/positive with conditions impact comment and 8% provided a balanced/no direction comment. Note some negative and positive comments had conditions, for example, "this resort is a positive addition to the economy if adequate infrastructure and transportation networks are constructed to handle more people in the area."
- See Appendix B for details on how this question was analyzed.

Proposed Resorts Impact Type?
(% of respondents)

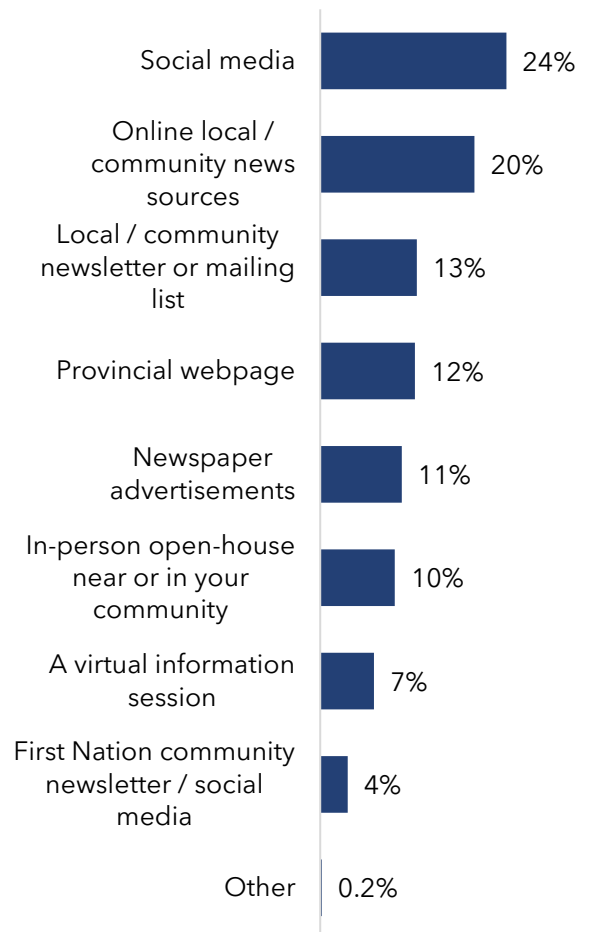


Future Communications

The online survey asked, *"To help us in future communication, we are interested in knowing your preferences for keeping informed of project updates. Please indicate your communication preferences below."*

- 3,244 survey respondents provided 8,382 responses. On average, respondents provided 3.2 communication modes preference.
- A quarter of responses noted communication preference as social media (24%), followed by online local/community news (20%), a local/community newsletter or mailing list (13%), provincial webpage (12%), newspaper advertisements (11%), or an open house (10%).
- Online modes of communication composed more than 60% of responses.
- Less than 1% of responses noted preferred other communication modes (0.2%, 17 responses) and included TV news, radio, post mail, billboard, YouTube and SMS/text.

Communication Preferences
(% of all communications preferences selected)



Key Findings and Next Steps

Key Findings

- One additional competing EOI was submitted to MRB and was subsequently withdrawn, therefore, a competitive process was not conducted.
- The large volume, variety and complexity of public comments received reflect the high level of interest in the BVMR project, outdoor recreation and land use decision making in British Columbia.
- Note that results presented here only represent perspectives of people that have took to the time to respond to the survey and have an interest in the project. The results do not represent a statistically valid sample of the residents of the Fraser Valley.
- Local B.C. residents, men, and middle-aged people were most likely to provide comment via the online survey. The proportion of respondents that identified as Indigenous matched census results.
- Most common public comment considerations were about the environment, of those, most frequent were the concern for wildlife, natural habitats and species at risk. Public comments also revealed the concern about increases in pollution, the need for enhanced traffic and transportation management, geohazards concerns and demands on existing infrastructure. In addition, potential negative impacts on existing, free recreational experiences were noted.
- Also important to consider are the positive benefits of the proposed resort including job opportunities, positive economic and tourism development and additional access to outdoor recreation experiences.
- When asked about what positive or negative impacts the resort would have on the community, more than half of respondents (59%) provided a negative/negative with conditions comment, 33% provided a positive/positive with conditions impact comment and 8% were balanced/provided no direction.
- Future project communications should focus on primarily online communications as well as offer other in-person communication modes.

Next Steps

- TACS will determine if the BVMR proponent will be invited to submit a Formal Proposal. That decision will be based on considerations raised by First Nations, agencies, stakeholders and the public.
- If the proponent were to be invited to submit a Formal Proposal it would build on the EOI information and respond to key issues identified within the EOI review. MRB would initiate a more intensive and detailed review of the Formal Proposal consistent with the All-Seasons Resort Policy (ASRP).
- Following positive review of the Formal Proposal and potential Interim Agreement determination, the most detailed intensive Master Plan review stage is carried out to

inform provincial master plan (non-statutory) and land use (statutory) decision making under the Ministry of Lands, Parks, Housing Act.

- For each stage of the major project review process, MRB will continue to engage with First Nations, communities, the public, and stakeholders to understand their interests and how they may be impacted by this proposal.

Appendices

Appendix A: Questionnaire

Bridal Veil Mountain Resort – Proposal

Expression of Interest Survey 2024

BVMR Public Comment Period Questionnaire

Title: Bridal Veil Mountain Resort Survey

Project Introduction

The Mountain Resorts Branch (MRB) of the Ministry of Tourism, Arts, Culture and Sport (TACS) has received an Expression of Interest (EOI) for a proposed all-seasons resort referred to as the Bridal Veil Mountain Resort. The resort is proposed by Bridal Veil Mountain Resort Ltd., a collaboration between local entrepreneurs Robert Wilson, Jeff Wilson, and Mike Lalonde. The resort is located east of the City of Chilliwack, in Area D and E of the Fraser Valley Regional District.

The vision for the resort is to become Canada's first destination all-season mountain resort to be jointly planned, designed, constructed, managed with, and be majority-owned by First Nations – the Stó:lō Peoples.

As proposed, recreation activities would occur in the Chipmunk Creek Watershed (800 m – 1,700 m) accessed from the Fraser Valley by two gondolas. The resort would include a valley village base area adjacent to Highway 1 and a car-free alpine village (1,200 m) in the recreation area. The resort would offer a diverse range of activities, including skiing/snowboarding, Nordic skiing, backcountry skiing, tubing, and snowshoeing in the winter, and hiking, trail running, and downhill and cross-country mountain biking in the summer. Additionally, the resort would offer sightseeing, Stó:lō cultural and traditional activities, health, wellness, arts, music, culinary, and educational and interpretive experiences and events throughout the year. The activities and experiences are intended to serve the community of the Fraser Valley and attract guests from across North America and around the world.

More information about the Bridal Veil Mountain Resort EOI can be viewed on the [Mountain Resorts Branch website](#) [ensure hyperlink opens new window] including the Bridal Veil Mountain Resort EOI, EOI Executive Summary, and Frequently Asked Questions.

Project Review Process

An Expression of Interest (EOI) is an initial step in a multi-stage major project review process, administered by the Mountain Resorts Branch under the All-Seasons Resort Policy. The resort information provided in the EOI stage is preliminary and conceptual, aimed at assessing project feasibility. More detailed project information is developed if the project advances to subsequent stages. Should the review of the EOI be successful, the proponent will be invited

to move forward in the review process and submit a formal proposal. Additional public engagement would occur at that time. Refer to the [Applying to Develop a Resort](#) or the [Resort Development Process Flowchart](#) [ensure hyperlinks opens new window] for more information.

Please note that the Province of B.C. undertakes engagement and formal consultation with First Nations under a separate process for every stage of the major project review process.

Goal of Public Engagement

Public engagement is a key component of the major project review process. At this Expression of Interest stage, we are seeking public input to better understand the following:

- Use and interests in the proposal area
- Public interests as they relate to the proposal
- Aspects to consider in the major project review process

The questionnaire takes approximately five minutes to complete.

The questionnaire will be closed for feedback on February 28, 2025 at 4:00 pm PST.

Collection Notice: The information you provide will be collected to inform the major project review process for the Bridal Veil Mountain Resort proposal. If you have questions about the collection of this information, please contact: Senior Director, Citizen Engagement, CitizenEngagement@gov.bc.ca. This information is being collected by the Ministry of Citizens' Services on behalf of the Ministry of Tourism, Arts, Culture and Sport (TACS) under the authority of section 26(c) and 26(e) of the Freedom of Information and Protection of Privacy Act ("FOIPPA").

All responses will remain anonymous. Overall results and de-identified written responses may be shared with the proponent for the purpose of developing and consolidating the Expression of Interest.

Please click "Next" below to start the survey.

[QUESTION GROUP A - Background]

QA1. I am responding to this questionnaire *primarily* as: [single choice]

- A member of the general public
- A representative of a local government or regional government
- A representative of a First Nation government
- A representative/member of a non-profit or NGO

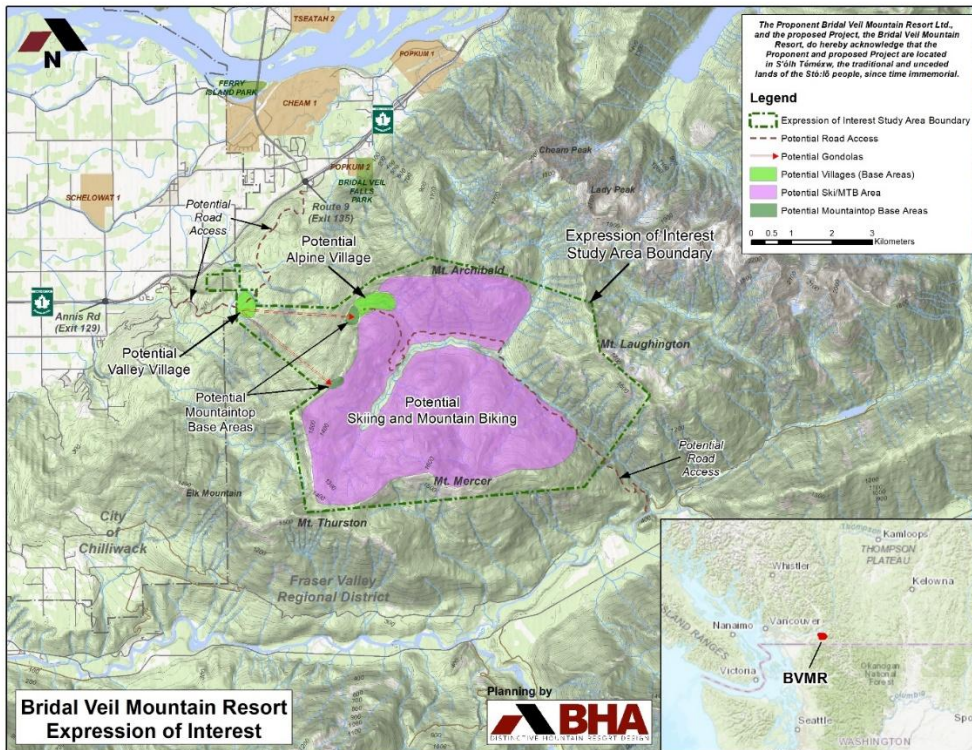
- A tourism or outdoor recreation business
- Other, please specify: [open-text]

Please do not include any personally identifiable information about yourself or others in your response.

QA2. Have you been to the area proposed for the Bridal Veil Mountain Resort or areas near it? [single choice]

- Yes, I have visited the area or nearby
- No, I have not
- I am unsure

Click [here](#) to see the full image (7MB).



[image alt text: "Image of the area surrounding the proposed Bridal Veil Mountain Resort"]

Click [here](#) to see the full image (7MB).

[If "Yes" to QA2, then proceed to QB1, otherwise continue to QC1]

[QUESTION GROUP B - Use of the Area]

QB1. Please tell us more about the context of your previous visit(s) to the area: identify which activities motivated your previous visit(s). [multiple choice] [randomize options]

- Backcountry / cross-country skiing
- Mountain climbing

- Camping
- Snowmobiling
- All-terrain vehicle (ATV) use
- Mountain biking
- Kayaking / canoeing
- Hiking
- Nature / wildlife viewing
- Sightseeing/photography
- Cultural / ceremonial purposes
- Hunting / fishing
- Foraging / traditional harvesting
- Other, please specify: [open-text]

Please do not include any personally identifiable information about yourself or others in your response.

[QUESTION GROUP C – Public Considerations]

QC1. The Mountain Resorts Branch (MRB) of the B.C. Ministry of Tourism, Arts, Culture and Sport wants to understand public interests regarding the proposed Bridal Veil Mountain Resort and the surrounding areas. Please share your thoughts about what the MRB should consider during this initial review process.

Which aspects of the Bridal Veil Mountain Resort proposal would you like to comment on?
[multiple choice]

Select the aspect(s) below you would like to provide specific comments and key considerations.

- ☐ Environmental
- ☐ Social & Community
- ☐ Indigenous Cultural and Traditional Values
- ☐ Economy & Jobs
- ☐ Health & Recreation
- ☐ Other

Please do not include any personally identifiable information about yourself or others in your response.

[For each option selected, an additional question will appear below in the following format:

“What *specifically* should the Province consider regarding the {selected option} of the proposed resort?” {open-text box, limit 1000 characters / ~250 words – include character count display: “Limited to 1000 characters (approx. 250 words).”}]

QC2. What positive and/or negative impacts do you think the proposed resort will have on the local community (for example, the Fraser Valley), the region (for example, the South Coast

of B.C.), and/or the Province of British Columbia? [open-text box, limit 1000 characters / ~250 words – include character count display]

Please do not include any personally identifiable information about yourself or others in your response.

[QUESTION GROUP D – Demographics]

To better understand who is responding to this survey, please provide some information about yourself. Responding to these questions is *optional* and your answers will be kept confidential and used only in aggregate form.

QD1. What are the first three digits of your postal code? [open-text, limit to 3 characters]

QD2. What is your age? [single choice]

- ☐ Under 19 years
- ☐ 19 to 29 years
- ☐ 30 to 49 years
- ☐ 50 to 69 years
- ☐ 70 years or older
- ☐ I prefer not to answer

QD3. Please indicate your gender. [single choice]

- ☐ Man
- ☐ Non-binary
- ☐ Woman
- ☐ I prefer not to answer

QD4. Do you identify as First Nations (status or non-status), Métis or Inuit? [single choice]

- ☐ No
- ☐ Yes
- ☐ I prefer not to answer

[If “Yes” to QD4, then proceed to QD5, otherwise continue to QE1]

QD5. Which of the following Indigenous group(s) do you identify as, or otherwise belong to? [multiple choice]

- ☐ First Nations (status or non-status)
- ☐ Métis
- ☐ Inuit

- ☐ Other
- ☐ I prefer not to answer [exclusive]

[QUESTION GROUP E – Stay in Touch]

QE1. To help us in future communication, we are interested in knowing your preferences for keeping informed of project updates. Please indicate your communication preferences below. [multiple choice] [randomize options]

- ☐ Newspaper advertisements
- ☐ Online local/community news sources
- ☐ Social media
- ☐ Local/community newsletter or mailing list
- ☐ Provincial webpage
- ☐ In-person open-house near or in your community
- ☐ First Nation community newsletter/social media
- ☐ A virtual information session
- ☐ Other, please specify: [open-text]

[End message]

Thank you for taking the time to complete this survey.

Public comments are a critical part of the all-seasons resort major project review process and will be used to establish the public record and inform future decision making. The Mountain Resorts Branch will use information collected here to develop a Bridal Veil Mountain Resort Engagement Summary report.

The Engagement Summary report will identify and summarize public interests and comments received during the public comment period. It is anticipated the Engagement Summary report will be posted on the BVMR portion of the Mountain Resorts Branch website in summer 2025.

For more information:

- [Bridal Veil Mountain Resort](#) - Mountain Resorts Branch website
- [Bridal Veil Mountain Resorts Branch Engagement](#) - govTogetherBC
- [GovTogetherBC](#) - your source for provincial engagement activities

Appendix B: Methodology Notes

Responses, Data Cleaning and Coding

- Emails were managed by MRB. 603 emails were received by the MRB email inbox, 326 were removed because they had duplicate names, leaving 277 unique emails. Another 282 emails were received by the Minister's email inbox, nine were removed because they had duplicate names. The remaining 273 were duplicates between the MRB and Minister's emails leaving 277 unique emails used for analysis.
- Online survey responses were managed by the Province's Citizen Engagement Team. A total of 4,078 online survey responses were submitted, 543 were eliminated during the data cleaning phase because they were suspected to be AI-generated.
 - AI generation was determined based on response characteristics, comparative analysis, and metadata review. Once a response was identified to be AI generated, the entire response was removed from analysis.
 - After removal of these responses, there were 3,535 survey responses to summarize.
- The Province's Citizen Engagement Team analysts spent substantial time coding open-ended comments into meaningful categories.
 - Online survey respondents were asked, *'The Mountain Resorts Branch (MRB) of the B.C. Ministry of Tourism, Arts, Culture and Sport wants to understand public interests regarding the proposed Bridal Veil Mountain Resort and the surrounding areas. Please share your thoughts about what the MRB should consider during this initial review process. Which aspects of the Bridal Veil Mountain Resort proposal would you like to comment on?'* Respondents could select multiple aspects, including environmental, social and community, economy and jobs, health and recreation and Indigenous culture and traditional values.
 - 2,971 unique survey respondents provided aspect comments, on average, each respondent provided comments about two aspects. This means in total, there were 5,841 aspect comments.
 - 24 theme categories were created, and each of the 5,841 comments were assigned one theme category.
 - Respondents often voiced their support or opposition to the project, to understand the context of responses, for each theme, analysts assigned a direction of the comment (supportive/conditionally supportive, opposed/conditionally opposed, offered consideration only).
- Comments ranged in length and content often presented multiple ideas. Therefore, analysts created an additional 103 detailed categories (termed considerations). Each comment was assigned up to three detailed considerations. In total there were 9,830 detailed considerations categorized.
- Sample comments were randomly selected within each aspect category. Obvious spelling mistakes were corrected but otherwise no other edits were made to the comments presented.

- Respondents were asked *'What positive and/or negative impacts do you think the proposed resort will have on the local community (for example, the Fraser Valley), the region (for example, the South Coast of B.C.), and/or the Province of British Columbia?'*
 - Responses provided to this question were very similar to the comments provided for the previous aspect question. Therefore, analysts only coded responses into directional categories of positive/positive with conditions, negative/negative with conditions, or balanced/no direction. Note that MRB led this analysis, the responses were diverse and detailed, and the summary percentages are meant to provide a general direction (and not an exact measure) of the public perspective about positive and negative impacts of the proposed resort.
 - Please note, the results presented only represent perspectives of people that have taken the time to respond to the survey and have an interest in the project. The results do not represent a statistically valid sample of the residents of the Fraser Valley.

Analysis

- Overall, relative frequency analysis (the number and proportion of comments) was used to summarize public comments.
 - To understand who responded to the online survey, the unit of analysis was the survey respondent (individual who responded to the survey).
 - To understand detailed considerations, because there were multiple comments per respondent, the number responses was the unit of analysis (not the number of survey respondents).
- Geographic analysis was conducted by using the first three characters of respondent postal code called Forward Sortation Areas (FSAs). FSAs were used to assign regional districts for geographic analysis of survey respondents.
- To understand who responded, demographic questions asked in the survey were compared to the 2021 census results for the Fraser Valley Regional District available here:
 - [Population Estimates & Projections for British Columbia](#) (BCStats)
 - [Census 2021 - Fraser Valley](#) (StatCan)
 - [What is the Fraser Valley Regional District?](#) (fvrld.ca)

One exception was for age as categories between the census weren't completely comparable. For age, the census metropolitan area for Chilliwack and Abbotsford were added together and compared to the survey responses.

