



On behalf of Tourism Valemount, please meet Marcie Down, a new member to the Valemount community and the new Executive Director of Tourism Valemount.

Marcie Down is from the rural community of Cache Creek, BC where she was the Executive Director for Gold Country Communities Society, a non-profit destination marketing organization that promotes tourism and economic development to the BC Interior.

She worked with a Board of Directors, staff and stakeholders to promote tourism, and during the pandemic, and atmospheric river that hit the region, assisted with the launch of videos to support local and buy local campaigns throughout the Gold Country Region, and a video promoting travel to the region once the health parameters were lifted.

Marcie Down has also been a volunteer in her community assisting with Emergency Services, Softball, and Graffiti Day events. She has also been a volunteer firefighter for the last five years in the community of Cache Creek. She and the GCCS team through the pandemic, wildfires, and flooding learned to pivot quickly and to work with the surrounding communities and DMO's to promote safe travel in, and around the communities during a tumultuous time for the tourism industry.

In the non-profit sector, she obtained experience writing grants, coordinating projects, promoting through digital media, working with staff, stake holder, and networking with regional committees.

She has hosted regional travel/trade shows and attended trade shows in BC, Alberta and Washington.

Prior to her role as the Executive Director of Gold Country she had a coordination role as the Program Coordinator for the Gold Country GeoTour Phase 2, and experience working with the Municipality of Cache Creek as Payroll, Office Administration and Activities Coordinator. Before moving to the municipality of Cache Creek, Marcie lived and worked in Kelowna, BC in the medical field and had rental properties.

"When I moved from the Okanagan back to the Interior and to rural living, I became an advocate for the rural communities. I am very passionate about the rural communities, farmland and back country areas of BC. We live in such an incredible Province, and I enjoy telling others about all we have to offer, see and experience, and the importance of travelling safely and protecting these valuable resources we are so fortunate to have."

"I am thrilled to have been awarded the Executive Director of Tourism Valemount position, and look forward to working with the committee, stakeholders and community to promote and market tourism to this scenic community and area. As I also enjoy hiking, kayaking, cross country skiing, geocaching and other various outdoor activities and am eager to explore and promote my new surroundings. I am very excited to be working in Valemount, and calling this dynamic community home."

Welcome Marcie.

Tourism Valemount Committee