

ATTACHMENT B



MEET IN
NANAIMO

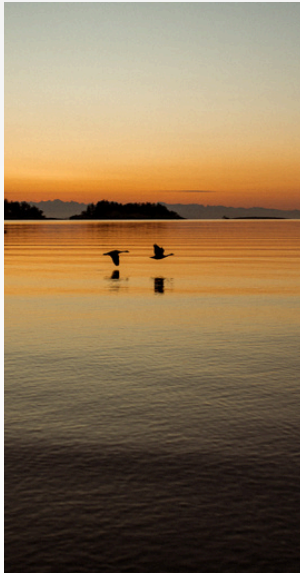


CREATIVE CITY SUMMIT 2028

*Submitted to: Kathleen Darby, Executive Director
- Creative City Network of Canada*

*Submitted by: Adrienne Breen-City of Nanaimo,
Jaime-Brett Sine-City of Nanaimo, Gina Bethell -
Tourism Nanaimo*

Dates: October 17-19 or October 24-26, 2028



When we invite folks to come to Nanaimo, we invite them to join us on our reconciliation journey. It is essential to acknowledge the deep historical and cultural significance of the land on which Nanaimo resides. Nanaimo is located on the traditional territories of the Snuneymuxw Nation, a vibrant First Nation of the Coast Salish People. The Snuneymuxw people have lived in the heart of Coast Salish territory on the eastern coast of Vancouver Island, with villages extending to the Fraser River and waterways in the Gulf Islands, since time immemorial.

For over 170 years, the Snuneymuxw people have faced numerous challenges aimed at denying their rights, erasing their presence, and undermining their way of life and spirituality. Despite these oppressive systems, the Snuneymuxw have remained steadfast, prioritizing community, Snawayalth, and their connection to the land.

We honor the Snuneymuxw Nation's enduring connection to this land and are committed to fostering relationships built on respect, collaboration, and mutual growth. As we work together, we aim to elevate the stories of the Snuneymuxw people, embracing opportunities to connect with the land and its rich history. Our dedication to learning, growth, compassion, and reconciliation guides our efforts in all the work that we do, and we are pleased to work with our partners to also ensure that their events hosted within the city celebrate culture and the opportunities to reconcile and educate.

Thank you for joining us in this important work.

WELCOME TO NANAIMO

Nanaimo, British Columbia is centrally located on the east coast of Vancouver Island, just 113 km north of Victoria and 55 km across the Strait of Georgia from Vancouver, within the traditional and ancestral territories of Snuneymuxw Nation and peoples. Visitors have amazing opportunities to connect with the land and its' stories throughout the city, especially on Saysutshun Island. Just a short water taxi ride from downtown, Saysutshun offers guided walking tours led by Snuneymuxw knowledge keepers, providing a meaningful and authentic experience of the area's rich cultural heritage.

The Coast Salish people call Nanaimo “the gathering place,” and the community of 101,000 is warm and welcoming to visitors from near or far. Nanaimo is a city that encourages you to come as you are, and be prepared to be surprised by what the city has to offer.

The city is full of unique attractions, balancing the unusual with the delightful. From bungee jumping to bathtub racing and everything in between, guests can wander through vintage shops, paddle our serene waters, hike our scenic trails or enjoy a drink at Canada’s only floating pub. Nanaimo sits at the crossroads of urban and natural beauty, blending the old with the new—making it the ideal place to host your next event.



ABOUT US

The City of Nanaimo and Tourism Nanaimo are proud to submit our proposal to host the 2028 Creative Cities Summit. We recognize this gathering as a cornerstone event for creative and cultural leaders—bringing together artists, innovators, policymakers, and community builders from across Canada and beyond to explore how creativity shapes sustainable, inclusive, and resilient cities.

Our team is eager to showcase Nanaimo as a dynamic and inspiring destination that blends a rich Indigenous and cultural heritage with a thriving contemporary arts scene and modern conference infrastructure. With a proven track record of hosting impactful events across tourism, culture, and education, we are well-positioned to deliver a summit that fosters collaboration, creativity, and meaningful exchange.

Nanaimo's central location on Vancouver Island—paired with our strong partnerships with local arts organizations, Indigenous communities, and cultural venues—ensures a conference experience that is both professionally enriching and deeply rooted in place.

The City of Nanaimo and Tourism Nanaimo are ready and excited to welcome the Creative Cities community in 2028—offering warm hospitality, thoughtful programming support, and a setting that inspires connection, innovation, and creativity for years to come.



OUR VALUES

Stewardship Values

Tourism Nanaimo is deeply aligned with the principles of sustainability, community benefit, and inclusive destination development. Our Five-Year Destination Development Strategy—shaped by the City Plan: Nanaimo Reimagined, local stakeholders, and the Snuneymuxw First Nation—prioritizes regenerative tourism practices and responsible growth. We are committed to building a visitor economy that uplifts our natural environment, supports community wellbeing, and reflects reconciliation in action.

Cultural Celebration

Rooted in Coast Salish territory, Nanaimo is rich with Indigenous history, arts, and storytelling. As part of our event support, we would proudly incorporate local cultural elements, including partnerships with Snuneymuxw community members, to create an authentic and respectful experience. Our city also boasts a thriving creative sector, celebrated culinary talent, and a growing network of inclusive, values-driven businesses—many of which could contribute meaningfully to the atmosphere of the event.



Accessibility & Travel

A variety of options can easily bring you to Nanaimo. Need support with group rates, and or other transportation options. Let us know, we're here to help!



[Air Canada](#)

[Westjet](#)

[Pacific Coastal](#)

[Helijet](#)

[Harbour Air](#)

[Hullo Fast Ferry](#)

[BC Ferries](#)



PROPOSED VENUE

Vancouver Island Conference Centre

[Click Here for Proposal](#)

Located on the traditional and ancestral territory of the Snuneymuxw Nation, the Vancouver Island Conference Centre (VICC) is a premier venue for meetings, conferences, and events in the heart of downtown Nanaimo. Purpose-built for gatherings of all sizes, the VICC offers over 38,000 square feet of versatile event space, including a grand ballroom, intimate meeting rooms, and state-of-the-art amenities designed to support seamless, professional experiences.

Surrounded by Nanaimo's vibrant harbourfront, hotels, shops, and restaurants, the VICC provides delegates with easy access to the city's natural beauty and cultural attractions. With sustainable practices, locally inspired catering, and dedicated event support, the Vancouver Island Conference Centre delivers West Coast hospitality at its finest—making it the ideal choice for hosting unforgettable events on Vancouver Island.





VICC CATERING

The Vancouver Island Conference Centre (VICC) offers exceptional in-house catering services that combine creativity, flexibility, and high-quality cuisine to enhance every event experience. With a focus on fresh, locally sourced ingredients and West Coast-inspired menus, VICC Catering provides a wide range of options, from plated meals and buffet service to coffee breaks, receptions, and customized culinary experiences.

Our catering team works closely with event organizers to tailor menus to the specific needs, dietary preferences, and cultural requirements of attendees, ensuring a seamless and memorable dining experience. Beyond food, VICC Catering provides professional service staff, setup, and presentation that aligns with the style and tone of each event, supporting everything from corporate meetings and conferences to gala dinners and large-scale conventions.

[VIEW CURRENT MENU](#)

SW AUDIOVISUAL

SW Audiovisual is the exclusive AV provider of the VICC, offering a full range of audio visual and presentation technology services. Our offerings include audio visual and computer equipment rental, event staging, simultaneous interpretation, audience response and multi-microphone systems, exhibit and tradeshow solutions, webcasting, computer services, presentation management, press conferences, and technical coordination for meetings, conventions, corporate events, and trade shows.

SW Audiovisual can provide translation booths as well as all interpretation equipment required for translators to perform their work. This equipment can be fully integrated into any AV setup, and we can provide a multi-channel audio broadcast and receiver system so attendees can listen to translations during the event. Essentially, we provide everything required except the actual interpreters.

[VIEW PRICELIST](#)

SHOWTIME DISPLAY

When using VICC, all tradeshow materials and booth deliveries will be handled through a tradeshow event and display company, Showtime Display.

The only items that will be accepted to the VICC prior to the event load in day are items the event host are assembling and giving to delegates during the event.

These items include:

- Literature being given to conference delegates.
- Gift packages/bag item being given to conference delegates
- All other items necessary for delivery by the organizers for the administration of the event

[VIEW SHIPPING PROCEDURES](#)

Courtyard by Marriott Hotel



- \$209/Night Run of House
- 100 rooms on peak
- Partly owned by Snuneymuxw First Nation
- Bonvoy Marriott Points to convener & guest
- Complimentary WIFI
- Rates offered 3 days pre/post
- Indoor Pool & Fitness Centre
- Bistro on-site

Coast Bastion Hotel



- \$299/Night Run of House
- 50 rooms on peak
- Complimentary WIFI
- Rates offered 3 days pre/post
- Minnoz Restaurant on site
- Fitness Centre
- All rooms have Juliette balcony and ocean view
- Coast Hotel rewards or Aeroplan

Best Western Dorchester



- \$159/Night Run of House
- 40 rooms on peak
- Rates offered 3 days pre/post
- Complimentary WIFI
- Two restaurants on site
- Fitness Centre
- Complimentary Parking
- Best Western Rewards

Hosting History

Below is some of the large multi-day conferences held in Nanaimo:

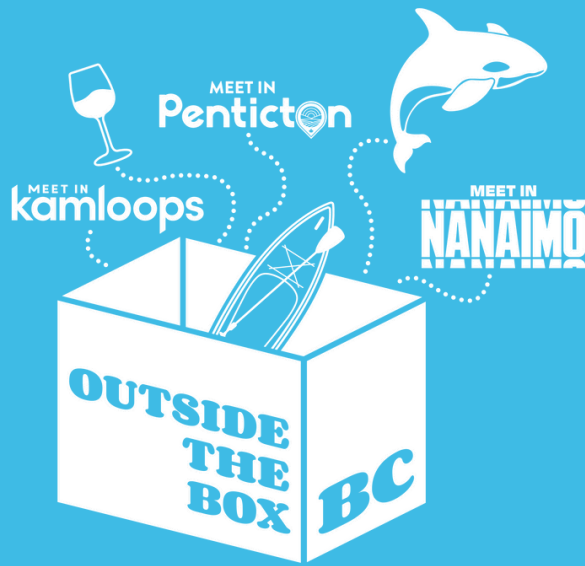
- Association of Vancouver Island Coastal Communities
- BC Library Conference
- BC Chamber Annual Conference
- BC Aviation Council Conference
- BC Land Summit
- Indigenous Works Summit
- Canadian Forestry Council Conference
- Science & Spirituality Conference
- Vancouver Island Economic Alliance
- National Indigenous Fishing Institute Conference
- Canadian Hospice & Palliative Care Association Conference
- Indigenous Resource Opportunities Conference
- Planning Institute of BC Conference
- Association of BC Forest Professionals Conference
- College of Applied Biology Conference
- Liberal Caucus Retreat
- Rural Recreation Summit
- MPI BC Board Retreats
- Pacific Contact Conference (2026)



Host Community Municipality Budget

Expenses	In-Kind Estimate (\$)	Cash Estimate (\$)
Host Municipality Welcome Reception	\$10,000.00	\$10,000.00
Local Study Tours	\$6,000.00	\$15,000.00
Local Artistic Animation		\$5,000.00
Fees for artists/showcasing of artwork that will be featured during the summit/ gala.		\$6,000.00
Host Municipality Programming Coordination (staff time) Host Municipality Planning Committee and CCNC	\$10,000.00	
Volunteer Coordination (staff time) Pre-summit Recruitment and On-Site	\$7,000.00	
Welcome Video to promote your Summit at the prior Summit and on CCNC's Summit Web Page		\$3,000.00
Photography for HC records		\$1,000.00
Speaker Fees & Gifts (incl Indigenous Welcome)		\$5,000.00
Translation (Languages and ASL) – Optional		\$15,000.00
Total Expenses (cash and in kind)	\$33,000.00	\$60,000.00
Revenue		
Source 1: Tourism Nanaimo Incentive		\$10,000.00
Source 2: City of Nanaimo Funding (TBD)		\$50,000.00
Total Revenue (cash and in kind)		\$60,000.00

Incentives & Concessions



Tourism Nanaimo Group Incentive

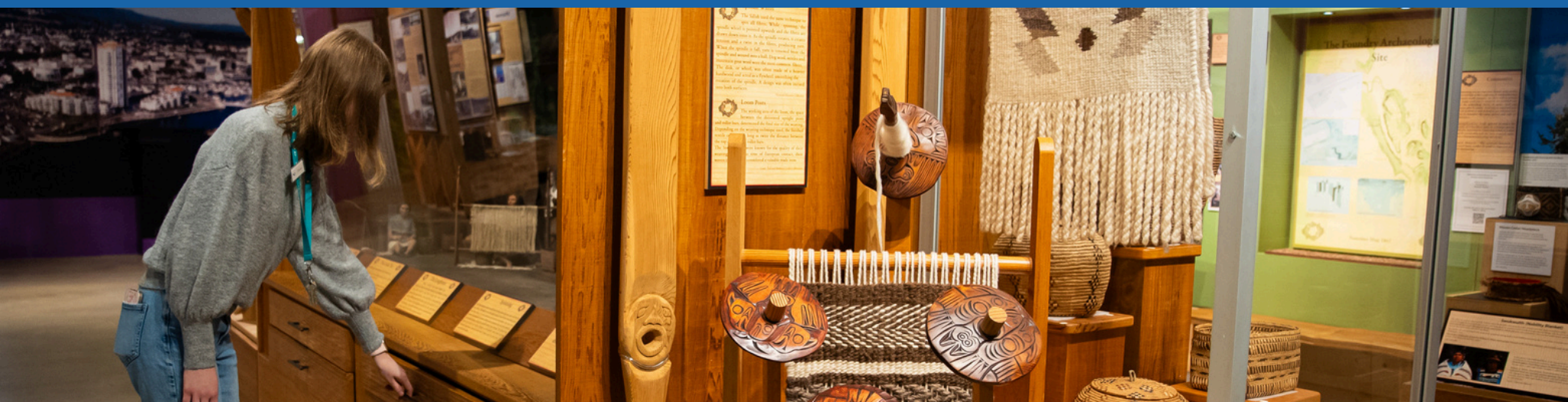
- Actualize 400+ room nights during the summit to receive \$10,000 towards event

Outside the Box BC Incentive

- Book a program in Nanaimo, Kamloops & Penticton within 5 years to receive \$10 back on every room night actualized in each destination (does not need to be the same program)

Concessions

- Site Visit/FAM Tour to Nanaimo fully covered by Tourism Nanaimo
- 1:40 Complimentary at Hotels
- Group Rates on Air Canada, Westjet, Hullo Ferries, Harbour Air Seaplanes, Helijet



WELCOME RECEPTION IDEA

NANAIMO MUSEUM

The Nanaimo Museum is a cultural centerpiece located in downtown Nanaimo, just steps from the host hotels. Exhibits at the museum highlight the deep connections of the Snuneymuxw First Nation to the land and sea, showcasing Coast Salish history, culture, and art. Delegates will also learn about Nanaimo's early coal mining history, the growth of the harbour city, and the important role of coastal life in shaping the community's identity. The museum provides an authentic and educational backdrop, perfectly aligning with the themes of stewardship, cultural respect, and environmental responsibility.



Evening Highlights:

- Traditional Welcome by Snuneymuxw First Nation Elder
- Dance Performance by Qwam Qwum Stuwixwulh School dancers
- Fashion Showcase by Ay Lelum - The Coast Salish House of Design (Celebrating Coast Salish storytelling and artistry through fashion)
- Light refreshments and casual mingling among the exhibits, allowing guests to engage with the cultural displays and each other in a relaxed, welcoming atmosphere



Program/Work Study

Session Ideas

Participants will explore the city through engaging tours and sessions, including Walking with Art, a guided look at Nanaimo's public art collection; Designing Downtown, highlighting creative projects from the Urban Design Roster; and Creative Collaboration, featuring collaboration among the Nanaimo Art Gallery, Museum, and Port Theatre.

Remembering through Place invites participants to uncover Nanaimo's heritage with a visit to the Vancouver Island Military Museum, while Reimagining Cultural Spaces shares insights from the City's cultural event team. Together, these sessions reveal how cultural partnerships, placemaking, and storytelling strengthen identity, creativity, and connection in Nanaimo's evolving urban landscape.



Welcome Pole Noel Brown - Sean Fenzl Photography

Authentic Stories : The key to the City of Nanaimo's Arts & Culture Fabric

Walking with Art: A Public Art Tour of Downtown Nanaimo

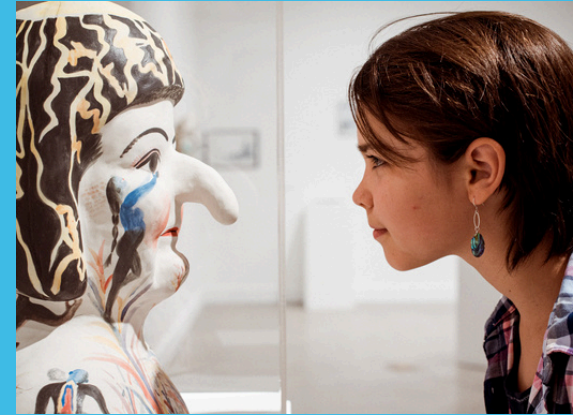
Join us for a guided walking tour highlighting the city's diverse public art collection. From murals to contemporary installations, participants will explore how art in public spaces reflects community identity, fosters connection, and supports reconciliation.

Designing Downtown: Art and Urban Identity

Explore how Nanaimo's Urban Design Roster is shaping the visual identity and vibrancy of the downtown core. This walking session showcases a selection of recent art and design projects that highlight the intersection of creativity, functionality, and placemaking.

Culture by the Water: Creative Placemaking on the Harbourfront

This session explores Nanaimo's evolving waterfront as a site for cultural expression. Attendees will engage with cultural professionals, planners, and community partners who have transformed the Harbourfront into a creative corridor.



Study Tour Ideas



Indigenous Art in the Urban Landscape

This session delves into Indigenous art practices represented throughout Nanaimo's downtown. Participants will learn how respectful collaboration and storytelling through art contribute to reconciliation and visibility in urban spaces.

Creative Collaboration: Cultural Partnerships in Downtown Nanaimo

This session highlights the collaborative network of cultural organizations that form the heart of Nanaimo's creative ecosystem, focusing on tours of the Nanaimo Art Gallery, Nanaimo Museum, the Port Theatre.



Reimagining Cultural Spaces: A Bike Tour of Nanaimo's Cultural Event Spaces

Explore how Nanaimo's downtown spaces are reimagined as cultural event venues. This session includes a bike tour of Maffeo Sutton Park and discussions on aligning cultural events and community needs.



Remembering through Place: Heritage/ History and the Military Museum

Discover the stories that shaped Nanaimo through this immersive session focused on local history and heritage preservation. Participants will include an overview of how cultural organizations and heritage partners work together to interpret the city's past through exhibitions, oral histories, and public programming. This session includes a guided visit to the Vancouver Island Military Museum.

Study Tour Ideas



UNLOCK NANAIMO AT YOUR OWN PACE

WHAT IS THE NANAIMO UNLOCKED PASS ?

A complimentary digital pass, curated by Tourism Nanaimo to enhance delegate experiences beyond the conference program .

What It Offers Delegates:

- Exclusive Discounts at local shops, cafes, restaurants, and attractions
 - Self-Guided Experiences highlighting culture, nature, food, and art
 - Easy Mobile Access
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GET IN TOUCH

Do not hesitate to reach out to us!

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