



Comox Valley Economic Development
200 - 580 Duncan Avenue
Courtenay, Vancouver Island
British Columbia, Canada,
V9N 2M7

Comox Valley Welcome Sign Project Background & Update September 2016

Background and Update:

The Comox Valley Welcome Sign project was part of a larger regional undertaking to drive increased visitation and awareness to the Comox Valley. It included the construction of the award winning Vancouver Island Visitor Centre in 2011/12, new directional road signage to help visitors find the Centre, new Service and Attraction signs on the Highway 19 promoting accommodation's and restaurants, and new distance signage to intercept travellers as they departed BC Ferries and travelled north on Highway 19.

The Comox Valley Signage Committee, supported by Comox Valley Economic Development and Tourism, guided many of these projects including assisting with fundraising Welcome Sign Water Bottle Campaign, Sign Design Contest, and determining the final design and location of the new Comox Valley Welcome Sign.

The sign design contest was won by April Dyck, and captured the regions ocean, rivers, agriculture, and alpine geography and activities. Her concept was taken forward by the Committee to influence the final design which needed to be simplified for the high speed visibility application of highway signage.

The Ministry of Transportation provided 3 options for the sign location. Feedback from visitors and locals has consistently been the sign was too far away from Exit #117. The Committee choose the closest site with best visibility for drivers, to make the biggest impact.

The sign construction was complete in September, and has received many positive reviews from visitors to the Centre and via social media.

Incredible in kind donations, sponsorship and volunteers made this project a reality, listed below.

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discovercomoxvalley.com

DISCOVER

Comox Valley Signage Committee Members – past and current steering committee members:

- Susan Toresdahl
- Ron Webber
- Sue Finneron
- Lara Austin
- John and Lynda Brocklehurst
- John Ambler
- Michelle LeSage

Construction Volunteers

- Dave Mellin
- Bruce Bunting
- Bob Bowen
- Andy Quinn
- Janice Hayward

Comox Valley Welcome Sign Contributors

In-Kind Donations provided by:

ABC Printing & Signs
Acme Concrete Pumping Ltd.
Automotive Sales Co Ltd.
Better Mousetrap Marketing
Bikram Yoga Comox Valley
Billy D's Pub & Bistro
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Comox Valley Regional District
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