



Discover Parks Ambassadors

Summary Report
Summer 2023



BC Parks

2023 by the numbers

01

116,805 VISITORS

Visitors interacted with our Discover Parks Ambassadors at 21 BC Parks.
An increase of 83% over 2022



909 PROGRAMS

free programs were scheduled throughout the summer, including nature walks, family activities, Jerry's Rangers and evening programs.
An increase of over 13% over 2022



6,966 OBSERVATIONS



nature observations were collected by our Ambassadors using the iNaturalist app

02 Season summary



"The Park Ambassadors were excellent - friendly and informative!" - Visitor at Alice Lake

In summer 2023, a team of 27 Discover Parks Ambassadors connected visitors to nature in 21 BC Parks.

A collaboration of BC Parks and the BC Parks Foundation, the Ambassadors provided responsible recreation messaging, hosted family friendly games and activities, and ran evening amphitheatre programs.

Now in its fourth year, the Discover Parks Ambassador program has continued to grow and improve.



03 Parks



"We just got back from a week in Rathtrevor in Parksville. The absolute highlight of our trip was the Jerry's Ranger program running Thursday to Sunday. My kids aged 3 and 5 absolutely fell in love and it quickly became the focus of our one week trip. We couldn't miss a session. It was simply outstanding. Thank you so much" -Ryan



Discover Parks Ambassadors were active in the following Parks in 2023:

- Alice Lake
- Shannon Falls
- Stawamus Chief
- Porteau Cove
- Golden Ears
- E.C. Manning Park
- Lac le Jeune
- Paul Lake
- Rathtrevor Beach
- Englishman River Falls
- Goldstream
- Cultus Lake
- Chilliwack Lake
- Cypress Popup Village
- Mount Seymour
- Moyie
- Wasa
- Kikomun
- Wells Gray
- Kokanee Creek
- Miracle Beach

04 Support



Discover Parks is proud to collaborate with other interpretation programs in BC Parks. In summer 2023, the BC Parks Foundation supported longstanding programs at:

- E.C. Manning Park (Hope Mountain Centre)
- Kokanee Creek Nature Centre (Kokanee Creek Nature Centre Society)
- Miracle Beach Nature House (Quality Recreation)



Nature Houses

05



With the help and support of RLC Park Services, the Goldstream and Rathtrevor Beach Nature Houses both opened their doors for the summer!

- A grand total of 25,555 people came to visit the Nature Houses this summer
- 2,029 people took part in programs lead by the Discover Parks Ambassadors from the Nature Houses



A huge thank you to RLC Park Services and our volunteers for the support throughout the summer. We look forward to continued growth and progress moving into fall programming at the Goldstream Nature House.

Season Highlights 06



As our team grows and our reach widens, we are thrilled to see growth in participation from visitors throughout the summer. Other highlights included:

- 27,273 people took part in programs in parks
- New programs and set schedules provided more consistency and a higher quality experience for park visitors
- Jerry's Rangers programs running four days a week in parks with Ambassadors!
- Full amphitheaters for regular evening programs at Alice Lake, Moyie Lake, Wasa Lake, Goldstream, Rath Trevor Beach, and E.C. Manning
- We hosted nature walks for Canucks Autism Network, Power To Be, NatureKids BC, and Foundry
- Over 6,000 nature observations captured by Ambassadors, and many more visitors encouraged to do the same

"The wildflower walking tour to Trophy Meadows with Sydney and Bennett was the highlight of our trip to Canada. We would not have had the confidence to go alone!"
Park Visitor

07 Thank you!



The Discover Parks Ambassador program is made possible by the generous support of our sponsors & supporters including:

- BC Parks
- Canada Summer Jobs
- TD Ready Commitment
- Subaru Canada
- Teck
- Project Learning Tree Canada
- Roland and Anne Neave
- RLC Park Services
- AdventureSmart
- WildsafeBC
- British Pacific Properties
- Sunshine Valley Recreation Inc
- Sea to Sky Park Services
- Brandywine Environmental MGMT
- EK Parks
- Alouette Parks



Learn more about the program and BC Parks Foundation [here.](#)