

Lake Park Society  
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## **FOR IMMEDIATE RELEASE**

### **Celebrating a Decade of Non-Profit Leadership: Lake Park Society Sets the Bar for Regenerative Tourism**

Cumberland, BC – Lake Park Society (LPS) proudly celebrates 10 years of managing Cumberland Lake Park & Campground under agreement with the Village of Cumberland. This milestone marks a decade of collaboration, transforming the municipal park into a hub of inclusive recreation, outdoor education, and community connection. As an innovative social enterprise and a leader in regenerative tourism, LPS operates like a business while reinvesting all profits into the community, in pursuit of its mission to inspire wonder and foster social connection.

Similar to the previous few years, the park saw strong visitation in 2024, with August reaching peak occupancy of 97%. New sleeping barrel accommodations debuted this year, offering visitors a unique glamping experience with outstanding reviews and strong bookings. Over \$50,000 in revenue share, generated primarily from visitor spending, was transferred to the Village of Cumberland and reinvested back into the park. This underscores the park's role as a vital community asset and a significant contributor to the local economy.

Beyond camping, LPS offered 800 hours of programming to over 1,700 participants, ranging from school field trips and youth summer camps to watershed canoe tours and community events like movie nights and music performances. These initiatives, along with a variety of subsidies, reinforce the Society's commitment to celebrate nature, inspire learning and build community for all.

During the busy summer months, the park faced challenges with high visitation, especially in day-use and boat launch areas. In response, the Village of Cumberland and the Society introduced innovative measures to enhance visitor experiences and manage congestion. Parking lot webcams were installed, allowing users to check conditions in real-time and plan their visits accordingly. Roving foot safety patrols were also implemented to ensure a safe and enjoyable environment for all guests. These changes are part of an ongoing commitment to improving the facilities and services at Cumberland Lake Park for the safety and enjoyment of all visitors.

As we reflect on a decade of growth, LPS remains steadfast in its mission to create wonder and connection through outdoor experiences. The Society is grateful for the support of the Village of Cumberland and the broader community in fostering a thriving, inclusive hub for outdoor education and recreation at Cumberland Lake Park.

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