

# Pemberton

GUIDE

2020-2021 FREE

## HIT THE ROAD

Explore the mountains on motorcycle

## GO SMALL

Intimate options  
for Spud Valley vows

## FROM THE EARTH

Lil'wat artist's driftwood throne

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# WELCOME TO PEMBERTON

**ON BEHALF OF THE BOARD,** I would like to thank you, the “tourist,” our most valuable player, for visiting Pemberton. Allow me also to thank our members, our board volunteers, partners, the Village of Pemberton, and the Squamish Lillooet Regional District.

2019 in Pemberton was a remarkably successful year. Despite some challenges with ongoing construction, we experienced incredible amounts of snow for our sledders, an early arrival of spring and of course the beautiful weather throughout the summer months. The winter season moving into 2020 was a little slower due to our snow fall, but January saw a huge dumping of snow.

In February, Tourism Pemberton helped initiate another truly memorable event. Our board members organized the inaugural Raven Backcountry Festival that included social events and educational backcountry clinics that created lasting memories. The unbelievable atmosphere was enjoyed by guests from close and far away. The festival created the Lisa Korthals Memorial Bursary to fund women interested in being educated on guiding in the backcountry arena and \$16,000 was raised in Lisa Korthals’ name.

Unfortunately, the world has not experienced anything like COVID-19 and the impact it is currently having on tourism. Tourism is a resilient industry and nature will do its job and attract the outdoor enthusiast back when the time is right and safe to do so. We look forward to when Tourism Pemberton can once again host the annual Slow Food Cycle Sunday. We look forward to the welcoming hot springs, mountain bike trails and of course Joffre Lakes Provincial Park and the many other places within our surrounding area. Please do not forget the amazing variety of recreational activities we have to offer.

Moving forward, we will rely on word of mouth tourism marketing from those who have visited us in the past and wish to share what we have with friends and family. We also need to continue to be mindful of sustainable tourism.

A wise doctor said, “Be kind, be calm and be safe.”

## Adventure Begins Here,

Mark Mendonca  
Tourism Pemberton



## COVER IMAGE:

The sunflower fields of Pemberton have become one of the most photographed and Instagram-worthy spots in Pemberton over the past few years. A trip to our beautiful valley isn't complete without a visit.

PHOTO BY GETTY IMAGES

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# FACES OF THE

# Valley:

## ARTIST FRANCIS BILLY



Artist Francis Billy poses on his eagle throne. PHOTO BY BRANDON BARRETT

## Lil'wat artist finds dozens of pieces of driftwood—and himself—to build towering eagle throne

### BRANDON BARRETT

Francis Billy was meeting with a master carver when the Lil'wat elder noticed something amiss in his work.

"Oh, you were mad here, weren't you?" he asked, poring over a piece of wood.

"How do you know?" an incredulous Billy responded.

"I can tell. You were going against the grain, and then you gave up. You have to let the wood tell you what it wants to be."

It was a hard-won lesson for the Lil'wat artist, and one Billy has applied both to his work and his life.

"Before, everyone tried to fight me all the time because I wasn't like everyone else," he explained. "I had to travel and be away from everybody and understand. To run on Mother Earth barefoot, to lift up my shirt and lay down on Mother Earth so she can give me something, and I can give something

back. That's where I let go of the hurt."

Just three days after returning from his month-long sojourn to an isolated cabin, Billy smiles proudly over his latest piece: a towering throne made from driftwood, depicting a soaring eagle with a salmon clutched in its talons.

For Billy, the imposing throne is as much political as it is personal: a reminder to the viewer of the harmonious cycle of life, the importance of allowing Mother Nature to just be as she is.

Made up of hundreds of pieces of driftwood Billy either found himself or was gifted by friends, he hasn't altered them in any way. Each piece fits in exactly as it should. A prospective buyer even offered Billy a hefty sum for the throne if he would only finish it with a torch. He politely declined.

"I didn't want to get rid of Mother Nature's work. She helped me shape all these pieces," he said. "I never changed them, I never cut them. It's all just

natural. I never cut anything. It's all just meant to be."

Billy used a simple method when selecting the pieces of driftwood: he let them do the talking.

"I picked the special ones, the ones who spoke out to me," he recalled. "It's the energy ... It's always about the chill. If I don't get the chill then it's not right. I kind of have a feeling a little greater than most people. Because I've been through so much pain, it feels good to feel that way, instead of being beaten up or thrown around."

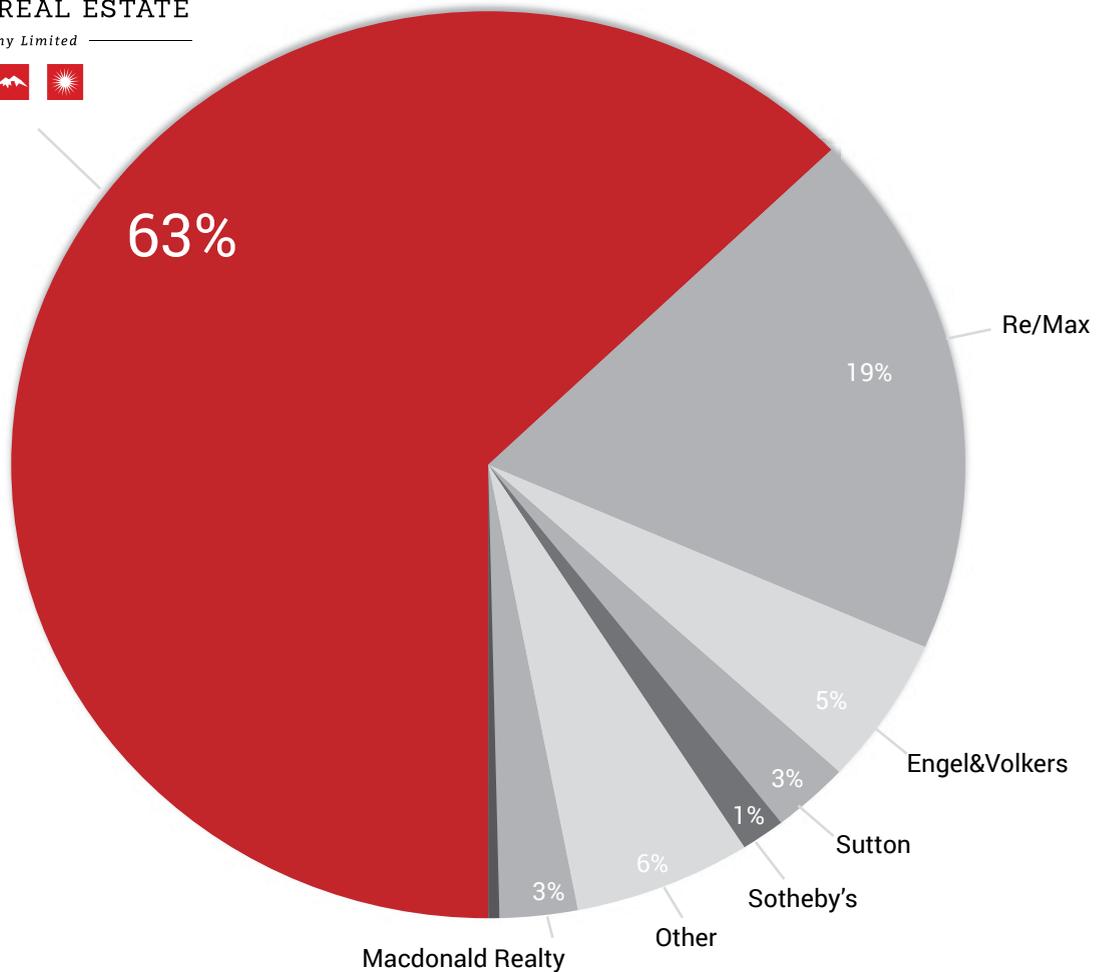
Now nearing completion, Billy wants to give the as-yet-untitled piece to the right family, to someone who will understand its power.

"I enjoy building things. I love showing people anybody can do anything," he said. "Do you see the talons? You just have to go out and grab it. If you fail, try again. If you fail, try again. Never giving up is the whole thing." ●

# We do more business in Pemberton than all our competitors combined.

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# Happy Trails

**AS EVERYONE KNOWS**, the Sea to Sky corridor is a mecca for outdoor recreation, and Pemberton boasts some of (if not the) best hiking in the region. Moreover, many accessible, moderately-rated trails are within close proximity to the downtown core.

These routes offer a perfect opportunity to spend a healthy morning or afternoon soaking up the beauty of the Coast Mountains with your family or on your own.

If you are looking to go on a hike, a good place to learn about the various options is the Pemberton Valley Trails Association (PVTA) trail map.

Anne West, secretary of the PVTA, recommends a few easily accessible hikes for visitors to start with.

**THE SEA TO SKY TRAIL:** It begins at One Mile Lake Park, which you pass directly before entering Pemberton from Whistler, and leads to Nairn Falls Provincial Park. The trail is wide and made of gravel. "If you're a strong athlete in a wheelchair, you could roll it, but there are some good grades," said West, adding that a round trip takes around two hours.

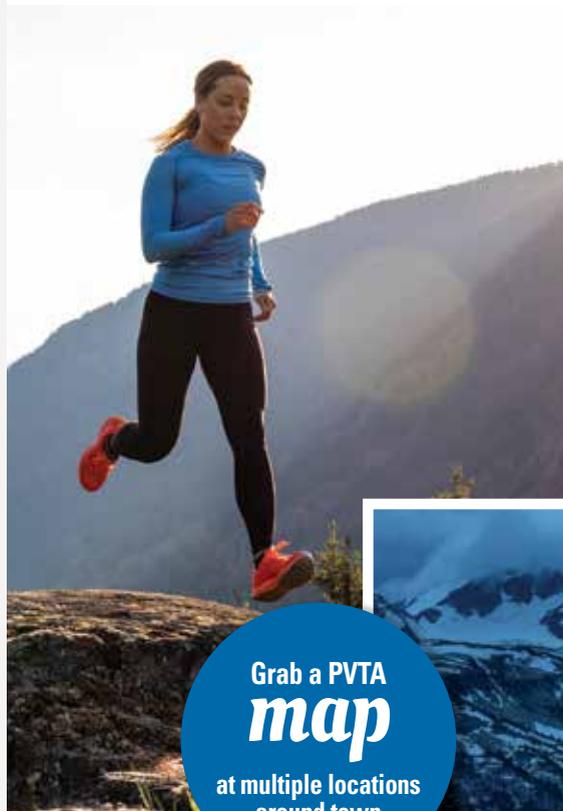
**LUMPY'S EPIC:** You can park at One Mile Lake, hike up the Sea to Sky Trail, and then go up Lumpy's. "It takes you to elevation, and when you are there you have some awesome views of Mount Currie and Green River," said West. "It's beautiful and quite isolated."

On the way back, you can continue to follow Lumpy's, or take an alternate route back to One Mile Lake Park. In total, Lumpy's is a two-to-three hour hike.

**HAPPY TRAIL:** West recommends parking at the gravel pit off Pemberton Farm Road East and walking along the McKenzie Basin Forest Service Road to get to this trail. Then you can head left down Waco Connector to Happy Trail or right to Nimby.

West said you can then retrace your steps back to the forest service road. "Going up is never the same as going down so it never bothers me to retrace my steps," said West.

A laminated version of the PVTA's trail map can be purchased at Bike Co., North Arm Farm, and the Pemberton Valley Supermarket, with proceeds going to the PVTA. Or it can be found and downloaded on the organization's website at [pembertontrails.com](http://pembertontrails.com).



PHOTOS BY BEN GIRARDI

Grab a PVTA  
**map**  
at multiple locations  
around town



## Camping in Paradise

**ONE OF THE BEST** ways to spend a summer weekend in Pemberton is in a tent.

While this camping season has had a slow start, it's back (at press time) in full swing.

One of the first landmarks you will pass when entering Pemberton is Nairn Falls Provincial Park. It's popular for good reason. The campsites are woven into the lush green forest, which overlooks a rushing river below—and, just a short hike from the campsite is the stunning Nairn Falls.

Book ahead with BC Parks for this one.

Ready to try your luck? Head down the In-SHUCK-ch Forest Service Road to a string of recreation sites along Lillooet Lake. These are first-come, first-served and tend to fill up fast on weekends.

Strawberry Point is arguably the most popular with beach camping on offer, but there's also Lizzie Bay and Driftwood Bay that shouldn't be overlooked.

A little further past Pemberton, you can find another BC Park that's worth the trip. Birkenhead Lake Provincial Park is home to campsites off-the-beaten trail, a picturesque lake, and beach.

It's also worth your time to explore a trail that winds to the right of the lake, as well as the short, steep hike to the left with the trailhead in the campground.

During the COVID-19 pandemic, be sure to check the status of any park you're travelling to before you go. BC Parks sites can be found at [bcparks.ca/reserve/](http://bcparks.ca/reserve/).

# Slow Food HOLD THE CYCLE



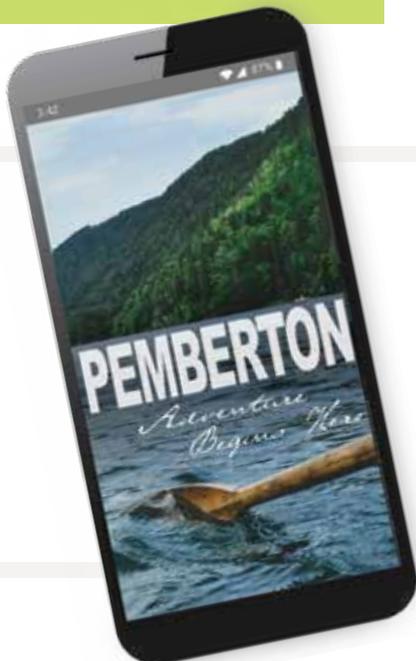
PHOTO BY DAVID STEERS

While the Slow Food Cycle was cancelled for 2020 due to the pandemic, no Pemberton Guide would be complete without it.

Every August, locals and visitors alike hop on their bikes, pedal down Pemberton Meadows Road, and stop at farms along the way. Often artisans or vendors are set up on site as well.

It offers people a chance to meet the farmers who grow their food, but it has also become a true highlight of the summer.

Even though it will leave a hole in the calendar for this year, be sure to stay tuned for 2021.



# Adventure BEGINS HERE

## Run, fly and ride at the Pemberton Aerothlon

**YOU'RE PROBABLY FAMILIAR** with triathlons—in which participants swim, bike and run a race—but what about an aerothlon?

Pemberton is set to host the third annual Pemberton Aerothlon this Labour Day weekend, with COVID-19 protocols in place.

That will see athletes running, paragliding, and mountain biking their way through town. While it somehow feels distinctly Pemberton, aerothlons have taken place all over the world.

“In these trying Corona virus times, I thought of doing something optimistic and a bit inspiring with those that wish to take part,” writes organizer Peter Chrzanowski. “We are researching a new strategy, so stay tuned.”

Teams of three, individuals and duos are all welcome to sign up. If you only have a runner

and a biker, there's a category for that too.

To see the rules, map, or sign up, visit [raceroster.com/events/2020/27108/the-pemberton-aerothlon](https://raceroster.com/events/2020/27108/the-pemberton-aerothlon).



## PEMBERTON EVENTS

A wide variety of events are held in Pemberton each year from BMX races, Strawberry Teas and the Slow Food Cycle Sunday to mountain bike races, barn dances, and the Raven Backcountry Festival. Please download the FREE Tourism Pemberton App for more information on all the amazing event experiences Pemberton has to offer.



# Explore

## THE BOUNTIFUL BACKCOUNTRY

From skiing to snowmobiling to learning more about safety, Pemberton has it all

### BRIGITTE MAH

The unknown, untapped, unskied and unfinished part of the winter wilderness can be an irresistible place, and nowhere in the world will you find views and pow like the backcountry of Pemberton.

While the world has become an unsettling place, the metres of fresh pow and thousands of hectares of peaks and valleys have become an ideal getaway to reconnect with nature and shred that coveted white gold.

For those who want the ultimate remote getaway in a backcountry lodge in the pristine Canadian wilderness, Whitecap Alpine offers four days of guided ski touring at the rustic McGillivray Pass Lodge, one of the first backcountry lodges built in British Columbia. With a capacity of just 15, the lodge provides all the quiet intimacy you'd want out

of a log cabin with the full service of having your meals made and your ski turns chosen.

You'll spend four days exploring the endless powder, skiing as much or as little as you like with ACMG guides who put your safety first at all times and return to a fresh meal made by a chef. The entire staff at the lodge follows a COVID-19 management plan that includes a pre-screening questionnaire, practicing physical distancing at all times, and wearing face masks in shuttle and helicopter rides. Whether you're looking for the ultimate alpine adventure or you just want some turns through the trees and an endless starry night, owner Lars Andrews and his staff will work hard to offer you an unparalleled winter experience. And if the turns don't impress you, the helicopter ride and the après sauna certainly will.

Visit [whitecapalpine.ca](http://whitecapalpine.ca) for full adventure options.

For those lusting for more speed in their access to the backcountry and the full throttle of a machine under their control, Broken Boundary Adventures offers full-day guided snowmobiling tours on the latest sleds from Skidoo to over 50,000 acres of terrain.

You kick off the adventure-filled day with a quick crash course in avalanche safety, including how to use your transceiver, shovel and probe, and then brap out to explore the fresh pow of either the Hurley or the Rutherford head to access the surrounding peaks and valleys in Bralorne.

You can go solo or with a group of friends or family and to help manage COVID-19 safety, the groups will never be combined. To ensure the safety of



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### **PEMBERTON: WHERE YOUR ROOTS HAVE TIME TO GROW.**

It's no secret that I love Pemberton. Born and raised in the Pemberton Valley, I am the fourth generation of my family to call this beautiful valley home and this little slice of paradise has my heart. I know the valley and the people; I truly enjoy sharing my love of Pemberton with others and helping them to find the perfect property to call home.

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(LEFT) Untouched powder is just one perk of getting into the backcountry. PHOTO BY STOCKSTUDIOX / GETTYIMAGES.CA  
(RIGHT) Participants of the Raven Backcountry Festival during a clinic. PHOTO BY CRAIG BARKER PHOTOGRAPHY

## “The backcountry is a place like no other, it is also wild and unpredictable.”

everyone, every helmet, backpack, skidoo and piece of avalanche equipment is cleaned and left to sit for several days, and all guides are capable of physically removing the sleds themselves from being stuck in the snow or a crevasse.

If you're looking to catch your own rainbow trout for dinner, you can choose an ice fishing adventure, where the experienced guides from Pemberton Fish Finder will sled you out to their secret locations for a day of powder and fish where no one else goes.

Visit [brokenboundary.com](https://www.brokenboundary.com) for full tour info.

While the backcountry is a place like no other, it is also wild and unpredictable, and in 2018 the community of Pemberton lost a bright star

when renowned guide Lisa Korthals perished in an avalanche. To celebrate her memory and to foster the love and respect for those who make backcountry adventures possible, especially for women, the Raven Backcountry Festival is held each year in February.

The two-day event includes a lineup of legendary and inspiring speakers from near and far, along with backcountry clinics that range from introductory backcountry skills similar to an Avalanche Skills Training Level 1 (AST 1) course, to big mountain splitboarding to heli-assisted guided ski touring to crevasse rescue.

All the introductory and heli-assisted clinics sold

out in 2020 and event organizers are looking to broaden the offerings for 2021, while ensuring COVID-19 safety protocols are in place, especially for the presentations. The festival also functions as a fundraiser for the Lisa Korthals Memorial Bursary, which provides funding for women who are beginning their mechanized ski guiding career. For details on the 2021 event, visit [tourismpembertonbc.com/ravenfest](https://tourismpembertonbc.com/ravenfest).

The world has changed but the backcountry of Pemberton remains the same: wild, raw, remote and full of pristine powder.

All you have to do is get here and the rest is done for you. ●

*Adventure Begins Here*



**Surrounded by spectacular views and amazing recreational possibilities, Pemberton is the ideal place to begin your adventure, anytime of year.**

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We invite you to download our **Tourism Pemberton App** for our community event calendar, local business directory, things to do and more! It's **FREE** from the **App Store** and **Google Play**.



**[tourismpembertonbc.com](http://tourismpembertonbc.com)**

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Moto Experience offers motorcycle tours around the Pemberton area. PHOTO SUBMITTED

## Motorcycling and dirt biking options on offer in Pemberton Valley

### DAN FALLOON

A trip to Bali changed Ben Harris' life. It's a common enough tale, especially for an Australian, but since 2017, motorcycle lovers have enjoyed the fruits of his epiphany in the form of his adventure tour company Moto Experience.

"It was just awesome to see a few guys who had ridden a little bit but not a lot have some instruction from the guide," said Harris, who grew up riding dirt bikes but up until that point, had never owned his own steed. "We were all covered head to toe in mud, were sore and achy, but we got to see some of the sites that we would never have seen without going out on that tour and made some really good memories.

"Being able to offer that in Canada and show people the same experience is what it's all about."

Moto Experience offers something for everyone (well, everyone who possesses a valid motorcycle license), ranging from half- or full-day excursions to all-inclusive three-, six- and seven-day trips taking riders as far away as Bella Coola. Harris said he and fellow guide Jody Tracey can work with guests to determine the route that's best for them.

"We get some people that come up that have only ever ridden on street bikes beforehand," he said. "We do have a mix of on-road and off-road tours for basic, beginner and advanced riding. It ranges from completely on-road trips, like doing the Duffey Lake

Road up to Lillooet and forest service roads up into some double tracks similar to ATV trails and more technical stuff."

Harris added that he's glad to curate experiences for destinations that aren't officially offered.

While he enjoys touring all around the province, sharing a journey and local insight in every ride, the Pemberton area offers some breathtaking experiences of its own.

"The Highline Road [between D'Arcy and Seton Portage] is unbelievable," Harris said. "It's a fairly well-known area, but it's a bit treacherous. The road up there gets a bit skinny and there are a couple of places where it's pretty difficult for two cars or



Pemberton's mountains offer the perfect backdrop for a day of riding. PHOTO SUBMITTED

## "...It's about a 700-[foot] drop down into the water, but it's overlooking the whole of Anderson Lake."

BEN HARRIS

trucks to pass side by side, and it's about a 700-[foot] drop down into the water.

"But it's overlooking the whole of Anderson Lake, and then you get to Seton Portage and do a full loop back around to Lillooet. Then you get to do the Duffey Lake Road on the way back, which is a pretty iconic road for motorcycle riders as well."

Harris added that in light of the COVID-19 pandemic, the company is working with local health authorities and tourism stakeholders to ensure that it offers the safest possible experiences.

For more information, visit [motoexperience.ca](http://motoexperience.ca).

For something that keeps you a little closer to

Pemberton, check out the Green River MX Park south of town. The track opened for the season with a reservation system via Facebook Messenger ([www.facebook.com/PembertonMx/](http://www.facebook.com/PembertonMx/)) on June 6, said track president Kevin LaBatte. A maximum of 30 riders will be allowed in the park at a time, with 20 on track. At press time, spectators were not permitted.

The track worked on self-improvement during the downtime, as a club member lent some machinery to the park to allow it to complete work on the track.

"The most significant [change] is the amount of dirt that we have been able to pull back onto the track from the ditches and surrounding areas of the track," LaBatte said.

LaBatte is eager to welcome back riders from all over the province.

"It's a little destination spot for a lot of people from the Lower Mainland, Kelowna, Kamloops. People come from all over sometimes just to ride here," he said. "They know it's a good track where they can come and hang out in Whistler and Pemberton."

Keep an eye out for some additional off-road options in the future. The nascent Pemberton Dirt Bike Association is looking to build sanctioned trails similar to the network in Squamish, though at press time, the group was working with authorities to secure approval. ●

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Farming is at the root of Pemberton culture. GETTY IMAGES

# EXPLORE PEMBERTON'S

Pemberton Farm Tour offers a peek into Spud Valley's agriculture

# Roots

**JOEL BARDE**

When one thinks of farming, an image of a flat prairie that extends for as far as the eye can see may come to mind. That, of course, is not the case in the Pemberton Valley.

Here you will find numerous small-scale independent farms set against a backdrop of towering, majestic mountains.

And now, thanks to a new program supported by Tourism Pemberton and the B.C. government, visitors are invited to visit several of them in person.

The Pemberton Farm Tour boasts four local farms as well as a local distillery and craft brewery. Information for all of them—including hours of operation and what they offer—is included on a handy map that shows their location. (All are on or within close proximity to Pemberton Meadows Road.)

Closest to downtown Pemberton, you will find Plenty Wild Farms, a small-scale, certified organic farm that grows over 40 different types of vegetables on 2.5 acres. Blue House Organics, further up the road, is a 20-acre organic farm that grows 20 varieties of organic vegetables on 10 acres.

Laughing Crow Organics offers a roadside “honour stand” where you can purchase fresh vegetables as well as a flower field where you can pick your own bouquet.

The largest of the farms on the tour, North Arm Farm, offers a full selection of seasonally available vegetables. It also boasts a cafe-style restaurant where guests can enjoy a farm breakfast and lunch (and extremely good pie).

The Pemberton Farm Tour also features two places to grab a drink.

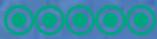
The Pemberton Distillery, which can be found in the Pemberton Industrial Park, is one of British Columbia's original craft distilleries. It specializes in organic spirits, including potato vodka, gin, and schnapps.

The Beer Farmers is a craft brewery that is operated by a fourth-generation organic farming family. They make excellent beers made from organic barley grown on site.

The Pemberton Farm Tour is pedestrian and cyclist friendly thanks to the Friendship Trail, a new path that runs beside Pemberton Meadows Road, connecting Pemberton to Mount Currie.

You can find a copy of the Pemberton Farm Tour Guide and more information on the participating establishments at [pembertonfarmtour.com](http://pembertonfarmtour.com). ●

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## Golf Bucket List – Complete!

Me and my golf buddies were blown away by the views and the once in a lifetime feeling of driving golf balls (special, bio-degradable golf balls of course) off the top of an 8,000ft mountain.

Big thanks to Steve, our pilot and the entire Blackcomb Helicopters team. You guys knocked it out of the park!

- Jay. G, Tripadvisor Review



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# GO SMALL FOR YOUR *Big Day*

Pemberton offers the perfect backdrop for any wedding, big or small. PHOTO BY PASCALE GADBOIS / GADBOISPHOTOGRAPHY.CA

## Pemberton offers a stunning range of elopement options

**ALYSSA NOEL**

**W**hen the COVID-19 pandemic first struck last spring, brides and grooms remained hopeful that their dream weddings would still unfold as planned.

But as the virus dragged on it became increasingly clear that there would be no large gatherings this summer.

That's where a new wedding trend comes in. Call it a mini-mony, a micro wedding or a good ol' fashioned elopement, but many couples are choosing to go small when it comes to tying the knot—and Pemberton has an array of options to ensure the day is still special.

"I think it just really comes down to what each couple wants their wedding day to be like," says Carlee Cindric, a wedding planner and owner of Pocketful Productions. "If they just want to be married and have a small intimate ceremony with their close family then that's what people are deciding to do."

One jaw-dropping way to make sure your big day is still epic is to hop on a chopper. Blackcomb Helicopters is now offering a variety of new locations for weddings, including Mount Currie, the aptly named Marriage Lake, and the Ipsoot Glacier and lake. (That's in addition to the Rainbow Glacier and Beverley Lake.)

"It's super unique," says Jordy Norris, sales and manager with Blackcomb Helicopters. "It's also pretty cost-effective when you break it down ... It seems like a lot of people are going for smaller events these days. An intimate ceremony seems attractive."

If you can't decide on one helicopter-access location, the company has put together a package for couples to stop at additional locations for photos.

Back in the valley, popular wedding spots like North Arm Farm have created elopement packages as well. That venue plans to offer options for up to 10 people even as restrictions

are lifted.

Then, of course, there are countless stunning destinations to hike to in the backcountry and within the Village of Pemberton. (Just be sure to check with village officials about whether you need a permit first.)

"Pemberton offers the gamut," Cindric says. "You could still do the farm, you could get up into the mountains, mountains with waterfalls or valley views. If you want an intimate more raw, authentic outdoor wedding, I think Pemberton has that, which is great."

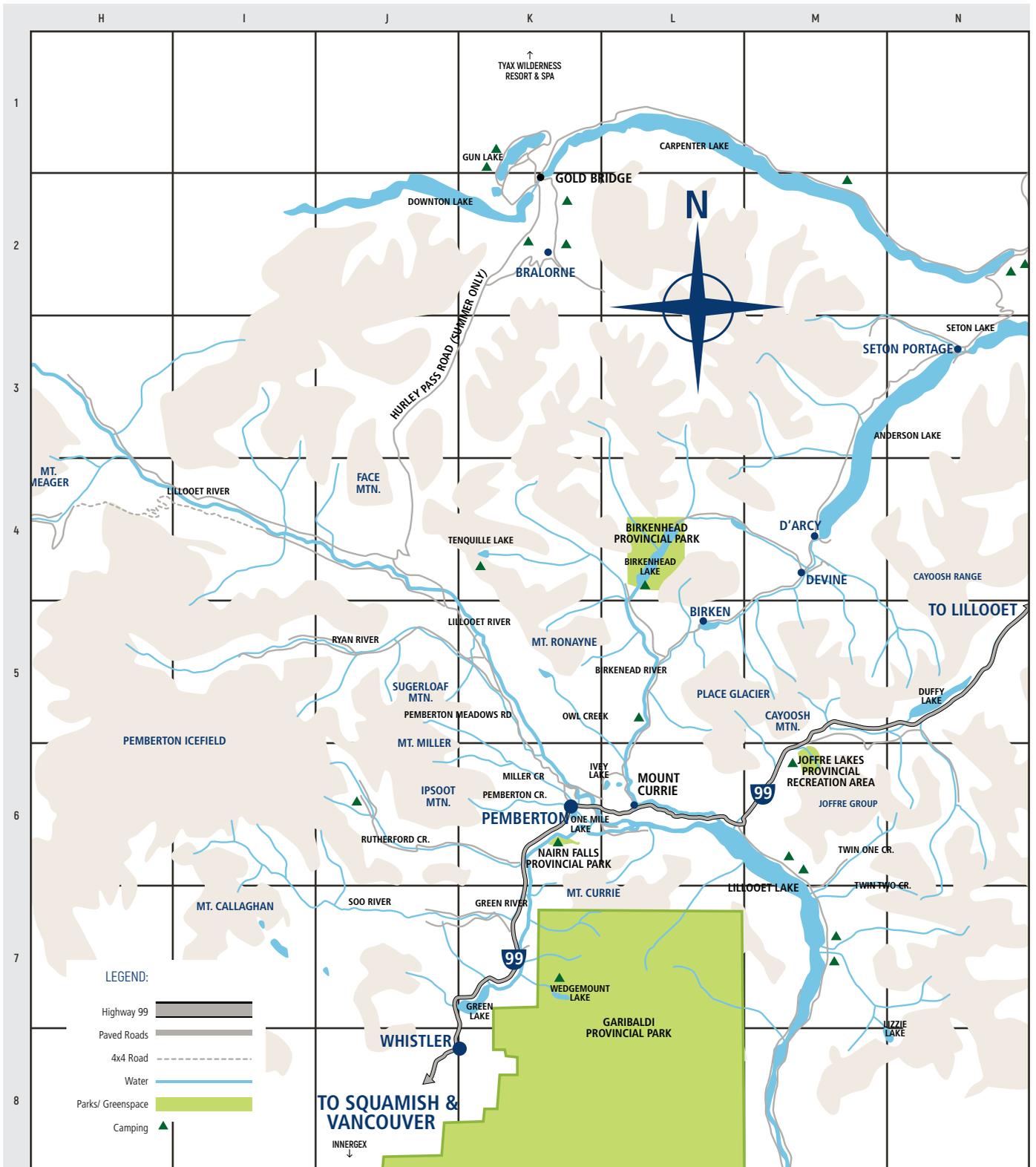
The offerings are so appealing, couples just might opt to go small when life returns to normal and they have an option for a large party.

"You could still have the smaller wedding and celebrate with everyone later," Cindric said. "It allows couples to really think about what they really and truly want—it's more of an experience than a traditional celebration." ●

# CENTRAL PEMBERTON



# GREATER PEMBERTON



# PEMBERTON BUSINESS DIRECTORY

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● Tourism Pemberton Members    □ Maps Grid Reference (map page 20-21)




The Pemberton Valley Trails Association is a non-profit charitable society tasked with the construction and maintenance of our multi-use trail network.

**FOR INFORMATION ON OUR TRAILS & MORE VISIT:**  
pembertontrails.com  
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