



building communities together

2018 Business Plan North Cariboo Economic Development (1026)

Darron Campbell, Manager of Community Services

Working in partnership with communities, large and small, to make the Cariboo Chilcotin a socially, economically and environmentally desirable region to live, work and play.

Department/Function Services

The North Cariboo Economic Development function was established through Bylaw No. 2586 in 1992. The purpose of the service is to provide funding support through contributions for economic development activities in the service area, including Electoral Areas A, B, C and I.

Tourism infrastructure, including public outhouses at Deserter Creek, Bouchie Lake and Milburn Lake west of Quesnel and at Stanley Cemetery and Blessings Grave on Highway 26, are supported through maintenance agreements with a contractor (2018-2019), the Bouchie Lake Stewardship Society (2017-2019) and the Friends of Barkerville (2018-2020). The service also supports a tourism support and project-based agreement with the City of Quesnel for the Quesnel Visitor Information Centre (2017-2019) and with the North Cariboo Agricultural Advisory Committee (2018-2020).

Electoral Areas A, B, C and I participate in the service and taxation is based on the assessed value of land and improvements. The maximum requisition is the greater of \$10,000 or \$0.0257/\$1,000 of assessment.

The Directors of Electoral Areas A, B, C and I are responsible for the governance of this service.

Business Plan Goals, Rationale & Strategies

2018 Goals

- 1. Goal:** Support the marketing and promotion of the North Cariboo through the Gold Rush Circle Tour experience and winter tourism campaigns.

Rationale: The Gold Rush Circle Tour is a tourism marketing collaborative involving the CRD, District of Wells, Likely Chamber of Commerce and Barkerville Historic Town. This marketing initiative involves the promotion of the backroad between Likely and Wells-Barkerville as an alternative travel route for rubber tire tourism, allowing travelers to complete a circle tour from either Quesnel or Williams Lake. This initiative is designed to increase tourism in communities along the route, leading to increased economic activity in these communities.

Strategy: The resources necessary to support marketing and promotional initiatives is included in the function financial plan. Projects will be led and managed by a team consisting of staff representatives from the District of Wells, Barkerville Historic Town, Likely Chamber of Commerce, and the CRD.

- 2. Goal:** Continue to encourage partnerships for economic development projects and activities.

Rationale: Maintaining existing and creating new partnerships is an efficient and cost-effective way to deliver economic development services.

Strategy: As projects and strategies are brought forward, appropriate partners, such as senior governments, municipalities, non-profit groups, and First Nations, will be identified.

- 3. Goal:** Sponsor conferences and events in the service area.

Rationale: Conferences and events draw visitors to the North Cariboo and encourage economic development in the area.

Strategy: The resources necessary to provide limited sponsorship to conferences and events is included in the function financial plan.

Overall Financial Impact

The 2018 requisition remains unchanged from the 2017 requisition at \$32,000.

The 2017 requisition was increased by \$919 from the 2016 requisition, which represents a 3% increase. This amount is maintained through the five-year financial plan.

Significant Issues & Trends

Prior to 2016, core economic development service through this function was provided by means of a contribution to the City of Quesnel to support the Quesnel Community and Economic Development Corporation. In 2016, the City of Quesnel brought this function in-house, and this contribution is no longer being paid to the City. These funds remain available in the function budget to support economic development activities and projects in the North Cariboo.

The Cariboo Regional District is a signatory on the Province of BC/UBCM Climate Action Charter, and has committed to continuing work towards carbon neutrality in respect of corporate operations.

Measuring Previous Years Performance

Goal: Review the contribution agreement for outhouse and site maintenance at the Blessing's Grave Historic Site and Stanley Cemetery with the Friends of Barkerville.

- In progress.

Goal: Pursue a contribution agreement with the City of Quesnel to support the operation of the Quesnel Visitor Centre.

- Complete.

Goal: Support the marketing and promotion of the Gold Rush Circle Tour tourism experience.

- Complete.

Goal: Continue to encourage partnerships for economic development projects and activities.

- The 2017 wildfires had a significant effect on local events and projects, resulting in numerous cancellations. The Gold Rush Sled Dog Mail Run was successfully hosted and received event sponsorship.