



*building communities together*

## **2019 Business Plan Area D Economic Development (1014)**

*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.***

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### **Department/Function Services**

The Area D Economic Development Service was established through Bylaw No. 3855 in 2003. The service was created to encourage and support economic development activities for the benefit of Area D residents. Currently, the delivery strategy for the function is by means of contribution agreements with various local organizations to support their economic development initiatives. Current agreements include contribution to the Revitalization Committee of the McLeese Lake Recreation Commission Society (2017-2019) for community revitalization activities in McLeese Lake, and a contribution to the McLeese Lake Farmer's Market Association (2019-2021) to support the promotion and operation of the McLeese Lake Farmer's Market.

Electoral Area D is the single participant in the service which is funded by means of a tax applied to the assessed value of land and improvements within the local service area. There is no requisition limit for this function.

As the Director for Electoral Area D is the only stakeholder, and the *Local Government Act* requires more than one vote, the entire Board is responsible for the governance of this service.

### **Business Plan Goals, Rationale & Strategies**

#### **2019 Goals**

- Goal:** Review the contribution agreement with the Revitalization Committee of the McLeese Lake Recreation Commission Society.  
**Rational:** The CRD partnership with the Committee in supporting community revitalization and beautification in McLeese Lake has been ongoing since 2004. The current three-year agreement with the group expires at the end of December 2019.

- Strategy:** All objectives for the contribution agreement continue to be met and it is expected that this successful arrangement will continue.
2. **Goal:** Contribute to site improvements, marketing, and promotions for the Xat'sull Heritage Village.  
**Rationale:** Carried forward from 2018. The Xat'sull Heritage Village is an award-winning tourism attraction which provides educational and recreational opportunities for visitors, centered around the culture and heritage of the Xat'sull First Nation. This tourism attraction contributes positively to the local economy by encouraging travelers to visit our region and by providing employment to area First Nations.  
**Strategy:** Projects and initiatives will be led by the Xat'sull First Nation with updates to and advice from Regional District staff.
  3. **Goal:** Invest in capital improvements or marketing and promotional activities at the Bull Mountain Cross Country Ski Area.  
**Rationale:** Ongoing projects to improve trail signage and promote events at Bull Mountain are reasonable opportunities to generate local economic activity. The goal is to bring out-of-town recreational skiers to the facility. Bull Mountain is a premiere cross-country skiing destination in the Central Cariboo; however, it remains a local "secret" due to limited promotion and signage on the highway. Bull Mountain is managed by volunteers through a non-profit society.  
**Strategy:** Projects will be led by the Williams Lake Cross Country Ski Society with updates to and advice from Regional District staff.
  4. **Goal:** Sponsor conferences and events in the service area.  
**Rationale:** Conferences and events draw visitors to the Central 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 2019 requisition remains unchanged from the 2018 requisition. An increase to \$15,000 occurred in 2018 and is maintained through 2022. However, the requisition amount is subject to new projects being proposed, which may require a requisition increase to support.

### **Significant Issues & Trends**

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

## **Measuring Previous Years Performance**

**Goal:** Review the contribution agreement with McLeese Lake Farmer's Market Association to support the promotion and operation of the McLeese Lake Farmer's Market.

- Complete. The agreement has been renewed to end of December 2021 at the same terms and conditions.

**Goal:** Contribute to site improvements, marketing, and promotions for the Xat'sull Heritage Village.

- Not complete. No projects were brought forward for support. Carried forward to 2019.

**Goal:** Invest in capital improvements or marketing and promotional activities at the Bull Mountain Cross Country Ski Area.

- Not complete. The group is focused on a major building project and is in the process of obtaining grant funding. Carried forward to 2019.

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

- Complete. Contributions were made to support events such as Williams Lake Harvest Festival, CCCTA Regional Tourism Industry Conference and assisted Williams Lake Tourism Discovery Center to put together tourist maps.