



*building communities together*

## **2019 Business Plan Area F Economic Development (1018)**

*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 Area F Economic Development function was established through Bylaw No. 3706 in 2002. The service was created to allow the Regional District to encourage and support economic development activities within Electoral Area F, which would facilitate investment by the private sector.

The service is provided through contracts for various economic development initiatives, which currently include a tourism support and project-based agreement with the Williams Lake and District Chamber of Commerce, the Horsefly Board of Trade, the Likely Chamber of Commerce and the 150 Mile Greenbelt, Trail and Heritage Society (2018-2020).

Electoral Area F is the sole participant in the function and requisition is by means of a tax on the assessed value of land and improvements. There is no requisition limit for this bylaw.

As the Director for Electoral Area F 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:** Support sites and trails development and marketing initiatives for the Horsefly Waterfalls Hiking Tour.  
**Rational:** Building on ongoing projects to improve trail and site infrastructures are reasonable opportunities to promote the waterfalls around Horsefly, which largely remain a local secret due to limited recognition. Promotion of Horsefly

Waterfalls as sites for tourism attraction has the potential to contribute positively to the regional economy by encouraging travelers to visit our region.

**Strategy:** Projects will be led by the Horsefly Board of Trade with updates to and advice from Regional District Staff.

2. **Goal:** Support the Big Lake Community Association in its investigation as to the suitability of a community campground adjacent to the Big Lake Community Hall.

**Rationale:** Carried forward from 2017. Members of the Community Association have identified a need for additional overnight accommodation options in the community for use during special events and large gatherings at the Community Hall. The concept of a community campground on an adjacent parcel of Crown land has been proposed as a potential opportunity which could increase the Hall's attractiveness as a venue for events and gatherings, leading to increased economic activity for the community. The Association is in the preliminary stages of investigating this opportunity.

**Strategy:** Projects will be led by the Big Lake Community Association with updates to and advice from Regional District staff.

3. **Goal:** Contribute to development and installation of promotional materials for the Quesnel Forks tourism attraction site near Likely.

**Rationale:** Once a major supply center for the Cariboo Gold Rush, the Quesnel Forks with its history and remaining artifacts, possess tremendous potential to be developed as a historical site. Installation of the roadside signage to help with direction leading to the Quesnel Forks will increase site's attractiveness and recognition as a tourism destination.

**Strategy:** Projects will be led by the Likely Chamber of Commerce with updates to and advice from Regional District staff.

4. **Goal:** Support the communities of Big Lake, Likely and Xat'sull First Nation in their application for a Community Forest license.

**Rationale:** Carried forward from 2018. Community Forests have the ability to improve the social and economic wellbeing of communities by creating new local employment and revenue opportunities.

**Strategy:** The forest license application, which includes the development of extensive background materials, will be prepared by the Big Lake Community Association and Xat'sull First Nation with limited funding support from the Regional District to enable leveraging for other grants and community contributions.

5. **Goal:** Work with the communities of Horsefly, Likely and Big Lake to develop, maintain and improve trails and sites for tourism activity, such historic sites including the Bullion Pit Mine Trail near Likely and the Big Lake Heritage Site.

**Rationale:** The communities continue to implement tourism strategies, including the development of infrastructure to continue a long-range plan to promote tourism and local economic development.

- Strategy:** Projects will be led by the Horsefly Board of Trade, Likely Chamber of Commerce and Big Lake Community Association, with updates to and advice from Regional District staff.
6. **Goal:** Support development of promotional materials for tourism activities in the East Cariboo.  
**Rationale:** Promotional materials such as brochures, websites, maps and videos are important tools to reach potential visitors and demonstrate tourism opportunities in the area.  
**Strategy:** Projects will be led by the Horsefly Board of Trade and the Likely Chamber of Commerce, with updates to and advice from Regional District staff.
7. **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 at \$30,000. This level is maintained and unchanged until 2021, when the requisition increases by \$5,000 to meet longer-term contribution agreement commitments.

The 2017 requisition was reduced by \$10,000 over the 2016 requisition due to surplus funding available in the financial plan.

The 2015 requisition was increased by \$20,000 from the 2014 requisition amounting to a residential tax rate increase of about \$2.25/\$100,000 of assessed value. The increase was required to contribute to economic development plans and projects that will assist the communities of Likely, Big Lake, Miocene and Horsefly to mitigate negative effects of the Mount Polley Mine tailings pond breach.

### **Significant Issues & Trends**

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:** Contribution to site improvement and infrastructure upgrade at the Cedar Point Park near Likely.

- Not complete. Priorities of the park board changed and no projects were brought forward.

**Goal:** Support the communities of Big Lake, Likely and Xat'sull First Nation in their application for a Community Forest license.

- Not complete. No Regional District funding support was required by the community forest partnership in 2018. Carried forward to 2019.

**Goal:** Support the Big Lake Community Association in its investigation as to the suitability of a community campground adjacent to the Big Lake Community Hall.

- Not Complete. Discussion between the community association and the province continue about options for site management. A low mobility trail was constructed on part of the site in 2018 through the CRD Wheelchair Accessible Wilderness Trails initiative. Carried forward to 2019.

**Goal:** Work with the communities of Horsefly, Likely and Big Lake to develop, maintain and improve trails and sites for tourism activity, such as motorcycle touring through Horsefly, as well as historic sites including the Abbot Creek Trail near Likely and the Big Lake Heritage Site.

- Complete. Trail infrastructure improvement projects for the salmon habitat viewing trail near Horsefly and in Quesnel Forks at Likely were supported to promote tourism activity in the area.

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

- Complete.

**Goal:** Support development of promotional materials for tourism activities in the East Cariboo.

- Complete. Publication of new tourism maps with all major road networks including back roads as well as snowmobile tracks was supported.

**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.

### **Other Accomplishment**

Provided contribution to the Horsefly Board of Trade for the Horsefly Rink Refurbishment Project.