



building communities together

2020 Business Plan Central Cariboo and Chilcotin Economic Development (1025)

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Working in partnership with communities large and small to offer local, sub-regional, and regional services to ensure that the Cariboo Chilcotin is a socially, economically, and environmentally desirable region.

Department/Function Services

The Central Cariboo and Chilcotin Economic Development function was established through Bylaw No. 5244 in 2019. The purpose of the service is to provide funding support through contributions for economic development activities in the service area, including Electoral Areas D, E, F, J and K.

Prior to the establishment of the Central Cariboo and Chilcotin Economic Development service, there were five separate functions in the Central Cariboo. Each of these functions was created through Electoral Areas bylaws as follows, Area D (No. 3855, 2003), Area E (No. 5235, 2019), Area F (No. 3706, 2002), Area J (No. 5016, 2016) and Area K (No. 5017, 2016). The budgets and business plan goals for these functions have been merged into this plan to encourage cooperation and efficiency.

The new service was created to support and promote economic development in the Central Cariboo and Chilcotin and work in important sectors such as tourism, agriculture, natural resources development and the retention and attraction of businesses and residents. This service is provided through contracts for various economic development initiatives, which currently include Visitor Information Services support agreements 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) and the Community Services and Development Society of Alexis Creek (2018-2020).

Currently, there is a contribution to the McLeese Lake Farmers Market Association (2019-2021) to support the promotion and operation of the McLeese Lake Farmers Market.

Electoral Areas D, E, F, J and K participate in the service and taxation is based on the assessed value of land and improvements. There is no requisition limit for this service.

The Directors of Electoral Areas D, E, F, J and K are responsible for the governance of this service.

Business Plan Goals, Rationale & Strategies

2020 Goals

- 1. Goal:** Review the Visitor Information Services agreement with the Williams Lake and District Chamber of Commerce, Horsefly Board of Trade, Likely Chamber of Commerce and the 150 Mile Greenbelt, Trail and Heritage Society and the Community Services and Development Society of Alexis Creek.

Rationale: The current three-year agreements to support these groups with the operations of their respective Visitor Information Centre locations expire at the end of 2020.

Strategy: Agreement terms and cost will be renewed if there are no material changes.
- 2. Goal:** Work with rural communities to develop, maintain and improve trails and sites for tourism activity.

Rationale: Rural communities continue to implement tourism strategies, including the development of infrastructure to continue a long-range plan to promote tourism and local economic development. Trails are proving to be a very important natural asset to rural areas that can be developed and promoted. Locations under consideration in 2020 include such historic sites as the Beaman Trail and Gold Rush Snowmobile Trail in Horsefly; the Quesnel Forks Low Mobility Trail and Bullion Pit Mine Trail near Likely and the Big Lake Heritage Site.

Strategy: Trail projects will be led by various partner groups including but not limited to the Horsefly Board of Trade, Likely Chamber of Commerce and Big Lake Community Association, with updates to and advice from Regional District staff.
- 3. 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.
- 4. Goal:** Support development of promotional materials for tourism activities in the Central Cariboo.

Rationale: Promotional materials such as brochures, website, maps and videos are important tools to reach potential visitors and promote tourism opportunities in the area.

Strategy: Promotional projects will be led by various partner groups including but not limited to the Horsefly Board of Trade and the Likely Chamber of Commerce, with updates to and advice from Regional District staff.

5. **Goal:** Support the All Nations Pow Wow event held in Williams Lake.
 Rationale: The Pow Wow would be a major tourism event held during the Williams Lake Stampede and bring in additional visitors and performers to the area. In addition to the direct tourism activity generated by the event, the positive cooperation by First Nations, local government, non-profit groups and business sponsors to host the event will result in long term economic benefits.
 Strategy: A committee of event partners is organizing the event under the banner of several local First Nations. Funding support for the event is included in the Central Cariboo Economic Development financial plan.
6. **Goal:** Support site and trail development and marketing initiatives for the Horsefly Extreme Quest projects.
 Rationale: 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 and trails 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.
7. **Goal:** Contribute to the replacement of the sign at the Horsefly Visitor Information Centre.
 Rationale: The existing sign is in a bad state and requires replacement. Having a good presented sign gives a good first-impression to visitors, given that the Information Centre is a tourism attraction which provides historical and educational opportunities for visitors centered on the culture and heritage of the Horsefly community, and contributes positively to the local economy by encouraging travelers to visit our region.
 Strategy: Project will be led by the Horsefly Board of Trade with updates to and advice from Regional District staff.
8. **Goal:** Contribute to site improvements, marketing, and promotions for the Xat'sull Heritage Village.
 Rationale: 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.
9. **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.

- 10. Goal:** Support the Likely Visitor Information Centre storage building project.
Rationale: The VIC is also an important tourism attraction which provides historical and educational opportunities for visitors within the community of Likely. The VIC positively contributes to the local economy and provides more market-ready tourism products for visitors. Lack of storage space is making it difficult to fully develop the historical artifacts and information that the VIC has to offer.
Strategy: Project will be led by the Likely Chamber of Commerce, with updates to and advice from Regional District staff.
- 11. Goal:** Sponsor conferences and events in the Central Cariboo.
Rationale: Conferences and events draw visitors to the Central Cariboo and encourage economic development in the electoral areas.
Strategy: The resources necessary to provide limited sponsorship to conferences and events is included in the function financial plan.
- 12. Goal:** Coordinate the roundtable session of the Economic Development Officers within the region.
Rationale: The Regional Economic Development practitioner's roundtable builds, maintains efficient relationship and provides a platform for EDO's throughout the region to share resources, projects initiatives, strategies, challenges and best practices. This goal is included in the corporate tactical plan developed in 2019.
Strategy: Workshop will be led and report made by the Cariboo Regional Community Economic Development Officer, with support from the Manager of Community Services.
- 13. Goal:** Review the Species at Risk Act for potential impacts to the regional economy.
Rationale: The ongoing periodic review will enable preemptive preparation for potential negative economic impacts prior to legislative actions taken by the provincial or federal governments, as was the case with the mountain caribou recovery plan and restrictions on high elevation timber supply. This goal is included in the corporate tactical plan developed in 2019.
Strategy: The review will be made by the Regional Community Economic Development Officer each quarter of the year.

Overall Financial Impact

This is the first year for tax requisition in the new service, which is set at \$70,000 to meet all goals and contribution agreements from the previously separate economic development functions.

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

The following goals were included in each of the separate economic development functions in 2019 and most are continued into the 2020 Central Cariboo and Chilcotin Business Plan.

Area D – 1014

Goal: Review the contribution agreement with the Revitalization Committee of the McLeese Lake Recreation Commission Society.

- Expected completion in November 2019 upon receipt of an updated project plan from the Society.

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

- Not completed. Lookout and Welcome Sign project planned completion in Fall 2019.

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

- Not completed. Funding was allocated as part of the matching budget required for a major infrastructure grant request from the group to construct a storage building and rental shop. No confirmation of the grant request has been received.

Goal: Sponsor conferences and events in the service area.

- Completed. Contributions were made to support events such as Xat'sull Salmon Festival and Williams Lake Farmers Market.

Area F – 1018

Goal: Support sites and trails development and marketing initiatives for the Horsefly Waterfalls Hiking Tour.

- Completed.

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 completed. No lease extension from the province has been granted for the requested area.

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

- Completed.

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

- Not completed. Application development is ongoing and the group did not require additional funds to complete the current phase.

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.

- Completed.

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

- Completed. Horsefly tourism website maintenance and sign project were supported.

Goal: Sponsor conferences and events in the service area.

- Completed. Contributions were made to support events such as Likely Show and Shine and Horsefly Salmon Festival.

Area J – 1030

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

- Not completed. No projects were brought forward for support.

Goal: Sponsor conferences and events in the service area.

- Not completed. No events were brought forward for sponsorship.

Area K – 1032

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

- Not completed. No projects were brought forward for support.

Goal: Sponsor conferences and events in the service area.

- Completed. Contribution was made to support the Alexis Creek Rodeo event.