



building communities together

2020 Business Plan North Cariboo Economic Development (1026)

Darron Campbell, Manager of Community Services

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 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 Bouchie Lake and Milburn Lake west of Quesnel, and Stanley Cemetery and Blessings Grave on Highway 26, are supported through maintenance agreement with the Bouchie Lake Stewardship Society (2020 - 2022) and the Friends of Barkerville (2018-2020). The service also supports a tourism and project-based agreement with the City of Quesnel for the Quesnel Visitor Information Centre (2018-2020) and with the North Cariboo Agricultural Development Advisory Committee.

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

2020 Goals

- Goal:** Review the tourism support agreement with the City of Quesnel for the Quesnel Visitor Information Centre and the North Cariboo Agricultural Advisory Committee.
Rationale: The current three-year agreement expires at the end of 2020.
Strategy: Agreement terms and cost will be renewed if there are no material changes.

2. **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.
Rationale: The current three-year agreement expires at the end of 2020.
Strategy: Agreement terms and cost will be renewed if there are no material changes.
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:** 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.
5. **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 Regional Community Economic Development Officer, with support from the Manager of Community Services.
6. **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

The 2020 requisition remains unchanged from the 2019 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 Bouchie Lake and Milburn Lake site with the Bouchie Lake Stewardship Society.

- Completed. The agreement has been renewed for three years at the same terms and conditions.

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

- Completed. The marketing campaigns for the Gold Rush Circle Tour experience through the East Cariboo to Barkerville and the Explore Cariboo initiative were supported to encourage tourism.

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

- Completed. Ongoing support was provided to the Agriculture Development Advisory Committee and community groups for tourism infrastructure maintenance.

Goal: Sponsor conferences and events in the service area.

- Completed. A major contribution was made to support the Skyfest international airshow event.