



## **2019 Business Plan South Cariboo Economic Development (1017)**

*Darron Campbell, Manager of Community Services*

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

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### **Department/Function Services**

The South Cariboo Economic Development service was originally established through Bylaw No. 3573 in 2000. In 2004, Bylaw No. 3878 limited the service to Electoral Areas G and L. In 2007, Bylaw No. 4312 added Electoral Area H back into the function.

The service was created to support and promote economic development in the South Cariboo. This service is provided through project and service delivery-based agreements with the 100 Mile Development Corporation and South Cariboo Chamber of Commerce.

Currently, there are two contribution agreements in place with the Development Corporation to support the South Cariboo Tourism Marketing Strategy (2019-2021), and operations of the Visitor Information Centre (2017-2019).

Agreements are also in place to make contributions to the 100 Mile House sani-dump (2019-2021), to support tourism infrastructure and an advertising agreement with the Rotary Club of 100 Mile House (2019-2023) for its mobile stage.

Electoral Areas G, H, and L 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 for Electoral Areas G, H, and L are responsible for the governance of this service.

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

#### **2019 Goals**

- 1. Goal:** Review the contribution agreement with 100 Mile Development Corporation to support operation of the Visitor Information Centre.

**Rationale:** The current three-year agreement (2017-2019) expires in December 2019. The annual contribution is in recognition of the value that the Visitor Information Centre provides to travelers and tourism businesses in the south Cariboo electoral areas.

**Strategy:** The current agreement is included in the function financial plan. Regional District staff will bring forward a proposed renewal agreement for consideration.

2. **Goal:** Contribute to site infrastructure improvements and development of promotional materials for the Interlakes Farmers' Market.

**Rationale:** The Interlakes Farmers' Market was established as an ongoing event in 2014 and would benefit from additional funds to support future site improvements. This event supports local growers and producers in getting their products to market and is likely to provide an attractive stop for highway tourists throughout the summer months, leading to increased economic activity for the area.

**Strategy:** The resources necessary to provide infrastructure and operational support are included in the function financial plan. Projects and initiatives will be led by the Arts, Culture & Events Committee of the Interlakes Economic Association, with updates to and advice from Regional District staff.

3. **Goal:** Contribute to event hosting infrastructure upgrades and equipment at the 108 Mile House Heritage Site.

**Rational:** The 108 Mile House Heritage Site has a mission to establish and maintain a historical site and museum to promote education, enjoyment, and preservation of local history and cultural artifacts. The heritage site also provides its venues for site rentals to host both private and community events. Infrastructure upgrades at the Heritage Site have the potential to improve site's capacity to organize and host such events and promote local economy by encouraging visitors to spend more time in the community.

**Strategy:** Projects will be led by 100 Mile and District Historical Society with updates to and advice from Regional District staff.

4. **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.

5. **Goal:** Sponsor conferences and events in the South Cariboo.

**Rationale:** Conferences and events draw visitors to the South 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 \$63,750 and this level is maintained through the five-year financial plan. The 2015 requisition was reduced by \$4,000 from the 2014 requisition.

## **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 100 Mile Development Corporation to support the South Cariboo Tourism Marketing Strategy.

- Complete. Agreement renewed to 2021 with activities report to be presented to the South Cariboo Joint Committee early in the new year.

**Goal:** Review the contribution agreement with the District of 100 Mile House to support the operation of the 100 Mile House Sani-dump.

- Complete. Agreement renewed to end of December 2021.

**Goal:** Review the contribution agreement with the Rotary Club of 100 Mile House to advertise on the Club's mobile stage.

- Complete. Agreement renewed to end of December 2023.

**Goal:** Contribute to site infrastructure improvements and equipment for the Interlakes Farmers' Market.

- Not complete. No projects were brought forward by the group in 2018; however, several have been identified for 2019.

**Goal:** Support site development and marketing initiatives for the Bridge Lake ice caves tourism attraction.

- Complete.

**Goal:** Sponsor conferences and events in the South Cariboo.

- Complete. Events such as the Senior's Fair, South Cariboo Garlic Festival and Little Britches Rodeo were supported via event sponsorship to draw visitors and promote economic development in South Cariboo.