



Date: 28/05/2020

To: Chair and Directors, Cariboo Regional District Board

And To: John MacLean, Chief Administrative Officer

From: Darron Campbell, Manager of Community Services

Date of Meeting: Cariboo Regional District Board_May29_2020

File: 6750-02

Short Summary:

North Cariboo Shop Local Campaign Funding Request – City of Quesnel

Voting:

Corporate Vote - Weighted

Memorandum:

Please find the attached background information on a shop local campaign coordinated by the City of Quesnel.

Funding for the campaign, which has a cost of \$16,458, is currently provided by the City, Community Futures, the Chamber of Commerce and the three business associations in the Quesnel area. To complement these sources and deliver the full scope of the proposed campaign, the City has requested funding support in the amount of \$5,000 from the Cariboo Regional District.

The request has been brought forward as a late item due to the time sensitivity of activities included in the campaign. Some initial pieces, such as the business support hotline, have begun already and the shop local advertising and awareness is scheduled for June.

Attachments:

#InQuesnel Shop Local Campaign Overview

Financial Implications:

The funding request from the City of Quesnel is for \$5,000. This amount can be accommodated in the North Cariboo Economic Development function budget, which has identified \$15,000 annually to support economic development projects and partnerships.

Policy Implications:

The funding request and proposed campaign is consistent with a 2020 Business Plan goal in the North Cariboo Economic Development function to encourage project and partnership opportunities.

Alignment with Strategic Plan:

- ☐ **Communication:** Facilitate communication strategies throughout the entire Cariboo Regional District that meet the needs of residents, community stakeholders, and other levels of government.
- ☐ **Planning:** Intentionally plan services and activities of the CRD to prepare for future needs of residents and community stakeholders.
- ☒ **Economic Sustainability:** Foster an environment to ensure the economic sustainability of CRD communities and the region.
- ☐ **Governance:** Ensure that CRD governance policy and practices are intentional, transparent, and respectful.

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CAO Comments:

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Options:

1. Endorse the recommendation;
2. Receipt and other action at the direction of the Board;
3. Defer.

Recommendation:

That the agenda item summary from Darron Campbell, Manager of Community Services, dated May 28, 2020, regarding a funding request from the City of Quesnel to support a north Cariboo Shop Local campaign, be received. Further, that a contribution of \$5,000 be made from the North Cariboo Economic Development function to support the campaign.