



Date: 01/04/2021

To: Chair and Directors, Cariboo Regional District Board

And To: John MacLean, Chief Administrative Officer

From: Beth Holden, Regional Economic & Community Development Officer

Date of Meeting: Cariboo Regional District Board_Jan15_2021

File: 1855-04

Short Summary:

NDIT Application – Marketing Initiatives 2021

Voting:

Corporate Vote - Weighted

Memorandum:

For the Board's consideration, please find the attached application for Northern Development Initiative Trust (NDIT). The request is for \$20,000 in matching grant funding under the Marketing Initiatives stream.

The CRD, in collaboration with Quesnel, Williams Lake, 100 Mile House and Wells, is building a regional economic development website to draw attention to regional investment and work opportunities. As identified in the 2020 Regional Labour Market Study, the Cariboo Chilcotin can attract both investment and talent by initiating a regional economic development website. Taking the lead from successful sites like Move Up Prince George (<https://moveupprincegeorge.ca/>), Imagine Kootenay (<https://imaginekootenay.com/>), and Venture Kamloops (<https://www.venturekamloops.com/>), this site will create a central location for regional and municipal opportunities and resources.

This interactive site will consist of four main sections: About the Cariboo, Working, Investing, and Resources. It will provide information about lifestyle, employment, communities, and opportunities and will be built for and marketed to skilled workers, skilled remote workers, and past Cariboo residents; populations likely attracted to Cariboo lifestyle and trained and educated to benefit the regional labour market.

After consulting with digital marketing firms, and reviewing the Labour Market Strategy, the best way to drive new talent to the site, and ultimately to the region is through a highly geo-targeted digital campaign focusing on labour gaps, geographical locations, and individual interest including the outdoors. Through the guidance of the advertising firm we will build ads in-house using assets created while developing the website. Ads will follow best practice for each channel, and we will have the flexibility to amend and change them in reaction to

engagement. Focusing on a digital campaign provides analytics for us to better understand our market and how to reach them. This information will be immediately useful and can inform future advertising and web content.

The new site will launch in early April and the advertising campaign will run from May to August 2021.

Contributions to the budget include:

- Community Futures of the Cariboo Chilcotin \$2,500,
- Community Futures of the North Cariboo \$2,500,
- District of 100 Mile House \$1,000,
- City of Quesnel \$2,500,
- City of Williams Lake \$2,500,
- District of Wells \$500,
- Williams Lake Chamber of Commerce \$1,000,
- Quesnel Chamber of Commerce \$1,000,
- 100 Mile Chamber of Commerce \$500,
- Cariboo Regional District Economic Development Budget \$6,000,
- And a matching \$20,000 NDIT Grant.

Prior to forwarding the proposal to NDIT for Regional Advisory Committee (RAC) for consideration, all Regional Development Account applications require a resolution of support from the local government with jurisdiction in the project.

Attachments:

NDIT Marketing Initiatives Application – Regional Website 2021

Financial Implications:

\$2,000 is identified from each of the North Cariboo, South Cariboo, and Central Cariboo Economic Development budgets for marketing the new Regional Economic Development website.

Policy Implications:

Building and marketing a Regional Economic Development Website is in the South, Central, and North Cariboo Economic Development Business Plans for 2021.

Policy No. 2017-3A-33 (Northern Development Initiative Trust Applications Policy) states: *That in the absence of knowledge of material legal, ethical, or other improprieties, the CRD will support all applications to the NDIT for funding, without regard to the project's merit.*

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 recommendation
- 2) Receipt and other action
- 3) Defer

Recommendation:

That the agenda item summary from Beth Holden, Regional Economic & Community Development Officer, dated January 4, 2021, regarding the Cariboo Regional District's application to Northern Development Initiative Trust's Marketing Initiative Program for \$20,000 in matching funding to market a regional economic development website, be received. Further, that the grant application be submitted as attached. And further, that the appropriate signatories be authorized to enter into necessary agreements, should the grant application be successful.