



*building communities together*

## **2021 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**

#### **2021 Goals**

- 1. 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.

- 2. 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.

- 3. 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.

- 4. Goal:** Coordinate and create new economic development landing pages to highlight the region and act as an attraction and retention tool.

**Rationale:** The 2020 Cariboo Labour Market Study (LMS) identified nine objectives with one pertaining directly to the CRD, *Objective 9: Build Assets and promote the Region*. This is a priority agreed by the LMS Steering Committee.

**Strategy:** Work with the LMS Steering Committee, the Manager of Community Services, and the Manager of Communications to build a series of webpages offering regional statistics and assets.

- 5. Goal:** Support the Explore Cariboo marketing tactics.

**Rationale:** Now entering its third year, the Explore Cariboo marketing campaign is building momentum showcasing the entire Cariboo Region through a website, social media posts, media influencers, published content, and advertising.

**Strategy:** Provide both financial and strategic support to the project ensuring communities, attractions, and businesses from throughout the region are included resulting in enhanced increased tourism.

- 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 Economic & Community Development Officer each quarter of the year with special attention to the Chilcot Steelhead population. A thorough risk assessment of Chilcotin and Thompson steelhead trout has confirmed the results of a previous survey declaring the fish at risk of extinction. The latest findings mean the fish will again be considered for listing under the Species at Risk Act (SARA).

### **Overall Financial Impact**

The 2021 requisition is increased by \$8,000 from 2020 for a total requisition of \$40,000. This increase is necessary to support increased contributions for economic development activities such as services at the Quesnel and District Visitor Information Centre.

The 2020 requisition was unchanged from the 2019 requisition.

### **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 tourism support agreement with the City of Quesnel for the Quesnel Visitor Information Centre and the North Cariboo Agricultural Development Advisory Committee.

- Completed. The support funding for ADAC is included through the five-year financial plan. A contribution agreement renewal for visitor services with the City is expected in December.

**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.

- Completed. Agreement had been reviewed and options for renewal are being explored.

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

- Completed. Made a contribution to the Explore Cariboo project, sat on the Cariboo Agricultural Adaptation Strategy Working Group, and met monthly with Municipal EDOs.

**Goal:** Sponsor conferences and events in the service area.

- Not complete. Events cancelled due to COVID-19.

**Goal:** Coordinate the roundtable session of the Economic Development Officers within the region.

- Completed. Group met in person in Williams Lake in January, via conference call in May, and by Zoom Meeting in November.

**Goal:** Review the Species at Risk Act for potential impacts to the regional economy.

- Completed. Reviewed the 2019/2020 Species at Risk Report.