



building communities together

2022 Business Plan South Cariboo Economic Development (1017)

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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 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 individual project support with various partner groups and service delivery-based agreements with the District of 100 Mile House and the 100 Mile Development Corporation.

Currently, there is a contribution agreement in place with the Development Corporation to support operation of the Visitor Information Centre (2020-2022) and the South Cariboo Tourism Marketing Strategy (2022-2024), Lone Butte Historical Society to support operation of the roadside tourism and heritage site on Highway 24 (2021-2023), as well as the 100 Mile and District Historical Society to support operation of 108 Mile Heritage Site on Highway 97 (2021 – 2023).

Agreements are also in place to make contributions to the 100 Mile House sani-dump (2022-2024) 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

2022 Goals

- 1. Goal:** Review the contribution agreement in place with the 100 Mile Development Corporation to support the South Cariboo Visitors Information Centre.

Rationale: The current three-year agreement will expire December 31, 2022.

Strategy: The current agreement will be reviewed by staff and renewed if there are no material changes to the terms and conditions.
- 2. 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.
- 3. 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 are included in the function financial plan.
- 4. Goal:** Coordinate the roundtable session of the Economic Development Officers within the region.

Rationale: The Regional Economic Development practitioner's roundtable builds and maintains efficient relationships 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.
- 5. Goal:** Monitor and market new economic development landing pages 'Make the Move.'

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. The pages were completed in 2021 and need to be promoted to build national awareness.

- Strategy:** Work with the LMS Steering Committee, the Manager of Community Services, and the Manager of Communications to execute a marketing campaign to promote the website.
6. **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.
7. **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 2022 requisition remains unchanged from the 2021 requisition at \$63,750 and this level is maintained through the five-year financial plan.

Significant Issues & Trends

Covid-19 has significantly impacted events and tournaments throughout the region and has contributed towards an increase in labour shortages across all sectors. 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 in place with the 100 Development Corporation to support the South Cariboo Tourism Marketing Strategy.

- Completed. The three-year agreement has been renewed at the same terms expiring at the end of 2024.

Goal: Review contribution agreement with 100 Mile Sani Dump.

- Completed. The three-year agreement is renewed at the same terms and will expire on December 31, 2024.

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

- Completed. Hosted Regional Education Round Tables. Supported Hun City Mountain Bike Club's winter fat tire tourism campaign.

Goal: Sponsor conferences and events in the South Cariboo.

- Not completed. No events were brought forward due to covid.

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

- Completed. Held meetings quarterly via Teams.

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

- Completed. Following the Labour Market Strategy recommendations and working with regional economic development practitioners and the CRD Communications department, we created a series of webpages and a marketing campaign focused on investment, employment, and quality of life in the Cariboo.

Goal: Support the Explore Cariboo marketing tactics.

- Completed. Supported the annual campaign both financially and with strategic planning.

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

- Completed. Reviewed the Species at Risk Act (SARA) and will continue to monitor the Chilcotin Steelhead and Salmon populations.

Goal: Create a three-year contribution agreement to support the 108 Mile Heritage Site

- Completed. Executed a three-year contribution agreement which will expire on December 31, 2023