



Date: 16/02/2022

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_Feb25_2022

File: 1855-04

Short Summary:

NDIT Application – North Cariboo Agriculture Marketing FARMED 2022

Voting:

Corporate Vote - Unweighted

Memorandum:

For the Cariboo Regional District Board's consideration, please find an application to the Northern Development Initiative Trust (NDIT) from FARMED. The request is for \$20,000 in grant funding under the Marketing Initiatives Program for a one year campaign to market and connect local growers with consumers including producing a Fresh Farm Product Guide, interactive web based mapping tool to connect consumers to farms and outlets, a kiosk in LeBourdais Park, two billboards on HWY 97, promotional online tours and videography, an on farm ribbon cutting celebratory event, and an online listing and information about culturally significant foods.

The total project cost is \$44,287 with a \$1,000 cash contribution from FARMED, and \$23,287 of pending funding from a number of organizations and sources including \$3,000 of unconfirmed funding from the Cariboo Regional District's North Cariboo Economic Development Function.

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

Attachments:

NDIT Application Marketing FARMED 16 02 2022

Financial Implications:

\$3,000 of unconfirmed funding from the Cariboo Regional District's North Cariboo Economic Development Function.

Policy Implications:

Cariboo Regional District 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) Endorsement of recommendation;
- 2) Receipt and other action at the discretion of the Cariboo Regional District Board;
- 3) Defer.

Recommendation:

That the agenda item summary from Beth Holden, Regional Economic & Community Development Officer, dated February 16, 2022, regarding FARMED's application to Northern Development Initiative Trust's Marketing Initiatives Program for \$20,000 to market and connect local growers with consumers, be received. Further, that the grant application be supported.