



building communities together

2022 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. The service also supports a tourism and project-based agreement with the City of Quesnel for the Quesnel Visitor Information Centre (2021-2023) 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

2022 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:** 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 regional 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.
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 of all species at risk will be made by the Regional Economic & Community Development Officer each quarter of the year with special attention to the

Chilcotin 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 remain unchanged from the 2021 requisition of \$40,000.

The 2021 requisition was increased by \$8,000 from 2020 for a total requisition of \$40,000.

Significant Issues & Trends

COVID-19 has significantly impacted the ability to host events and tournaments throughout the region. It has also contributed towards an increase in labour shortages across all sectors.

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

- Completed. Hosted North Cariboo Education Roundtable, financially contributed towards planning development at Quesnel Canyon, and contributed towards the Quesnel & District Antique Machinery Park.

Goal: Sponsor conferences and events in the service area.

- Completed. Supported the High School Rodeo senior finals in Quesnel.

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

- Completed. Meetings held via teams quarterly.

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.