



building communities together

2023 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 (2023-2025) 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.

This function also leads Regional Economic Development Roundtables to share resources, initiatives, strategies, challenges, and best practices and supports the Cariboo Agricultural Development Advisory Committee.

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

2023 Goals

- 1. Goal:** Review the contribution agreement in place with the Lone Butte Historical Society to support operation of the roadside tourism and heritage site on Highway 24.

Rationale: The current three-year agreement will expire December 31, 2023.

Strategy: The current agreement will be reviewed by staff and the organization and renewed if there are no material changes to the terms and conditions.
- 2. Goal:** Review the contribution agreement in place with 100 Mile and District Historical Society to support operation of 108 Mile Heritage Site on Highway 97.

Rationale: The current three-year agreement will expire December 31, 2023.

Strategy: The current agreement will be reviewed by staff and the organization and renewed if there are no material changes to the terms and conditions.
- 3. Goal:** Review and renew the contribution agreement in place with Rotary Club of 100 Mile House for its mobile stage.

Rationale: The mobile stage helps community groups host activities and events in the South Cariboo boosting economic activity.

Strategy: The current agreement will be reviewed by staff and the organization and renewed if there are no material changes to the terms and conditions.
- 4. Goal:** Support improvements to Lone Butte Heritage Sites to build tourism assets along Highway 24.

Rational: Tourists seeking cultural history are attracted to heritage sites. Lone Butte, located along the Fishing Highway 24 has an opportunity to attract and retain travelers by investing in their historic sites.

Strategy: Funding is allocated to match and support grant opportunities.
- 5. Goal:** Support the Fishing Highway Tourism Association to encourage tourism along the Highway 24 tourism corridor.

Rational: Highway 24 houses a tourism cluster of resorts and fishing opportunities that attract and benefit both tourists and residents.

Strategy: Funding is allocated to support joint marketing projects. This will be led and managed by the Fishing Highway Tourism Association.
- 6. 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.

- 7. Goal:** Investigate the idea of organized heritage tours.
Rationale: Heritage societies and community groups maintain and develop heritage sites which attract tourists. Linking sites through tours may offer increased tourism and business opportunities, especially in rural areas.
Strategy: Work with historic societies and community groups to determine feasible sites and strategies.
- 8. 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 is included in the function financial plan.
- 9. Goal:** Market the economic development landing pages 'Make the Move' to attract new residents in key labour sectors.
Rationale: To help fill labour gaps in key sectors, the Cariboo Regional District has developed webpages to provide regional information including resources, education, lifestyle, and opportunities. A marketing campaign is necessary to engage and drive potential new residents to the site.
Strategy: Work with the regional stakeholders to allocate funding and execute a unique marketing campaign.
- 10. Goal:** Support the Explore Cariboo marketing tactics and explore developing a multi-year contribution agreement.
Rationale: Now entering its fifth year, the Explore Cariboo marketing campaign has built momentum and proved to be a strong marketing tactic. It includes a website, social media posts, media influencers, published content, and advertising. Developing a multi-year agreement provides ongoing support and allows for long term planning.
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. Work with stakeholders to develop a multi year agreement.
- 11. Goal:** Develop an agritourism study.
Rationale: The Cariboo is home to diverse large to small scale agricultural businesses. With a growing demand for farm-to-table products and services and experiential tourism, there is potential for these businesses to diversify their revenue by offering agritourism experiences. This will result in a stronger regional tourism sector and economy.

Strategy: Engage with ADAC and regional agricultural businesses via survey, interview and/or in person to develop a document containing inventory and opportunities within the sector.

Overall Financial Impact

The 2023 requisition remains unchanged from the 2022 requisition at \$63,750 and this level is maintained through the five-year financial plan.

Significant Issues & Trends

Covid-19 has significantly impacted the ability for organizations to host events and tournaments throughout the region but with decreased restrictions, 2022 saw the return of many events including the Lac La Hache Garlic Festival. This has resulted in increased tourism. Labour shortages across key sectors continues to impact regional businesses and employers are searching for solutions to stand out to attract skilled workers.

The South Cariboo continues to attract new residents looking for an affordable lifestyle. Although this is occurring throughout the Cariboo, with this subregion, the closest in proximity to the lower mainland, Okanagan, and Kamloops, it is the first to see more significant impact.

The Cariboo Regional District is a signatory of 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 agreement has been renewed at current terms and conditions.

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

- Completed. Worked with Lone Butte Heritage Society to discuss potential economic development projects and worked with the District of 100 Mile House to support a South Cariboo Tourism Inventory.

Goal: Sponsor conferences and events in the South Cariboo.

- Not completed. No requests were brought forward.

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

- Completed. Meetings were held via Teams, and in person in 100 Mile House and Quesnel.

Goal: Monitor and market new economic development landing pages 'Make the Move.'

- Completed. Administered an online marketing campaign that revealed key market demographics.

Goal: Support the Explore Cariboo marketing tactics.

- Completed. Contributed towards joint marketing efforts.

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

- Completed. Reviewed the annual report.

Other Accomplishments

The CRD awarded three Business Facade Improvement Grants in the South Cariboo, including the Red Crow Cafe in Lac La Hache, Horse Lake Nursery in Lone Butte, and Q Brew Coffee in Lac La Hache.

Mount Timothy Ski Hill received an investment of \$529,800 from the provincial Community Economic Recovery Infrastructure Program via the Cariboo Regional District to improve facilities.