



building communities together

2024 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 100 Mile 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 (2024-2026), as well as the 100 Mile and District Historical Society to support operation of 108 Mile Heritage Site on Highway 97 (2024 – 2026).

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 (2024-2026) 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

2024 Goals

- 1. Goal:** Investigate the development of a circular economy in the Cariboo.
Rational: A circular economy conserves resources, creates jobs, and reduces waste, fostering local resilience while minimizing environmental harm.
Strategy: Work with the Environmental Services Department at the CRD to tap into provincial/federal funding to create a strategy to build the regional circular economy.
- 2. Goal:** Investigate the idea of a pilot project heritage tour.
Rationale: Heritage societies and community groups identify, maintain and develop heritage sites which attract tourists. Linking heritage sites within a small area (i.e. Likely area, 108 Mile Heritage Site) may offer increased tourism and business opportunities for rural areas.
Strategy: Engage with community groups to determine if there is sufficient interest in undergoing a pilot project. Continue working with the Heritage Steering Committee. Further develop the Cariboo Chilcotin Historic Driving Tour Guide & Map.
- 3. 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.
- 4. 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.
- 5. Goal:** Monitor and support agritourism.
Rationale: With a growing demand for farm-to-table products and services, and experiential tourism, there is potential for agricultural businesses to diversify their revenue by offering tourism experiences.
Strategy: Engage with ADAC and regional agricultural businesses and support development as requested.

- 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:** 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.
- 8. 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.
- 9. 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.
- 10. Goal:** Review the contribution agreement in place with the Development Corporation for the South Cariboo Tourism Marketing Strategy.
Rationale: The current three-year agreement will expire December 31, 2024.
Strategy: The current agreement will be reviewed by staff and renewed if there are no material changes to the terms and conditions.
- 11. Goal:** Review the agreement in place with the 100 Mile Sani Dump.

Rationale: The current three-year agreement will expire December 31, 2024.

Strategy: The current agreement will be reviewed by staff and renewed if there are no material changes to the terms and conditions.

Overall Financial Impact

The 2024 requisition remains unchanged from the 2023 requisition at \$63,750 and this level is maintained through the five-year financial plan.

Significant Issues & Trends

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.

In 2023, due to an oversubscription of the NDIT Cariboo-Chilcotin/Lillooet Regional Development account, the Business Façade Improvement Program was suspended by the Regional Advisory Committee, leading to a lack of funding for local small businesses. However, following discussions between Regional EDOs and NDIT, the program will resume in 2024.

During the last few years, the Province of BC has focused funding efforts on economic recovery and infrastructure. This is changing and the provincial funding programs are now geared towards bolstering the value-added forest industry, supporting skills training, fostering clean and sustainable development, and advancing technology and innovation.

Low volunteerism in rural areas strains organizations, impacting community services and creating challenges for sustainability and growth.

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 Lone Butte Historical Society to support operation of the roadside tourism and heritage site on Highway 24.

- Completed. The agreement has been renewed at current terms and conditions.

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.

- Completed. The agreement has been renewed at current terms and conditions.

Goal: Review and renew the contribution agreement in place with Rotary Club of 100 Mile House for its mobile stage.

- Completed. The agreement has been renewed at current terms and conditions.

Goal: Support improvements to Lone Butte Heritage Sites to build tourism assets along Highway 24.

- Not completed. Supported the group's application to NDIT to undertake the project. The contribution to match the NDIT grant has been deferred to 2024.

Goal: Support the Fishing Highway Tourism Association to encourage tourism along the Highway 24 tourism corridor.

- Completed. Contributed to the Fishing Highway 24 cooperative marketing campaign.

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

- Not completed. No opportunities were brought forward in 2023.

Goal: Investigate the idea of organized heritage tours.

- Completed. Worked with the Heritage Steering Committee to distribute and track the Cariboo Chilcotin Historic Driving Tour Guide & Map.

Goal: Sponsor conferences and events in the South Cariboo.

- Not completed. No Opportunities were brought forward in 2023.

Goal: Market the economic development landing pages 'Make the Move' to attract new residents in key labour sectors.

- Completed. Designed and printed bookmarks with QR codes to drive traffic to the Make the Move site. These will be distributed in books for interregional library loans.

Goal: Support the Explore Cariboo marketing tactics and explore developing a multi-year contribution agreement.

- Completed. Contributed both financially and strategically to the 2023 water activities campaign.

Goal: Develop an agritourism study.

- Completed. Engaged with stakeholders from across the region as well as CRD planning, ADAC, and the province, to understand opportunities and challenges in the agritourism sector. This engagement highlighted the need for, and inspired the creation of, a Cariboo Chilcotin Guide to Agritourism.

Other Accomplishments

The Lone Butte Historical Society has been successful at securing funding from NDIT to significantly develop their central heritage site. They have also secured \$50,000 in funding each year for the next three years from the Recovery and Resiliency Fund from the Vancouver Foundation. This funding is not tied to any particular actions or projects.

The Economic Development Department has taken on the CRD's Grants for Assistance Programs