



Date: 08/01/2025

To: Chair and Directors, Cariboo Regional District Board

And To: Murray Daly, Chief Administrative Officer

From: Beth Holden, Regional Economic Community Development Officer

Date of Meeting: Cariboo Regional District Board_Jan24_2025

File: 1855-04

Short Summary:

NDIT Application from the Cariboo Regional District – Roots to Grow Marketing

Voting:

Corporate Vote - Unweighted

Memorandum:

For the Board's consideration, please find the attached application for Northern Development Initiative Trust (NDIT) from the Cariboo Regional District. The request is for \$16,500 in matching grant funding under the Marketing Initiatives stream.

The Cariboo Regional District (CRD) faces challenges addressing domestic labour workforce needs in agriculture. This project aims to address these challenges by improving national awareness of the region, increasing visibility of agricultural career opportunities, improving access to resources, promoting local food security, and supporting the growth of small and medium-sized agricultural businesses.

Challenges in this sector include a lack of awareness among potential workers, limited reach to job seekers due to the region's distance from major centres, and a gap in understanding specific labour requirements within agriculture. Additionally, current barriers such as high land costs, rising input costs, and high-interest rates prevent new entrants into the industry, while generational succession issues threaten the viability of existing operations. The project aims to address these challenges by increasing the visibility of agricultural career opportunities, promoting local food security, and supporting the growth of small and medium-sized agricultural businesses.

The project's key activities include forming a regional advisory committee, developing an agriculture-specific section of the CRD's "Make the Move" website, creating targeted marketing campaigns, and collaborating with a marketing firm to ensure effective outreach. The project will also focus on supporting succession planning for existing farms and promoting local processing facilities.

This project is supported financially and in an advisory roll by regional municipalities and Community Futures:

Contributions to the budget include:

\$6,000	CRD (equal contributions from each sub region)
\$2,000	Quesnel
\$2,000	Williams Lake
\$2,000	100 Mile House
\$500	Wells
\$2,000	CF North Cariboo
\$2,000	CF Cariboo Chilcotin

If successful, the \$33,000 from local sources and NDI for this project will be leveraged to access \$77,000 in additional funding from the provincial Investment Agriculture Foundation, Recruitment, Retention and Innovation Skills Fund to elevate this to a \$110,000 project.

Prior to forwarding the application to NDI for the Regional Advisory Committee's consideration, all Regional Development Account applications require a resolution of support from the local government with jurisdiction.

Attachments:

NDI Roots to Grow Marketing Application

Financial Implications:

\$2,000 has been identified from each of the 2025 North Cariboo, South Cariboo, and Central Cariboo Economic Development budgets for marketing the Make the Move website.

Policy Implications:

Marketing the economic development landing pages 'Make the Move' to attract new residents in key labour sectors is a goal in the South, Central, and North Cariboo Economic Development Business Plans for 2025.

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 NDI for funding, without regard to the project's merit.*

Alignment with Strategic Plan:

- Infrastructure and Asset Management:** To establish a systematic, predictable approach to managing the regional district's assets and infrastructure that builds on current asset management data and condition assessments.
- Enhanced Communications and Engagement:** To build trust and credibility of the regional district by enhancing our communications and engagement with citizens, stakeholders, and volunteers.

- **Effective and Responsive Land Use Planning and Development:** To ensure our land use planning and development is responsive to future growth and housing needs, anticipates risks and hazards associated with climate change and provides efficient and consistent processes for landowners and developers.

- **Relationships with First Nations:** To foster a healthy and inclusive region by building and strengthening our relationships with First Nations and embracing the principles of reconciliation.

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CAO Comments:

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Options:

1. Endorse recommendation;
2. Other action at the direction of the Board;
3. Defer.

Recommendation:

That the grant application to Northern Development Initiative Trust's Marketing Initiatives stream from the Cariboo Regional District for \$16,500 to support actions that will strengthen the regional agriculture sector, be endorsed for submission.