



Date: 27/06/2025

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_Jul11_2025

File: 1855-04

Short Summary:

To update to the Cariboo Regional District Board of Directors on Make the Move, the regional recruitment and retention project, and a request to enter into a service agreement with Will Creative Inc. to continue work on this project.

Voting:

Various Votes

Memorandum:

In 2020, the Cariboo Regional District (CRD) released a Labour Market Study and Strategy outlining actions to strengthen the regional workforce. Supported by Community Futures, regional municipalities, and chambers of commerce, we implemented part of this strategy by creating the "Make the Move" section on the CRD website. The site aims to attract skilled workers in key sectors by showcasing economic development opportunities, boost national recognition of the Cariboo region, provide links to regional business resources, and highlight local lifestyles, opportunities, and municipalities through compelling imagery and profiles.

This past year, we secured funding for a Rural Workforce Retention and Expansion project. This initiative includes regional engagement to identify retention challenges and required supports, along with a comprehensive revamp of the *Make the Move* site. The updates will better serve regional employers, feature more engaging content to attract talent, and bolster national awareness.

Will Creative Inc., a full-service creative agency, played an integral role in developing *Make the Move*. They crafted a communication strategy, messaging, and tone to engage target audiences, informed by regional research and stakeholder engagement. The site has been marketed annually through social media campaigns, national PSAs, and print media.

To advance this work, contracting Will Creative Inc. would ensure efficient use of time and resources. The scope includes:

- A full project review
- Updated messaging aligned with current interests

- Development of a communications plan (including logo, colour palette, graphic elements, and photo/video/animation styles)
- Copywriting and design for all deliverables
- Migration and design of a new standalone website
- Original photography and videography for the site.

All three 2025 Economic Development Business Plans – North Cariboo, Central Cariboo, and South Cariboo – include marketing the ‘Make the Move’ economic development land pages to attract new residents in key labour sectors as a goal.

Attachments:

Rural Workforce Retention and Expansion Project – 2025.pdf

Financial Implications:

To secure the proposed consulting services agreement of up to \$200,000 with Will Creative, the Cariboo Regional District is contributing \$2,000 which has been allocated through an even split between the South Cariboo, Central Cariboo, and North Cariboo Economic Development Budgets. The rest of this work will be supported by the following financial contributions:

Rural Economic Diversification and Infrastructure Program Grant - \$125,000

Investment in Agriculture Foundation Grant - \$63,000

Community Futures of the North Cariboo - \$2,000

Community Futures of the Cariboo Chilcotin - \$2,000

District of 100 Mile House - \$2,000

City Of Quesnel - \$2,000

City of Williams Lake - \$2,000

Policy Implications:

That Procurement Policy No. 2023-9-32 be waived.

This Policy requires a competitive bidding process for the award of contracts and purchases of this value. The objective is to achieve the best overall value for the Cariboo Regional District, its customers and taxpayers in its acquisition of goods and services. It is expected that a direct award of the Rural Workforce Retention and Expansion project consulting agreement to Will Creative will achieve this core objective of the Policy.

Will Creative Inc. possesses a comprehensive understanding of both the Rural Workforce Retention and Expansion project and the Make the Move website. Through prior work, developing the foundation of this project, Will Creative Inc. cultivated knowledge and connections through active participation in regional economic development and sector engagement meetings, coupled with extensive regional research. This foundational work positions them uniquely to advance the initiative efficiently. With new funding secured to build upon this established base, working with Will Creative Inc. eliminates the significant duplication of effort and ramp-up time required by engaging a new firm. Their immediate operational

readiness ensures accelerated project momentum and maximizes the return on investment, delivering greater value for resources committed.

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:

Corporate Vote - Unweighted

#1: That Procurement Policy No. 2023-9-32 be waived, permitting the direct award of a consulting services agreement for the Rural Workforce Retention and Expansion project to Will Creative Inc. for up to \$200,000 plus applicable taxes, based on the firm's foundational work already completed for this project which will maximize efficiency and value.

Corporate Vote – Weighted

#2: That the appropriate signatories are hereby authorized to execute the consulting services agreement for the Rural Workforce Retention and Expansion project with Will Creative Inc.