



SHUSWAP ECONOMIC DEVELOPMENT DEPARTMENT 2019 Goals and Objectives

| RESOURCES | |
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| Department Head: | Robyn Cyr |
| Current FTEs: | 2.0 FTE's Economic Development Officer Clerical Assistant |
| Contract Positions | Business Development Coordinator Tourism and Film Marketing Coordinator |

MANDATES

Shuswap Economic Development

Shuswap Economic Development provides services to initiate economic development projects that support businesses, individuals, other economic development organizations, and community stakeholders within the geographic boundaries of CSRD Electoral Areas C, D, E, and F. These services initiate process, policies, and sustainable development by which communities can improve the economic, political, and social well-being of their residents.

Shuswap Tourism

Shuswap Tourism is a community based destination management and marketing organization which assists in tourism development, marketing and promotional services for tourism businesses and operators within the geographic boundaries of Armstrong, Chase, Enderby, Salmon Arm, Sicamous, and CSRD Electoral Areas C, D, E, and F. These services promote the long-term development and marketing of the Shuswap region to increase visitation for recreational, leisure, or business purposes.

Columbia Shuswap Film Commission

The Columbia Shuswap Film Commission promotes film and television production activity, in collaboration with Creative BC, within the geographic boundaries of the City of Revelstoke, the City of Salmon Arm, the District of Sicamous, and CSRD Electoral Areas B, C, D, E, and F, to the domestic and international film production industry.

SHUSWAP ECONOMIC DEVELOPMENT INITIATIVES 2019

SHUSWAP ECONOMIC DEVELOPMENT

- **Implementation of the Shuswap Economic Development Strategy** – to work in partnership with the local Shuswap communities to implement the regional economic development plan for the Shuswap region. This project will include the communities in CSRD Electoral Areas C, D, E, and F. Funding in the amount of \$200,000.00 has been received from the Rural Dividend Fund with the Ministry of Forest, Lands, Natural Resource Operations, and Rural Development.

Initiatives in this project will be developed over the next two years and are to:

- **Enhance the Economic Development Foundation for Shuswap Economic Development (SED).** This will be done by:
 - Development of the Business Development Coordinator contract position which will include the ongoing work on the Business Retention and Expansion Program
 - Development of economic development working groups in electoral areas
 - Development of an effective communication plan to engage with businesses in electoral areas
 - Committee training workshops – to keep informed about current economic development trends and information
 - Development of the Annual Business Walk
- **Build an Effective Economic Development Toolbox for business development.**
 - Completed and updated profiles of the Shuswap Economic Development Region
 - Creating an available lands/buildings inventory that can be available on the SED website
- **Expanded Shuswap Economic Development Website**
 - A new web site and portal that will be developed for all Shuswap Economic Development functions – Shuswap Economic Development, Shuswap Tourism, and the Columbia Shuswap Film Commission. The Shuswap Tourism website will remain a stand-alone website but will have a tab on this portal.
- **Business Recovery Plan (in partnership with Shuswap Emergency Program)**
 - To mitigate the impact on the business community from a natural disaster or the loss of a major employer, a post-disaster economic recovery plan will be developed to provide guidance to SED and SEP on how to effectively assist businesses and the surrounding communities to recover from these events

➤ **Support Resident and Business Attraction Marketing Initiatives**

- With a plan to participate collaboratively in future trade shows to attract investors, developers, and other business opportunities, SED will develop a series of related information and promotion materials including sector fact sheets, community profiles and/or relocation guide(s), as well as the production of a trade show booth displays. These materials will be developed with the recognition of the trend towards digital and online marketing methods. In addition to specific marketing collateral, a series of familiarization tours will be designed with developers, investors, prospective families, and media in mind.

➤ **Strengthen Agriculture Sector Resources**

- **Improve and Maintain the SED's current Agriculture Information Database** - Review and expand the scope of the District's current agricultural information base including conducting an Agricultural Land Use Inventory (ALUI). Activities could include:
 - Maintaining the baseline agricultural information database. Once completed, updating the agricultural census and ALUI every five years, following the Federal Agriculture Census
 - Expanding the range and frequency of agricultural information recorded and tracked
 - Working with the agricultural community to identify information needs.
- **Agriculture Tours** - Shuswap Economic Development will support this process by educating local businesses and residents about the evolution of the agriculture industry including its changing methods and landscape (ex. Slow food movement, viticulture, etc.), and the location and availability of products.

Ongoing initiatives:

- To maintain strategic partnerships with local, provincial, and federal ministries and government to remain informed of new initiatives and funding opportunities.
- To maintain effective strategic partnerships with community stakeholders for sustainable development of the Shuswap region.
- In collaboration with the Shuswap Economic Development Committee, review the expression of interests and the ongoing recruitment of committee members that meet the criteria of the Shuswap Economic Development Advisory Committee Terms of Reference

TOTAL BUDGET -

\$ 451,009

**2019 TAX REQUISITION -
Rural Dividend Funding**

**\$ 304,049
\$ 146,960**

SHUSWAP TOURISM INITIATIVES 2019

Destination Marketing

DBC Coop Marketing Projects:

1. Shuswap Winter asset development and marketing campaigns

The winter asset development and marketing campaign will be to develop winter experiences for the Shuswap region. This project will focus on back country experiences such as sledding to cabins and spending time with friends, the back country lodge experience, the sled/ski experience, sled/snowshoe adventures, and rustic cabin retreats.

2. Taste of the Shuswap

"Taste of the Shuswap" will be promotion of the Agritourism businesses in the Shuswap region. This tactic will consist of a page on our new website, "Taste of the Shuswap" map, and integrated into our social media content development plan to showcase product throughout the season. It will also highlight our wineries, breweries, farmers markets, farm tours, and the "Taste" series at various restaurants throughout the Shuswap region.

3. Shuswap Tourism Brand Refresh

To integrate the Destination BC Brand into our new website and marketing collateral.

Total DBC Budget - \$ 135,000

OTHER Marketing Projects

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| Shuswap Golf Marketing Campaign | 10,000 |
| BC Ale Trail Marketing | 10,000 |
| Photography and Video – Updates | 17,500 |
| Shuswap Tourism Website Refresh | 30,000 |
| Sponsorships | 15,000 |
| Shuswap Entrance Sign | 10,000 |
| Consumer Shows | 5,000 |
| Other Marketing – reprint of experience guides and other marketing opportunities | 40,000 |

TOTAL Marketing Projects Budget: \$ 272,500

- **Ongoing – 2019 Shuswap Vacation Planner** – Continuation of developing the Vacation Planner to include itineraries for visitor experiences to increase visitation to the Shuswap region with the addition of an increasing digital presence to decrease printing costs.

Destination Development/Management

The initiatives listed below are the ongoing work of Shuswap Tourism.

- Communications with industry and public awareness of the Shuswap Tourism Brand
- Continue to use the Shuswap Tourism website as a key communications channel for visitors and stakeholders in the Shuswap region.
- Maintaining a comprehensive tourism business inventory through the Shuswap Tourism listings on the website.
- Continue to focus on promoting the value and significance of Tourism within the Shuswap region.
- Continue to work with TOTA, GO2HR, Okanagan College, and other organizations on solutions for labour issues in relation to the Tourism Industry.
- To continue to support Tourism Sector Development in Cultural Tourism, Trail-based experiences, Sport Tourism, Festivals and Events, Agro-Tourism, and Indigenous Tourism.

Partnership Development

- **Ongoing** – to maintain strategic partnerships with local, provincial and federal ministries and government to remain informed of new initiatives and funding opportunities.
- **Ongoing** – to maintain effective strategic partnerships with community stakeholders for sustainable tourism development of the Shuswap.

TOTAL BUDGET – INCLUDING MARKETING

\$ 533,568

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| 2019 TAX REQUISITION | \$ 269,805 |
| Subsidy transfer from Economic Dev budget | 77,000 |
| Little Shuswap Lake Indian Band | 3,763 |
| 2018 Vacation Planner Revenue | 45,000 |
| DBC Coop Marketing Projects | 62,500 |
| MRDT Contribution | 62,500 |
| CHASE, ENDERBY, ARMSTRONG FEE FEE FOR SERVICE | 15,000 |

COLUMBIA SHUSWAP FILM COMMISSION INITIATIVES 2019

The Columbia Shuswap Film Commission will continue to provide the services to the communities in the Shuswap and Columbia regions as outlined below:

- Regional and External Messaging and Marketing Program – planned and consistent messaging to further development of our marketing activities that will showcase the Shuswap and Columbia regions as a place for film production.
- Respond to location requests as required.
- Continue to update the Reel Scout location database and add new imagery of our key locations.
- Development of a location information database that will provide information required by film scouts to determine location suitability.
- Improvement in relationship with Creative BC by attending meetings and training sessions
- Continue to maintain effective strategic partnerships with community stakeholders for film production promotion of the Shuswap and Columbia regions

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| TOTAL BUDGET - | | \$ 49,530 |
| 2019 TAX REQUISITION - | \$ 33,993 | |
| CREATIVE BC | \$ 15,000 | |
| LITTLE SHUSWAP LAKE INDIAN BAND | \$ 537 | |