



BOARD REPORT

TO: Chair and Directors

File No: BL 5774

SUBJECT: Addendum to Report – North Shuswap Economic Development (Tourism Promotion) Service Establishment Bylaw No. 5774

DESCRIPTION: Report from Lynda Shykora, Deputy Manager, Corporate Administration Services, dated July 17, 2018
For information.

SHORT SUMMARY:

The Area F Director has asked for some additional information regarding contractual arrangements for economic development/tourism promotion services for the proposed service establishment in the North Shuswap.

KEY ISSUES/CONCEPTS:

The Board Report dated July 9, 2018 indicates the establishment of a service in order to contract for economic development/support services and tourism activity services in Electoral Area F, in accordance with the bylaw provisions set out in Bylaw No. 5774, effective 2019.

The agreement would clearly outline a contractual relationship between the CSRD and the North Shuswap contractor(s) envisioned to be though a service delivery partnership with the North Shuswap Chamber of Commerce. As with a standard contract the terms, key dates in terms of payment dates, work plan/deliverables would be identified. The formation of an agreement would be upon adoption of the Service Establishment and in conjunction with the 2019 Financial Plan.

The arrangement proposed for contract services is anticipated to be similar to that currently in place for the South Shuswap Area C. The contract would be for the provision of funds to carry out economic development in the form of tourism promotion services within Electoral Area F, including contractor Recipient responsibilities that the CSRD contributed funds would be utilized to help the Recipient coordinate the necessary tasks needed to leverage, approve and fund economic development and tourism promotion services to the North Shuswap. Though the agreement is not yet formulated, and it is expected to be tailored to the service deliverables, it is expected that the Recipient would provide specific core function to promote the economic development and tourism promotion services for Area F / for the Regional District such as:

- Promote business interests of the trade and commercial sector;
- Provide advocacy and business development information to businesses to ensure awareness of decisions affecting business activity;
- Promote economic development by encouraging and supporting new business development in partnership with local government and other economic development organizations in the region;
- Host networking events and educations workshops for businesses;
- Host community events that promote tourism within Electoral Area “F”;
- Assist to provide visitor information to Electoral Area “F”.