



BOARD REPORT

TO: Chair and Directors

File No: 0580 01

SUBJECT: Shuswap Economic Development Strategy Adoption

DESCRIPTION: Report from Robyn Cyr, Economic Development Officer, dated August 2, 2018.
The Shuswap Economic Development Strategy was completed in March, 2018. Adoption is requested from the CSRD Board in order for the Shuswap Economic Development department to start implementing the projects that are identified in the strategy.

RECOMMENDATION #1: THAT: the Board adopt the Shuswap Economic Development Strategy so that the Shuswap Economic Development department can start to implement the projects that are identified in the strategy and the work plan.

SHORT SUMMARY:

It was identified in September, 2015 by the Shuswap Economic Advisory Committee that in order to effectively move economic development forward in the Shuswap region (Sicamous and CSRD Electoral Areas C, D, E, and F) a strategic plan was needed to guide this process.

Funding for the implementation of this project has been received from the Rural Dividend program in the amount of \$200,000.00. The implementation of the projects defined in the strategy will be completed through 2018, 2019, and 2020. Project funding to augment the Rural Dividend funding has been defined in the attached work plan. This work plan has been incorporated into the 2018 budget and funding to support the Rural Dividend program funding will be allocated into the 2019 and 2020 budgets.

VOTING: Unweighted Corporate LGA Part 14 (Unweighted) Weighted Corporate Stakeholder (Weighted)

BACKGROUND:

The completion of a Shuswap Economic Development (SED) Strategy was identified as a priority by SED for 2017 but due to delays in the final development of the strategy and funding applications we are now implementing the strategy in 2018, 2019, and 2020. The geographic areas for the strategy included the communities of Sicamous, Columbia Shuswap Regional District’s (CSRD) Area C (South Shuswap), Area D (Deep Creek, Salmon Valley, and Falkland), Area E (Malakwa, Swansea Point) and Area F (North Shuswap).

The strategy report breaks out the strategies, projects and activities that will support the quality of life and resiliency of the Shuswap. The work plan builds upon other planning documents and initiatives, incorporating relevant objectives and taking those one step further. The identified strategies are to be completed during 2018, 2019, and 2020 and is defined in the work plan for SED. The completion of

this work plan was dependent on receiving funding from the Province of British Columbia's Rural Dividend Program which we received in 2018 in the amount of \$200,000.00.

The following work plan is part of the Shuswap Economic Development Strategy which has been reviewed by the Shuswap Economic Development Advisory Committee.

Work plan – 2018-2019

The work plan is focused on the foundational elements of business retention and expansion, investment attraction, sector development and community development. The goal is to set the tone, to be inclusive, take leadership and to be an advocate for well-informed strategies in key areas.

The following are the key areas within the work plan:

1. Enhance the Economic Development Foundation
2. Build a Best of Class Economic Development Toolbox
3. Expanding Communications for Economic Development
4. Business Development and Support
5. Marketing and Investment
6. Strengthening the Agriculture Sector
7. Positioning the Shuswap as a Four Season Tourism Destination

FINANCIAL:

The total funding to implement this project is \$333,500.00. The funding for the implementation of this strategy will be through tax requisition in the amount of \$133,500.00, part of which has been allocated for the 2018 fiscal year and the remaining will be allocated in the annual budget for 2019 and 2020. \$200,000.00 from the BC Rural Dividend Funding program, which has been received, will be used to complete the strategy.

KEY ISSUES/CONCEPTS:

Strategic planning provides a general structure for action: a way to determine priorities, make wise choices and allocate scarce resources (e.g., time, money, skills) to achieve agreed-upon objectives. The strategic plan has addressed these four basic questions:

1. Where are we now?
2. Where do we want to go?
3. How are we going to get there?
4. How do we know when we have arrived?

The intent of the strategy implementation will address the four basic questions above and create a set of clear actionable programs or activities that will allow work to be completed on economic development initiatives. The seven priorities below are defined as the initiatives that will move economic development forward in the Shuswap.

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IMPLEMENTATION:

The CSRD Shuswap Economic Development department will be implementing the Shuswap Economic Development strategy as defined in the attached work plan over the next two years with support and guidance in partnership with the Shuswap Economic Development Advisory Committee and Shuswap region businesses.

COMMUNICATIONS:

The CSRD Shuswap Economic Development department will report regularly to the Shuswap Economic Development Advisory Committee on the progress of the implementation of the strategic initiatives. We will also provide press releases, information on social media, and regular e-blast notifications to the business community on the status of projects on a regular basis.

DESIRED OUTCOMES:

The desired outcome is that the Board adopt the Shuswap Economic Development strategy so that the Shuswap Economic Development department can start to implement the projects that are identified in the strategy and the work plan.

BOARD'S OPTIONS:

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

LIST NAME OF REPORT(S) / DOCUMENT(S) AVAILABLE FROM STAFF:

1. Shuswap Economic Development Strategy
2. SED Strategy work plan

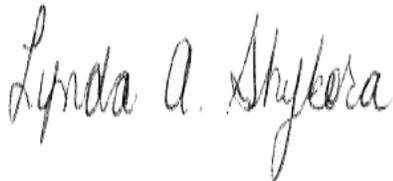
Report Approval Details

Document Title:	Shuswap Economic Development Strategy Adoption.docx
Attachments:	- SED Ec Dev Strategy Report 3 [FINAL].pdf - Strategy Workplan.pdf
Final Approval Date:	Aug 3, 2018

This report and all of its attachments were approved and signed as outlined below:



Jodi Pierce - Aug 3, 2018 - 12:14 PM



Lynda Shykora - Aug 3, 2018 - 3:31 PM

No Signature - Task assigned to Charles Hamilton was completed by assistant Lynda Shykora

Charles Hamilton - Aug 3, 2018 - 3:32 PM