

Shuswap Economic Development - EDO Report
February 8 – May 3, 2018
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1. Rural Dividend Application

The rural dividend application was submitted on December 15, 2017 and we were successful in our application in the amount of \$200,000.00. The total budget for the project is \$333,500.00 with \$200,000 from Rural Dividend and \$133,500 from the Shuswap Economic Development, Shuswap Tourism, and CS Film Commission budgets.

The projects outlined in the first year (2018) of the strategy are:

- Establishment of the sub-regional advisory committees, developing the terms of reference and starting to gather information about how we are going to create these committees
- Refreshed Economic Development website – integration of EcDev, Tourism, and Film
- Enhanced Regional Profile with Individual Sub-Region Profiles - design and printing, positioning the Shuswap for business or resident attraction
- Develop and Maintain Commercial and Industrial Land Inventory - partnership with realtors, and current listings on new website
- Business Guides for each Community within the SED Region - design and printing - website integration
- Enhance BRE Program
- Marketing/Support Launch-a-Preneur
- Regional Business Lunch and Learn - partnership with Regional Chambers

Agriculture

- Agriculture Tour – Celebrate Agriculture – Fall 2018 - this will be an annual tour
- Development of a part time Agriculture contract person to implement initiatives identified in the Shuswap Agriculture Strategy – in partnership with SAEDS

Tourism

- Shuswap Ambassador Program - support new Super Host Program and provide support for business and staff training
- Implement Tourism Strategy and Marketing Plans
- Regional Tourism Marketing Initiatives

Film

- Support the emerging film industry in BC and the Shuswap region through producer tours, current location database, and maintaining current information on the Columbia Shuswap Film Commission.

General

- Review and identify annual Community Specific Needs Projects

2. Discussion is still continuing on the creation of a partnership between Salmon Arm Economic Development Society and Shuswap Economic Development to create an agriculture business coordinator.
 - The Ministry of Agriculture has declined funding for the creation of the position of an agriculture coordinator to support the implementation of the Shuswap Agriculture Strategy.
 - We have allocated funding in 2019 to support the development of this position.
3. The final document of the Shuswap Economic Development Strategy has been completed. We will be posting it on the Shuswap EcDev website and we are also in the process of sending a press release about the strategy and the funding.
4. We have been working with the Fraser Basin Council on the completion of a draft Communication Protocol that was adopted by the CSRD Board at the April 19th Board meeting. The CSRD Board has also committed funding for the signing ceremony which will be held on July 13th at the Adams Lake Indian Band.
5. **Regional Chambers Meeting** – Revitalization of the Regional Chambers Meetings which was held on Wednesday, April 11, 2018. This meeting provides an update to all of the regional chambers and Shuswap EcDev/Tourism as to what is happening in each area and if there is any possible collaboration. The meeting also gives the chambers an opportunity to discuss issues with their chambers and to ask the group how they have addressed these issues. Attending were Chambers representing the South Shuswap, North Shuswap, Chase, Enderby, Sicamous, Salmon Arm, and Armstrong. I had a few emails the day after thanking us for revitalizing these meetings.
6. Ongoing business visits and business support.