

SHUSWAP IMPLEMENTATION PLAN AND FUNDING SOURCE

	RDF	2018	2018	2019	2019	2020	2020	SED - RDF	SED
Create a Modern, Inclusive and Effective Economic Development Program									
Restructure Existing Economic Development Structure		15000	RD	5000		5000		25000	
Committee Training - Consultant - Project				7000				7000	
Business Development Officer	91000	52500	RD	70000		70000		5000	96500
Development of a Communication Plan				6000				6000	
Economic Disaster Resiliency Plan	25000			25000					
Establish a Best-in-Class Economic Development Toolbox									
Enhanced Regional Profile with Individual Sub-Region Profiles - design and printing, positioning the Shuswap for business or resident attraction	10000	4000	RD	3500		2500			
Refreshed Website - review of our digital assets underway	34960	34960	RD						
Promote the Shuswap Through Townfolio				3000				3000	
Develop and Maintain Commercial and Industrial Land Inventory - partnership with realtors, and current listing on new website		ongoing		ongoing		ongoing			
Business Guides for each Community within the SED Region - design and printing - website integration		20000	SED					20000	
Complete a Review of the CSRD Development Approval Process				review					
Create a "Business First" Expedited Program				review					
Become a Leader in Business Development and Support									
Enhance BRE Program		ongoing		ongoing		ongoing			
Annual Business Walk				develop		ongoing			
Entrepreneurship - youth to seniors - innovation				10000		10000			20000
Marketing/Support Launch-a-Preneur		ongoing		5000		5000			10000
Encourage Pop-up Shops Throughout All Electoral Areas - partnerships in communities to access available space and/or land				research		possible development			
Regional Business Lunch and Learn - partnership with Regional Chambers		ongoing		ongoing		ongoing			
Increase the Awareness of the SED Region Regarding its Economic Development Opportunities									
Expand Presence at Tradeshows - ICSC				5000		10000			15000
'Shuswap - the Opportunity Awaits' (marketing initiative), Business and Resident Attraction (ie. Physician Medical Worker recruitment) - digital marketing campaign - video testimonials				15000		15000			30000
SED - Explore/Live Shuswap (booth and banners, marketing collateral)				5000		5000			10000
Regional Wayfinding Program - partnership with other organizations				research		development			
Support the Further Development of a Strong and Vibrant Agriculture Sector									
Establish a CSRD Agriculture Advisory Committee - tasked an Annual Review of Agriculture Strategy and review of priorities of the agriculture industry									
Hire a Part-Time Agriculture Coordinator	23000			42000		40000			59000
Shuswap Grown Program - development of criteria (what defines Shuswap Grown and the marketing of Shuswap Grown)				9610		10000		9610	10000
Develop and Maintain an Agriculture Asset Map and Agriculture Fact Sheet - partnership with Soil Mate??				research		development			
Agriculture Tour - Celebrate Agriculture		3000	SED	3000		3000			9000
Partner with Local Farmers and Agricultural Landowners to Explore Options for Succession - partnership with SFAC	2000			1000		1000			
Establish the Shuswap as a Film Location of Choice - (included in Film Commission budget)									
Establish an Effective and Efficient 'One Stop' Film Office				5000		5000		10000	
Integrate Film Communication with Overall Economic Development Communication									
Conduct Post-Production Feedback									
Work with Creative BC									
Location/Resource Inventory and Photo library				6000		6000		12000	
External Marketing Program for Film									
Support Community Specific Needs - Staff time to research and develop proposals for funding on an as needed basis									
Annual Community Specific Needs Identification		ongoing		ongoing		ongoing			
Seymour Arm Wharf - possibly partnership with CSRD to assist with funding opportunities									
Pocket Community - opportunity for new development									
Dementia Friendly Community Designation - ossible partnership with Eagle Valley Resource Society									
Electrical Power Expansion - opportunity not available at this time but will pursue if new opportunities are available									
Broadband Expansion				research		possible development			
Hut-to-Hut Trail - support and possible funding proposal support		ongoing		ongoing		ongoing			
Support Tourism Initiatives									
Shuswap Ambassador Program - support new Super Host Program and provide support for business and staff training	14040		RD	15000	RD & SED	10000	SED	10960	
Implement Tourism Strategy and Marketing Plans		6933	SED	6933	SED	6934	SED	20800	
Regional Tourism Marketing Initiatives		1377	SED	1377	SED	1376	SED	4130	
Support Labour Market Initiatives									
Support the Implementation of the Labour Market Plans developed through the Community Futures Shuswap-led labour market assessment and planning projects		ongoing		ongoing		ongoing			
TOTAL	200000	137770		249420		205810		133500	259500

TOTAL Budget 593000

200000 Rural Dividend
 133500 SED - RD
 259500 SED
 593000 TOTAL