



BOARD REPORT

TO: Chair and Directors

File No: 0580 01

SUBJECT: Authorize Application to Rural Dividend Program to fund Implementation of Shuswap Economic Development Strategic Plan.

DESCRIPTION: Report from Robyn Cyr, Economic Development Officer (EDO), dated December 1, 2017
For authorization from the CSR D Board for the submission of an application to the Rural Dividend Program for the two year implementation of the Shuswap Economic Development Strategic Plan.

RECOMMENDATION #1: THAT:
The Board authorize the submission of an application for \$441,500.00 to the BC Rural Dividend Program for the two year implementation of the Shuswap Economic Development Strategic Plan and that the Board support this project through to its completion.

SHORT SUMMARY:

The completion of a Shuswap Economic Development (SED) Strategy was identified as a priority by SED for 2017. The geographic areas for the strategy include the communities of Sicamous, Columbia Shuswap Regional District's (CSR D) Area C (South Shuswap), Area D (Deep Creek, Salmon Valley, and Falkland), Area E (Malakwa, Swansea Point) and Area F (North Shuswap).

This 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 and 2019 and is considered the work plan for SED. The completion of this work plan is dependent on receiving funding from the Province of British Columbia's Rural Dividend Program.

The following work plan is part of the Shuswap Economic Development Strategy which will be ready for review by the Shuswap Economic Development Advisory Committee meeting on Thursday, Dec. 7, 2017. The intention is to have this strategy completed by the end of December. The Rural Dividend application process is from Nov. 15 – Dec. 15, 2017 so unfortunately the complete strategy is not available at this time to accompany this Board report.

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:

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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
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Work Plan Funding

The successful implementation depends on securing funding from provincial and local sources including through the Rural Dividend Fund. The Rural Dividend Fund has its fourth round application process closing December 15, 2017. It is recommended the application asks for funding under the "Community and Economic Development" project category. The application should request funding to cover the first two years of implementation for a total of \$441,500.00. This amount will cover two years of funding for a Business Development Project Coordinator and project implementation.

VOTING:	Unweighted Corporate	<input type="checkbox"/>	LGA Part 14 (Unweighted)	<input type="checkbox"/>	Weighted Corporate	<input type="checkbox"/>	Stakeholder (Weighted)	<input checked="" type="checkbox"/>
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BACKGROUND:

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 this project was allocated in the 2017 Budget for the Shuswap Economic Development department in the amount of \$50,000.00 to develop the strategy but no funding has been allocated for implementation.

If this application is successful, the funding will be used to implement the Shuswap Economic Development Strategic Plan over the next two fiscal years.

FINANCIAL:

There is no financial contribution required to submit this application for funding to the BC Rural Dividend Program.

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 quickly allow work to start on economic development initiatives. The seven priorities below are defined as the initiatives that will move economic development forward in the Shuswap.

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

IMPLEMENTATION:

The CSRD Shuswap Economic Development department will be developing and submitting this application to the BC Rural Dividend Program.

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.

COMMUNICATIONS:

Robyn Cyr – EDO – will advise the CSRD Board and the Shuswap Economic Development Committee as to the outcome of the application as soon as the BC Rural Dividend Program announces the successful applicants.

DESIRED OUTCOMES:

The Board authorize the submission of an application for \$441,500.00 to the BC Rural Dividend Program for the Shuswap Economic Development Strategic Plan implementation and that the Board support this project through to its completion.

BOARD'S OPTIONS:

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

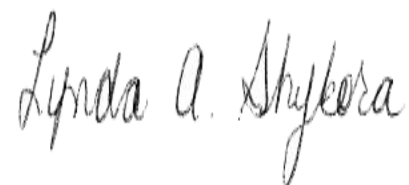
Report Approval Details

Document Title:	Rural Dividend Application.docx
Attachments:	
Final Approval Date:	Nov 29, 2017

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

No Signature found

Jodi Pierce - Nov 29, 2017 - 8:25 AM



Lynda Shykora - Nov 29, 2017 - 10:09 AM

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

Charles Hamilton - Nov 29, 2017 - 10:12 AM