



Shuswap Economic Development - EDO Report
December 7 - February 8, 2018
Robyn Cyr
Economic Development Officer

1. Rural Dividend Application

The rural dividend application was submitted on December 15, 2017. The projects outlined in the application are:

- Establishment of sub regional advisory committees – underway – developing terms of reference and starting to gather information about how we are going to create these committees
- Creating online business development tools to ensure efficient business development support
- Creating a communications plan to effectively share information with our businesses
- Developing a regional emergency business economic recovery plan – to respond to business needs during an emergency event such as flood, wildfire, etc.
- Expanded Business Retention and Expansion program and Annual business walks in all communities
- The development of industry familiarization tours
- The development of business and resident attraction marketing collateral
- Recognition of the value and importance of agriculture and the economic opportunity, commitment of resources to support the growth, diversification and evolution of the agriculture industry.
- Partnership of local economic development organizations to support the development of an agriculture coordinator position to support agriculture business development
- Creation of innovative and digital and social media marketing campaigns to attract visitors to the Shuswap – year round.
- Recognition of the importance of training programs for front line staff to provide current visitor information to our visitors.
- Recognition to 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.

The total project is \$441,500 and the request for funding from the Rural Dividend Project is for \$265, 040.00.

(Budget attached)

- 2. Discussion on the creation of a partnership between Salmon Arm Economic Development Society and Shuswap Economic Development to create an agriculture business coordinator.**
- Lana Fitt has been approached by the Ministry of Agriculture to provide support to agriculture businesses through the new Innovation Center in Salmon Arm. Lana contacted myself to ask if SED was interested in a partnership to create this position. Lana has developed a business

proposal, I have reviewed, and has now submitted the proposal to the Ministry of Agriculture. This position will be managed by SAEDS and SED. The proposal is attached.

3. We have been working with ECDC Consultants to finalize the priorities of the Shuswap Economic Development Strategic Plan which will be presented to the committee at the meeting.
4. Ongoing business visits and business support.