

SHUSWAP ECONOMIC DEVELOPMENT

Activity Report Prepared by Kyle Dearing Consulting

The following is a summary of activities undertaken by Kyle Dearing Consulting for Shuswap Economic Development (SED) since the last SED Economic Development Advisory Committee meeting held on February 8, 2018.

BC Cattlemen's Emergency Management Workshop: Attended one of a series of workshops being hosted throughout the province to assist cattle ranchers in preparing comprehensive emergency management plan documents for their farms/businesses based on the threat of wildfires and other natural disasters.

BCEDA Invest in BC Magazine Ad: Developed a business investment-focused ad to run on the back cover of the upcoming BCEDA Invest in BC Magazine. This publication focuses on promoting the nine economic regions in BC as places to develop business presences or ventures.

Community Connections Webinar re: Rural Broadband: Participated in this webinar focused on providing information regarding the challenges facing rural municipalities wanting to improve their broadband connectivity.

Highways meeting re: Area C Trans Canada Highway Corridor: Attended a meeting organized by the South Shuswap Chamber of Commerce where several Ministry of Transportation representatives were in attendance to discuss plans for Trans Canada Highway expansion through Area C, and other areas of the Shuswap. Result of the meeting was that all parties would stay in contact in order to ensure collaboration and needs are being met as plans progress.

Right Sizing Magazine Ad: Worked with Salmon Arm Economic Development Society as a partner to develop a full-page ad for a new magazine focused on promoting rural relocation opportunities to people currently living in large urban centres. The ad promoted the Shuswap and Salmon Arm as a region to live, work and do business, and recreate.

SED Economic Development Strategy Formatting and Document Finalization: Worked to identify final edits and formatting issues to ensure document was streamlined, consistent, and ready for printing and adding to the SED website.

SED Economic Development Strategy Work Plan Development: Currently working to finalize a 2-year implementation workplan to move forward with many of the recommendations contained in the Strategy, as well as incorporate funding received from the Rural Dividend Program.

SED/ST Maintenance and Housekeeping: Various research, organizing, and communications tasks to support EDO Robyn Cyr's work including data entry, document review, marketing inquiries, report writing, funding research, and meeting attendance.

Shuswap Tourism Photo Shoot: Helped with support and coordination of a 3-day photo shoot organized by Shuswap Tourism's marketing contractor to showcase winter tourism opportunities in the Shuswap.

Business Visits: Visits with tourism-industry businesses to hear about the winter season market and experiences this year.

Vancouver Outdoor Show: Attended and set-up a booth at the 2-day Vancouver Outdoor Show with Shuswap Tourism to promote all aspects of the Shuswap to prospective vacationers as well as prospective new residents.