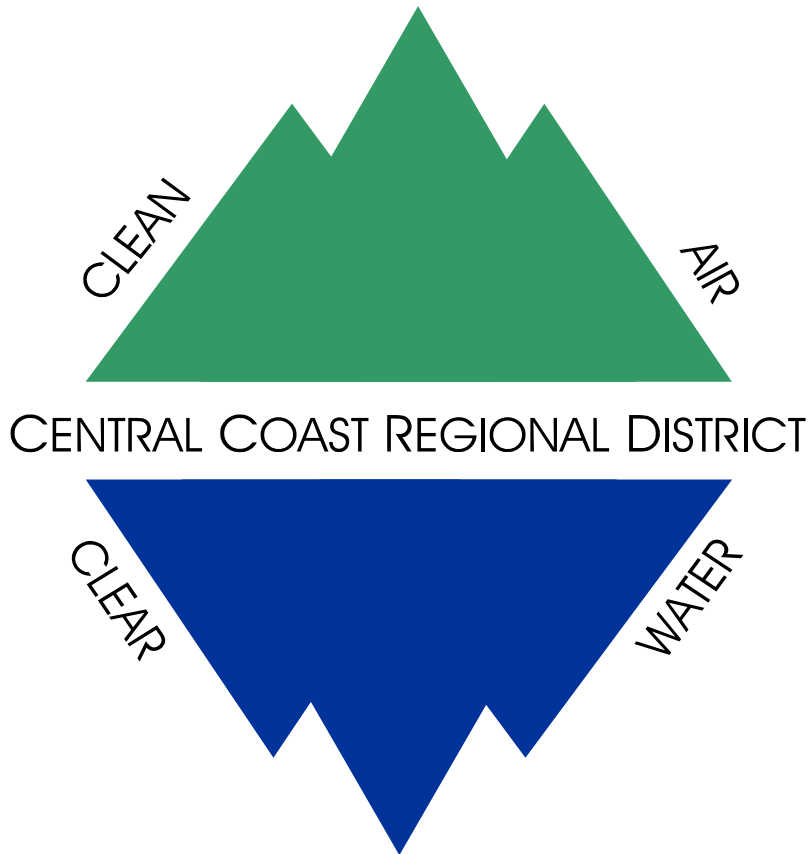


# CENTRAL COAST REGIONAL DISTRICT



## ECONOMIC DEVELOPMENT OPERATING PLAN

- 2007 Third Quarter Report -

July - September

October 2007

# CENTRAL COAST REGIONAL DISTRICT

## ECONOMIC DEVELOPMENT OPERATING PLAN – QUARTERLY REPORT

*2007 – Third Quarter – July to September*

The Central Coast Regional District is pleased to present its 2007 Economic Development Report for the period from July 1 to September 30, 2007.

The report will provide details of the progress we've made implementing our Bella Coola Valley Economic Development Operating Plan. The five Strategic Components (found below) were derived from an exhaustive community consultation process and directly correlate with the five, long-term goals of our economic development program;

- 1. Economic development capacity,*
- 2. Employment and diversification,*
- 3. Investment and visitation,*
- 4. Investment in public assets, and*
- 5. Community influence over resources.*

CCRD Directors and staff are actively involved in numerous economic sectors, including forestry, fishing, transportation, tourism, community infrastructure and agriculture. We trust Central Coast residents will find this report informative. Hard copies are available for pick up at our office. The CCRD invites your written comments. Please forward to P.O. Box 186, Bella Coola, B.C. V0T 1C0 or [ccrd.ecdev@belco.bc.ca](mailto:ccrd.ecdev@belco.bc.ca).

### **VISION STATEMENT**

*Our vision for the Bella Coola Valley is a caring, self-reliant, sustainable community supported by a diversified, locally-influenced economy that operates within the healing capacity of a clean, healthy natural environment.*

### **MISSION STATEMENT**

*The CCRD's economic development function is to serve residents, businesses, and local institutions so as to contribute to the community's economy, health and stability.*

*Its primary role is to plan, pursue and implement community economic development. This is done by creating a positive business climate, promoting the Valley and its businesses, assisting outside investors, liaising with government and ensuring social, community and sustainability goals are part of the development agenda.*

*Priorities for action are the identification of sectors, businesses and projects that have the best potential for contributing to community goals and values. Marketing programs, infrastructure investments, business climate initiatives, human resource development and lobbying efforts will be built around these preferred targets. Resource tenures that can serve either as a source of rents for local use, or to stimulate business development through partnerships will be a fundamental tool for development. The organization will strive to develop its own internal leadership so it can continue to serve the community effectively in accordance with the principles of community economic development and sustainability.*

## **STRATEGIC COMPONENT 1 – ORGANIZATIONAL DEVELOPMENT**

### **(1.1) STRATEGY 1 – Secure a minimum of \$100,000 annually to implement the strategy**

#### **ACCOMPLISHMENTS**

- CCRD directors continued to pursue alternate/additional co-funding mechanisms

### **(1.2) STRATEGY 2 - Communicate with stakeholders inside and outside the Valley**

#### **ACCOMPLISHMENTS**

- 2007 Second Quarter Economic Development Report was widely disseminated (hard copies were placed in all Central Coast post office boxes)
- Conducted an extensive external communications program with economic sector societies, academic institutions, funding agencies, federal government departments and provincial government ministries

### **(1.3) STRATEGY 3 – Community Leadership Programs**

#### **ACCOMPLISHMENTS**

- No activity due to resource constraints

### **(1.4) STRATEGY 4 – Establish benchmarks for measuring progress**

#### **ACCOMPLISHMENTS**

- Next benchmarking report will be presented February 2008

## **STRATEGIC COMPONENT 2 – BUSINESS DEVELOPMENT**

### **(2.1) STRATEGY 1 – Rock and Gravel Quarry – development liaison**

#### **ACCOMPLISHMENTS**

- Timber cruise for land exchange is now completed
- Land appraisal neared completion
- All studies related to the Integrated Land Management Bureau's Terms of Reference were completed

## (2.2) STRATEGY 2 – Fish – opportunity identification & pursuance

### **ACCOMPLISHMENTS**

- Snootli Creek Hatchery's "Infrastructure Upgrade Project" funding proposal was short listed by the Pacific Salmon Commission. They've now been invited to submit a fully developed proposal
- Snootli Creek Hatchery's "Chinook Augmentation Project" funding proposal was conditionally approved for one year by the Pacific Salmon Commission

## (2.3) STRATEGY 3 – work with Bella Coola Valley Tourism (BCVT) to prepare a Tourism Marketing Strategy, Development Plan and Branding Exercise

### **ACCOMPLISHMENTS**

- Strategy successfully concluded
- CCRD and BCVT nomination for the Union of British Columbia Municipalities' Community Partnership Excellence Award was unsuccessful

## (2.4) STRATEGY 4 – assist with implementing Tourism Marketing Strategy & Development Plan

### **ACCOMPLISHMENTS**

- "Bella Coola Valley Entrances Project" development team tentatively scheduled to meet late October
- CCRD board appointed a representative to assist with "Townsite Beautification"
- Developed 2008/2009 Marketing Plan tactics and framework for 2009/2010 – budget approved in principle by Bella Coola Valley Tourism (BCVT)
- Continued to build synergies with neighbouring areas for marketing opportunities
- BC Ferries' Queen of Chilliwack crew presented with a gift
- BCVT's Visitor Information Booth concluded a successful season
- Participated in publishing numerous newspaper and magazine articles
- Secured funds from the Cariboo Chilcotin Coast Tourism Association to assist with implementation of the marketing strategy
- New Bella Coola Valley website launched

## (2.5) STRATEGY 5 – Tweedsmuir Park – investigate economic development opportunities

### **ACCOMPLISHMENTS**

- No report available from the BC Ministry of Environment (responsible for BC Parks)

**(2.9) STRATEGY 9 - Agriculture – assist Bella Coola Valley Sustainable Agricultural Society (BCVSAS) pursue an agricultural profile**

**ACCOMPLISHMENTS**

**Foodshed Project**

- Agriculture and garden land use survey fieldwork completed
- Soils inventory fieldwork completed
- GIS - for agricultural land use and soils inventories underway
- Planning for Foodshed Workshop 3 (November) initiated

**Food Action Plan – Implementation**

- “Community Harvest” (fruit and vegetable gleaning) project successfully harvested and distributed 750 kgs
- Continued implementation of Youth Kitchen (Community Kitchen) project
- Initiated discussions to promote and support school food growing projects
- Partnered with the BC Agriculture in the Classroom Foundation to implement their “Spuds in Tubs” program in local schools
- Project funding contracts executed with Vancouver Coastal Health
- Vermi-composting workshops delivered to nine classes at 3 schools
- Organized “Full Moon Garden Potluck” for BCVSAS members
- Partnered with the Putl’iixw Garden’s Committee to host “Picnic at Putl’iixw” to support further development of the garden
- Participated in BC Foodsystems Network’s annual conference and established contacts with government and industry representatives, NGOs and Indigenous Food Sovereignty Network
- Project remained on time and within budget
- Collaboration and integration continued with Foodshed Project

**Putl’iixw Garden Project (a BCVSAS, Nuxalk Nation and Acwsalcta School partnership)**

- Raised beds planted, maintained and harvested
- Acwsalcta staff and students actively involved with harvesting, including produce for school’s “Welcome Feast”
- Project fundraising continued
- Renewed Memorandum of Understanding with Nuxalk Nation
- Hosted “Picnic at Putl’iixw”
- Constructed fain shelter and covered composting area
- Continued to build community support for the project

**Bella Coola General Hospital Mental Health Greenhouse Project**

- Bella Coola Community Support Society and Bella Coola General Hospital Mental Health Services delivered a successful gardening season

**(2.11) STRATEGY 11 – Alternate Energy – ongoing dialogue and information dissemination**

**ACCOMPLISHMENTS**

- No report available from BC Hydro on their Bella Coola Hydrogen Assisted Renewable Power project

**STRATEGIC COMPONENT 3 – MARKETING & ATTRACTION**

**(3.1) STRATEGY 3 – Bella Coola Valley brand**

**ACCOMPLISHMENTS**

- This strategy was successfully concluded

**(3.2) STRATEGY 3 – Develop a Central Coast Regional District web portal**

**ACCOMPLISHMENTS**

- Developed conceptual directory and sub-directory layout
- Placed advertisement seeking a website developer

**STRATEGIC COMPONENT 4 – INFRASTRUCTURE DEVELOPMENT**

**(4.1) STRATEGY 1 – Waterfront/Estuary Plan – assemble stakeholders/interests, assist building alliance and identify potential project champions**

**ACCOMPLISHMENTS**

- No activity due to time and resource constraints

**(4.2) STRATEGY 2 – Broadband – optimize commercial usage**

**ACCOMPLISHMENTS**

- No activity due to time and resource constraints

**(4.3) STRATEGY 3 – B.C. Ferry Service - support continuation and expansion**

**ACCOMPLISHMENTS**

- The CCRD's Northern Ferry Advisory Committee (FAC) members received BC Ferry's Route 40 fall schedule
- Next FAC meeting scheduled for November 15, 2007

(4.4) STRATEGY 4 – BC Ministry of Tourism, Sport and the Arts (MoTSA), Bella Coola Valley Tourism (BCVT), and Ministry of Forests and Range (MoFR) – Hiking Trails, Recreation Sites and Forest Service Roads

**ACCOMPLISHMENTS**

Hiking Trails & Recreation Sites

- MoTSA, MoFR, and Bell Coola Valley Tourism successfully completed annual trail maintenance program
- Secured government funding and awarded contract for installation of recreational site structures
- **Saloompt Trail** – trees felled along trail system
- **Snooka Trail** – trail and road cleared
- **Medby Trail** – access road and trailhead brushed and weeded
- **Snootli Creek Regional Park** – trail system cleared by hand

Forest Service Roads (FSR)

- **Cachootin** – slide at 3km removed; road brushing completed up to the second bridge
- **Clayton** – Snow slide debris at 11km removed; some manual brushing completed to aid machinery access
- **Lost Lake, West Nusatsum, Mcall Flats and Clayton** – graded
- **Nusatsum** – brushed and weeded out bridges; roadway debris cleaned up to Odegaard Falls

**STRATEGIC COMPONENT 5 – RESOURCE POLICY & MANAGEMENT**

(5.2) STRATEGY 2 – Support efforts to obtain a Ministry of Forests and Range (MoFR) Probationary Community Forest Agreement (PCFA)

**ACCOMPLISHMENTS**

- This strategy was successfully concluded with the MoFR's award of a "Probationary Community Forest Agreement" to the Bella Coola Resource Society (BCRS). The tenure will enable the community to harvest 30,000 m<sup>3</sup> (approximately 850 truck loads) annually from the Bella Coola Valley, North Bentinck Arm and Burke Channel

(5.3) STRATEGY 3 – Support the overall viability of the Probationary Community Forest Agreement and expand the economic outcomes

- BCRS directors and community representatives continued to pursue corporate organizational structuring, articulation of the Offering Memorandum (for the sale of shares to local investors), and establishing an Interim Board of Directors
- "Bella Coola Community Forest Ltd." was registered with the BC government

## **(5.5) STRATEGY 5 – Complete the Bella Coola Watershed-Based Fish Sustainability Plan**

### **ACCOMPLISHMENTS**

- Bella Coola Watershed Conservation Society completed Stage II of the Watershed-based Fish Sustainability Plan
- Initiated funding applications for funding for Stages III and IV. (These stages involve, but are not limited to; identifying implementation options, establishing commitments, timelines and developing an implementation and monitoring plan)

### **OTHER ECONOMIC DEVELOPMENT INITIATIVES**

#### **(a) Northern Development Initiative Trust (NDI)**

- CCRD Chair actively participated on NDI's Northwest Regional Advisory Committee

#### **(b) Lobelco Hall Community Club – Bella Coola Fairgrounds Improvement Project**

- Construction of the new exhibition complex was successfully concluded
- Submitted project funding documentation to the Coast Sustainability Trust and the B.C. Ministry of Economic Development's 2010 Olympic/Paralympic Live Sites Program

#### **(c) Coast Sustainability Trust (CST)**

- CCRD Directors remained actively involved on CST's Regional Steering Committee

#### **(d) Bella Coola Airport Commission**

- No activity to report

#### **(e) Bella Coola Valley Ridge Riders Horse Club (VRR) – Rodeo Grounds Improvement Project**

- VRR Annual General Meeting scheduled for November 17, 2007
- Delivered a successful Fall Fair Horse Parade
- Funding proposal directed to BC Government's "*Towns For Tomorrow Program*" was unsuccessful
- Results of funding proposal directed to the Federal Government's "*Agrispirit Fund*" remained unknown



**(f) Central Coast Land and Resource Management Plan (CCLRMP) – Plan Implementation and Monitoring Committee (PIMC)**

- Local PIMC representative attended Ecosystem-Based Management (EBM) workshop
- EBM Working Group initiated setting up Adaptive Management Framework
- Continued to develop the PIMC/EBM inter-relationship
- There is an increased interest in implementing the Visual Management Strategy as recommended within the CCLRMP

**(g) Union of BC Municipalities (UBCM) - Community Tourism Program**

- No activity

**(h) Union of BC Municipalities (UBCM) – Offshore Oil & Gas Development: Memorandum of Understanding Working Group**

- October meeting postponed to November

**(i) B.C. Ministry of Transportation (MoT) – Regional Transportation Advisory Committee (RTAC)**

- CCRD Chair accepted reappointment to RTAC

**(j) Central Coast Regional District – Agriculture Advisory Committee (AAC)**

- AAC submitted a draft Invasive Plant Strategy to the CCRD board

**(k) Central Coast Communications Society (CCCS)**

- CCCS prepared for broadband winterization and mountain top link maintenance

**DENNY ISLAND ECONOMIC DEVELOPMENT INITIATIVES**

**(a) Central Coast Chamber of Commerce (CCCC) – Denny Island**

- Design and specifications completed for CCCC's proposed Central Coast Enterprise and Visitor Centre (project is now partially funded)
- Authored two project funding proposals (Northern Development Initiative Trust and the Union of BC Municipalities' School Community Connections Program)
- Met with CCCC's Board of Directors to plot development strategies

## OCEAN FALLS ECONOMIC DEVELOPMENT INITIATIVES

### (a) Ocean Falls Economic Development Committee (OFEDC)

- Supported Ocean Falls Yacht Club's Annual Fishing Derby
- Initiated a survey of the community
- Completed tourism budget
- Tourism Info Booth renovations completed



Please contact [ccrd.ecdev@belco.bc.ca](mailto:ccrd.ecdev@belco.bc.ca) if your organization, association or business is interested in utilizing the Bella Coola Valley community logo.