

Economic Development Building Blocks Central Coast Regional District

October 12, 2016



Ministry of
Jobs, Tourism
and Skills Training

Introduction

The Central Coast Regional District hosted a Ministry of Jobs, Tourism, Skills Training and Labour (JTSTL) Economic Development Building Blocks Workshop on October 12, 2016. This workshop was facilitated by JTSTL Regional Managers Emily Colombo and Kathy Lachman, in partnership with Karen Eden of Community Futures Cariboo-Chilcotin and Amy Thacker of Cariboo Chilcotin Coast Tourism Association.

Throughout the day, activities were undertaken to brainstorm ideas and initiatives that could be implemented by the community. The initiatives identified are not meant to be a complete economic development strategy, but rather a complementary process to create understanding for work that is already underway.

Economic Development Priorities

At the beginning of the day, participants were asked to rank their economic development priorities. The following was the result:

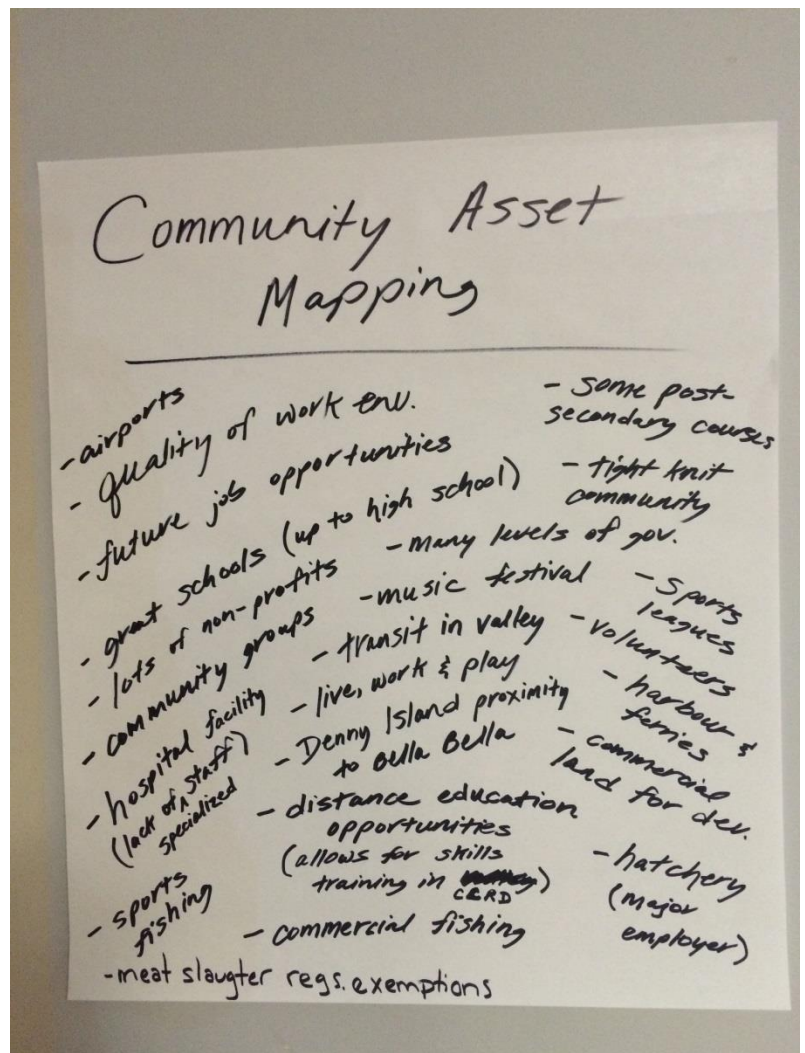
1. Improved Quality of Life – 7 votes
2. Foundational Infrastructure – 6 votes
3. Productive Use of Property – 5 votes
4. Diversification – 4 votes
5. Workforce Development/Skills Training – 3 votes
6. Resident Attraction – 3 votes
7. Business Retention and Expansion – 2 votes
8. Business Attraction – 2 votes
9. Job Creation – 1 vote
10. Sector Development – 0 votes

Asset Mapping

Following an *Economic Development Overview*, a simplified Community Asset Mapping activity was completed to identify many of the assets that exist in the region. Asset mapping involves taking an inventory of the positives that exist in a community or region in order to be better equipped to attract investment, plan for the future and understand potential opportunities. Additional information on asset mapping can be found on the provincial government economic development website.

Pictured right are the assets identified by workshop participants, which included:

- Airports
- Tight-knit community
- Lots of non-profits
- Many levels of government
- Commercial land for development
- Commercial and sport fishing
- Ability to live, work and play



SWOT

Although a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was not undertaken at the workshop, a review of one done in the region in 2015 was included.

A SWOT analysis often forms part of the development of an economic development strategy. It provides a better understanding of community assets and can help identify realistic opportunities.

Pictured below are the results of the 2015 SWOT:

Strengths (Positive, Internal)

- Natural Resources
- Wilderness
- Quality of environment
- First Nations' Culture
- High-level of interest in value-added activities
- Resilient people

Weaknesses (Negative, Internal)

- Small local/regional markets
- Lack of market recognition
- High cost of transportation
- Lack of control
- Limited access to labour/capital
- Small entrepreneurial pool
- Insufficient infrastructure
- Lack of recognition from senior governments
- High cost of business development
- Limited access to funding opportunities
- Water scarcity/security

Opportunities (Positive, Internal, External)

- Eco-tourism
- Cultural tourism
- Local agri-food production
- Small-scale food processing
- Value-added production of local resources
- Cooperative production and marketing
- Local services
- Quality of life community asset development
- Business core development

Threats (Negative, Internal, External)

- Shifting global demand
- Government commitment to ferry and transportation services
- Distance to market
- Loss of population
- Government resource allocation decisions
- Uncertainty associated with land use/ownership
- Rising production costs for declining resources
- Access to rental housing stock

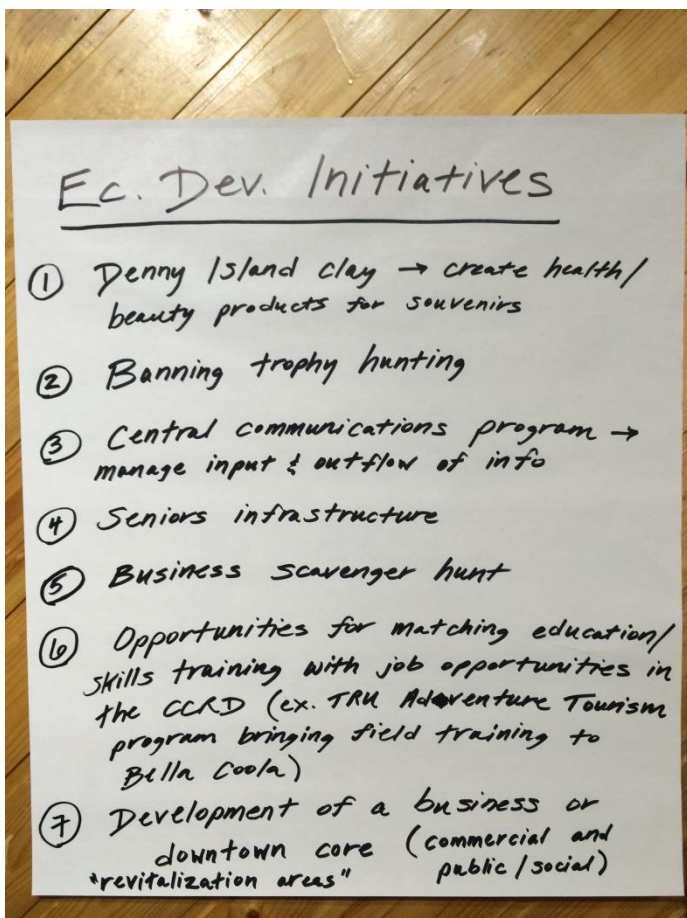
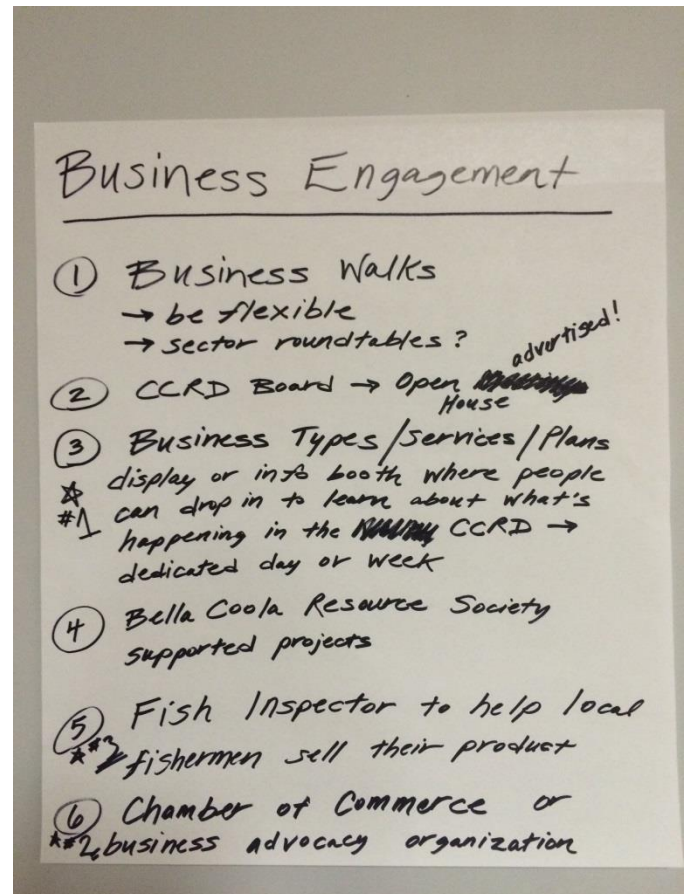
Business Engagement

Following sessions on *Economic Development Planning, Business Retention & Expansion, Investment Attraction, and Small Business and Entrepreneurship*, workshop participants were also led through an activity to identify ways of engaging their local business community.

A number of ideas were brainstormed, pictured right.

Participants were then asked to vote for the top three ideas they would like to see implemented, with results as follows:

1. Business walks – 1 vote
2. CCRD Board Open House – 3 votes
3. Dedicated day or week for people to drop in to learn about what's happening in the CCRD – 10 votes
4. Bella Coola Resource Society supported projects – 2 votes
5. Fish Inspector to help local fishermen sell their product – 4 votes
6. Chamber of Commerce or business advocacy organization – 7 votes



Economic Development Initiatives

Following sessions on *Tourism, Marketing and Resident Attraction*, the workshop provided information and examples on various economic development initiatives undertaken by other communities in B.C., Canada and internationally.

Participants then worked together to brainstorm initiatives for further discussion and potential implementation in their community. Several initiatives were identified by participants, pictured left.

Participants were then asked to vote for the top three ideas they would like to see implemented, with results as follows:

1. Denny Island Clay – 1 vote
2. Banning trophy hunting – 4 votes
3. Central communications program – 6 votes
4. Seniors infrastructure – 2 votes
5. Business scavenger hunt – 0 votes
6. Opportunities for matching education with job opportunities – 8 votes
7. Development of a business or downtown core – 3 votes

Economic Development Priorities – Round 2

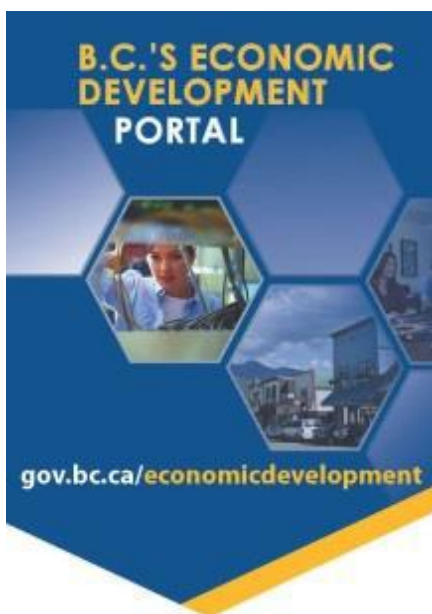
At the end of the day, participants were asked to re-rank their economic development priorities to see if anything had changed following a day of learning and discussion.

The following was the result:

1. Improved Quality of Life – 1 vote
2. Foundational Infrastructure – 7 votes
3. Productive Use of Property – 3 votes
4. Diversification – 3 votes
5. Workforce Development/Skills Training – 2 votes
6. Resident Attraction – 0 votes
7. Business Retention and Expansion – 0 votes
8. Business Attraction – 1 vote
9. Job Creation – 0 votes
10. Sector Development – 0 votes
11. Entrepreneurship (new category added at end of day) – 3 votes

**Please note that there were 4 fewer participants at the end of the day than at the beginning*

Additional Resources



Economic Development Portal gov.bc.ca/economicdevelopment

- [Funding & Grants Search Tool](#)
- [Economic Development 101](#)
- [Plan Your Economic Development Program](#)
- [Track Your Progress](#)
- [Support Your Business Community](#)
- [Land Development](#)
- [Webinars](#)
- [BC Ideas Exchange](#)
- [BC Economic Atlas](#)
- [First Nations Economic Development Database](#)
- [BritishColumbia.ca](#)

Other Resources

- [Aboriginal Business and Investment Council](#)
- [Community Futures BC](#)
- [Community Foundations of Canada](#)
- [Invest Local BC](#)
- [Futurpreneur](#)
- [Love Central Coast BC](#)
- [Northern Development Initiative Trust](#)
- [Rural Advisory Council](#)
- [Small Business BC](#)

**Realize Your
Community's
Economic Potential**



Fostering strong and
resilient local economies