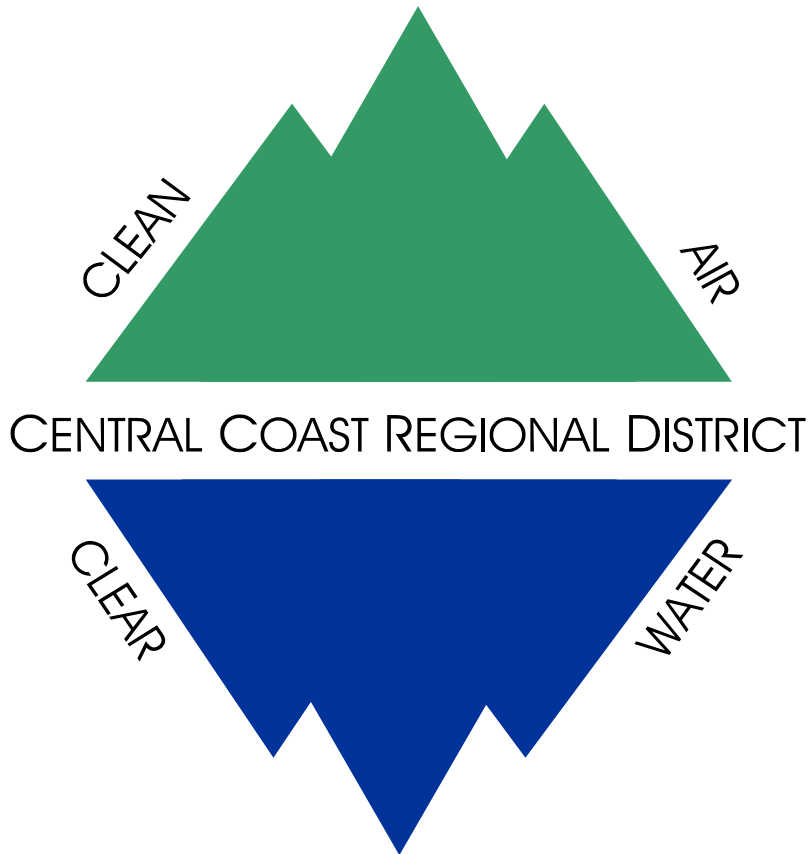


CENTRAL COAST REGIONAL DISTRICT



ECONOMIC DEVELOPMENT OPERATING PLAN

- 2007 First Quarter Report -

January - March

April 2007

CENTRAL COAST REGIONAL DISTRICT

ECONOMIC DEVELOPMENT OPERATING PLAN – QUARTERLY REPORT

2007 – First Quarter – January to March

The Central Coast Regional District is pleased to present its 2007 Economic Development Report for the period from January 1 to March 31, 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.

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

- 2006 Annual Economic Development Report, Performance Report and 2007 Work Plan submitted and approved by The Coast Sustainability Trust (CST) and the Northern Development Initiative Trust (NDI)
- 2007 funding received from NDI and CST
- Failed to secure board membership on the Cariboo Chilcotin Beetle Action Coalition (the far eastern portion of the CCRD is within their geographic capture zone)

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

ACCOMPLISHMENTS

- 2006 Economic Development Report was widely disseminated, including all post office boxes throughout the Central Coast
- Conducted an extensive internal and external communications program with economic sector societies, academic institutions, funding agencies, federal government departments and provincial government ministries
- Authored numerous articles for government and private sector publications

(1.3) STRATEGY 3 – Community Leadership Programs

ACCOMPLISHMENTS

- Secured funding from Community Futures Development Corporation – Cariboo Chilcotin and the Northern Development Initiative Trust to deliver a workshop on *“How to Write Successful Proposals”*
- Teamed up with Bella Coola Valley Tourism and the Bella Coola Valley Learning Society to host a *“Board of Directors Training”* workshop

(1.4) STRATEGY 4 – Establish benchmarks for measuring progress

ACCOMPLISHMENTS

- Benchmarks established - 2006 Economic Performance Report submitted to funding agencies

STRATEGIC COMPONENT 2 – BUSINESS DEVELOPMENT

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

ACCOMPLISHMENTS

- Continued dialogue with project proponent to monitor progress

(2.2) STRATEGY 2 – Fish – opportunity identification

ACCOMPLISHMENTS

- Minimal activity due to time constraints

(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
- BCVT nominated for four tourism industry awards

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

ACCOMPLISHMENTS

- Bella Coola Valley Tourism (BCVT) continued implementation of the Tourism Marketing Strategy
- BCVT representatives maintained a strong interactive relationship with Tourism BC's Community Tourism Foundation (CTF) program
- Tourism press kit completed
- Marketing sub-committee began developing a new website
- Committee established for BCVT's "Entrances Project" (welcome signage)
- Completed Draft Governance and Operations Manual - to be adopted at April's board meeting
- Attended Outdoor Adventure Travel Show in Vancouver
- Scheduled to attend the second Prince George Home Builder's Home Show

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

ACCOMPLISHMENTS

- BC Ministry of Environment (responsible for BC Parks) advised us they were working with both the Uikatcho and Nuxalk Nations on archaeological matters

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

ACCOMPLISHMENTS

- Phase 1 of the Agricultural Profile Project was successfully concluded
- BCVSAS delivered a workshop on “Soil Fertility and Local Foods”
- Phase 2, Foodshed Analyses, continued to progress on time and within budget. First period report approved by the Investment Agriculture Foundation of BC and the Real Estate Foundation of BC
- Second Annual General Meeting convened

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

ACCOMPLISHMENTS

- BC Hydro advised they will initiate their Bella Coola Hydrogen Assisted Renewable Power project this summer

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

- Minimal activity due to time constraints

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 constraints

(4.2) STRATEGY 2 – Broadband – optimize commercial usage

ACCOMPLISHMENTS

- No activity due to time constraints

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

ACCOMPLISHMENTS

- Our Northern Ferry Advisory Committee (FAC) members continued to lobby for a Route 40 service extension and a replacement vessel for the Queen of Chilliwack
- FAC members directly lobbied Minister Falcon (Transportation) and the BC Ferry Commissioner at the dedication ceremony for the MV Northern Adventure
- Initiated province-wide lobbying program – 200+ letters to local governments, economic oriented organizations and tourism associations seeking their support for the purchase of a new ferry

(4.4) STRATEGY 4 – Ministry of Tourism, Sport and the Arts (TSA) - Trails, Recreation Sites and Forest Service Roads

ACCOMPLISHMENTS

Trails & Recreation Sites

- Valley Trail Network Committee turned trail responsibility over to Bella Coola Valley Tourism (BCVT)
- BCVT and TSA finalized a five-year trail and recreation site management agreement. Implementation will begin in 2007)
- BCVT administered a 2006 Forest Investment Account contract for the supply outhouses, fire rings, sign kiosks, picnic tables, and boardwalk lumber

Forest Service Roads (FSR)

- Saloomt 1.0 km bridge design completed by a Professional Engineer
- The Ministry of Forests and Range (MoFR) provided the Bella Coola Resource Society with the bridge plans, as the future land base tenure holder in the area. (MoFR has not committed bridge replacement funds at this time)
- MoFR purchased new fir decking to replace the running surface of the bridge over the Bella Coola River at 0.5 km of the Talchako FSR. (If funds are available this summer the new planking will be installed)

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

ACCOMPLISHMENTS

- With funding from BC Ministry of Agriculture and Lands and CST, Bella Coola Resource Society (BCRS) continued Detailed Strategic Ecosystem-based Management (EBM) planning, in association with the Nuxalk Nation
- The CST portion of the PCFA application completed with the submission of the final report
- MoFR's Regional Executive Director submitted a memorandum to the Minister recommending approval of BCRS's PCFA application. Now awaiting for a response from the Minister

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

ACCOMPLISHMENTS

- Stage 2 of the Watershed-Based Fish Sustainability Plan completed and forwarded to the Department of Fisheries & Oceans for final approval
- Transport Canada advised the Atnarko River Boating Restriction application is in the approval process and expects it to be included in their 2007 regulations

OTHER ECONOMIC DEVELOPMENT INITIATIVES

(a) Northern Development Initiative Trust (NDI)

- CCRD Chair actively participated on NDI's Northwest Regional Advisory Committee
- Secured funds from NDI to retain consultants to author proposals

(b) Lobelco Hall – Bella Coola Fairgrounds Improvement Project

- Lobelco Community Club engaged a local contractor to construct the new complex
- Project tentatively scheduled to be completed during June 2007

(c) Coast Sustainability Trust (CST)

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

(d) Bella Coola Airport Commission

- The acreage at the east end approach to the runway was cleared, wind rowed and seeded in preparation for a regular maintenance program
- Snow clearing budgets were rapidly diminished due to the early onset of winter and protracted conditions throughout the season

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

- VRR plans to host six gymkhanas, rodeo, bullarama, and BC Barrel Racing this season
- Fundraising continued for facility upgrades
- Ongoing discussions between VRR and Valley schools to host the second season of Youth Rodeo
- VRR signed the “Cruzeros,” Canadian Music Week Album of the Year and BC Country Music Association Album of the Year award winners, to headline this year’s Bella Coola Rodeo

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

- PIMC met and focused on implementation process issues
- Liaison Committee struck to assist Land and Resource Forums
- Ecosystem-based Management Working Group initiated a work plan, which focuses on socio-economic indicators, adaptive management framework, and ecological indicators/threshold refinement

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

- Still awaiting for the criteria for Phase 2 of this program

(h) Ministry of Agriculture and Lands (MAL) – Socially Responsible Investment Fund

- Advised by the Minister of Agriculture and Lands that this proposed fund will not come into existence

(i) Union of BC Municipalities (UBCM) – Offshore Oil & Gas Working Group

- Chair attended joint UBCM / Province quarterly meeting
- Group reviewed consultant’s “Clean Vision” report
- BC Government and UBCM continued to explore organizational mandate

(j) Ministry of Transportation (MoT) – Regional Transportation Advisory Committee (RTAC)

- Chair presented Highway 20 condition report to MoT/RTAC
- MoT assured Valley paving report will be available in the imminent future
- Chair continued to lobby for the inclusion of BC Ferries’ Route 40 into RTAC planning

(k) Central Coast Regional District – Agriculture Advisory Committee (AAC)

- CCRD board appointed volunteer members to the ACC

DENNY ISLAND ECONOMIC DEVELOPMENT INITIATIVES

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

- The Ministry of Transportation declined to provide financial assistance for the sea bus service
- Design and specifications completed for CCCC's proposed Central Coast Enterprise and Visitor Centre (project is now partially funded)
- CCCC determined funding received from the Cariboo Chilcotin Coast Tourism Association will be directed to infrastructure development

OCEAN FALLS ECONOMIC DEVELOPMENT INITIATIVES

(a) Ocean Falls Economic Development Committee (OFEDC)

- OFEDC representative attended the "How to Write Successful Proposals" workshop
- Seaplane ramp project finalized
- Submitted a proposal to the Cariboo Chilcotin Coast Tourism Association for funding consideration
- 2007 economic development budget submitted and approved
- Economic development office organized

