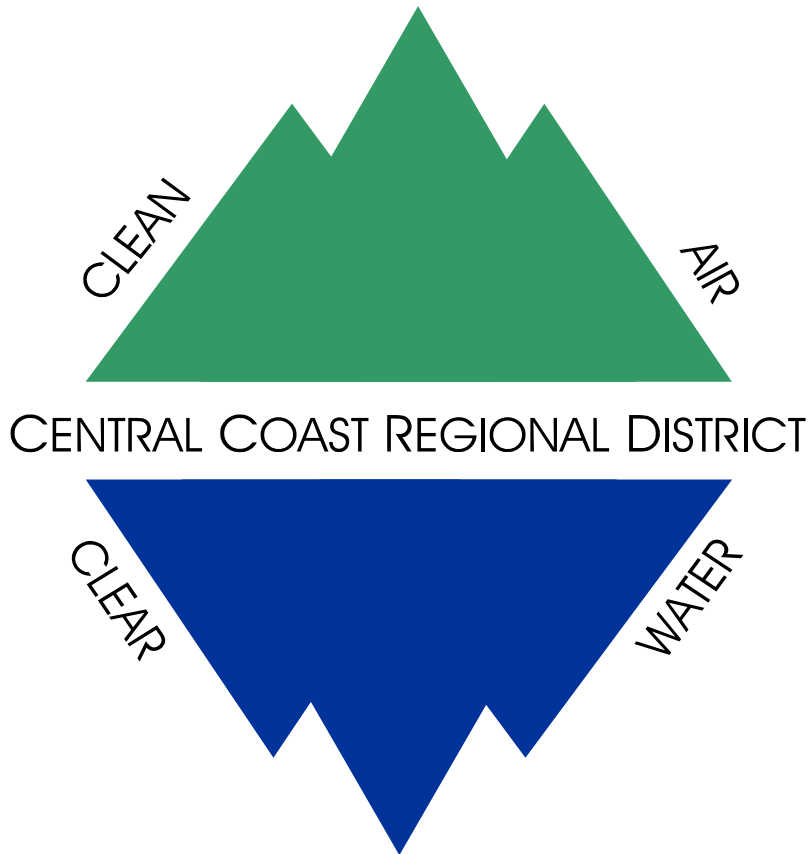


# CENTRAL COAST REGIONAL DISTRICT



## ECONOMIC DEVELOPMENT OPERATING PLAN

- 2007 Second Quarter Report -

April - June

August 2007

# CENTRAL COAST REGIONAL DISTRICT

## ECONOMIC DEVELOPMENT OPERATING PLAN – QUARTERLY REPORT

*2007 – Second Quarter – April to June*

The Central Coast Regional District is pleased to present its 2007 Economic Development Report for the period from April 1 to June 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 funding mechanisms
- Successfully secured funding from the Northern Development Initiative Trust's "*Small Community Economic Development Capacity Building Program*" to engage a contractor to author funding proposals

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

#### **ACCOMPLISHMENTS**

- 2007 First Quarter Economic Development Report was widely disseminated 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**

- Initiated investigation of delivering a workshop on strategic planning for non-profit societies and other similar organizations

### **(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**

- Continued dialogue with project proponent to monitor progress
- Land survey completed
- Project proponent initiated land exchange process
- Timber cruise scheduled

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

### **ACCOMPLISHMENTS**

- The CCRD worked in association with the Nuxalk Nation, Fisheries and Oceans Canada and the Pacific Salmon Commission to host the Central Coast Salmon Enhancement Workshop
- Fisheries and Oceans Canada reported they are working with the Nuxalk Nation to double their sockeye production
- Snootli Creek Hatchery applied for funding to increase yearling Coho smolts and Atnarko yearling Chinook smolts. If approved, hatchery Chinook returning could almost double and an additional 20,000 adult Coho could be produced (dependent upon ocean survival)

## (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 nominated for the Union of British Columbia Municipalities' Community Partnership Excellence Award

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

### **ACCOMPLISHMENTS**

- Bella Coola Valley Tourism (BCVT) continued implementing the Tourism Marketing Strategy
- BCVT maintained a close working relationship with Tourism BC's Community Tourism Foundation (CTF) to articulate a Tourism Marketing Plan
- Finalized the creation and production of the inaugural E-newsletter
- Successfully applied for and received summer student funding from Human Resource and Social Development Canada
- Hired and trained two students to manage the Visitor Information Booth
- Opened the Visitor Booth
- Initiated the popular BC Ferry Counselor Program (third consecutive year)
- Attended the Prince George Travel Show
- Hosted a familiarization tours for Williams Lake's Tourism Discovery Centre, Prince George Visitor Centre, Tourism Research and Innovation Project and Cariboo Chilcotin Coast Tourism Association staff
- Received and distributed first retail merchandise program material (e.g. book marks and lapel pins)
- Published the 2007 edition of the "*Bella Coola Valley Visitor Guide*"
- "*Bella Coola Valley Entrances Project*" development team formed

## (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 (Foodshed Project)

### **ACCOMPLISHMENTS**

#### *Foodshed Project*

- Two local research assistants engaged and provided with technical skills training
- Two weather stations calibrated and installed
- Land use survey fieldwork commenced
- Soil mapping and inventory initiated
- GIS preparatory work began
- Successfully hosted the “*Edible Garden Tour and Feast*”
- Coast Mountain News articles published
- Project remained on time and within budget

#### *Food Action Plan – Implementation*

- “*Community Harvest*” (fruit and vegetable gleaning) project initiated
- Community Kitchen projects continued
- School garden educational resource material distributed
- Bella Coola Valley Fresh Food Guide distributed
- Outcome measurement framework submitted and approved
- Funding contracts executed with Vancouver Coastal Health
- BCVSAS actively promoted weekly at the Farmers’ Market
- Vermi-composting workshops delivered to two schools
- “*Full Moon Garden Potluck Party*” for BCVSAS members scheduled for August 28
- Project remained on time and within budget
- Collaborated with the Foodshed Project to host the “*Edible Garden Tour and Feast*”
- Published the summer edition of the “*What’s Growing On*” (BCVSAS membership newsletter)
- Published the “*Bella Coola Valley Farm Fresh Guide*”

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

- Raised garden beds constructed and installed
- Acwsalcta School staff and students actively participated with garden planting
- Flower bulb fundraising sale organized
- Community strategic planning continued
- Garden maintained by BCVSAS and community volunteers

- Renewed Memorandum of Understanding with the Nuxalk Nation
- Successfully secured funding from the First Nations Agriculture Lending Association to assist with project implementation
- Constructed a rain shelter from salvaged material

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

- Project completed successfully
- Summer student employed for garden maintenance

**(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**

- No activity due to time and resource 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 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 communicated logistical issues related to new passenger identification requirements
- B.C. Ferries filed their report with the Ferry Commissioner, whose report on the new fee schedule will be released in September

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

##### **ACCOMPLISHMENTS**

###### **Trails & Recreation Sites**

- TSA provided a basic maintenance allocation to Bella Coola Valley Tourism (BCVT)
- TSA supplied funding to initiate a directional signage program
- Forest Investment Account financed funds for upgrading the McCall Flats site (e.g. installation of picnic tables and fire rings)
- Completed the first draft of Bella Coola Valley Hiking Trails Synopsis

###### **Forest Service Roads (FSR) & Backcountry Roads**

- TSA initiated major access road improvement program, inclusive of patching Talchako Bridge and Clayton Falls repairs

### **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**

- A “*Probationary Community Forest Agreement*” was awarded to the Bella Coola Resource Society. This 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
- Strategic planning initiated for establishing the Community Forest Company
- BCRS, in association with the Nuxalk Nation, completed Phase 1 of the Detailed Strategic Ecosystem-based Management (EBM) Plan
- Phase 2 of the plan, which involves public consultations and presentations, is anticipated to commence early fall

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

### **ACCOMPLISHMENTS**

- No report available from the Bella Coola Watershed Conservation Society

## **OTHER ECONOMIC DEVELOPMENT INITIATIVES**

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

- CCRD Chair actively participated on NDI's Northwest Regional Advisory Committee
- Successfully secured funding from NDI to retain a consultant to author funding proposals
- NDI co-funded our *"How to Write Successful Proposals Workshop"*

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

- Construction of the new exhibition booth complex was successfully concluded with funding assistance from 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**

- Terminal building exterior painting scheduled for this summer
- Runway clearing windrows scheduled for fall burning
- Interior Telus payphone to be removed
- Continued to investigate installation of new oil tank for furnace fuel

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

- Continued with replacement of old wooden arena fence with new steel fencing
- Modified concession building
- Hosted successful Rodeo, Bullarama and BC Barrel Racing events
- Hosted five Gymkhanas to date
- Hosted Speed Events Clinic with an Equine Canada Coach
- Arranged to sponsor Fall Fair Horse Parade
- Awaited news on pending grants from Farm Credit Canada's Agrispirit Fund and the Province's Towns for Tomorrow Program



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

- Local PIMC caucus group met to finalize recommendation on socioeconomic indicators for monitoring implementation of Ecosystem-based Management (EBM)
- Bella Coola hosted the BC PIMC meeting in June
- CCRD's representative elected to participate in EBM Working Group workshop on Adaptive Management and Socioeconomic Indicators

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

- Phase 2 program criteria released. (Funds committed to Bella Coola Valley Tourism's "Entrances Project" and the Central Coast Chamber of Commerce's "Central Coast Enterprise and Visitor Centre" on Denny Island)

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

- Chair attended two working group meetings
- Provincial government introduced their "BC Energy Plan: A Vision for Clean Energy Leadership"
- International and national regulatory systems reviewed
- Royalty regime and benefits sharing introduced
- Industry current technology presented by Royal Dutch Shell/Shell Canada

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

- No meeting convened during the second quarter

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

- Inaugural meeting convened
- Preliminary work undertaken to establish a "Pest Management Plan" for the Bella Coola Valley
- AAC member actively involved with the Cariboo Chilcotin Coast Invasive Plant Committee
- Initiated compilation of environmentally sensitive methods to address two identified noxious weeds, which require immediate remedial action (Narrow Leaf Hawk's Beard and Orange Hawkweed)
- Preparatory work for an "Invasive Plant Strategy" initiated

## **DENNY ISLAND ECONOMIC DEVELOPMENT INITIATIVES**

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

- Efforts to secure government funding assistance for Denny Island Sea Bus were unsuccessful
- Design and specifications completed for CCCC's proposed Central Coast Enterprise and Visitor Centre (project is now partially funded). Fundraising for the Visitor Centre continued
- CCCC determined funding received from the Cariboo Chilcotin Coast Tourism Association will be directed to the Visitor Centre and a community website

## OCEAN FALLS ECONOMIC DEVELOPMENT INITIATIVES

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

- Initiated partnership pilot compost project
- Supported local scuba diving certification
- Town Square picnic tables constructed and swing set restored
- Refuse and recycle containers construction in progress
- Tourist Info Centre (located at the BC Ferry building) in process of being established
- Lost Lake Trail brushed
- Link Lake Recreation Area improved
- Coordinated Canada Day celebrations
- BC Government scheduled recreational site design and plan for this summer
- Roscoe forest service road improvement program to proceed this summer or early fall



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A FITFEST EXPERIENCE



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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 logo.