



Economic Development Plan

2018

100 Mile House

ECONOMIC DEVELOPMENT PLAN

INTRODUCTION

Economic development for 100 Mile House is a focused set of strategies, projects and programs designed to support the quality of life and resiliency of our community.

This 100 Mile House Economic Development Plan was undertaken to bring together and build upon the relevant objectives from existing planning documents and initiatives, and incorporate them into a focused economic development plan.

Council and senior staff participated in an evening workshop to identify key economic development activities and goals. The intended overarching outcome was to portray leadership and identify actionable tasks that would better enable staff to work toward successful initiatives.

The District's principal economic goal is to provide an environment for business to thrive, thereby supporting and maintaining economic stability.

This document includes the key themes and relevant items from planning documents, including the Official Community Plan and the Miles Ahead Community Sustainability Plan. The content was then further rounded out by a planning workshop in November 2017 with municipal Council and senior staff.

This plan will provide guidance for staff work planning and ensure Council and the community's priorities are realistic and achievable. It is intended that this plan be revisited annually to confirm that priorities are still applicable.

Finally, given the wildfires of 2017, it was anticipated that a placeholder for wildfire economic recovery would form part of this plan. At the time of writing, the Wildfire Recovery Plan was not yet available. However, it was completed in April 2018 and is appended to this plan.

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WHERE ARE WE NOW?

The District of 100 Mile House Community Profile is in process of being updated to reflect the most current Census and other data. After the update, it is anticipated that it will be appended to future Economic Development Plans.

SWOT Analysis and Asset Mapping were last undertaken in March 2016 as part of a 100 Mile House Economic Development Building Blocks Session jointly presented by the BCEDA and the Province. Results can be found in the Economic Development Building Blocks in the Appendix.

Council's priorities rest upon steady community growth, and economic growth that results from continued support of local business and industry. Council believes its role is to provide and sustain a wide variety of local services in a fiscally responsible manner, and to support economic growth through supportive action including positive business climate. One of the four primary pillars in the overall Municipal Goals and Objectives is "Economic Stability."

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WHERE DO WE WANT TO GO?

Vision

“100 Mile House is a vibrant resilient community set within a healthy natural environment, where people can thrive personally and economically.

Simply put – it is Miles Ahead!”

Strategic Areas and Goals

Council and senior staff met to review municipal and community priorities from plans that have already been prepared and with which staff are already working. These priority areas were combined to reflect 5 major areas of focus – Strategic Areas.

Then Economic Development staff listed work already being done in each priority area and Council brainstormed additional work, which together formed goals.

An exercise was then applied to ‘test’ whether the goals were achievable, affordable and realistic. This resulted in the development of some clear goals.

Strategic Area 1 - Sector / Cluster Development & Investment Attraction

Forestry, tourism, agriculture and service sector industries are the predominant economic drivers in 100 Mile House. Enhancing the development of existing sectors and attracting new investment are Council's first strategic priority.

Goal 1 – Administration / operation of Community Forest & Woodlot

Facing potential challenges in the next 5 years due to fire rehabilitation

Goal 2 – Field investment inquiries

Goal 3 – Develop and update investment materials

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Strategic Area 2 – Resident & Workforce Attraction

Council recognizes that attracting residents and workers to the 100 Mile area depends on maintaining the quality of life, the sense of community, affordable housing and jobs.

Goal 1 – Promote 55+ Housing Study to developers

Goal 2 – Explore creation of off-leash dog park

Goal 3 – Parks, Trails and Recreation planning

Strategic Area 3 – Tourism Marketing & Community Promotion

As a community that relies on tourism, 100 Mile House is always focused on promoting tourism marketing. Wider community promotion has also become an emerging issue expressed by residents and businesses to enable increased services, generate revenue, and grow the overall economic base.

Goal 1 – Promotion and marketing via phone inquiries

Goal 2 – Relocation Packages

Goal 3 – Identify new marketing opportunities

2 other strategic areas were identified, but ranked lower in the prioritization exercise:

Strategic Area 4 – Business Retention & Expansion

Strategic Area 5 – Skills Training & Labour Development

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HOW ARE WE GOING TO GET THERE?

For each of the Strategic Areas and goals described above, specific strategies and action items have been generated as follows:

Strategic Area 1 – Sector / Cluster Development & Investment Attraction

Goal 1 – Administration / Operation of Community Forest & Woodlot

Actions

- Action 1 – Administration and operation of Community Forest
- Action 2 – Address challenges re: fire rehabilitation

Details

- Milestones: Ongoing
Responsibility: EDO, CAO & CFoR Manager
- Milestones: Ongoing
Responsibility: EDO, CAO & CFoR Manager

Goal 2 – Fielding Investment Inquiries

Actions

- Action 1 - Be responsive to investment inquiries

Details

- Milestones: list on economic development tracking sheet
Responsibility: EDO

Goal 3 – Develop and Update Investment Materials

Actions

- Action 1 – Update Cariboo Chilcotin Coast Web Portal
- Action 2 – Update Britishcolumbia.ca
- Action 3 – Update Community Profile
- Action 4 – Create Economic Development web page

Details

- Milestones: Update Actions 1-3 in 2018
Responsibility: EDO
- Milestones: Action 4 apply for grant funding, plan website content, engage web designer
Responsibility: EDO

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Strategic Area 2 - Resident & Workforce Attraction

Goal 1 – Promote 55+ Housing Study to Developers

Actions

- *Action 1 – Update community about promotion efforts*
- *Action 2 – Liaise with developers to advance seniors housing initiatives*

Details

- *Milestones: provide press material or website material to update community
Responsibility: EDO*
- *Milestones: track conversations
Responsibility: EDO*

Goal 2 – Explore Creation of Off-leash Dog Park

Actions

- *Action 1 – Joint District and CRD feasibility and budget identification*
- *Action 2 – seek funding source if required*

Details

- *Milestones: Adopt or reject Dog Park proposal and location –
Responsibility: South Cariboo Joint Committee*

Goal 3 – Parks, Trails and Recreation Planning

Actions

- *Action 1 – Bike Skills Park Master Plan*
- *Action 2 – 99 Mile Area Master Plan*
- *Action 3 – Other planning when identified*

Details

- *Milestones: Actions 1 & 2 completed in 2018
Responsibility: EDO*

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Strategic Area 3 – Tourism Marketing & Community Promotion

Goal 1 – Promotion and Marketing via Phone Inquiries

Actions

- *Action 1 – promotion and marketing via phone*

Details

- *Milestones: - Responsibility: EDO and Visitor Information Centre Manager & staff*

Goal 2 – Relocation Packages

Actions

- *Action 1 – Review existing relocation packages and determine additional content*
- *Action 2 – explore opportunities to make packages available in digital format*

Details

- *Milestone: review existing relocation packages and format – Responsibility: EDO and Visitor Centre Manager*

Goal 3 – Identify New Marketing Opportunities

Actions

- *Action 1 – Participate in joint regional projects*
- *Action 2 – photo/video marketing*

Details

- *Milestone: One joint regional project completed in 2018 – Responsibility: EDO*
- *Milestone: costing and budget identification in 2018, to identify low cost opportunities – Responsibility: EDO*

Strategic Area 4 – Business Retention & Expansion

Council was satisfied with the business retention and expansion initiatives that are currently underway and expressed a desire for them to continue.

In addition, they want to pursue new opportunities as they arise, pending available staffing and financial resources.

Strategic Area 5 – Skills Training & Labour Development

Pursue new opportunities as they arise, pending available staffing and financial resources

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IMPLEMENTATION PLAN

The EDO will take lead responsibility for all action items; however the actions will be jointly undertaken with relevant agencies, organizations and individuals. The plan will be reviewed by the EDO monthly to remain current with the various actions in the plan. Funding sources for some of the activities will be identified by the EDO.

In subsequent years, the Implementation Plan will be more fully detailed and used to track status updates.

Milestones and progress on action items are highly dependent on workload and will be modified as needed and as resources are available.

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ARE WE GETTING THERE?

Monitoring

Overall, tracking progress and staying flexible will ensure that efforts are targeted, streamlined and high-impact. Monitoring the plan will be done by the EDO via an internal monthly review.

Performance measurement

Performance measurement looks at how activities are helping to meet the plan's goals and ensure efforts are on track and accountable. Course corrections will be made along the way. Performance measurement tactics and metrics will be formulated in subsequent Economic Development Plans, targeting 2019 for the initial measurement metrics.

In the meantime, the overall approach to Performance Measurement will be ongoing regular monitoring.

Evaluation

Evaluation focuses on whether the strategic areas and goals are still relevant and working well for stakeholders. The overall approach to evaluation will be done annually, together with Council review process.

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APPENDICES

South Cariboo Wildfire Recovery Plan

Economic Development Building Blocks