

DEPARTMENT FACT SHEET

Economic Development

The Economic Development department works to achieve a vibrant, diverse and sustainable economy in the Alberni Valley. Overall, their four core responsibilities are:

- Diversification of the economy
- Business retention
- Business attraction
- Marketing of key properties in the community

They identify and promote community economic development opportunities, secure funding for economic development programs and activities, promote all sectors of the economy, and assist organizations, businesses and individuals with key projects.

2013 SERVICE STATS



Hosted **170** Tourism Professionals for the 2013 Vancouver Island Tourism Conference

52 new businesses opened



Interviewed **24 %** of licensed businesses in City for the Business Retention Survey



Worked with federal focus group on plans for restoration of local contaminated sites

10,000+ emails received each year



\$1.9 million in grants secured for District Energy System Financing



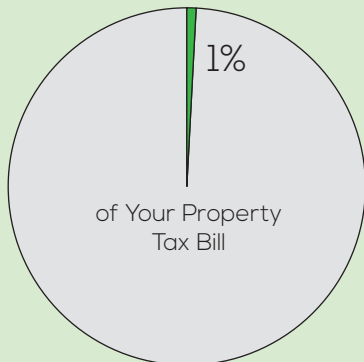
2,000 visitors

Assisted in the organization of the Holland America's Amsterdam cruise ship visits. This brought over 2000 passengers and crew to the Alberni Valley.

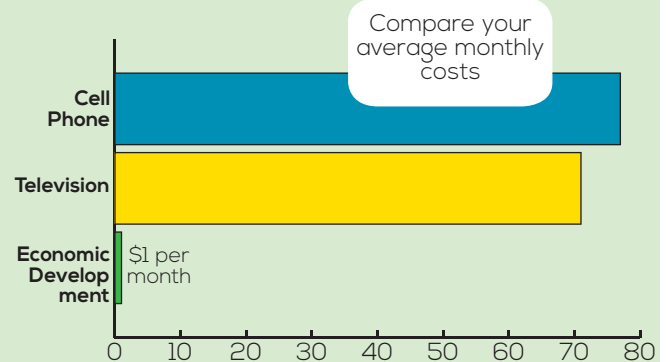


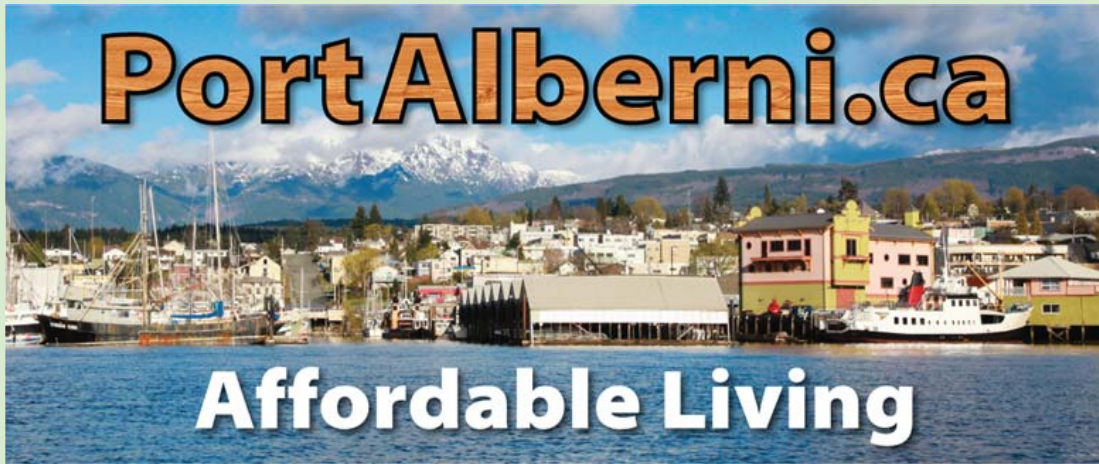
Developed new Commercial Revitalization Tax Exemption Bylaw for Uptown District

BY THE NUMBERS



Budget Expenditure	\$250,000
Service Fee & Other Revenue	\$25,000
Net Operating Requirement from Property Taxes	\$225,000





Port Alberni – Affordable Living

The Economic Development Department has created a marketing campaign that promotes Port Alberni's affordability to different target markets including families, artists, manufacturers and retirees. This campaign is being featured in magazine, radio and billboard advertisements, and at event trade shows.

Comparative Analysis of Single-Family Dwelling

Community	Average Sale Price
Port Alberni	\$181,300
Powell River	\$212,300
Ucluelet	\$243,300
Duncan	\$247,447
Campbell River	\$264,800
Parksville	\$302,300
Nanaimo	\$314,100
Courtenay	\$314,300
Qualicum Beach	\$366,600
Tofino	\$461,600

FOCUS

The work of the Economic Development Department is directed by the goals and priorities set out in City Council's Corporate Strategic Plan as well as the Alberni-Clayoquot Regional District's economic development priorities.

The City of Port Alberni acknowledges the role of corporations, small and medium-sized businesses, non-profits, volunteer groups, public and private sector organizations, First Nations and the Port Authority in fostering a healthy and prosperous economy and will partner with those entities in the pursuit of mutually agreed upon endeavours when requested.

CITY OF PORT ALBERNI STRATEGIC PLAN



MORE INFO

You can find news stories, reports, and community information on the Economic Development webpage. Go to www.portalberni.ca and click on Economic Development. For the latest economic development news and events you can follow Pat Deakin, Economic Development Manager on Twitter @CPAecdev
 Pat Deakin, Economic Development Manager 250-720-2527 or 250-720-9117
 Stephanie Stevens, Economic Development Assistant 250-720-2835

Business Retention Survey

In 2013, the Alberni Valley Chamber of Commerce, Community Futures Alberni-Clayoquot, and the City of Port Alberni conducted a Business Retention Survey gathering key information from existing businesses. 175 interviews (24% of all licensed business) were completed. A 'Top Ten to Tackle' list of priority concerns were identified by the business community as follows (in alphabetical order):

- Attitudes
- Beautification
- Business Succession
- Business Training
- Employee Attraction
- Quay Improvements
- Marketing and Promotion of Our Community
- North Port/South Port
- Second Highway
- Taxation/Tax Incentives

A monthly progress report identifies the work being done to address these concerns. To view the full Business Pulse Report and Updates, visit www.portalberni.ca

