



April 27th, 2015 Report to City Council

A. Brief Update on Selected Current Initiatives

1. Alberni Valley Regional Airport

- An application to the Gas Tax Strategic Priorities Fund was submitted April 15th
- A BC Air Access funding program contact has been identified & will be followed up with

2. Re-Branding

- A steering committee in the target demographic's age group is being selected
- The committee will participate in a branding webinar the 1st week of May
- A community outreach and survey process will begin after that

3. Tourism survey and research

- Vancouver Island University and a private sector firm will be conducting a tourism survey at various points throughout the Alberni Valley over the summer

B. Selected Business Retention, Attraction & Diversification Activities Mar 17th – April 20th

- Continue to assist or explore 3 unrelated high value wood biomass projects
- Respond to inquiry about leasing city-owned land
- Respond to inquiry about buying an existing building for a new restaurant
- Assist one aspect of Dry Creek Flooding Mitigation project
- Assist ACRD inquiry about a mobile business licence program for 3 communities
- Assist company responding to federal Request for Proposal
- Assist planning for Municipal Information Services Association spring conference
- Partner with Community Futures for Innovation Island services for entrepreneurs
- Research SPROUT concept
- Research potential major energy company location opportunity
- Research approach to regional economic development tasks
- Assist planning for Volunteer Fire-Fighters Training weekend in Alberni Valley
- Assist deliberations of Wood Tech 21 with respect to future
- Assist Fisheries Stewardship Centre planning
- Assist entrepreneur's efforts to find land for multi-level care seniors centre
- Research potential for assembly plant here
- Meet with West Coast Hockey Prep Camp owners
- Tour business services owner contemplating an additional office site
- Follow up with potential new ACRD employee who chose another community

C. Selected Promotional Activities March 17th to April 20th

- Place agriculture sector ads in Business Examiner and Island Farm & Garden,
- Meet with Heart of Vancouver Island team to review work
- Promote Pacific Coast University for Workplace Health Sciences funding announcement
- Assist creation of Mayor's presentation for China conference/meetings
- Promote work of inbound bus tour company

Pat Deakin, Economic Development Manager