



CITY OF PORT ALBERNI ECONOMIC DEVELOPMENT MANAGER

Monthly Report to City Council April 25th, 2016

Brief Update on Selected Work from March 29th to present

Façade Improvement Program

- Lori Camire at Community Futures has done the research required to arrive at suitable criteria for this program
- She has also identified a number of factors that make for a successful program and is putting both loan program and architectural assistance in place for this
- We will be implementing the program over May and June

Where Is Here

- The cultural mapping program sponsored in part by Vancouver Island University resulted in 29 videos from 26 local residents on Saturday April 9th
- This number exceeded each of that done by Courtenay and Nanaimo
- The videos should be posted within the next two weeks and then members of the community will be invited to add their own video of place at a convenient time
- Thanks to Economic Development Assistant Stephanie Stevens for coordinating our 'end' of the initiative
- Thanks to Char's Landing and Twin City Brewing for serving as the respective Uptown and Lower Johnston Road base of operations

Marketing Port Alberni

- We are going to launch a contest to get one or more locals involved in developing content (i.e. videos, pictures and blog) for social media platforms for the purpose of influencing potential visitors
- We have begun a series of meetings with marketing firms and ad agencies with the intent of developing a humorous campaign addressing the negative aspects of our community's image

District Energy Project

- Discussions with Island Health about a joint venture District Energy System are continuing
- Both the physical and financial aspects of the system are looking positive

Grant Applications

- Economic Development Assistant Stephanie Stevens assisted in preparing the City's grant application for improvements to biking infrastructure
- The Chamber has now submitted a grant application for the 2017 Tri-Conic event; financial assistance for that application came from the economic development office

West Coast Aquatic Stewardship Centre

- A soft opening for the Alberni Aquarium & Stewardship Centre takes place May 1st in conjunction with the #7 Challenge

Pat Deakin, Economic Development Manager