



Report to City Council January 25<sup>th</sup>, 2016

**Brief Update on Selected Work in December 2015 and January 2016**

Clutesi Haven Marina Upland RFP

- RFP has been issued, circulated and advertised
- Some inquiries being received
- RFP closes February 26<sup>th</sup>

Budget Presentation

- Was made to Council & Public Jan 20<sup>th</sup>
- Funding request is a 0.75% reduction from 2015
- An ask that some work be made explicit awaits Council's approval
  - Attraction of New Residents by partnering with realtors & working with millennials
  - Improve Community Image with investments in blogs, video, pictures,
  - Assist in Addressing An Issue of Council's Choosing
  - Attract Infrastructure For More Outdoor Adventure Activities
- Four suggestions were made during the presentation:
  - Council approve a charette as a means of addressing Johnston Road streetscape, signage, marketing and form & character issues and opportunities
  - Council adopt a corporate & community goal of increasing population to 20,000
  - Council strike a task force to address an issue of Council's choosing from among those that reflect poorly on the community
  - Council Map the Strategic Plan and 5-Year Financial Plan

Initiatives in Progress

- Alberni Valley Regional Airport runway extension
- 2<sup>nd</sup> Component to High-Value Wood-Biomass Cluster (1<sup>st</sup> is Cantimber Biotech)
- Attraction of Water-Intensive Industry
- Commercial Revitalization Tax Exemption Bylaw
- SPROUT
- Re-Branding
- Analysis of population, demographic and labour force numbers

Upcoming Events

- Economic Development Building Blocks Workshop (Tofino Jan 28<sup>th</sup>)
- Islands Agriculture Show (Cowichan Feb 12<sup>th</sup> & 13<sup>th</sup>)
- 55 + Lifestyle Show (Victoria March 22<sup>nd</sup>)
- BCFTOA Conference (Port Alberni May 14<sup>th</sup> to 19<sup>th</sup>)
- Exercise Coastal Response (Port Alberni June 7<sup>th</sup> to 10<sup>th</sup>)

Pat Deakin, Economic Development Manager