



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

**Brief Update on Work in Progress June 27<sup>th</sup> to present**

New Resident, Visitor and Business Attraction

- Creating positive content (video, photos, stories) to post to Internet with assistance from HOVI and Valley of Trails
- Reviewing monthly reports from Welcome Wagon to learn more about new residents and requesting new arrivals to complete survey
- Working with company (Y Factor) to address Google search rankings issues
- Preparing RFP for late September/early October Johnston Road charrette
- Doing analysis of recent demographic information to identify trends
- Touring developers through the community and responding to requests for information

By way of this report, the EDM is making this request of Council:

To formally adopt a goal of having 20,000 residents in Port Alberni by Oct 15, 2023

The rationale for this is that:

- Statistics Canada and the Economic Development Association of Canada have suggested the strongest indicator of a thriving economy is population growth
- Port Alberni's highest population was 20,063 people in 1971
- During budget presentations in January, the EDM suggested we adopt a goal of having 20,000 people living in the community within 10 years
- Rounding figures, assuming the goal of 20,000 is adopted, and we are at 17,400 now, would leave 2,600 people to attract
- Setting an ambitious goal of 1 new resident per day and needing 2,600 days would take us to Oct 15, 2023

Assuming the goal is adopted, strategies and tactics will need to be formulated, vetted, adopted and embraced by the community.

Pat Deakin, Economic Development Manager