



CITY OF PORT ALBERNI ECONOMIC DEVELOPMENT MANAGER

Monthly Report to City Council May 24th, 2016

Brief Update on Selected Work from April 27th to present

Façade Improvement Program

- Community Futures Alberni-Clayoquot has partnered with the City to implement the Façade Improvement Program. This program will assist entrepreneurs and commercial building owners in making changes to the exterior of their business premises or buildings. Applications for the first round of financing are being accepted by Community Futures until June 6th.

Marketing Port Alberni

- The City has partnered with Alberni Valley Tourism, Tourism Ucluelet and Tourism Tofino to launch a tourism marketing campaign.
- The City has partnered with Great Central Social and the Heart of Vancouver Island to develop content (primarily videos and pictures) for social media platforms for the purpose of influencing potential visitors and residents.
- The City is working with CTV to develop an ad campaign addressing the negative perceptions of Port Alberni in a humorous way. The campaign will also feature testimonials from (new) Port Alberni residents.
- The City has become a Welcome Wagon sponsor; this will allow us to get information about the City out to new residents while gaining an understanding of where the folks are coming from and how they learned about Port Alberni.

District Energy Project

- A draft Memorandum of Understanding with respect to a District Energy System partnership is being considered by Island Health and the City.

Grant Applications

- The City has assisted the Port Alberni Junior Hockey Society in preparing a Community Gaming Fund grant application for operational support and an increase in the 'Game Day' program to showcase other local non-profit organizations.
- The City is preparing a grant application to the Rural Dividend Fund; elsewhere in the agenda for this meeting a Council resolution of support for the application is being requested.

2017 Islands Agriculture Show

- The Agriculture Development Committee was out in full force May 10th to meet with the Executive Director of the Islands Agriculture Show at Glenwood Centre and other parts of the Fall Fair grounds to develop a facilities plan for the February 3rd & 4th, 2017 event.

Coulson Group

- Congratulations to the Coulson Group for their contract to design, manufacture and install 7 Aerial Retardant Delivery Systems in Hercules C-130's for the US Air Force

Pat Deakin, Economic Development Manager