

REGIONAL DISTRICT OF NANAIMO

NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE

WEDNESDAY, MARCH 7, 2012

2:00 PM

(OCEANSIDE PLACE MEETING ROOM)

A G E N D A

PAGES

CALL TO ORDER

DELEGATIONS

MINUTES

BUSINESS ARISING FROM THE MINUTES

COMMUNICATIONS/CORRESPONDENCE

3 – 9 January 4, 2012 – Parksville & District Chamber of Commerce (Kim Burden) – Application
RE: Economic Assessment for Oceanside Region;

10 – 12 January 13, 2012 – INFILM – Vancouver Island North Film Commission - Re: Investment
in Creative Economy, Film and New Media;

UNFINISHED BUSINESS

REPORTS

13 - 31 Northern Community Economic Development Program Guide

Communications Plan (Verbal)

Next Meeting (Verbal)

ADDENDUM

BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS

NEW BUSINESS

ADJOURNMENT

IN CAMERA

Distribution: J. Stanhope, G. Holme, J. Fell, B. Veenhof, M. Lefebvre, D. Willie, C. Mason, P. Thorkelsson, P. Thompson, C. Midgley

For Information Only: M. Young, A. McPherson, H. Houle, B. Dempsey, J. Ruttan, D. Brennan, D. Johnstone, B. Bestwick, J. Kipp, T. Greves, G., Anderson, M. Brown, F. Manson; T. Graff, D. Holmes; A. Kenning

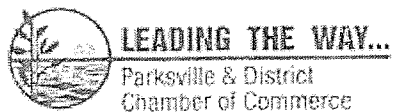
Pearse, Maureen

From: Kim Burden <kim@parksvillechamber.com>
Sent: Wednesday, January 04, 2012 9:52 AM
To: Pearse, Maureen
Subject: Presentation to the Board
Attachments: RDN Application.docx

I would like to make a presentation to the RDN Board at the January 10th meeting to request funding for an Economic Development Assessment for the Oceanside Region. We have already received approval for funding for 50% of the project and are hoping to see the other 50% come from funds allocated for the Northern Region Economic Development. I have attached information for the Board.

Kim Burden

Executive Director



250-951-6420 (Cell)
kim@parksvillechamber.com

Oceanside Initiatives Community Economic Development Assessment January-March 2012

Anticipated Outcomes

Anticipated Short-term Outcomes

1. The project will improve the capacity to attract, retain and expand business.
 - a. Increasing the understanding of regional assets and strengths that can be promoted to attract Business
 - b. Identifying specific industries that are judged to provide the best investment opportunities.
 - c. Identifying weaknesses and barriers to attracting, retaining or expanding business that need to be addressed.
 - d. Creating a pattern of collaboration on investment-related matters between the local governments in the area
 - i. municipalities of Parksville and Qualicum Beach and Regional District of Nanaimo
 - ii. business organizations (Chamber of Commerce) and
 - iii. other key institutions (Vancouver Island University, School District).

The consultation sessions will also involve individual businesses and other community stakeholders in a discussion of the issues, thereby enhancing knowledge and capacity for action.

This project will increase awareness of business opportunities among the business community, local government, and general public in the Oceanside area. This project does not include promotion of opportunities beyond Oceanside (as that will be part of subsequent phases in the creation of an Economic Growth Strategy). To the extent that possible investors are already in Oceanside, their awareness will be enhanced. This may include existing investors who would consider expanding their current operations, or investing in a new line of business as a complement to their existing business.

The communications strategy lead by the Parksville & District Chamber of Commerce will lead to enhanced local knowledge of economic opportunities. The participation of individual businesses, local government and other key institution officials, and the general public will all encourage greater knowledge of economic opportunities.

Anticipated Intermediate Outcomes

The project's communication strategy, as well as the business consultation meetings, will explain the importance of business retention and expansion and thereby increase the community's knowledge of this topic. It is well understood and appreciated that significant economic and employment growth is generated by companies that are already invested in a community so understanding the competitive environment faced by current businesses is a critical aspect of economic development.

This project will not directly address aftercare services for foreign investors as that would be addressed through the subsequent development of a full Economic Growth Strategy. Aftercare services are

currently informal and the development of more explicit aftercare protocols would be part of future strategy development. However, this project may indirectly have the benefit of enhancing aftercare services by increasing knowledge of the competitive issues facing investors, leading to more effective services.

Project Components

Component	Total Estimated	Total ICCI Grant	Total Requested
#1. Competitive Assessment of Oceanside Economy	\$18,900.00	\$9,450.00	\$9,450.00

Competitive Assessment of Oceanside Economy

This initiative is the critical first step in developing an overall Economic Growth Strategy. It is required to ensure that the competitive situation of the Oceanside economy is well understood by all of the partner organizations. The project outcomes will be used as input into the development of an overall Economic Growth Strategy

Activities and Expenses

The **competitive assessment** will include four parts, to be completed in a written report by an economist specializing in economic development. The delivery of the final report according to the description outlined below is the measurable outcome of the project.

1. Statistical analysis and benchmarking

This includes a summary of all relevant data, including population growth and demographic characteristics, migration, labour force and employment, educational attainment, occupational profile, income from employment and other sources, housing and commercial/industrial development, property taxation, employment insurance and social assistance, and others. There will also be an occupation analysis utilizing the Richard Florida typologies of Creative Class, Service Class, Working Class and Farming/Fishing/Forestry jobs. The analysis identified key trends in Oceanside and benchmarks the region's performance against a group of similar regions (to be selected based on characteristics like similar size, locations, key industries, etc.). This gives much deeper insights into relative strengths and weaknesses rather than simply comparing Oceanside to a provincial or national average. In addition, while the creation of a new community/regional profile is not part of this project, much of the analysis and data collection in this phase can be used for a new profile to be developed in the future.

2. Qualitative analysis

This part includes information collection and analysis relating to various business factors, including real estate availability, transportation connections, infrastructure, business support services, etc.

The analysis would be based on a review of prior research in Oceanside or Vancouver Island, the consultant's evaluation, and local input.

3. Business and community consultation

Several days of focus groups or interviews will be arranged for the consultant to collect input on business strengths, assets, challenges, barriers and opportunities. The preliminary results of the quantitative and qualitative analyses will be presented for comment and discussion. Special effort will be made to engage with businesses that currently represent investment in Oceanside.

4. Opportunity targeting analysis

This is an exercise that considers a list of opportunities that have been identified through prior research and in consultation. The opportunities are then subjected to a rigorous analysis that rates the fit between Oceanside and each opportunity's requirement for labour, land, resources, access to markets, etc. This is a type of "pre-feasibility" analysis that produces a prioritized list of opportunities that appear to provide the best chance for successfully attracting investment

Strategic Economic Development planning and researching

Outputs: Expected

- a. • Labour-Force Profiles/Labour-Market Research
- b. • Competitive/Best Practices/Bench-marketing Reviews
- c. • Competitive Advantage/Benchmarking Analysis

Additional Comments:

Activity Expense Type	Cost Breakdown	Total Estimated Expenses	Funding Confirmed from ICCI (excl. tax)	Requested RDN Contribution
Consultant fees	Consulting fees estimated at \$18,900 based on a preliminary consulting quote of 21 days at \$900/day. This includes data collection and analysis, consultation and report preparation.	\$18,900.00	\$18,900.00	\$9,450.00
		\$18,900.00	\$18,900.00	\$9,450.00

Capacity to Complete the Project

Project Governance:

The project is a project of the Parksville & District Chamber of Commerce Board of Directors. The project was identified in the 2010/11 Strategic Plan and a Committee of the Board of Directors was struck. The Committee members include representatives from the partner groups. Terms of Reference have been passed by the Chamber Board and delegate the Chamber Executive Director (Mr. Kim Burden) as the person responsible for all inter-agency communication.

Sustainability:

The project's goal is to identify and assess current strengths, competitiveness, weaknesses and opportunities for attracting investment to the community. From this assessment a strategy for investment attraction will be developed and that strategy will be implemented over the next several years.

Community Economic Development Strategy

Background and Outline of Economic Development Strategy:

Through this project, Oceanside Initiatives is taking the initial steps toward the development of an Economic Development Strategy. The key steps are envisioned as follows:

- 1.** Competitive assessment of the Oceanside economy (this step is the subject of this funding application). The assessment will use a combination of quantitative and qualitative research, as well as local business consultation, to
 - a.** identify existing strengths and assets that will attract and retain investment,
 - b.** identify weaknesses and barriers that will inhibit the attraction or retention of investment, and
 - c.** identify industries that provide the best current investment opportunities.
- 2.** Building on the results of the competitive assessment, an Economic Development strategy will be developed. While it is premature to specify exactly what this strategy will contain, it is expected to include a marketing component for promoting Economic Growth opportunities as well as strategies to be implemented by local governments and other partners to enhance Oceanside investment conditions.

Strategic Objectives of Project:

Identify the key objectives - i.e. build strategic partnerships, increase marketing reach, generate targeted leads, etc.

The overriding project objective is to develop a comprehensive understanding of Oceanside's

competitive situation. This includes identifying strengths and assets as well as challenges and barriers.

The competitive analysis will be completed from both an investment attraction perspective (i.e., what are the strengths and weaknesses of Oceanside from the point of view of an external investor) as well as a business retention and expansion perspective (i.e., what are the strengths and weaknesses of Oceanside from the point of view of a business currently invested in the community).

The project will result in a comprehensive competitive analysis of the Oceanside economy. This will include:

1. Identifying strengths and assets that can be marketed or otherwise used as building blocks to increase investment
2. Identifying weaknesses and barriers that need to be addressed or mitigated in order to increase investment
3. Identifying specific industries that have the greatest potential to expand investment

The range of topics that will be covered include physical characteristics of the community (land, transportation connections, infrastructure), location (proximity to markets, proximity to natural resources), human resources (skill and educational profile, labour availability), industrial composition (existing industrial strengths, rising and declining industries, business support services), taxation and regulatory framework, and so on.

Communication Strategy

Community and Partner Communications:

The Parksville & District Chamber of Commerce has a very successful and well followed web site, Facebook Page and Twitter Account. These plus media releases to announce achievements as we move forward will form the basis of our communication with the business community and the public. In addition we distribute a weekly eflash newsletter to our 500+ subscribers which will be used for announcements and to provide links to news articles and releases. The RDN will be featured prominently in all media.

Partner communications are primarily face to face through regularly scheduled meetings of the partner group and email to provide updates and an ongoing communication link.

Media Releases: Following a successful Grant Application the Parksville & District Chamber of Commerce will release the following to local print, television and radio outlets.

Parksville & District Chamber of Commerce Initiating Assessment of Oceanside Business Climate

Economic opportunities flourish across the Oceanside Region and encouraging and retaining Investment is an important way to help bring these opportunities to fruition by:

- Competing effectively for good jobs and increased employment opportunities to improve Oceanside's live/work balance
- Improving the non-residential tax base of The City of Parksville, The Town of Qualicum Beach and the surrounding unincorporated areas
- Supporting appropriate and planned growth strategies
- Generating more business and wealth
- Creating a diverse and sustainable economic base

Improvement of the commercial sector in Oceanside must be based upon comprehensive research, analysis, and most importantly stakeholder consultation. The key to the development of a successful strategy will be to work in cooperation with business and economic growth partners. To this end The Parksville & District Chamber of Commerce in partnership with The Qualicum Beach Chamber of Commerce, The Town of Qualicum Beach, The City of Parksville, The Regional District of Nanaimo, Vancouver Island University and SD69 have established "Oceanside Initiatives".

As an initial step Oceanside Initiatives with the assistance of a grant from Invest Canada Community Initiatives and the Regional District of Nanaimo will be conducting a thorough assessment and competitive analysis of Oceanside's current Commercial base. Following the completion of this comprehensive assessment Oceanside Initiatives will develop a strategy to attract investment with the goal of increasing the Commercial Base and raising the average earned income in Oceanside.

Submitted by the Parksville & District Chamber of Commerce



CAO'S OFFICE			
CAO	<input checked="" type="checkbox"/>	GMR&P	
GMDS		GMT&SW	
GMF&IS		GMR&CS	
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SMCA		BOARD	<input checked="" type="checkbox"/>
CHAIR		<i>Correspondence</i>	

January, 13 2012

Nanaimo Regional District
 6300 Hammond Bay Road
 Nanaimo, BC
 V9T 6N2



Re: Investment in Creative Economy, Film and New Media

Dear Regional District Chair Stanhope and Board Directors;

The ongoing work of the Island North Film Commission (INfilm) continues to promote your community and others on Vancouver Island to a global creative industry that maintains its financial strength despite current economic challenges.

Film production has been and will remain a key function of our operation as the industry matures and evolves. INfilm has kept up with the ever-accelerating pace of change. The Nanaimo Regional District can continue to benefit in the future by investing with INfilm, as we continue to provide a leadership position in this rapidly changing industry.

The Role of a Regional Film Commission: Balancing Act - Then and Now

Our role in the film industry has been about locations. This is the commodity we were selling – constantly trying to set ourselves apart from other regions by profiling our diversity, our splendid landscapes or wide variety of architecture.

Locations are still important but are now only one segment of a complex, sophisticated and often baffling puzzle, reflecting the drastic changes in the industry and the global economy. In the past we were more aligned with tourism or arts and culture. Not surprisingly, we are now more aligned with economic development and a growing creative economy.

Film Commissions are expected to be experts in:

- Tax and other incentive schemes,
- Film financing – debt, equity investments – gap financing, bridge loans
- production and postproduction
- all things digital
- visual effects, animation, 2D/3D, gaming, interactive, simulation, visualization, new distribution platforms.

Film Commissions are increasingly involved with:

- Education – as it connects to career pathways and job creation
- The creation of indigenous industries

Maybe the biggest change for regional commissions is creating their own industry. From identifying a local crew base, promoting local business and services, to financing, digital media facilities, soundstage facilities...to capture and become a viable, sustainable industry in their area.

As a true community resource, INfilm is comprised of a Board of Directors that represents a broad range of communities and regional Districts including active First Nations partners. As such, there are a number of benefits to the larger community.

- Economic Diversification – Business attraction for creative industries and new media, and First Nations economic development.
- Tourism – opportunity to market a unique locations and communities globally to attract a wide array of visitors looking to experience what they have seen on the screen.
- Opportunity to demonstrate local talent in creative industries and the continued promotion of skill development and associated program development to match future human resource needs of employers.

We are in a time when the basic economic components of many communities in our region are reinventing themselves, whether they are based in natural resources, agriculture or manufacturing. The need to diversify our economies is the reason behind dramatic change as governments worldwide compete to capture a piece, large or small, of the film and media industries. Capturing a piece of the industry means something completely different than it did 10 – 15 years ago.

The Future:

Vancouver Island and the Sunshine Coast is at a crossroads with a 21st Century entertainment industry. British Columbia is on the leading edge of the digital entertainment revolution with the convergence of film & television production, visual effects and interactive media.

By leveraging on the combined strengths of these industries, Vancouver Island and the Sunshine Coast is in a position to capitalize on the new opportunities arising from convergence.

Credibility is Essential:

INfilm has a reputation within the industry as the gatekeeper to the region. Our credibility rests with our experience, knowledge and understanding. We deal with issues such as intellectual property rights, confidentiality agreements, production company publicist constraints and contact with the myriad of potential supporting industries. We focus our activities to *facilitation with*, as opposed to *promotion of* particular productions.

Governance:

The volunteer Board of Directors represents a geographically wide selection of communities on the Island and the Sunshine Coast. It is required that all members of the Board have no vested personal or business interest in film or media production and no personal conflict of interest.

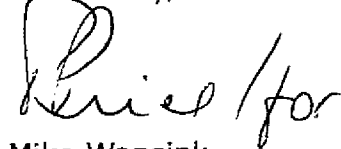
Invest:

In 2011 INfilm serviced **31** productions with a regional economic impact of approximately **\$1.9 million** in direct economic benefits . We are forecasting another strong year with productions already gearing up to film on location throughout the region. We are requesting that the Nanaimo Regional District include a financial investment of \$40,000 in INfilm in your 2012 budget.

We appreciate the leadership shown by the communities and regional districts who have and continue to recognise the strength of a collaborative regional investment and encourage all other communities and regional districts to consider becoming partners in the attraction and growth of this viable economic driver.

Island North Film Commission Board invites each community and regional district to participate in a "**Regional Film Forum**" Friday, February 17th at the Qualicum Beach Civic Centre 1:00 pm to 3:00 pm. This forum will include a panel of key industry Producers and Location Managers who provide an overview of filming on location. Our staff and Directors will be on-hand to discuss forging a stronger relationship. Personal invitations will be sent out to each Mayor, Councillor or Director, and we encourage you all to mark this date on your calendar.

Yours truly,



Mike Wansink,

President, INfilm - Qualicum Beach

2012 Board

Stephanie Tipple, Vice President - Campbell River

Marsha Foster, Secretary / Treasurer - Comox Valley

Kathy Campbell, Director at Large - Comox Valley

Lillian Hunt, Director at Large - Alert Bay

Geoff Lyons, Director at Large - Ucluelet

Paul Galinski, Director at Large - Powell River

Glenn Wong, Regional Liaison - Alberni Clayoquout Regional District

A hard copy of this letter will also be mailed out.

For more information call INfilm at (250) 287-2772 or email film.info@infilm.ca



RDN REPORT	
CAO APPROVAL	
EAP	
COW	
FEB 28 2012	
RHD	
BOARD	

MEMORANDUM

TO: Paul Thorkelsson
General Manager, Development Services

DATE: February 28, 2012

FROM: Chris Midgley
Manager, Energy and Sustainability

FILE:

SUBJECT: Northern Community Economic Development Program Guide

PURPOSE

To provide a *Northern Community Economic Development Program Guide* that establishes eligibility criteria for applicants, evaluation criteria for project funding, and outlines the application process to access funding available through the Northern Community Economic Development Service.

BACKGROUND

At the Regular Board Meeting held Tuesday, November 22, 2011, the RDN Board adopted the "Northern Community Economic Development Service Establishing Bylaw No. 1649, 2011". This created the Northern Community Economic Development Service, established the Service Area (the City of Parksville, the Town of Qualicum Beach, and Electoral Areas 'E', 'F', 'G' and 'H'), and authorized the Regional District of Nanaimo to requisition funds for the purpose of promoting economic development in, or that benefits, the Service Area.

At the Special Board Meeting held January 10, 2012, the RDN Board of Directors established the Northern Community Economic Development Select Committee, and approved Terms of Reference for that committee. At that time, it was noted that additional meetings may be necessary in the early stages of the Program to establish evaluation and eligibility criteria, as well as an application and reporting process. The *Northern Economic Development Program Guide* attached as Schedule 1, provides this information for Select Committee consideration.

The contents of the *Program Guide* are as follows:

- Purpose
- Board Vision: Our Economy
- Goal: Enhanced Economic Resilience
- Principles
- Priority Areas
- Grant Amount
- Eligibility Criteria
- Evaluation Criteria
- Approval and Payment of Grant
- Reporting Outcomes
- Forms: Application Form and Summary Report

This content builds on the latest Regional Growth Strategy Goals, as well as the Strategic Priorities outlined in the Board Strategic Plan, but also reflects recurring themes in economic development programs of comparable scale from other jurisdictions. In addition, program principles emphasize flexibility, ensuring that current Directors representing communities in the Service Area have maximum discretion in recommending support for proposed projects.

ALTERNATIVES

1. That the attached *Northern Community Economic Development Program Guide* be approved.
2. That the attached *Northern Community Economic Development Program Guide* be revised as per Select Committee direction.

FINANCIAL IMPLICATIONS

Through the Northern Community Economic Development Service, participating communities will raise \$50,000 per year for the purpose of promoting economic development in the City of Parksville, the Town of Qualicum Beach, and Electoral Areas 'E', 'F', 'G', and 'H'. For 2012, \$15,000 of that total amount has been allocated to the Qualicum Beach airport and will be disbursed upon submission of an application, as outlined in the attached *Program Guide*.

Of the remaining \$35,000, up to \$2,000 will be reserved for any communications that the Select Committee deems necessary, and for clerical support for Committee meetings. This leaves \$33,000 available to support Northern Community Economic Development initiatives for the remainder of 2012.

SUSTAINABILITY IMPLICATIONS

The content of the *Program Guide* is based on the Board's long established vision for a sustainable regional economy. This vision provides a very high level view of the economy as one that is healthy, diverse and growing; provides meaningful employment to residents; and that favours environmentally responsible local businesses.

Diving into greater detail, the *Program Guide* builds on the Board Strategic Plan *Integrated Solutions for a Sustainable Future*, and the Regional Growth Strategy. The Board Strategic Plan includes Economic Resilience as a key Strategic Priority, which means seeking out opportunities to advance sustainable approaches to the traditional sectors that built the regional economy, while strengthening tourism and emerging sectors. Similarly, the Regional Growth Strategy includes Enhanced Economic Resiliency as a goal. This includes support for strategic economic development and linking commercial and industrial strategies to the land use and rural and environmental protection priorities of the region.

SUMMARY/ CONCLUSION


Having established the Northern Community Economic Development Service and appointing a Northern Community Economic Development Select Committee, in order to proceed with funding projects it is now necessary to establish eligibility criteria for applicants, evaluation criteria for project funding, and outline the application process. This information is included in the attached *Northern Community Economic Development Program Guide*. While flexibility is built into the program to ensure that current directors have ample discretion to lend support for projects they feel most directly benefit the Service Area, the foundation for the Program lies in well-established Board policy supporting the growth of a resilient regional economy.

RECOMMENDATION


That the attached *Northern Community Economic Development Program Guide* be approved.



Report Writer



General Manager Concurrence



CAO Concurrence

SCHEDULE 1: Program Guide

Northern Community Economic Development

Program Guide



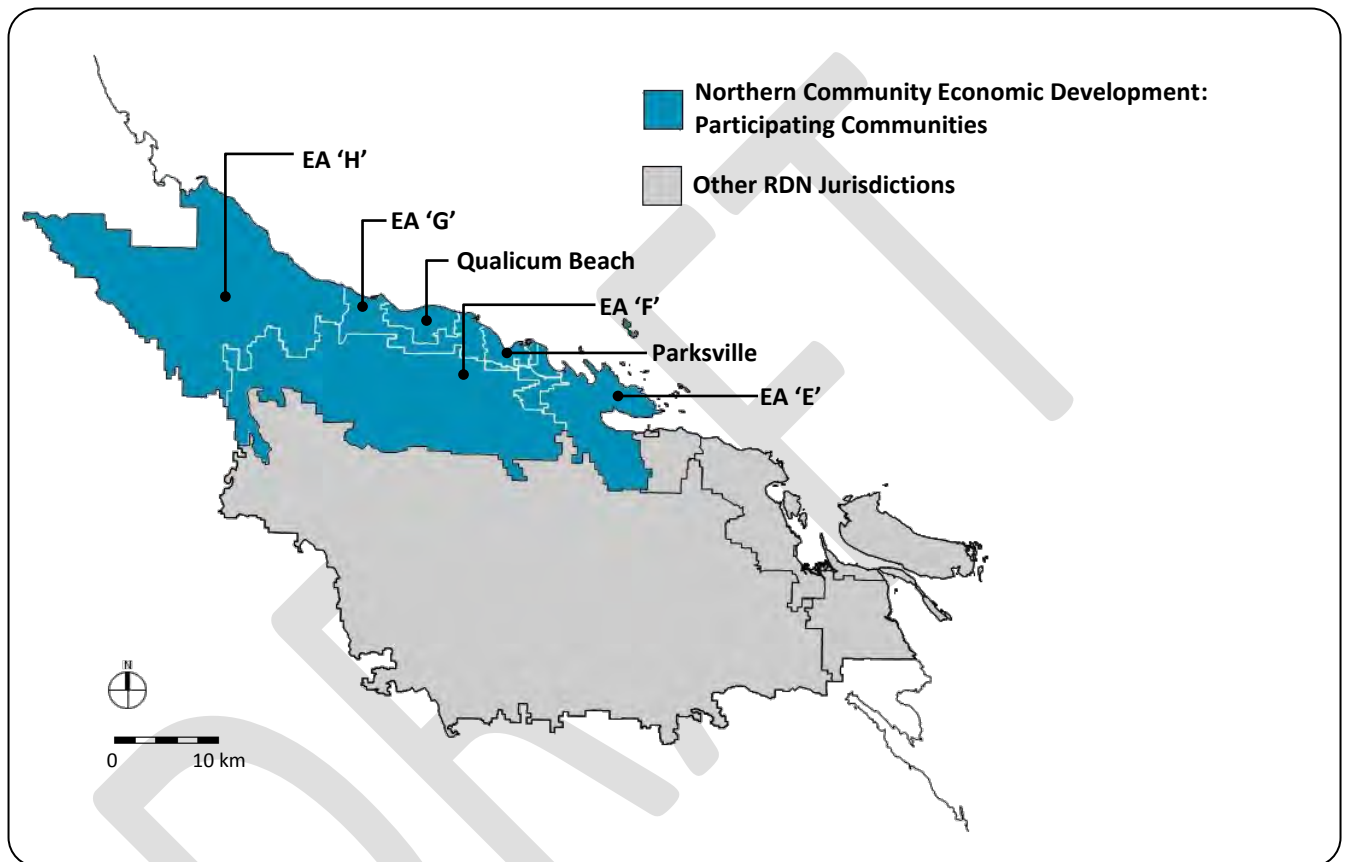
2012

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Purpose

The Northern Community Economic Development Program provides the RDN Board of Directors with a tool to activate projects that advance the Board’s vision for a strong local economy and support the Board Strategic Plan and Regional Growth Strategy through economic development initiatives that benefit the City of Parksville, the Town of Qualicum Beach, and Electoral Areas ‘E’, ‘F’, ‘G’, and ‘H’.



Board Vision: Our Economy

The RDN Board’s vision for a strong, thriving and creative local economy is as follows:

Residents in the Region are employed in a wide variety of interesting and rewarding occupations. Our downtowns are vibrant places, and there is a wide variety of different sizes and types of businesses in the Region. The economy of the Region is healthy and continues to diversify and grow. Businesses in the Region are environmentally responsible, and there are systems in place to favour these businesses. It is economically viable to produce goods and services in the Region that are environmentally friendly, and residents favour these goods and services over those made available from outside the Region.

This vision will guide decision makers when considering funding for economic development proposals.

Goal: Enhanced Economic Resilience

A resilient regional economy can withstand instability originating from outside our borders and adapt to change when necessary. This relies on industries built around the efficient use of local natural resources, developing regional expertise in emerging sectors, retaining youth and young professionals, attracting investment from abroad, and using shifting community demographics to our best advantage.

Principles

Flexibility

Decision-makers will have the flexibility to support a wide range of project types that support local economic development and offer the greatest potential for sustained regional economic benefit.

Foster Diversification

Projects will encourage diversification in the local value-added economy, create opportunities for transition in traditional industrial sectors, or broaden the region's attractiveness as a tourism destination.

Cultivate the Entrepreneurial Spirit

Projects will build skills through training, education and professional development for small business owners and aspiring entrepreneurs, particularly those seeking to develop markets for socially and environmentally responsible goods and services.

Support Innovation in Science and Technology

Science and technology are essential economic drivers, providing new solutions to environmental challenges and improving efficiencies in existing sectors. The program will support projects that generate economic opportunity through innovation in science and technology.

Facilitate Cooperation

Cooperative action and solid partnerships achieve real results. Initiatives that demonstrate partnerships between complementary organizations, leverage funding from multiple stakeholders, or establish enduring networks of communication offer economic potential for the region.

Create Regional Benefits

Ideal projects will be those that identify and address a regional economic development need, produce economic benefits that stay within the northern communities of the RDN, and result in a measurable economic impact in the region.

Priority Areas

Employment and Skills Training

Training to support:

- The development of a skilled workforce adapting to the emerging trends of the 21st Century;
- Transitional programs for the unemployed and under-employed, especially youth;
- HR programs for employers working to create the best possible working environments.

Assistance for Start-ups and Self Employment

Programs to assist small businesses with:

- Development of business plans and strategies, networking, and market research;
- Acquisition of information and business technology and communications systems.

Arts, Culture and Media

Building cultural institutions in the Region through:

- Community cultural events that support local businesses and attract visitors;
- Development of physical spaces for the business and practice of arts and media;
- Promotion of arts and cultural activities in non-urban areas to promote regional tourism.

Agriculture and Aquaculture

Strengthening the economic viability of agriculture and aquaculture by:

- Promoting and marketing regional food producers and the Vancouver Island diet;
- Supporting local farmers with business development and management training;
- Cultivating growth in agri-tourism.

Forestry

Advancing sustainable approaches to the forestry sector by:

- Accelerating the transition toward value added products and processes for small businesses;
- Promoting integrated, ecosystem based forest management practices for small scale operators.

Renewable Energy and the Green Economy

Encourage investment and job creation in renewable energy, conservation and low carbon sectors with:

- Support for events, outreach and education programs that promote renewable energy systems;
- Support for business, school or community based organizations that actively promote renewable energy, carbon management, emission reductions or energy conservation initiatives.

Tourism and Recreation

Attracting more visitors with:

- Enhanced communications, advertising and outreach to draw people to the region;
- Increased capacity in the tourism-industry with events that promote business development;
- Support for innovative or unique events that showcase the region's recreational, environmental and tourism amenities.

Grant Amount

Total annual funding available to be shared across all projects is \$50,000¹. To maintain flexibility in approving project funding, no maximum dollar amount for an individual project will be set. However, it is the intent of the program to fund the broadest range of projects possible, providing the greatest net economic benefit to the region. Prospective applicants are encouraged to contact RDN staff to discuss project ideas and scope.

Eligibility

Eligible Projects

To be eligible for funding, projects must be located in or directly benefit one or more of the communities participating in the Northern Community Economic Development Service, and must clearly demonstrate economic benefits flowing to the general business community as well as the community as a whole.

Ineligible Projects

Ineligible projects are those located outside the Service area or that do not provide a direct economic benefit to one or more of the participating communities. In addition, projects that provide direct financial assistance to support business or commercial activities cannot be funded through this Program². To ensure eligibility for funding, businesses are encouraged to build partnerships with complementary businesses or organizations to develop eligible projects.

Eligible Costs

Funds awarded through this program can be used for the following purposes:

1. **Plans and Studies:** Expenditures by project proponents, including consultant fees, to undertake economic development related research projects, plans and feasibility studies.
2. **Minor Capital and Information Technology:** Investment in minor capital and information technology for eligible projects in support of local business development.
3. **Events:** Costs associated with coordinating and hosting conferences, trade shows, community cultural and other events that provide measurable economic development opportunities.
4. **Targeted Operating Costs:** Any operating costs that are temporary in nature, and incurred through the delivery of a project that promotes or results in direct economic benefits for the community.

¹ In 2012, \$15,000 of this amount has been committed to the Qualicum Beach Airport. Approximately \$35,000 is available for other initiatives.

² Section 182 of the *Local Government Act* prohibits a Regional Board from providing assistance, including grants, to business, commercial or industrial undertakings.

Ineligible Costs

Funds awarded through this program cannot be used for the following purposes:

1. **Ongoing Operating Costs:** Any operating costs that are permanent in nature, including but not limited to energy bills, tax, rent or lease payments and wages for permanent employees.
2. **Land Acquisition:** Funding from this program cannot be used for the purchase of land or buildings.
3. **Major Capital:** Due to limited funding availability, this program will not provide support for investment in major capital works or infrastructure projects.

Evaluation Criteria

Projects will be evaluated against the following criteria:

Project Viability

- Clear and well-defined project;
- Strong potential for success;
- Realistic goals;
- Sufficient information provided.

Financial and Administrative Feasibility

- Realistic budget with clearly identified capacity to undertake work;
- Evidence that the funds will be well managed;
- Demonstration of other funding sources.

Economic Benefit

- Demonstrates quantifiable economic benefits to the Northern Communities of the RDN;
- Leads to increased economic activity or employment in the Northern Communities of the RDN;
- Will attract business and investment to the Northern Communities of the RDN.

New and Unique

- Unique component is evident in the project – the work is not already being attempted;
- The proposal does not replicate an existing event, program or project;
- Support will not compete with existing businesses or generate unfair competition for small or local businesses.

Community Support

- Well-articulated community benefit;
- Demonstrates partnership with the community or other organizations;
- Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan).

Approval and Payment of Grant

Application Deadline

There is no application deadline. Applications will be received at any time during the year, and reviewed a minimum of twice annually by the Northern Community Economic Development Select Committee. Hard copies are to be sent to the following address:

Northern Community Economic Development Program
Regional District of Nanaimo
6300 Hammond Bay Road
Nanaimo, BC, V9T 6N2

Digital copies in pdf format can be sent to nced@rdn.bc.ca.

Application Package

Applicants must submit a completed Application Form, as well as any supporting material deemed necessary to communicate the project idea to the Select Committee.

Awarding of Projects

The Northern Community Economic Development Select Committee will recommend projects to receive funding to the RDN Board. This committee is comprised of elected representatives from each of the communities participating in the program: the City of Parksville, the Town of Qualicum Beach, and Electoral Areas 'E', 'F', 'G', and 'H'. While the committee will strive for consensus in awarding projects, final recommendations will be made by vote.

The committee will meet at least twice annually, once in the spring and once in the fall, to recommend projects to receive funding to the Board of Directors and to review Project Summary Reports. Final authorization of funding will be subject to the approval of the Regional District of Nanaimo Board.

Payment of Grant

Once successful projects have been approved, a one-time payment in the total grant amount will be made to the applicant identified on the Application Form.

Reporting Outcomes

Recipients of funding are required to complete and submit a Summary Report at the conclusion of the project, or 12 months after receiving funding. This report will be made available to the public via the RDN website, and will identify how program funding was ultimately used, whether the objectives of the project were met, and will include attachments of reports, brochures, or other documents produced as a result of the project. A Summary Report template follows the Application Form in this Guide.

DRAFT

Northern Community Economic Development

Forms:

Application Form

Summary Report

DRAFT

NAME OF ORGANIZATION:		AMOUNT REQUESTED:
MAILING ADDRESS:		
CONTACT PERSON:	TELEPHONE NUMBER: FAX NUMBER:	E-MAIL ADDRESS:

PROJECT TITLE:
PROJECT DESCRIPTION:
(Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY):
<input type="checkbox"/> PARKSVILLE <input type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:
(Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:
(Please attach additional pages as necessary.)

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

(Please attach additional pages as necessary.)

LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's latest financial statement.
- A copy of your organization's current budget.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE	DATE:
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By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

SUBMIT HARD COPIES TO: NORTHERN COMMUNITY ECONOMIC DEVELOPMENT PROGRAM
REGIONAL DISTRICT OF NANAIMO
6300 HAMMOND BAY ROAD
V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:	
DATE RECEIVED:	RECEIVED BY:
COMMENTS:	
FUNDING AWARDED: <input type="checkbox"/> YES <input type="checkbox"/> NO	AMOUNT AWARDED:

PROJECT TITLE		
NAME OF ORGANIZATION:		
CONTACT PERSON:	TELEPHONE NUMBER:	E-MAIL ADDRESS:
	FAX NUMBER:	
TOTAL NCD PROGRAM FUNDING:	TOTAL PROJECT BUDGET:	
PROJECT START DATE (YYYY/MM/DD):	PROJECT END DATE (YYYY/MM/DD):	
PERCENT COMPLETE:		
IF NOT COMPLETE, WHAT ASPECTS OF THE PROJECT REMAIN? PROVIDE ESTIMATED COMPLETION DATE:		

PROJECT AREA (SELECT ALL THAT APPLY):
<input type="checkbox"/> PARKSVILLE <input type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
PLEASE PROVIDE A SUMMARY OF THE PROJECT RESULTS:
(Attach any documents or other materials produced as a result of this project).
DESCRIBE THE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT HAVE RESULTED FROM THIS PROJECT:
(Please attach any supporting information that quantifies the economic benefits of the project.)
PLEASE DESCRIBE HOW THE PROJECT HAS MET THE PROGRAM PRINCIPLES AND PRIORITY AREAS:
(Please attach additional pages as necessary.)

OFFICE USE ONLY:		
DATE RECEIVED:	RECEIVED BY:	POSTED ONLINE: <input type="checkbox"/> YES <input type="checkbox"/> NO