

REGIONAL DISTRICT OF NANAIMO

NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE

THURSDAY, OCTOBER 16, 2014

12:00 PM

(RDN OCEANSIDE MULTI PURPOSE ROOM)

A G E N D A

PAGES

CALL TO ORDER

MINUTES

- 1 – 4 Minutes of the Northern Community Economic Development Select Committee meeting held on April 9, 2014.

BUSINESS ARISING FROM THE MINUTES

COMMUNICATIONS/CORRESPONDENCE

- 5 Parksville Qualicum Beach Tourism Association, re: Regional Historical Trail and Tour project.
- 6 Lighthouse Country Business Association, re: Website.

UNFINISHED BUSINESS

REPORTS

- 7 - 90 Northern Community Economic Development Program – Fall 2014 Proposals.

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, P. Thorkelsson, C. Midgley, N. Hewitt

For Information Only: M. Young, A. McPherson, H. Houle, J. de Jong, J. Ruttan, D. Brennan, D. Johnstone, B. Bestwick, J. Kipp, T. Greves, G., Anderson, M. Brown, F. Manson; T. Graff, D. Holmes; A. Kenning, C. Golding, M. O'Halloran

REGIONAL DISTRICT OF NANAIMO

**MINUTES OF THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE
MEETING HELD ON WEDNESDAY, APRIL 9, 2014 AT 2:00 PM
IN THE COMMITTEE ROOM**

Present:

Director J. Stanhope	Chairperson
Director G. Holme	Electoral Area E
Director J. Fell	Electoral Area F
Director B. Veenhof	Electoral Area H
Director D. Willie	Town of Qualicum Beach

Also in Attendance:

Paul Thorkelsson	Chief Administrative Officer
Geoff Garbutt	General Manager, Strategic & Community Development
Chris Midgley	Manager, Energy & Sustainability
Nicole Hewitt	Recording Secretary

Regrets:

Director M. Lefebvre	City of Parksville
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CALL TO ORDER

The meeting was called to order at 2:00 p.m.

DELEGATIONS

Paris Gaudet, Innovation Island Technology Association, re: Digital Qualicum.

Ms. Gaudet from Innovation Island Technology Association reported back to the Committee on the success of the one day event called Digital Qualicum held on Sunday April 28, 2013.

MINUTES

MOVED Director Willie, SECONDED Director Veenhof, that the minutes of the Northern Community Economic Development Select Committee meeting held on October 8, 2013 be received.

CARRIED

COMMUNICATIONS/CORRESPONDENCE

Lighthouse Country Business Association, Progress to Date: Lighthouse Country Village Signs.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from Lighthouse Country Business Association be received.

CARRIED

Innovation Island Technology Association, Summary Report: Digital Qualicum.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from Innovation Island Technology Association be received.

CARRIED

Oceanside Community Arts Council, Summary Report: MacMillan Arts Centre Centennial Project.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from Oceanside Community Arts Council be received.

CARRIED

Arrowsmith Agricultural Association, Summary Report: Coombs Fair Centennial Celebration.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from Arrowsmith Agricultural Association be received.

CARRIED

REPORTS

Northern Community Economic Development Program – Spring 2014 Proposals.

Youth Music Drop-In Program and Business of Music – Oceanside Community Arts Council.

MOVED Director Veenhof, SECONDED Director Willie, that the proposal be denied.

CARRIED

Building Capacity to Attract the Film and Media Industry – Vancouver Island North Film Commission.

MOVED Director Fell, SECONDED Director Willie, that the Building Capacity to Attract the Film and Media Industry proposal from the Vancouver Island North Film Commission be awarded funding in the amount of \$10,000.

CARRIED

The Lavender Cottage – For the Love of Parrots Refuge Society.

MOVED Director Holme, SECONDED Director Willie, that the proposal be denied.

CARRIED

Roof Repair of Curling Rink – Parksville Curling Club.

MOVED Director Veenhof, SECONDED Director Willie, that the proposal be denied.

CARRIED

Start-up 101 – Training Seminar – Innovation Island Technology Association.

MOVED Director Veenhof, SECONDED Director Fell, that the Training Seminar proposal from Innovation Island Technology Association be awarded funding in the amount of \$5,000.

CARRIED

Arrowsmith Recreation Hall: Septic System – Arrowsmith Agricultural Association.

MOVED Director Fell, SECONDED Director Veenhof, that the proposal be pulled, and staff investigate the use of Community Works Funds to contribute to the construction of an in-ground septic system for the Arrowsmith Recreation Hall.

CARRIED

Regional Mobile Driving/ Cycling/ Walking Historical Trail and Tour – Parksville Qualicum Beach Tourism Association.

MOVED Director Veenhof, SECONDED Director Willie, that the Regional Mobile Trail and Tour proposal from the Parksville Qualicum Beach Tourism Association be awarded funding in the amount of \$10,000 subject to partnership funding.

CARRIED

ADJOURNMENT

MOVED Director Holme, SECONDED Director Willie, that this meeting be adjourned.

CARRIED

Time: 2:55 pm

CHAIRPERSON

PARKSVILLE QUALICUM BEACH

Parksville Qualicum Beach Tourism Association

PO Box 239, Parksville, BC V9P 2G4

T: 250 248 6300 | F: 250-248-6308

ParksvilleQualicumBeach.com

September 19, 2014

Northern Community Economic Development Committee
C/O Chris Midgley
Regional District of Nanaimo
6300 Hammond Bay Road
Nanaimo, BC V9T 6N2

RE: Regional Historical Trail and Tour

To Whom It May Concern:

Thank-you for supporting our Regional Historical Trail and Tour project. I am writing to ask the NCED Committee to reserve the funding allocated to this project into the 2015 fiscal year.

In conjunction with the Parksville & District Chamber of Commerce we have been actively pursuing other funding opportunities as outlined in our proposal. We have not been able to apply for the final funding component through Island Coastal Economic Trust due to Heritage BC proposal submission deadlines being later than anticipated. This has moved our timeline back considerably and it is unlikely that we will be able to commence work on this project before the end of 2014.

The Regional Historical Trail and Tour concept has been very well received by the Town of Qualicum Beach, City of Parksville, and local historical societies as well as local media. We are looking forward to embarking on this exciting project to attract more visitors and encourage them to stay longer – especially off-season.

Thank-you for your consideration.

Sincerely,



Blain Sepos,
Executive Director

REFRESH HERE.

From: [Midgley, Chris](#)
To: "[Lighthouse Country Business Association](#)"
Subject: RE: Two (quick) questions
Date: Tuesday, October 07, 2014 1:53:42 PM

Hi Betsy,

I'll try to work with that. I anticipate the agenda going out Thursday, so this is the final kick at it.

Chris

Chris Midgley

Manager, Energy and Sustainability

Regional District of Nanaimo

t: 250 390 6568

e: cmidgley@rdn.bc.ca



SAVE TREES - PLEASE **DO NOT PRINT** THIS EMAIL UNLESS YOU REALLY NEED TO.

From: Lighthouse Country Business Association [<mailto:lcba@shaw.ca>]

Sent: Tuesday, October 07, 2014 1:52 PM

To: Midgley, Chris

Subject: RE: Two (quick) questions

Hi Chris-

I am heading out of town until Friday. If some figures for the project would be helpful before I return Friday... the full project is tough to estimate as we have received estimates ranging from \$4000 to \$12,000, so we submitted a request for \$4000 in the application as it would cover a substantial portion.

Thanks Chris and let me know if there is more detail or formality required. We appreciate it!

Regards

Betsy

Lighthouse Country Business Assn

lcba@shaw.ca

250-757-8442

Bowser Builders Supply

PO Box 113

6887 West Island Highway

Bowser, BC V0R1G0

250-757-8442

TO: Northern Community Economic Development Select Committee **DATE:** October 7, 2014

FROM: Chris Midgley
Manager, Energy and Sustainability **FILE:** 6750-01

SUBJECT: Northern Community Economic Development Program – Fall 2014 Proposals

Five applications for NCED funding have been received in time for consideration at the NCED Select Committee Meeting scheduled for October 16, 2014:

Table 1 lists the projects, amounts requested, and the total amount requested for the Fall 2014 intake.

Table 1: NCED Project Proposals (Spring 2014) – Appendices 1-5

Appendix	Applicant/ Project Name	Amount Requested
Appendix 1	Central Vancouver Island Job Opportunities Building Society/ BladeRunners' pilot youth employment program for RDN North	\$ 9,889.75
Appendix 2	Parksville Downtown Business Association/ FUNicular for Downtown Parksville (Feasibility Study)	\$7,500.00
Appendix 3	CycloTourismBC/ CycloTourism Regional Engagement Program for Businesses	\$ 15,000.00
Appendix 4	Parksville Curling Club/ 2014 Junior Curling Championships	\$ 3,500.00
Appendix 5	Lighthouse Country Business Association/ LCBA - Website	\$4,000.00
Total Amount of Funding Requested – Fall 2014		\$ 39,889.75

Financial information requested through the application process is provided as confidential material, under separate cover.

In the Approved 2014 Budget, \$50,623 was made available to the Northern Community Economic Development Program. Approximately \$1,000 of this total is allocated to advertising and other administrative costs. At the Spring 2014 NCED meeting, \$25,000 in funding was allocated to three projects. The remaining \$24,623 is available to fund local initiatives that enhance economic resilience in Electoral Areas 'E', 'F', 'G' and 'H', the City of Parksville and the Town of Qualicum Beach.

Respectfully Submitted,



Appendix 1:

Central Vancouver Island Job
Opportunities Building Society
BladeRunners' pilot youth employment
program for RDN North

Appendix 1: BladeRunners Pilot Project

Summary Evaluation

Proponent: Central Vancouver Island Job Opportunities Building Society (CVIJOBS)
Amount Requested: \$9,889.75
Summary: A portion of the costs to deliver BladeRunners – an employment program that provides basic training for at-risk youth to facilitate entry into the labour force.
Eligibility: CVIJOBS is an eligible organization. Providing costs for an experienced Program Coordinator to deliver the BladeRunner program on a pilot basis for the region is eligible as a **Targeted Operating Cost**.
Priority Areas: **Employment and Skills Training:** The proposed project brings a successful youth employment training program to the region on a pilot basis in 2015.
Tourism and Recreation: The program is tailored to the tourism and hospitality sectors that characterize the local mid-Island economy. Up to 12 youth will receive beneficial training, while supportive local businesses will benefit from the youth placements.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
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	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN		NA
Community Support:	Yes	No/ NA
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)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

NAME OF ORGANIZATION: Central Vancouver Island Job Opportunities Building Society (CVIJOBS)		AMOUNT REQUESTED: \$9889.75
MAILING ADDRESS: #110-198 East Island Highway Box #362 Parksville, BC V9P 2H3		
CONTACT PERSON: Cheryl Dill Executive Director	TELEPHONE NUMBER: 250.248.3205 ext 231 FAX NUMBER: 250.248.2287	E-MAIL ADDRESS: cheryl@careercentre.org

PROJECT TITLE: BladeRunners Pilot Project
PROJECT DESCRIPTION: The Central Vancouver Island Job Opportunities Building Society (CVIJOBS) aims to pilot a delivery of "BladeRunners" March-May, 2015. BladeRunners is an award winning employment program that is recognized nationally and internationally. It targets at-risk youth (15-30 years of age) and provides them with basic training designed to facilitate entry into the labour force. CVIJOBS would coordinate work experiences for participants, which lead to employment opportunities. The ultimate goal is for participants to gain sufficient skills and experience that will translate into a long-term attachment to the labour force. Please see the attachment for more information. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input checked="" type="checkbox"/> EA 'E' <input checked="" 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: Funds from the NCED will help to reduce the expenses involved in delivering the BladeRunners pilot project. More specifically, the funds will enable CVIJOBS to hire a temporary program coordinator to manage the delivery of the program. Please see the attachment for more information. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: There have been no grants received to date for this pending pilot project. Funds will be made available from Aboriginal Community Career Employment Services Society (ACCESS) due to underspending in other provincial program delivery locations. Our organization would receive up to a maximum of \$3500 per participant from ACCESS. (Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

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

BladeRunners pilot program will build skills and confidence for a minimum of 12 participants who will become attached to the local labour market in the areas of retail and hospitality. Providing trained workers, complete with a variety of skills, ideal for retail and hospitality directly benefits employers' abilities to recruit and retain employees and continue to provide service. This aligns with the RDN's goal of enhancing economic resilience for the Parksville-Qualicum and surrounding area. Preparing youth for the local workforce is an excellent youth retention method and a win for the local economy. (Please see the attachment for more information)

(Please attach additional pages as necessary.)

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

Enrolment, participation and completion data: This will indicate the level of engagement with unemployed or underemployed youth (15-30years) in our area.
 Successful Work Experiences: This will benefit both the participant and the employer for the length of the work experience, resulting in additional support to the business, potentially improving productivity, at little cost to the employer.

(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 financial statements for the current year and one year prior
- A copy of your organization's budget for the current year and one year prior
- Any supporting materials you consider necessary to communicate your project idea

SIGNATURE

Cheryl Poiré

DATE:

Oct 1, 2014

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:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

Project Description

The Central Vancouver Island Job Opportunities Building Society (CVIJOBS) aims to pilot a delivery of "BladeRunners" March-May, 2015. BladeRunners is an award winning employment programⁱ that is recognized nationally and internationally. It targets at-risk youth (15-30 years of age) and provides them with basic training designed to facilitate entry into the labour force.

As a delivery agent of BladeRunners, CVIJOBS would coordinate work experiences for participants, which lead to employment opportunities. The ultimate goal is for participants to gain sufficient skills and experience that will translate into a long-term attachment to the labour force. BladeRunners participants receive certified health and safety training, and learn life skills and job readiness skills that help them build self-esteem and confidence. Through workplace training and integration, BladeRunners participants acquire marketable skills that enhance their long-term employment prospects.

The BladeRunners program is funded annually through provincial and federal funds and the Aboriginal Community Career Employment Services Society (ACCESS) in Vancouver has been successful in receiving a good portion of the funding for the delivery in a variety of locations. CVIJOBS personnel recently met with the coordinator of ACCESS (Tom Galway) who indicated his support for a pilot of BladeRunners in the Parksville-Qualicum area since this region has never delivered the program previously.

The Central Vancouver Island Job Opportunities Building Society (CVIJOBS), is a non-profit organization that has been the primary employment services provider within the Parksville - Qualicum area for the past thirty-seven years. CVIJOBS currently delivers employment services at an employment resource centre known as The Career Centre and serves approximately 2,000 individuals each year through the Employment Program of British Columbia.ⁱⁱ

The resource-based industries that once dominated the local economy have been surpassed by growth in the retail, sales, tourism, service, wholesale trade, construction, and health and education sectors. 2011 Census information from the National Household Survey (NHS) for the Parksville and Qualicum Beach area (commonly referred to as Oceanside) indicates the largest portion of the labour force participates in these top three occupations: sales and service (25%), trades, transport and equipment operators and related occupations (15%) and business, finance and administration (14%). In the last six years, 17% of jobs posted on the Career Centre website were for retail salespersons, cooks and food and beverage servers.

This project will target the retail and hospitality sectors in the Parksville-Qualicum and surrounding regions. The Oceanside region is a Vancouver Island tourism destination. The majority of business in the area is based on tourism. The 2011 Census information from the NHSⁱⁱⁱ indicated retail trade as being the number one industry in Parksville and Qualicum, health care the second, with accommodation and food service being the third largest industry in the Parksville and Qualicum area. One of the longest-standing and largest tourism industry employers in the area, Tigh-Na-Mara Spa and Resort, employs approximately 270 employees.

The tourism industry has continued to grow and, in addition to new restaurants and attractions, new resorts opening in the past few years include The Beach Club, Oceanside Village Resort, Sunrise Ridge and most recently the Qualicum Beach Inn. Tourism and the high number of retirees also create spin-off businesses to meet the recreation needs of this demographic. The area includes seven golf courses and these businesses often post for positions on the CVIJOBS job posting site.

Retail trade is another component of the tourism industry and this region includes a number of smaller gift and retail shops as well as other supporting retailers, such as gasoline stations. The major employers in retail trade include grocery store chains such as Thrifty's, Quality Foods and Save-On-Foods. Many of these employers are open to hiring motivated youth for entry level positions and are keen support their grow within their organizations. Please see the attached letters of support which indicate support for the BladeRunners project delivered by CVIJOBS.

CVIJOBS collaborates with variety of agencies/groups in the Parksville-Qualicum/District 69 Region serving youth including the Society of Organized Services, Associated Family and Community Support Services, Family Resources Association, RDN, Parksville Alternative Secondary School, Discovery Youth and Family Substance Use Services and Ministry Children Family Development. All of these organizations regularly attend "Youth Link" meetings along with CVIJOBS. Youth Link was started in 2003 by School District 69 staff, representatives from the Ministry of Children and Families and community agencies and organizations to connect the support available in the community for youth and their families.

As in any community, many youth living within the Oceanside region are considered at-risk and high-risk because they have many barriers that include high school incompleteness, physical and mental health issues, drug and alcohol challenges, lack of transportation when living in a rural area, problems in the family home. These youth often find it difficult to secure and maintain employment. BladeRunners, recognized for its ability to re-build confidence, skills and labour market attachment will have a far reaching positive impact to the Oceanside area. Please see the letter from the Society of Organized Services indicating support for this initiative.

Describe in Detail what the Northern Economic Development Funds will be used for:

CVIJOBS intends to deliver a pilot of BladeRunners, a 12-week program in April-May 2015, targeting at risk youth (15-30 years of age). The program would consist of at least four weeks of training, including life skills and job readiness skills that will help participants build self-esteem and confidence. Participants would receive a wage (minimum wage) based on participation/attendance in this portion of the program. The training will focus on the essential skills that participants will require for entry level jobs in the retail and hospitality sectors. The remaining eight weeks consists of work experience, linking participants' skills and interests with supportive employers in the retail /hospitality sector who intend to hire.

Funds from the NEDF will help to reduce the expenses involved in delivering the BladeRunners pilot project. More specifically, the funds will enable CVIJOBS to hire a temporary program coordinator to manage the delivery of the program and cover a portion of the program support required. The success of the program is highly dependent on excellent support to participants during recruitment, program delivery and work experience. Participant attachment to the local labour market is the goal and having a program coordinator assigned to this project will facilitate identification and preparation of employers who are eager to provide an excellent work experience and possibly hire.

The project budget below provides details related to the program costs and grant request:

BladeRunners Pilot Budget (Based on 12 participants)	
Program Coordinator wage plus benefits	\$ 7,965.00
Program Support	\$ 3,672.75
Participant Wages	\$ 17,220.00
Life Skills	\$ 1,416.00
Job Search & Job Start workshops	\$ 1,416.00
Cashier Training	\$ 3,000.00
Standard First Aid	\$ 2,100.00
WHMIS	\$ 900.00
FoodSafe	\$ 900.00
Computer Technology Skills	\$ 2700.00
Customer Service Skills	\$ 3,000.00
Participant Support Expenses	\$ 6,000.00
Program Supplies	\$ 600.00
Program Graduation	\$ 500.00
Marketing	\$ 500.00
Total Expenses	\$ 51,889.75
Funding (ACCESS)	\$ (42,000.00)
Grant Request	\$ 9,889.75

Explain how your project supports the principles and priority areas of the program.

BladeRunners pilot program will build skills and confidence for a minimum of 12 participants who will become attached to the local labour market in the areas of retail and hospitality. Providing trained workers, complete with a variety of skills ideal for retail and hospitality directly benefits employers' abilities to recruit and retain employees and continue to provide service. This aligns with the RDN's goal of **enhancing economic resilience** for the Parksville-Qualicum and surrounding areas. Preparing youth for the local workforce is an excellent **youth retention** method and a win for the local economy.

This project will **facilitate cooperation** between CVIJOBS, local employers, training organizations such as Vancouver Island University and community organizations who support youth at risk.

Finally, the project addresses the priority area of **employment and skills training** because it serves as a transitional program for unemployed youth.

ⁱ See <http://www.bladerunners.info/about>

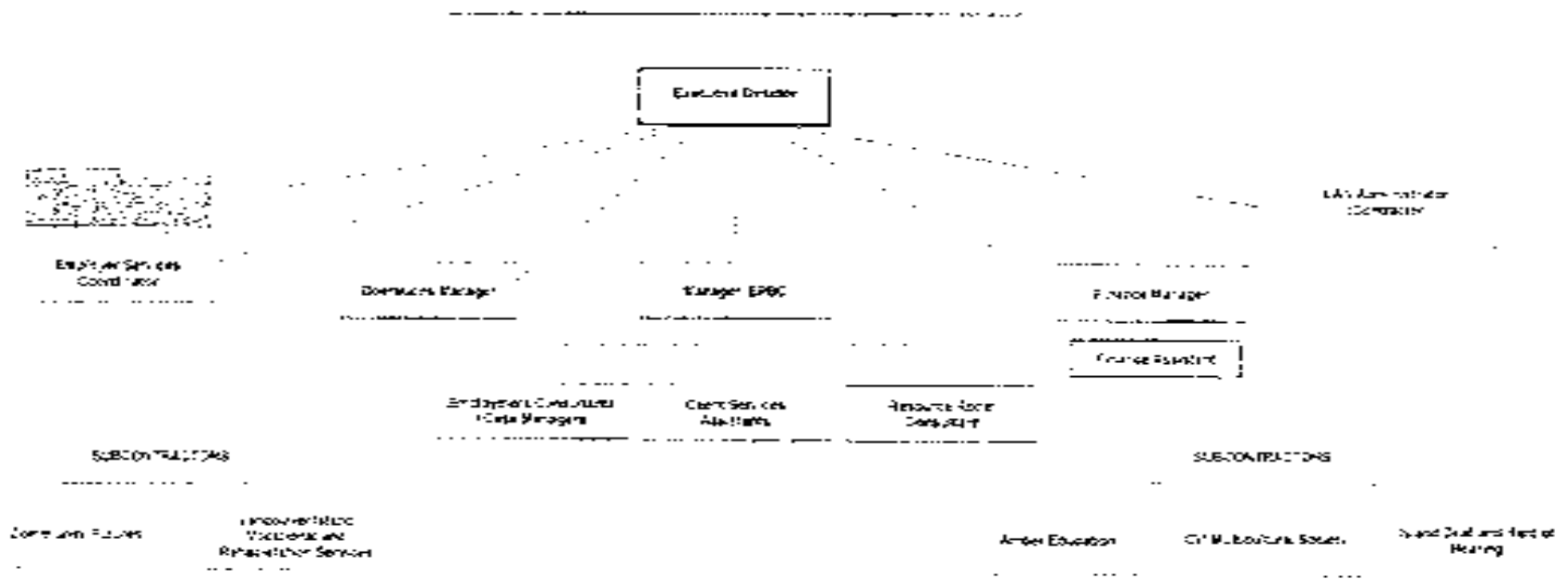
ⁱⁱ See <http://www.careercentre.org/>

ⁱⁱⁱ See <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CMA&Code1=939&Data=Count&SearchText=Parksville&SearchType=Begins&SearchPR=01&A1=All&B1=All&TABID=1>

CVJOBS ORGANIZATIONAL CHART

San Joaquin County

Board of Directors



September 24, 2014

Aboriginal Community Career Employment Services Society (ACCESS)
Tom Galway, Director of Bladerunners
Bladerunners
108-100 Park Royal South
West Vancouver, BC V7T 1A2

Attention Tom Galway:

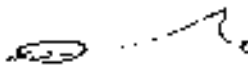
Re: Bladerunners Program Proposal for Parksville/Qualicum

It is our pleasure to provide our support and commitment to this very worthwhile program

CVIJOBS operates The Career Centre, a WorkBC Employment Services Centre, which provides the Parksville/Qualicum region with the Employment Program of BC. We have worked with The Career Centre in the past and have always been impressed with the professional service they provide to support us in our hiring needs.

We understand the importance of assisting youth to join the local economy and contribute to our community. The Bladerunners program will support youth in becoming self-directed, gaining valuable life and job maintenance skills and obtaining certificates to engage in employment opportunities. This in turn will create a larger workforce for us to obtain motivated and qualified candidates for upcoming positions.

Sincerely,



Paul Drummond

General Manager



September, 2014

Aboriginal Community Career Employment Services Society (ACCCESS)
Tom Galway, Director of BladeRunners
Bladerunners
106-100 Park Royal South
West Vancouver, BC V7T 1A2

Attention Tom Galway:

Re: Bladerunners Program Proposal for Parksville/Qualicum

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Sincerely,

Fausto Belicini – Executive Chef

Food & Beverages Manager



Quality FOODS

Box 1120,
Qualicum Beach, BC
V9K 1T3

September, 2014

Aboriginal Community Career Employment Services Society (ACCESS)
Tom Galway, Director of Bladerunners
Bladerunners
108-100 Park Royal South
West Vancouver, BC V7T 1A2

Attention Tom Galway:

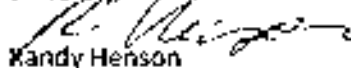
Re: Bladerunners Program Proposal for Parksville/Qualicum _____

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Sincerely,


Kandy Henson

Store Manager

Quality Foods Parksville



THE BEACH CLUB RESORT
PARKSVILLE • VANCOUVER ISLAND

September 25, 2014

Aboriginal Community Career Employment Services Society (ACCESS)
Tom Galway, Director of BladeRunners
Bladerunners
108-100 Park Royal South
West Vancouver, BC V7T 1A2

Attention Tom Galway:

Re: Bladerunners Program Proposal for Parksville/Qualicum

It is our pleasure to provide our support and commitment to this very worthwhile program

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Sincerely,

Arthur Wong
General Manager

September 22, 2014

Aboriginal Community Career Employment Services Society (ACCESS)
Tom Galway, Director of BladeRunners
Bladerunners
108-160 Park Royal South
West Vancouver, BC V7T 1A2

Attention Tom Galway:

Re: Bladerunners Program Proposal for Parksville/Qualicum

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CVJOBS operates The Career Centre, a WorkBC Employment Services Centre, which provides the Parksville/Qualicum region with the Employment Program of BC. We have worked with The Career Centre in the past and have always been impressed with the professional service they provide to support us in our hiring needs.

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Sincerely,



Julian Mayne
Elm Street Restaurants Inc.,
o/a: Tim Hortons
Parksville, BC
250-248-0054



**Society of
Organized
Services**

September 8, 2014

Colleen Dykslag, Employment Consultant
The Career Centre
Box 1362
#110-198 E. Island Highway
Parksville BC V9P 2H3

To Whom It May Concern:

Re: LETTER OF SUPPORT

This is to confirm that District 69 Society of Organized Services (SOS) fully supports the Career Centre in their efforts to bring the BladeRunners Program to this community.

Since 1968, SOS has provided a range of programs supporting children, youth, families, and seniors in District 69 (Parksville, Qualicum Beach, Nanoose, Bowser, Erington, Coombs, Whiskey Creek). SOS has established a well-respected, community-based, social service agency with strong relationships within the community, including other service providers, Ministries, businesses, and local municipalities. For more information on SOS, please see www.sosd69.com.

The SOS offers a number of different youth programs to the same target group, i.e. youth who range from 15 years of age to their early 20's. We recognize that these youth are often challenged to find appropriate employment and their barriers are often those identified in the BladeRunners criteria, i.e. High School incompleteness, physical and mental health issues, drug and alcohol challenges, residing in a rural location, coming from single parent families, etc. The BladeRunners program offers support and education to overcome these lifeskill and employment barriers to support the youth towards a successful employment outcome. We believe that the youth in our community would greatly benefit from this program being offered by the Career Centre and we are prepared to make appropriate referrals to this program.

Sincerely,

Rebate Sutherland
Executive Director

rs/s



September 22, 2014

Aboriginal Community Career Employment Services Society (ACCESS)
Tom Galway, Director of Bladerunners
Bladerunners
108-100 Park Royal South
West Vancouver, BC V7T 1A2

Attention Tom Galway:
Re: Bladerunners Program Proposal for Parksville/Qualicum

It is our pleasure to provide our support and commitment to this very worthwhile program

CVIJOBS operates The Career Centre, a WorkBC Employment Services Centre, which provides the Parksville/Qualicum region with the Employment Program of BC. We have worked with The Career Centre in the past and have always been impressed with the professional service they provide to support us in our hiring needs

We understand the importance of assisting youth to join the local economy and contribute to our community. The Bladerunners program will support youth in becoming self-directed, gaining valuable life and job maintenance skills and obtaining certificates to engage in employment opportunities. This in turn will create a larger workforce for us to obtain motivated and qualified candidates for upcoming positions

Sincerely,

Kelly Valade
Recreation Programmer, Regional District of Nanaimo

RECREATION AND PARKS DEPARTMENT

HEAD OFFICE

Qualicum Place
117 West Cordova Ave
Qualicum
BC V9A 2G7
Tel: 250-742-2252
Fax: 250-742-2254
E-Mail: 250-742-2257

Parksville Aquatic Centre

121-1250 St
Westview Park, BC
V9A 1A1
Tel: 250-742-2214
Fax: 250-742-2215

Appendix 2:

Parksville Downtown Business Association
FUNicular for Downtown Parksville (Feasibility Study)

Appendix 2: A FUNicular for Parksville Downtown

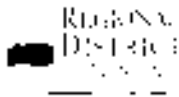
Summary Evaluation

Proponent: Parksville Downtown Business Association (PDBA)
Amount Requested: \$7,500.00
Summary: A 50% contribution to a feasibility study for a funicular tram linking Parksville’s Community Park to the commercial core of the downtown, creating a tourist attraction and a new way to bring Park visitors into the downtown.
Eligibility: The PDBA is an eligible organization. **Plans and Studies**, including feasibility studies to undertake economic development related projects is an eligible cost.
Priority Areas: **Tourism and Recreation:** A lack of connectivity inhibits visitor movement between the Community Park in Parksville and the downtown business area. A funicular will provide the linkage in a ‘quirky’, fun way, assisting movement between the park and local businesses. The feasibility study will assess the viability of the funicular.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success		N/A
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
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		N/A
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities		✓
Leads to increased economic activity or employment in the participating communities		N/A
Will attract business and investment to the Northern Communities of the RDN		✓
Community Support:	Yes	No/ NA
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)	✓	

Project Area: PARKSVILLE QB EA ‘E’ EA ‘F’ EA ‘G’ EA ‘H’



APPLICATION FORM

Northern Community Economic Development Program 2014

NAME OF ORGANIZATION:

Parksville Downtown Business Association

AMOUNT REQUESTED:

\$7,500

MAILING ADDRESS:Suite 201-177 Wold Street
Box 275
Parksville, BC V9P 2G4**CONTACT PERSON:**Pamela Bottomley
Executive Director**TELEPHONE NUMBER:**

250-248-8379

FAX NUMBER:**E-MAIL ADDRESS:**

info@parksvilleba.com

PROJECT TITLE:

A FUNicular for Parksville Downtown

PROJECT DESCRIPTION:

The need to improve connectivity and accessibility between Parksville's popular Community Park and the commercial core of downtown is acknowledged in Plan Parksville (2013 Official Community Plan), the 2006 Downtown Revitalization Plan, and the Community Park Master Plan. The lack of connectivity and accessibility is a barrier to economic development. PDBA will assess the feasibility of constructing and operating a small funicular as a fun yet practical way of moving people, including those with mobility issues, up and down the steep hill in and out of the downtown and park. The FUNicular would also provide a tourist attraction downtown. (See attached.)

(Please attach any supporting materials and documents produced as a result of the project.)

PROJECT AREA (SELECT ALL THAT APPLY):
 PARKSVILLE
 QUALICUM BEACH
 EA 'E'
 EA 'F'
 EA 'G'
 EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:

The funds would be used to partially fund a feasibility study. (See attached RFP)
 This study will determine if the funicular project is functional and sustainable.
 PDBA's Board has approved \$15,000 for the study in its 2015 budget.

(Please attach additional pages as necessary.)

LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:

(Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

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

It will provide a unique tourist attraction for Parksville Downtown.
 It demonstrates the special collaborative relationship between the PDBA as administrators of the Business Improvement Area and the City of Parksville. It has the support of multiple stakeholders.
 Provides a way for those with mobility challenges to access the park and makes it easy for all park users to support downtown shops and services, boosting our local economy.

(Please attach additional pages as necessary.)

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

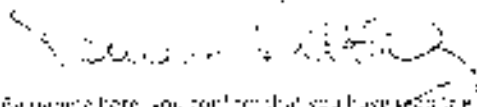
It will be a tourist attraction, bringing more visitors and their dollars into the downtown.
 It will enable more people to access the more than 200 shops and services, rather than just staying in the park because it is too difficult to get up the hill.
 It will create design, construction and operation jobs.
 It will demonstrate PDBA's strong economic development partnerships.

(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 *lyfa*
- A copy of a bank statement showing your organization's name and address
- A copy of your organization's financial statements for the current year and one year prior
- A copy of your organization's budget for the current year and one year prior
- Any supporting materials you consider necessary to communicate your project idea

SIGNATURE



DATE:

March 2014

By signing here, you confirm that you have read the Program Guidelines and that you are signing on behalf of the organization.

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: YES NO **AMOUNT AWARDED**

Please Note: The Regional District of Nanaimo is subject to the provisions of The Freedom of Information and Protection of Privacy Act and cannot guarantee that information provided can or will be held in confidence.



A FUNicular for Parksville Downtown

About the Parksville Downtown Business Association

parksvilledowntown.ca

Parksville Downtown Business Association ("PDBA") is a non-profit society designated by the City of Parksville to develop and undertake programs to promote, improve and beautify Parksville's downtown Business Improvement Area ("BIA"). The BIA extends from Jensen Ave. to the waterfront and from McMillan St. to McVickers St. and is home to more than 200 shops and services.

PDBA is governed by a volunteer board of directors comprised of property and/or business owners situated within the BIA. It is managed by an Executive Director who provides administrative support and is in charge of PDBA operations, projects and services.

In 2012, the City of Parksville and PDBA signed a Memorandum of Understanding ensuring that their productive partnership will continue and grow. The agreement enables a long term working relationship and ensures the viability and success of the downtown BIA.

Project

The City of Parksville is well known for its waterfront and Community Park; both are considered the "heart" of the city because residents and tourists spend a significant amount of time there. It is expected that people flow will continue to increase throughout the coming years due to new residential, hotel and resort developments. PDBA, as an organization focused on the improvement of downtown, wants to capture this growth opportunity with the objective of boosting economic activity within the BIA.

For many years, there has been a lack of people moving from the waterfront and Community Park to the downtown area. People who go to the Community Park by car regularly use the parking lot located within the park. Additionally, highway 19A divides downtown from the park and may be an impediment for pedestrian traffic.

The highway is part of the Vancouver Island Oceanside Route which brings heavier traffic than ordinary streets. This is a problem for the commercial area since those people seldom visit the shops located just in front of the park.

To address this issue, among others, PDBA is contemplating constructing a small funicular ("FUNicular") at the edge of the Community Park to strengthen the connection between the park and downtown. The primary aim of the project would be to increase the people flow and, consequently, improve the economic activity for more than 200 businesses that are established in the Business Improvement Area.

A funicular is usually built on a steep hill and works with two cars placed on rails which are pulled by a cable attached to each other. Cars are situated in opposite directions, one going up and the other going down. This gives a counterbalance to minimize the energy used to lift the car going up. However, there are a variety of funiculars with different specifications and modes of operation. Every funicular is adapted to complement its specific site.

PDBA believes the FUNicular would provide many benefits to Parksville's downtown as well as the surrounding Oceanside area, including:

- The project will be a clear link between the park and downtown commercial area. The FUNicular will enable park users to more easily access shops and services in Parksville's downtown, will increase the economic activity for all local businesses, and would generate more employment for the community.
- Many funiculars around the world were made for transportation purposes; however, nowadays many of them are used as an attraction for tourists and residents. PDBA believes that this project would provide a tourist and recreational attraction. The reason of using capital letters in the wordmark "FUNicular" is to highlight that the project is an attraction that will be FUN for everyone.
- The edge of the Community Park where the project would be located has a pedestrian way with a steep slope, which is quite difficult for people with disabilities to use. The project would improve accessibility for those with mobility challenges who want to move from the park to downtown and vice versa.

- As mentioned before, PDBA works closely with the City of Parksville. The project supports the strategy approved by City Council as outlined in *Plan Parksville*, in the *Downtown Revitalization Strategy* which mainly focused on creating an attractive and convenient pedestrian-friendly downtown, and in the *Community Park Master Plan*. Additionally, the FUNicular project aligns with PDBA's main role and vision: the enhancement of Parksville's downtown and driving positive change.

Feasibility study

PDBA is seeking the support of the Northern Community Economic Development fund ("NCED") in order to move the project forward. PDBA will hire a consulting firm to perform a feasibility study to determine if the project would be functional and sustainable. The main topics to be considered on the feasibility study are:

- Usage projection to determine the number of people using the FUNicular during different seasons and over the years. This projection will be the basis for the economic impact measurement.
- The ideal size and capacity of the FUNicular based on usage projections.
- The capital required for building the FUNicular and yearly maintenance costs.
- Recommendations regarding the right locomotion to be built (counter balance or electrical).
- Recommendation of an ideal location to construct the FUNicular focused on increasing the flow of people. This location will be analyzed together with engineer recommendations and look for the ideal location in terms of construction and economic benefits. PDBA and the City have a preferred location but it needs to be formally assessed.

This study will provide PDBA with the necessary information for decision makers and stakeholders to have a clear understanding of the strengths and weaknesses of the project. The feasibility study will be used to determine the next steps for moving forward with the project.

Conclusion (Principles and priority areas covered)

This project is a reflection of the strong working partnership between PDBA and the City of Parksville and a clear example of the productive relationship formalized in the Memorandum of Understanding signed in 2012. To achieve broader results and stakeholder benefits, PDBA has requested the support of Parksville Chamber of Commerce, Parksville Qualicum Beach Tourism Association and Access Oceanside Association.

PDBA is a key player in the City of Parksville, providing real solutions and always aiming to create regional benefits. This project will address a long-standing city issue and will bring economic benefits to more than 200 businesses. Furthermore, the project will promote tourism, strengthening Parksville Downtown and Oceanside as a destination.





Request for Proposals – A FUNicular for Parksville

The Parksville Downtown Business Association (PDBA) seeks proposals from qualified consultants for assessment of the feasibility of constructing and operating a small funicular (branded as FUNicular) in Parksville's downtown Community Park.

About PDBA

PDBA administers the Business Improvement Area (BIA) in Parksville, BC. The BIA was recently renewed for the second time. Its establishment bylaw extends until the end of 2019, enabling PDBA to consider and plan long-term projects that align with its mandate -- the enhancement and promotion of Parksville Downtown. www.parksviledowntown.ca

About the FUNicular project

An ongoing issue, and, literally, a barrier to economic development in the downtown core, is the lack of connectivity and accessibility between the popular Community Park and the shops and services downtown. Once people are in the park, it is difficult to get back up the steep hill to Highway 19A and then across the highway and into the commercial area. The many events in the park, especially during peak tourist season, create minimal economic spinoff to downtown businesses.

The need to improve connectivity and accessibility has been acknowledged in Plan Parksville 2013 Official Community Plan, the 2006 Downtown Revitalization Plan, and the Community Park Master Plan. www.parksville.ca

PDBA considers the construction of a funicular to be a fun, yet practical, way of moving people, including those with mobility issues, up and down the steep hill in and out of the downtown and park. Practical and strategic considerations aside, it would also provide a "quirky", unique attraction in the downtown core, supporting the branding of both PDBA and the Parksville Qualicum Beach Tourism Association (PQBTA). The community has invested heavily in the latter. www.visitparksvillequalicumbeach.com

The project has received verbal support from the City of Parksville, the Parksville and District Chamber of Commerce, and the PQBTA. Support will also be sought from the Access Occan-side Association and the Parksville Lions Club, which has a number of recreation installations in the Community Park. This includes the Outdoor Fit Gym for those with mobility challenges to which PDBA donated \$3,000 in 2013.

...2

Scope of Work

PDBA requires the consultant to:

- assess PDBA's preferred location, which was chosen in conjunction with its key partner the City of Parksville;
- provide usage projections and assess the potential for year round use;
- provide size and carrying capacity projections;
- recommend the best type of locomotion – counterbalance or electrical or other;
- provide a range of capital and maintenance costs related to above.

Proposal Requirements

Proposals must include:

- professional credentials that support the consultant's ability to assess the feasibility of the FUNicular project.
- details of previous similar work, including three references;
- outline of general approach, timeline and key dates;
- budget;
- name of person(s) conducting the study and their bio(s).

Submission deadline

PDBA requests written proposals by Dec. 1, 2014.

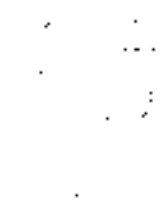
Contract award and project completion

It is anticipated that the contract will be awarded by Dec. 19, 2014.

Final report must be received by Feb. 27, 2015.

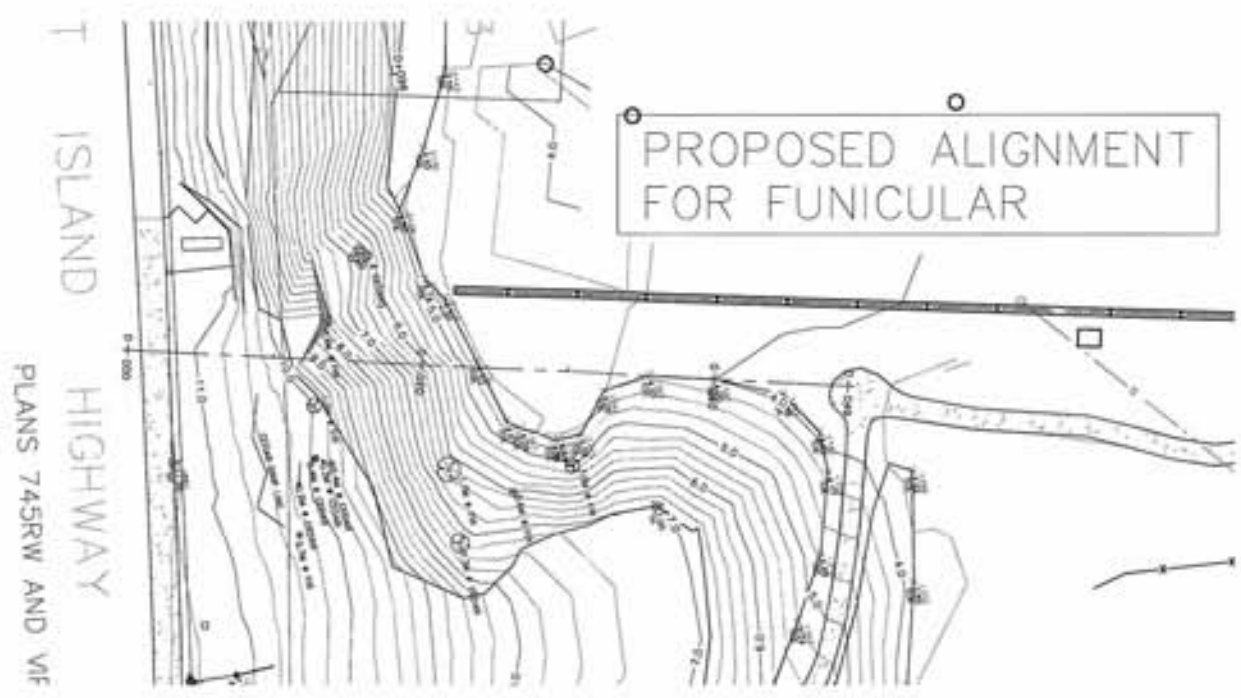
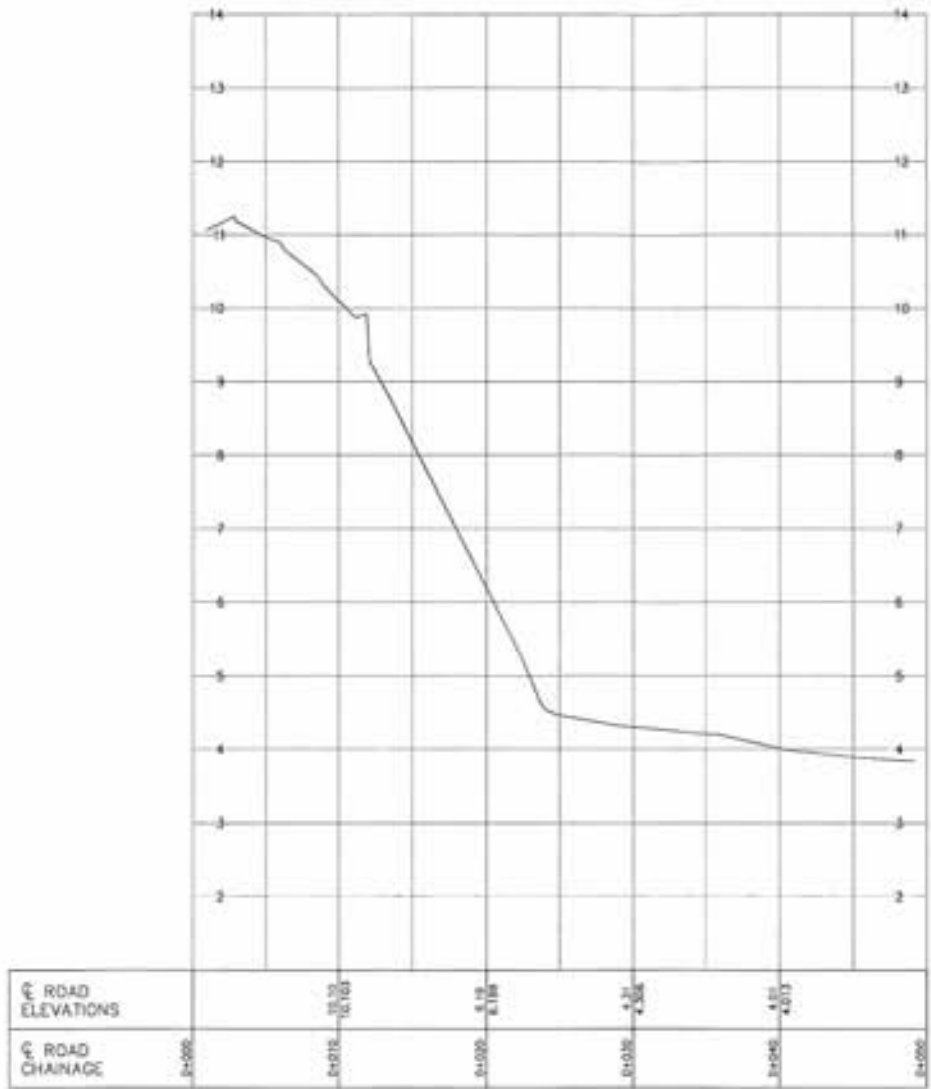
Further information is available from:

Pamela Bottomley, Executive Director
Parksville Downtown Business Association
201-177 Weld Street, Parksville, BC V9P 9E4
P : 250-248-8079 E : info@parksvillebia.com









Prepared by **Timberlake-Jones engineering** PARKSVILLE DOWNTOWN BUSINESS ASSOCIATION
 14300 Professional Centre
 Suite 201 - 117 West Street
 PO Box 99
 Parkville, MO, VSP 202
FUNICULAR PROJECT

No.	Date	Revisions	By
1	05/24/14	REQUEST FOR PROPOSALS	MTJ

Scale: 1:500 Design: MTJ Drawn: MTJ Drawing Number: **P1** Revision: **A**

Appendix 3:
CycloTourismBC
CycloTourism Regional Engagement
Program for Businesses

Appendix 3: CycloTourism BC: Regional Engagement Program for RDN Businesses

Summary Evaluation

Proponent: British Columbia Cycling Coalition (BCCC)
Amount Requested: \$15,000
Summary: A three phase project (\$5,000 requested for each phase) to develop a regional economic impact statement; undertake business development workshops, illustrate marketing potential, and develop route maps; and to develop a regional CycloTourism strategy for participating NCED communities.
Eligibility: The BCCC is an eligible organization. Eligible costs in the proposal include **Events; Plans and Studies;** and **Targeted Operating Cost.**
Priority Areas: **Employment and Skills Training:** The project will help businesses develop the skills to tap into the CycloTourism market. **Arts, Culture and Media:** The project promotes arts and cultural activities in non-urban areas to promote regional tourism. **Agriculture and Aquaculture:** The project will target growth in agri-tourism. **Tourism and Recreation:** The program aims to create new tourism markets, with positive economic impacts to the local hospitality sector.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
New and Unique:	Yes	No/ NA
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	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
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)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

NAME OF ORGANIZATION: British Columbia Cycling Coalition/ CycloTouring BC		AMOUNT REQUESTED: \$15,000
MAILING ADDRESS: City Square, P.O. Box 47104 15-555 West 12th Ave. Vancouver BC V5Z 3X7		
CONTACT PERSON: Jack Becker	TELEPHONE NUMBER: 604-681-5744 FAX NUMBER:	E-MAIL ADDRESS: hjihbecker@me.com

PROJECT TITLE: CycloTourism BC: Regional Engagement Program for RDN Business (Northern Communities)
PROJECT DESCRIPTION: CycloTourism BC is a program of the BC Cycling Coalition. The Regional Engagement Program is a project to be delivered to businesses in the Northern Communities of the RDN in three phases. Phase 1: Regional/ Local Economic Impact Statement Phase 2: Business Development, Cycle Tourism Market Potential Workshop, Cycle Route Mapping. Phase 3: CycloTourism Strategy, Marketing, and CycloTourism Friendly Business Workshop Please see attached for details. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input checked="" type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: Through the BC Cycling Coalition, the CycloTourism Program is requesting \$5,000 for each of the Phases for the Regional Business Engagement Program. Please see the attached for detailed funding plans for each Phase. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: Mountain Equipment Coop: Access and Activity Grant (\$15,000, applied) Upon award of funding, other companies will be approached for additional funding. (Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

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

Please see attached for a detailed explanation of how the Regional Business Engagement Program supports the principles and priority areas of the NCED program.

(Please attach additional pages as necessary.)


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

Please see attached for a description of the economic benefits that will result from the Regional Business Engagement Program

(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 financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE 	DATE: 2014-09-28
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:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.



2014-09-30

Grant Application – Regional District of Nanaimo – Northern Communities Economic Development Program

CycloTouringBC, a British Columbia Cycling Coalition Program, is pleased to submit this grant application to the Regional District of Nanaimo and its Northern Communities Economic Development Program. This grant application is directed towards regional and local retailers and businesses who could be benefiting from the global growth of touring on bicycles. The CycloTourismBC Program is working toward a significant growth of cyclotourism in this province. The direct benefactors of this growth are retailers, accommodation providers, and other businesses that have products and services that cyclotourists are looking for. This grant application is an opportunity for Northern Communities to benefit from an effort to create a Sunshine Coast Circular Route supplemented with Northern Communities local Hub and Spoke and Day Tripping routes and destinations.

CycloTouringBC is offering the RDN a three phase grant proposal, each phase an extension of the other, so that the RDN can choose which level of grant award would interest it the most and be most effective for the Northern Communities.

In addition to the information requested, additional material is provided. Two documents are provided on the CycloTouringBC Program. We did not have time, due to other commitments, to go back to supporters of the MEC grant application to modify their letters for this application. We are attaching their letters for your information.

Coincidentally to submitting this application, CycloTouring BC will be holding its third annual workshop in conjunction with BC Bikes Conference being held in Victoria, October 17 to 19. The CycloTouringBC 2014 Workshop, in its day program for the 17th, will have a session for regional / municipal / provincial people only along with quasi-governmental organizations and their consultants. Also on the 17th, there will be a session for business people, business organizations, and tourism organizations. On the 18th in the afternoon, there will be a workshop – CycloTouringBC Region Workshop – Mapping of Routes and

Destinations. For your information, advertisements for these sessions are also attached. Please feel free to pass on to your colleagues and others that you feel may have interest in these sessions and the Workshop program. We hope to see you there. It would be an interesting way to see our program and get involved in it.

We are unable to provide a couple of requested documents at this time and will forward these as soon as we receive them.

The project propose to you is a collaborative process and we will endeavour to involve local organizations, including business, tourism, and cycling associations. Their involvement is key to the degree that this program will maximize the benefits to local retailers and businesses.

We would be pleased to discuss this application further with you.

The best ways to reach me is by e-mail. Voicemail messages are best to leave on my Vancouver number – 604-681-5744. These are delivered by e-mail to me very efficiently. I am currently travelling. As I will be in Calgary for the October 1st to 16th, I will be able to respond to any telephone discussion at a time convenient to you.

A handwritten signature in black ink, appearing to be 'JB' or similar initials, written in a cursive style.

Jack Becker
Director, BCCC
Director, CycloTouringBC Program

PROJECT TITLE:

The Northern Community rollout of CycloTouring BC's Regional Engagement Program for Businesses

NAME OF ORGANIZATION: The British Columbia Cycling Coalition, CycloTouringBC, a BCCC Program

The BCCC, registered under the British Columbia Not-for-Profit Society Act. Registration number: S-0039294. Date of incorporation: January 11, 1999

AMOUNT REQUESTED: \$15,000

MAILING ADDRESS:

City Square, P.O. Box 47104
15-555 West 12th Ave
Vancouver BC V5Z 3X7
Canada

CONTACT PERSON:

Jack Becker
Director of the BCCC
Director of the CycloTouringBC Program

TELEPHONE NUMBER:

604-681-5744

E-MAIL ADDRESS:

hjehbecker@me.com

BACKGROUND

Touring by bicycle is a global growth market providing benefits for regional economies, its retailers, and its businesses. British Columbia has yet to pursue these benefits. Other provinces and states have with annual expenditures by touring cyclists of \$200 m + in Québec, \$300 m in Ontario, and \$360 m in Oregon.

CycloTouringBC, a British Columbia Cycling Organization program, is working towards significantly increasing cyclotouring in this province allowing your region to benefit from the local economic impact on your retailers and businesses.

In order to increase cyclotouring significantly in the Northern Communities, a marketable product needs to be created. The Sunshine Coast Circular Route through the Northern Communities is envisaged as the marketable entity for the BC, Cascadia, Canada, and global market. The grant request and the Project will further the development of this Circular Route product and prepare businesses for capturing some of the economic benefits, mainly increased revenue, from increased cyclotourism. Discussions are underway for additional segments of this Circular Route.

In addition, this Project will also develop advertisable routes focusing on the Northern Communities and providing opportunities for local retailers and other businesses to showcase their locations for drawing in the cyclotourists.

PROJECT DESCRIPTION:

CycloTourism BC is a program of the BC Cycling Coalition. The Regional Business Engagement Program is a project to be delivered to businesses in the Northern Communities of the RDN in three phases.

Phase 1: Regional/ Local Economic Impact Statement (\$5,000 requested)

This phase will provide a forecast of economic impact and set the stage for retailers and businesses for preparing themselves for realizing the business activity and revenue growth advantages that cyclotourism offers.

Businesses and local governments want to understand the effects of significant growth of cyclotourists on their region and themselves. A Regional / Local Economic Impact Statement will be prepared providing the impact that cycling touring will have on local businesses, especially the eateries, hospitality and accommodation trades, along with other business sectors and employment. The Statement will also provide an estimate of cyclotourist traffic.

Components of Phase 1:

- Regional / Local Economic Impact Statement Development

Phase 2: Business Development, Cycle Tourism Market Potential Workshop, Cycle Route Mapping. (\$5,000 requested)

This phase will set the stage for retailers and businesses for preparing themselves for realizing the business activity and revenue growth advantages that cyclotourism offers.

Businesses will be exposed to the potential of cyclotourism within their region, the target cyclotouring customers to be pursued, the steps to showcasing their locations globally, and the design elements in a customized, marketing product offering.

Retailers and businesses will be exposed to showcasing their locations globally using CycloTouringBC's trip planning map tool on the Internet, geo-referencing locations and stories, and the travel blog. Businesses will be able to guide cyclists to their locations on comfortable cycling routes. The Northern Communities will have another targeted marketing tool for showcasing desirable routes and destinations that would appeal to cyclotourists. Retailers, businesses, and the Northern Communities be exposed to another marketing channel by storytelling to targeted cyclotouring customers on CycloTouringBC's travel blog and geo-referencing these stories on the map tool.

Components of Phase 2:

- Adapting the CycloTouringBC Regional Engagement Program for the Northern Communities
- Developing interest in the business community in the growing cyclotouring market.
- Mapping and geo-referencing routes and destinations within the Northern Communities of the Sunshine Coast Circular Route, local hub and spoke routes, and day tripping routes for both Internet access and hard copy.
- Workshop for businesses focusing on market potential, tools for attracting cyclotourists,
 - Including exposure to CycloTouringBC's tools
 - Trip planning map
 - Travel blog
 - CycloTourist-Friendly business program
 - Business preparedness for cyclotouring traffic assessment
 - Consultative services

Phase 3: CycloTourism Strategy, Marketing, and CycloTourism Friendly Business Workshop (\$5,000 requested)

This phase will set the stage for retailers and businesses for preparing themselves for realizing the business activity and revenue growth advantages that cyclotourism offers. CycloTouring product offering by businesses will be enhanced with a training session. The region will be investigated for its infrastructure preparedness for cyclotourists. Creating awareness globally of cyclo-touring in the region will be built into a marketing program focused on targeted cyclotouring customers.

Marketing of the region and its retailers and businesses will be enhanced with workshops focused on business and its staff prepared for servicing cyclotourists, a cyclotourism sector marketing strategy and program development, and on a network and infrastructure cycling account development solely focusing on cyclotourists.

Components of the Phase 3:

- Local and Regional cyclotouring strategy with a marketing program, incorporating marketing on the CycloTouringBC blog and website.
- CycloTourists Friendly Businesses Workshop
- Regional Workshop on Infrastructure Supporting CycloTouring Business

FUNDING PLAN

Project Activities		Funding Plan			
		RDN Grant	In-Kind Funding	Workshop Fees	Other Sources
Phase 1	Regional / Local Economic Impact Statement Development	\$5,000	\$1,200		\$5,000
	Subtotal for Phase 1	\$5,000	\$1,200		\$5,000
Phase 2	CycloTouringBC Program Adoption	\$300	\$1,000		
	Marketing the Project	\$400	\$2,000		
	Media Campaign		\$500		
	Workshop for Businesses	\$1,000	\$4,000	\$875	*
	Mapping Routes, Northern Communities	\$2,000	\$1,480		*
	Report and Next Steps	\$300	\$1,000		
	Project Management and Project Initiation	\$500	\$10,400		
	Project Administration and Business Control	\$500	\$1,560		
	Subtotal for Phase 2	\$5,000	\$21,940	\$875	
Phase 3	Local and Regional cyclotouring strategy with a marketing program	1000	800		1000
	CycloTourists Friendly Business Workshop	2000	2000	3750	1000
	Regional Workshop on Infrastructure Supporting CycloTouring Business	2000	2000	1500	7000
	Subtotal for Phase3	\$5,000	\$4,800	\$5,250	\$9,000
Total - \$63,065		\$15,000	\$27,940	\$6,125	\$14,000

(As a precursor to the Project, a Regional CycloTouring Workshop – Routes and Destinations will be held in the Northern Communities (Parksville, proposed) with cyclists and interested parties for identifying routes and destinations as described in the mapping activity. Funding for this workshop is proposed to come from other sources than this grant and in-kind contributions.)

LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:

Grants applied for:

MEC (Mountain Equipment Co-op) Access and Activity Grant

Upon award of this grant, other companies will be approached for additional funding.

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

The project will make positive contribution to the RDN Program and its vision, goal, and priority areas. The project is consistent with the vision, especially with employment, vibrant downtowns, and variety of businesses, regional healthy economy, environmentally responsible businesses, and environmentally friendly services. The enhanced economic resiliency goal will also be contributed to, especially regional expertise in emerging sectors, local value-add economy, local entrepreneurship, facilitating cooperation, and creating regional benefits. Priority areas are also supported with the project, including employment and skills training, promotion of arts and cultural activities, and promoting regional tourism. The CycloTourist-Friendly business Program, the CycloTouringBC trip planning map, and the CycloTouringBC travel blog fit well to contribute to the priority areas of the RDN Program.

The proposal is targeted to provide conditions where local businesses within the Northern Communities of the RDN would be able to benefit from the global market growth of touring with one's bicycle (referred to in this submission as "cyclotouring") with increased retail, accommodation, bike shops, and other store traffic and revenue and profit.

The proposal would lead to the implementation of the British Columbia Cycling Coalition's CycloTouringBC Program and specifically the Region Engagement Program. The CycloTouringBC Program is working towards a significant growth of cyclotouring within British Columbia. This proposal would focus on the RDN and especially the Northern Communities.

Proposal fit with **Vision:**

The CycloTouringBC program would fit well with the RDN's Northern Community Economic Development Vision and specifically:

- **Employment in a wide variety of interesting and rewarding occupations.** This proposal would support the customer service segment.

- **Vibrant downtowns.** With increased cyclotouring traffic within the Northern communities, there would be greater demand for downtown type of retailing outlets that tourists like to visit during the day and evening.
- **Wider variety of different sizes and types of business.** This proposal would focus on the touring support businesses from the smallest (B&Bs) to large one, such as hotels and motels.
- **Regional healthy economy that continues to diversify and grow.** This proposal supports the "diversify and grow" vision, as it would focus on significantly growing the cyclotouring trade with global exposure. A higher portion of monies that cyclotourists spend on their trips tends to stay locally and support lower-paying work in the accommodation and eatery businesses.
- **Businesses are environmentally responsible and systems are in place to favour these businesses.** Cyclotourists tend to drift to environmentally responsible businesses and the CycloTouringBC's Cycling-Friendly Business Program supports this vision.
- **Residents favour environmentally friendly services.** Growth of cyclotouring will come from within the RDN and also outside from the province, nationally, and globally. Such services will be supported both from local cyclotourists and from national, Cascadia, and global visitors.

The CycloTouringBC Program proposed fits well with the **Goal: Enhanced Economic Resilience:**

Developing regional expertise in emerging sectors. CycloTouring is an emerging growth sector globally and will continue to benefit from global growth of population and personal income. This sector is also a benefactor of the growing portion of retirees. With this program, the Northern Communities would have an opportunity to develop expertise in the cyclotouring sector market. This program would also support the growth of the "local value-add economy" as the business benefactors tend to be in the service sector. The CycloTouringBC Program and the growth of cyclotourism are ripe for local entrepreneurs to develop new services and products.

This program is supportive of the "**Facilitate Cooperation**" goal as the Program success is based on collaboration during the growth stage and then in future years. The goal of "Create Regional Benefits" is supported, as a greater portion of monies that cyclotourists spend will remain local, not find its way to oil producing regions as is with car-based tourism. CycloTourists tend to go slower and spend more time in a region.

Proposal fit with **Priority Areas**:

The CycloTouringBC Program proposed for the RDN fits well with the Priority Areas of **Employment and Skill Training**, especially the CycloTourist-Friendly Business Program. The priority area of **Promotion of Arts and Cultural** activities in non-urban areas to promote regional tourism is supported by the CycloTouringBC trip planning map and the CycloTouringBC travel blog. As an example, one of the entrepreneurial outcomes of this Program could be a local start-up business in cycling farm tours. This program has been successful in other regions.

The **Tourism and Recreation** priority area is supported through the CycloTouring BC offerings to draw people to the region, including the Cyclists-Friendly Business Program, the trip planning map, and the travel blog.

Eligibility of the Project

The project proposed would include seminars (events) within the Northern Communities. The benefits from the program would be realized by business within the Northern Communities. The economic benefits would flow to eateries, accommodation providers, bike shops, grocery outlets, specialty retailers and companies, and tourism providers, among others.

Eligible Costs

Costs incurred with this project would fall into the areas of **Plans and Studies, Events, and Targeted Operating Costs**.

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

Implementation of the proposed project should result in local economic benefits for Northern Communities' retailers, accommodation providers, and other stores and businesses of interest to tourists, especially those on bicycle. The metrics influenced by this project would include:

- Uptake of the Cyclists-Friendly Business Program,
- Local business usage of the CycloTouringBC trip-planning map, and
- Taking advantage of the CycloTouringBC travel blog, and the growth of cyclotourism.

Economic impact on local retailers and service providers, especially the accommodation providers, should range from an entry-level low of \$65,000 during the prime cyclotouring season to the \$1 million range with a mature cyclotouring market in place in the Northern Communities.

Measurement areas:

- **Cyclists-Friendly Business Program**
 - Number of businesses attending workshop
 - Number of businesses signing up for program
 - Number of businesses committing to become accredited for program
 - Number of business signing up for training program (within one year of workshop)
- **CycloTouringBC Trip Planning Map**
 - Number of businesses signing up for one of three levels of promoting their operations on the map. (12-month result after workshop)
- **CycloTouringBC Travel Blog**
 - Number of businesses featuring their operations on the blog with a global reach, including storytelling and advertising. (12-month result after workshop)
- **CycloTourism Growth:**

Growth inspired by this project should start to happen within 12 months after the project. Some potential monitoring and measurement areas and potential targets include:

- CycloTourist-Friendly Business growth monitoring – visitors, revenue growth
- Cyclotouring traffic within the Northern Communities
 - Day Trippers – Target-1% of population undertakes day tripping
 - Weekend Wanderers – Target-5,000 visit and stay in the region
 - CycloTourists – Target-1,000 visit and overnight in the Northern Communities for the prime season.
- CycloTouring traffic target and economic impact within the Northern Communities
 - Entry-level target – Day Trippers – 50 cyclotourists per day on trip planning map designated cyclotouring routes for the prime cyclotouring season (100 days). Economic target - \$65,000 expenditures for the prime season, mainly in café, coffee shops, convenience stores, and eateries.
 - Mature market target – Weekend Wanderers and CycloTourists – Average 100 cyclotourists per day on trip planning map designated cyclotouring routes for the prime cyclotouring season (100 days). Economic target - \$1,000,000 expenditures for the prime season, mainly in accommodation providers, eateries, café, coffee shops, grocery and convenience stores, bike shops plus provincial and federal taxes.
 - Mature market target - Bike Shops - Revenue growth monitoring and target of sales and services generated from growth of local day tripping and cyclotouring visitors.

the British Columbia Cycling Coalition Organizational Structure

2014-09-28 Version

Members - the
British Columbia
Cycling Coalition

Board of
Directors

President

Executive Committee	Board Development Committee	Program Development and Funding Committee	BC Bikes Conference Committee	Motor Vehicle Act Committee
President Vice- President Secretary Treasurer				

Programs

CycloTouringBC	Hazardous Roads Mapping	Kids on Wheels	Streets for Everyone		
Program Director	Program Director	Program Director	Program Director	Program Director	Program Director



CycloTouringBC 2014 Workshop

October 17 and 18

at the Harbour Towers Hotel, Victoria, BC, Canada

as part of the

[BC Bikes Conference](#)

CycloTouringBC, a [British Columbia Cycling Coalition](#) program

A Workshop for:

Municipalities, regions, districts governments

Transportation providers – Transit, ferry service, inter-city transportation, airlines
and airports

Local destination operators, government parks operators

Consultants serving governments

Cyclotouring - \$ Forsaken in BC

\$200 m + in Québec, \$300 m in Ontario, \$360 m in Oregon

Touring cyclists, economic growth for your region

Increasing your region's exposure to touring cyclists

Lure cyclists to your region shops

CycloTouringBC Programs and your region

Cyclist-Friendly Business Program

Preparing your region for cycling tourists

Preparing your local retailers and businesses for cycling tourists

Showcasing your region on the Trip Planning Map and Blog

Workshop's program and registration at <http://www.bcbikes.net>



CycloTouringBC 2014 Workshop

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[BC Bikes Conference](#)

CycloTouringBC, a [British Columbia Cycling Coalition](#) program

So, what is the potential of the CycloTouring market in this region? How large is it in revenue contributions to regional and local economies and taxes of governments? What level of regional employment does this market provide? What businesses have an opportunity of benefiting from it? How does it support regional strategies for vibrant communities? What is the impact on the health of the community and demands on the health care system? What is the cyclotourism market segmentation?

CycloTouringBC 2014 workshop, an opportunity for insight into the impact of touring cyclists on the local economic; touring cyclists recognized as customers; touring cyclists' perceived as valued customers; the region and its retailers prepared for cyclotouring customers.

Join this workshop exploring the market potential of touring cyclists. Increase your understanding of CycloTouringBC's programs and services. Garner more insight into the potential for your region with a Local Economic Impact Statement and your local business with a cyclist-friendly business program and business designation. Ascertain the potential ramification on local work force. Increase understanding of which type of business has potential for growth, which not. Gain global exposure with direct marketing to targeted cyclotourists through visibility on the Blog and the Trip-Planning Map. Explore target-specific marketing strategies focusing on cyclotouring. Further, showcase your region, local destinations, points of interest, and its businesses with advice from the consultative services of CycloTouringBC. Advance the level of accessibility of your region for cyclists; cyclotouring region accessibility assessment.

Touring by bicycle is a global growth market providing benefits for regional economies, its retailers, and its businesses. British Columbia has yet to pursue these benefits.

Workshop's program and registration at <http://www.bcbikes.net>



CycloTouringBC 2014 Workshop

October 17 and 18

at the Harbour Towers Hotel, Victoria, BC, Canada

as part of the

[BC Bikes Conference](#)

CycloTouringBC, a [British Columbia Cycling Coalition](#) program

A Workshop for:

Retailers, eateries, grocery outlets, snackeries, trip supplies

Accommodation provider -hotels, motels, hostels, B&Bs, campgrounds

Bike shops, bike rental, bike tours, bike clothing, accessories

Businesses, entertainment, local attraction operators, tourist service suppliers

Business Organizations, Tourism Organizations

Cyclotouring - \$ Forsaken in BC

\$200 m + in Québec, \$300 m in Ontario, \$360 m in Oregon

Touring cyclists, your business growth customers

Increasing your business exposure to touring cyclists

Lure cyclists to your shop

CycloTouringBC Programs and your business

Cyclist-Friendly Business Program

Preparing your shop and business for cycling tourists

Showcasing your shop on the Trip Planning Map

Workshop's program and registration at <http://www.bcbikes.net>



CyloTouringBC 2014 Workshop

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[BC Bikes Conference](#)

CyloTouringBC, a [British Columbia Cycling Coalition](#) program

Cyclotouring \$ Forsaken in BC

\$200 m + in Québec

\$300 m in Ontario

\$360 m in Oregon

\$40 m on the Great Allegheny Passage

\$60 m on the North Carolina Northern Outer Banks

What will this workshop do for my businesses' revenue growth, its profit growth?

CyloTouringBC 2014 workshop, an opportunity for insight into increasing the revenue-generating capacity of your business. Touring cyclists recognized as customers. Touring cyclists' perceived as valued customers. Staff prepared for cyclotouring customers.

Join this workshop exploring the market potential of touring cyclists. Increase your understanding of CyloTouringBC's programs and services. Garner more insight into the potential for your business with a cyclist-friendly business program and business designation. Increase understanding of which type of business has potential for growth, which not. Gain global exposure to targeted cyclotourists through visibility on the Blog and the Trip-Planning Map. Further, showcase your retail outlet or business with advice from the consultative services of CyloTouringBC. Advance the level of accessibility of your business for cyclists; cyclotouring business accessibility assessment. Participate in a discourse on staff and the CyloTouring Customer, the interface, the experience, the training.

Touring by bicycle is a global growth market providing benefits for regional economies, its retailers, and its businesses. British Columbia has yet to pursue these benefits.

Workshop's program and registration at <http://www.bcbikes.net>



The CycloTouring BC Program



Visions for:

- Cycling Touring in British Columbia
- CycloTouringBC as a Tourism Sector Initiative
- The CycloTouringBC Organization

Products and Services

The objective of the CycloTouringBC Sector Initiative is to substantially increase cycling tourism in this province.

© CycloTouringBC, a British Columbia Cycling Coalition Program, 2014

Background

Globally, touring with a bicycle is a growing quickly yet British Columbia is not sharing in this growth, even with its unmatched, majestic, natural splendour. The highways and byways of this province are not filled with cyclists experiencing the sceneries of this province. The benefits emanating from cyclotouring are not being experienced by local B.C. business in towns and cities that cyclotourists pass through. While other provinces, states, and countries are putting forth programs to attract cyclotourists and to grow the cyclotouring market, British Columbia is not.



The objective of the CycloTouringBC Sector Initiative is to substantially increase cycling tourism in this province. A comprehensive CycloTouringBC Sector offering will evolve with time.

Visions for Cycling Touring in British Columbia

A 10,000 kilometres cycling touring network encompassing all regions of the province providing opportunities for cyclists of all levels of commitment to cycling, energy, risk-taking, and cycling skills from the most casual cyclists to the most committed touring cyclists through an extensive network of provincial roads, rail-trails along abandoned and operative rail lines, off-road transportation-level bike trails, and very low-volume paved municipal and country roads, all designed and maintained to encourage people to undertake seeing the province on bicycle.

CycloTouring providing economic benefits to local villages, towns, and cities that these touring cyclists pass through, especially to local accommodation, hospitality, attractions, food, cycling and other retailing economies.

Local, regional, and provincial businesses and their employees and local municipalities benefit from rapid growth of cyclotouring in the province.

British Columbia is a global magnet for cycling touring and first choice for annual cyclotouring trips, reflecting in provincial highways and byways being crowded with cycling tourists.

Regional and local economic impacts for the province, which will generate:

10,000 kilometres of cycleable highways, low-volume local roads, rail-trail bike paths, and off-road bike paths supported by public transportation accessible to families with young children and more senior, trepid touring cyclists.

Supported by a provincial-level cycling touring sector initiative and marketing program provided by the CycloTouringBC Program of the British Columbia Cycling

Coalition, in conjunction with Destination BC, local visitors bureaus, business organizations, retail and hospitality businesses, and local governments.

With cycling touring traffic of 1,000 cycling tourists per kilometre per year on the cycling touring network or 10,000,000 annually in the province.

With annual regional and local economic impact of:

\$20,000 to \$40,000 per kilometre per year spent along the 10,000 kilometres cycling touring network or \$200 to \$400 million provincially on accommodation, food, and transportation.

10,000 to 20,000 person-years of employment generated along the cycling touring network.

\$20,000 per kilometre per year for incidental purchases supporting cycling touring, including bicycle purchases, bicycle repairs, cycling clothing, bicycle equipment, touring services, among others or \$200 million provincially

Generation of provincial taxes of \$40 to \$60 million per year.

Sources: Province de Québec, UQAM Chair de Tourisme, Les Retombées Économiques de la Route Verte, Mars 2003; Vélo Quebec Reports, 2000, 2005, 2010; BCCC's CycloTouringBC Report – Paving the Road to CycloTourism in British Columbia, Canada, Aliaa Elkhashab, March 2014

Vision for CycloTouringBC as a Tourism Sector Initiative

The BCCC would like CycloTouringBC to be the “GO-TO” organization for cycling tourism in British Columbia for local to global cyclists and potential cyclists that want to tour on their bicycles; the media and travel writers; businesses especially accommodation, hospitality, marketing, and bike trade; travel-oriented and other organizations; local to provincial and national governments; planning, engineering, marketing and other consultants; cycling advocates; and others.

Vision for the CycloTouringBC Program

A leading, dynamic, marketing-oriented organization with skilled and customer-focused staff and volunteers, providing products and services that will attract touring cyclists to British Columbia.

Mission for the organization includes developing and delivering a suite of products and services for the primary target customers, Day Trippers, Weekend Wanderers, and CycloRovers, as well as, other potential cycling tourists.

Strategies for the organization includes developing a network of supportive organizations, Regional and Local Economic Impact Statements for cyclotouring, visibility to the potential global cycling touring market, and operating a Cyclist-Friendly Business Program.

the Program-Local/Regional Engagement, Provincial

For this Program to be successful, local retail businesses must see the contribution of cyclotourists to the profit of their businesses. Local and regional governments must see the contribution of cyclotourists to their local economy.

A collaborative approach with local organizations and government.

Locally:

CycloTouringBC brings and leads the process; workshops; provides process expertise.

Local collaborators engage the community, businesses, business organizations, local and regional governments.

Provincially, CycloTouringBC provides:

A backbone structure and back-office capacity for programs and services for the Program.

Global exposure for the Program, local and regional cyclotouring routes and destinations (*including <http://www.cyclotouringbc.com/wordpress/>*).

Engages provincial-level businesses, organizations, and the government.

Provide consultation and other services on cyclotouring.

And in the future, products and services that will entice people to choose to cyclotour in British Columbia.

The stages of local engagement:

Stage 1 – Region / Local – Organizing, Local Collaboration Network, and Mapping Routes

Regional CycloTouring Workshop - Mapping of Routes and Destinations

Stage 2 - Regional Cyclotouring Awareness Workshop

Regional Media Program

Local / Regional Economic Impact Statement

Stage 3 - Regional CycloTouring Workshop – Preparing for the Tourists

CycloTourists-Friendly Businesses Workshop and Process

Stage 4 - Regional Workshop on Infrastructure - Supporting CycloTouring Business: Preparing the Region for CycloTouring

Products and Services

A comprehensive CycloTouringBC offering will evolve with time. For cyclotourists, information and services will become available with route maps; suggested routes and corridors; a route planner tool; a business locator for cycling-friendly places to stay and eat, other retail businesses, bicycle repair shops, and public transportation; touring-focused publications; and local construction notices.

In other provinces, states, and countries, the cyclotouring sector offerings have expanded to include luggage transfer to the next destination, electric-assisted bicycle rentals, e-bikes battery exchanges on the routes, and bicycle-friendly train and bus services.

Entry-level

- Promoter for a provincial-wide cyclotouring network and supportive services
- Marketing cyclotouring in British Columbia – Blog and website with provincial touring stories, maps, route planning, locating cyclist-friendly businesses, conversation corner for touring cyclists, forums for cyclists, business, travel organizations, and governments.
- Mapping and GIS Tagging - Routes and Corridor; local, regional, and provincial routes for Day Trippers, Weekend Wanderers, CycloRovers and other touring cyclists; businesses; local destinations
- CycloTouringBC Local Engagement Program
- Development assistance of regional cyclotouring marketing programs with local economic impact statements
- Cyclist-Friendly business accreditation program, training, business support, Internet-visible
- Media centre for newspapers, radio, and television for cyclotouring
- Resource centre for media writers, businesses, all levels of governments, and other organizations.
- Toolkits – Regional and provincial cyclotouring strategies development, network development (route selection, road selection), infrastructure design, designing routes for cyclotourists, route signing and marking guidelines
- Events – Workshops and seminars, event planner
- Consulting and research services

Expanding with time and resources to:

- Events – event planner, group rides and tours
- Bike tour booking services
- Route and other trip publications – electronic, gps, hard copy
- Marketers / Retailers - Storefront, Internet online - Travel agency, tours, maps, products, café, bicycle rental
- Publications - Technical, economics of cyclotouring, routes book, bulletins, research
- Support for CycloTouring in BC – bicycle rentals, bicycle and luggage transfer, electric-assisted bicycle, combining cycling touring with public transportation and transit



Background - Sector Initiative approach

The success of this initiative is dependent on a collaborative process between local organizations, cyclists, business, municipalities, and CycloTouringBC. Local organizations bring local knowledge, context, and contacts to the process. CycloTouringBC brings a structured process and cyclotouring knowledge. A local contact point would be very useful for the process to achieve maximum success.

The process will mature with time. As we are starting from a different point, the process is an extension of that used by Ontario by Bike (Transportation Options of Ontario) on their tourism program. This process builds on organizations such as Velo Quebec and its La Route Verte program, EuroVelo, Bike Switzerland, Travel Oregon, and others.

The Program:

Stage 1 – Region / Local – Organizing, Collaboration Network, and Mapping Routes

Phase 1.1 – Networking with local groups in a Corridor; collaboration development. Local business organization or municipality (or jointly) takes on role of local host and facilitates local workshops, including fundraising for costs involved with local workshops. Invites to workshops include businesses, local governments, cycling and active transportation organizations, and the public. Local cycling and active transportation groups provides local knowledge and expertise for defining cyclotouring routes for day trippers, weekend wanderers, and cyclotourist. CycloTouringBC provides structure for workshops, facilitates, and provides background information, including Regional / Local Economic Impact Statements.

Phase 1.2 – Preparing for Regional Mapping of Routes and Corridors
Identifying and Mapping local cycling touring Routes and Corridors:

- Contacting local cycling organizations for developing a working relation for identifying routes and corridors and delivering the program.

- Identifying a Corridor Lead Person(s) for a region, such as the north half of Vancouver Island. Lead person(s) may be for a region or for parts of region.
- Working relations has been established for transferring for routes used by CCCTS and BC Randonneurs.
- CycloTouringBC mapper will work with local Contact Person to map routes and corridors and geotag information.

Phase 1.3 – **Regional CycloTouring Workshop - Mapping of Routes and Destinations**

- Can be scheduled in conjunction with **Regional Cyclotouring Awareness Workshop**.
- Identification of local points of interest for day trippers, weekend wanderers, and cyclotourists.
- Identification of corridors.
- Identification of routes.

Stage 2 - Regional Cyclotouring Awareness Workshop

Phase 2.1 - Regional Media Program:

CycloTouringBC will organize program with support from local cycling and other organizations. Funding from local sources or others.

Phase 2.2 – Regional / Local Economic Impact Statement Development

Identification of the impact that cycling touring will have on local businesses, especially the eateries, hospitality and accommodation trades, along with other business sectors and employment. Developed by CycloTouringBC. Funding provided by local organizations or regional or local governments.

Phase 2.3-Local and Regional cyclotouring strategy with a marketing program, incorporating marketing on the CycloTouringBC blog and website.

Phase 2.4 – **Regional Cyclotouring Awareness Workshop**

Region Seminar of businesses, cycling and tourism organizations and bicycle retailer, possibly including interested regional or local government(s), and media: This is an awareness Workshop building local interest in promotion and increasing cyclotouring activity in region. Local organization (or organizations) host, sponsors, promotes, and fund the workshop. CycloTouringBC will organize and run the workshop.

Stage 3 - Regional CycloTouring Workshop – Preparing for the Tourists

Phase 3.1 - **Regional CycloTouring Workshop – Preparing for the Tourists**

Involving business, bicycle retailers, regional / local governments, regional tourism organization(s), consultants, regional / local Chamber of Commerce (s), and other interested organizations, including Rotary, etc: This is an awareness and involvement workshop. This is the first working session to engage and involve local businesses and organizations. Some of the meeting outcomes include businesses listing on CycloTouringBC touring map planner, creating awareness of the cyclotourists friendly business program, development of a campaign for advertising cyclotouring in region, and local government involvement. Local organization (or organizations) host, sponsors, promotes, and fund the workshop. CycloTouringBC will organize and run the workshop.

Phase 3.2 - CycloTourists Friendly Businesses Workshop

Workshop includes training businesses on the program, preparing for business from cyclotouring customers, and qualifying for certification. Local organization (or organizations) host, sponsors, promotes, and fund the workshop. CycloTouringBC will organize and run the workshop.

Stage 4 - Regional Workshop on CycloTouring Infrastructure - Supporting CycloTouring Businesses

Phase 4.1 - Regional Workshop on Infrastructure Supporting CycloTouring Business

This will be a detail-oriented workshop. Workshop will focus on preparing a region for cyclotouring. Topics will include the infrastructure - cycling route network design, infrastructure design, road conditions, signage, and amenities that will attract tourists to cycle locally. There will be also a topic for businesses and other organizations; especially those who fund trail construction. Workshop will be of interest to regional and local governments, consultants, organizations, and businesses. Local organization (or organizations) host, sponsors, promotes, and fund the workshop. CycloTouringBC will organize and run the workshop.

The CycloTouringBC Sector Initiative Group will be assembling a document on cyclotouring friendly trails and paths network and infrastructure design, starting with such successful trails as the Coeur d'Alene Trail in Idaho and La Petit Train du Nord Trail in Québec. This work will progress when volunteers step forward or funding is obtained for acquiring resources.



Sunshine Coast Tourism
Box 1883
Gibsons, BC V0N 1V0
Phone: 1-866-941-3883
Email: info@sunshinecoastcanada.com

September 8, 2014

Re: MEC – Access and Activity Grant

Sunshine Coast Tourism is happy to voice its support for the grant application being submitted by the British Columbia Cycling Coalition for its CycloTouringBC Program. We are encouraged to see this project moving forward in a way that unites communities in the province toward a common goal, encouraging active cycling communities. The Sunshine Coast seeks to be a strong partner.

The Sunshine Coast is well suited to increase our levels of cycling visitors. Physical infrastructure has been improving year by year on our roads and a mature outdoor adventure tourism industry is well placed to host active cyclists. Improvements in mapping, route promotion and internet resources will assist to attract more visiting cyclists. Our busy ferry routes can easily accommodate more cycling passengers as opposed to cars during the busy summer season. Advancing this initiative speaks to travelers passions and memorable experiences. Sunshine Coast Tourism supports the BC Cycling Coalition in its efforts to encourage more people to use cycling for transportation for their own health and for the environment that affects us all.

Sunshine Coast Tourism is a non-profit member based destination marketing organization which represents over 275 members operating a variety of tourism related businesses. Our mandate is to build a strong tourism economy by raising the profile of the Sunshine Coast as a four-season destination through a strategic research-based marketing strategy.

Best Regards,

Celia Robben
President, Sunshine Coast Tourism

On behalf of the Board of Directors

Sept 9, 2014

Re: MEC Access and Activity Grant by the BC Cycling Coalition (BCCC)

From: Powell River Cycling Association (PRCA)

This letter is authored by the Powell River Cycling Association in support of the MEC Access and Activity Grant proposal written by the BC Cycling Coalition.

For some time now, our organization has identified the “Circle Tour” cycling route (Vancouver, Sunshine Coast, Vancouver Island) as a potential driver for sustainable recreation and economic development in our area. Earlier this year representatives from our community travelled to Gibsons to discuss this proposal with stakeholders from the lower Sunshine Coast, as well as BC Cycling Coalition and CycloTouring BC director Hans-Jurgen Becker.

Promoting a “Circle Tour” has the potential to increase sustainable cycle tourism. Even more importantly, however, it has the potential to improve both recreation and transportation opportunities for the citizens of each community.

In Powell River we have already identified support from our local, provincial and federal government representatives for this project. Getting all levels of government working together towards improved cycling infrastructure is an opportunity not to be missed. PRCA has been working for several years to help develop a cycling strategy for Powell River. We feel this initiative clearly fits with that strategy.

This project also affords us the opportunity to build stronger relationships with our regional neighbours. These relationships are already helping us earn greater credibility regarding the legitimacy of cycling initiatives in our home communities. Rural cities and towns often lack the critical mass of people and ideas to move active transportation issues forward. This project is allowing us to do this through collaboration and support on a regional level, enabling rural areas to share resources for common benefit. The BCCC CycloTouring BC program is helping to facilitate this sharing and move us closer to our goals.

The BC Cycling Coalition has been extremely supportive and helpful in the early stages of this project. Powell River Cycling Association strongly endorses the BCCC application for funding from MEC. We all stand to benefit from better cycling infrastructure and promotion.

Sincerely,

Dr. Chris Morwood
VP, Powell River Cycling Association, on behalf of all Directors

Comox Valley Cycling Coalition
c/o 209 Spindrift Road
Courtenay, BC
V9N 9S9
(250) 335-0652



September 8, 2014


Re Grant Application: MEC – Access and Activity Grant

I wish to show support for the grant application being submitted by the British Columbia Cycling Coalition for its CycloTouringBC Program.

I believe CycloTouringBC Program will greatly benefit my community through significantly increasing touring on bicycle here from both local residents and visitors. I expect that local residents and visitors will tour here for day trips or spend the weekend visiting our region or pass through our community on longer trips. As has been realized in other regions, such an increase in cyclotouring will have significant and positive local impact especially on local retailers, eateries, and accommodation providers. The local economy will benefit with increased retailing revenue and more local employment stability. The provincial and federal governments will benefit with an increase in sales taxes. The health of the populous, including the locals who will undertake cyclotouring, will improve, lowering provincial cost of health care. The environment will benefit with less travel by cars.

I have worked closely with the BC Cycling Coalition for five years and feel confident expressing my full support for this CycloTouringBC Program initiative.

I eagerly anticipate further collaboration on this project.

Signed 
Name Susan Vince
Position Vice President
Organization Comox Valley Cycling Coalition
Date September 8, 2014

Appendix 4:

Parksville Curling Club
2014 Junior Curling Championships

Appendix 4: Provincial Junior Curling Championships - 2015

Summary Evaluation

Proponent: Parksville Curling Club
Amount Requested: \$3,500
Summary: Provincial championship for Under 21. Eight men’s teams, eight women’s teams that qualify from all areas of the Province.
Eligibility: The PCC is an eligible organization. Eligible costs in the proposal include **Events**.
Priority Areas: **Tourism and Recreation:** The event will attract people to Parksville during a slow tourist season. An estimated 80 hotel rooms will be reserved for up to 8 nights.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided		✓
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work		✓
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources		✓
New and Unique:	Yes	No/ NA
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	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities		✓
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN		✓
Community Support:	Yes	No/ NA
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)		✓

Project Area: PARKSVILLE QB EA ‘E’ EA ‘F’ EA ‘G’ EA ‘H’

NAME OF ORGANIZATION: Parksville Curling Club		AMOUNT REQUESTED: \$3500
MAILING ADDRESS: 193 Island Hwy PO Box 1624 Parksville, B.C. V9P2H5		
CONTACT PERSON: Jim Hoffman	TELEPHONE NUMBER: 2509548783 FAX NUMBER: 2502485841	E-MAIL ADDRESS: jimargo@shaw.ca

PROJECT TITLE: Provincial Junior Curling Championship 2015
PROJECT DESCRIPTION: Provincial championship for under age 21. 8 mens and 8 womens teams that qualify in all areas of the province
(Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'P' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: Promoting the event, food and accomodation for curlers, families, coaches and officials. Team travel expenses to Parksville and return home.
(Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: nil
(Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

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

This is a televised event and will promote the area. Viewers will spend money during their stay and success of this event will allow Parksville to host future events.

(Please attach additional pages as necessary.)

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

The teams, families and TV crew require 80 hotel rooms for up to 8 nights. This does not include families and viewers that will visit the area for this event. This is normally a slow time for the hospitality industry.

(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 financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE	DATE:

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: necd@rdn.bc.ca

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

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

PARKSVILLE CURLING CLUB

PRESIDENT
RON BOAG

VICE PRESIDENT	SECRETARY	TREASURER	ICE TECH	MANAGER	WEBMASTER
TERRY MILLER	BOB REED	NANCY DOUGLAS	TIM KOTSIKOS	AL MCASKIE	GREG REHILL

BOARD OF DIRECTORS

FUNDRAISING	FACILITIES	CONSPIRACY	PARTIES	BAR	LEAGUES	CONCESSION
JIM HOFFMAN	SPISH LELOWSKI	T. MILLER	W. REHILL	R. HARRISON	R. CAMPACI	W. REHILL

Appendix 5:

Lighthouse Country Business Association
LCBA - Website

Appendix 5: Lighthouse Country Business Association Website

Summary Evaluation

Proponent: Lighthouse Country Business Association
Amount Requested: \$4,000
Summary: To design and create a functional website for the Lighthouse Country Business Association. Note: an overall project budget has not been provided. An estimate of between \$4,000 and \$12,000 was provided by email, included in the Agenda under *Correspondence*.
Eligibility: The LCBA is an eligible organization. Re-developing the LCBA website is an eligible cost in the **Minor Capital and Information Technology** category.
Priority Areas: **Assistance for Start-ups and Self Employment:** The project will help membership of LCBA with enhanced marketing and advertising benefits, and will help the LCBA attract more members.

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided		✓
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work		✓
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources		✓
New and Unique:	Yes	No/ NA
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	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities		✓
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN		✓
Community Support:	Yes	No/ NA
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)	✓	

Project Area: PARKSVILLE QB EA 'E' EA 'F' EA 'G' EA 'H'

NAME OF ORGANIZATION: Lighthouse Country Business Association		AMOUNT REQUESTED: \$4000
MAILING ADDRESS: LCBA, PO Box 59, Bowser, BC V0R1G0		
CONTACT PERSON: Betsy Poel, President	TELEPHONE NUMBER: 250-757-8442 FAX NUMBER: 250-757-8821	E-MAIL ADDRESS: loba@shaw.ca

PROJECT TITLE: LCBA Website Development/ Enhancement Project
PROJECT DESCRIPTION: To design and create a functional, interactive website for the Lighthouse Country Business Association (LCBA) that will replace an outdated website. www.lighthousecountry.ca See attached project profile as well as appendices (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 checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: Funding would allow a new website to be developed and installed and would replace the current website at www.lighthousecountry.ca . The funding would provide for existing website information to be updated and transferred to the new site. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: 2012 LCBA Tradeshow grant received for \$\$3000 2013 Lighthouse Country Village Signage for \$5000 received and just completed (Please attach additional pages as necessary.)

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

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

- this project provides economic benefit to both local business and the community as a whole
- provides an online resource to support local business
- facilitates cooperation between local community organizations and the community as an informational resource
- promotable with links to the Qualicum Beach and Parksville Chamber websites as well as The Parksville Qualicum Tourism Assn website and "My PQB" app
- provides local business owners a venue to develop internet commerce skills to enhance their profitability and promotes local tourism with an improved website with higher search engine rating
(Please attach additional pages as necessary.)

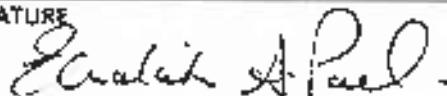
LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

- Will increase web traffic which in turn will produce increased business for local economy
- Improved tourism and local recreational information will increase visitors to local area
- Improved website with current information will increase real estate sales by promoting the local area. Often visitors become residents
- Improved website may attract and increase LCBA membership
- Accessible information via the website will increase shopping local for supplies and services

(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 financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

SIGNATURE

DATE:

October 1, 2014

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:

Please Note: The Regional District of Nanaimo is subject to the provisions of *The Freedom of Information and Protection of Privacy Act* and cannot guarantee that information provided can or will be held in confidence.

Project Profile

Lighthouse Country Business Association

2014 Website Development/Enhancement Project

www.lighthousecountry.ca

A business community website must function successfully in the current internet and social media environment to be of use to its members and its community. A viable website is necessary to attract and promote tourism and all forms of small business in a rural community.

The Lighthouse Country Business Association is comprised of approximately 140 member businesses spread throughout Area H and a few beyond. Only 50 percent of these businesses have 'retail' or physical presence and only 50% of them have a web presence. Given the rural, non-centralized geographical area in which these businesses are located, many rely on the business association for marketing and advertising benefit. To this end, the LCBA has joined both the Parksville and Qualicum Chambers and is active in the Parksville Qualicum Tourism Association and these organizations offer links to the LCBA website.

Marketing and Advertising opportunities provided by the LCBA are as follows:

1. Signage: Horne Lake/ Mary Lake Tourism and Local Service Information signage: newly created signage to be installed in October 2014 . (2013 NCED funding supported this project) Similar signage at the Cone Zone at Qualicum Bay Resort- to be updated by Spring 2015. Additionally, TOMM's Food Village offers sign rental space to LCBA members .
2. Community Directory: The LCBA produces and distributes approx. 2500 directories to Area H and vicinity at no cost to residents with advertising opportunities for its members. The 2014/15 directory is currently underway.
3. Website: The LCBA maintains a website with area information, member businesses and local community contact information

PROJECT: The current LCBA website was created in 2002 and has not been updated or enhanced since then. It is written in a static html format , requiring skilled web management,

Pg 2 NCED 2014 LCBA Project Profile

making it time consuming and thus costly to update. It is highly technical, not user friendly, presents information that is limited in search engines and has no social media component.

It is the goal of the LCBA to provide a relevant, interactive website for all of its members to maximize their economic and social benefit. To be successful the website would have to:

- be easily navigable to both visitors and members
- timely list all members in a searchable format on a website
- allow members to access their profile through a portal allowing them to update and promote their business through specials and or links.
- provide accurate, current local area information to promote the region, with maps and portals to allow updating.

A newly created website is an essential business tool for our members and community. The NCED initiative has provided support to our new area tourism and services signage- the Horne Lake/ Mary Lake Tourism Info and Area Services sign and now we need to link this with the website. The website should provide the informational link between these sign listings and the contact information on the website.

See attached appenicies:

1. 5 pages of existing LCBA website
2. 1 page of proposed look of a new website
3. 1 page of current member listing
4. Horne Lake / Mary Lake Tourism Information & Area Services sign-final art proof to be installed Oct 2014

Appendix 1

5 pages of existing LCBA website

LIGHTHOUSE COUNTRY VANCOUVER ISLAND



Once in a while we come upon a very special place in this world, the kind of place that we have always thought did not exist any longer. A place where you can see marine and wildlife in abundance, where the air is clean and fresh and where the people are genuine and friendly. Here, as you smell the blended scent of pine, cedar and the sea, you have found such a place. This is Vancouver Island's Lighthouse Country.

2014 Trade Show took place
April 13th in Qualicum Bay.
Enjoyed wonderful turnout,
exhibits and press.



Check out some of the Tradeshow photos on [POB News Facebook page](#)

[POB News Article \(PDF\)](#)

[Winning Ticket \(PDF\)](#)

Visit Lighthouse Country

Welcome visitors. From the casual week-end visitor to the summer tourist and long-term winter snowbird, Lighthouse Country can offer accommodation, recreation and services to meet everyone's needs.

Lighthouse Country Business

Visitors and residents will find information and listings of local Lighthouse Country businesses and the services they offer.

Community Website

The Lighthouse Country Community Website is a local resource. You'll find contact information for all our various service clubs, organizations and government representatives.

[home](#) · [visit](#) · [business](#) · [community](#) · [contact](#)

© 2014 Lighthouse Country Business Association

Visit Lighthouse Country

Vancouver Island is a land of adventure, excitement, and breath-taking beauty. It has everything you could want in an island: mist-shrouded hills, sandy beaches, rugged wave-pounded coastline, and unfettered wilderness. It is equal parts raw nature and manicured civilization.

Lighthouse Country is the ideal place to base yourself while you explore Vancouver Island. You'll be in the ideal location to visit Pacific Rim National Park on the west coast of Vancouver Island, Cathedral Grove where you can see the giant cedar trees, Mount Washington less than an hour away where you can ski and snowboard in the winter and go hiking in the pristine wilderness in the summer.

Our sunsets are legendary and afford residents and visitors one of life's great pleasures that are still free. The nightly summer show is often accompanied by eagles soaring overhead, sea lions breaking the surface and cruise ships sailing lazily across the horizon.

Lighthouse Country has all the facilities that you need to make your vacation a memorable one: motels, campgrounds, bed and breakfasts, fishing guides and charters, artists and artisans. You can go hiking, swimming, fishing, mountain biking, canoeing, kayaking, golfing, spelunking and more.

If you wish to just sit and relax, there are wonderful beaches far from the hustle and bustle of city life. Just sit and watch the tide come in and out while you view the constantly changing scenery and the distant, snow-capped coastal mountains on the British Columbia mainland.



Related:

- [About The Area](#)
- [Our Weather](#)
- [Outdoor Activities](#)
- [Day Trips](#)
- [Accommodations](#)
- [Camping](#)
- [Travel Info](#)
- [Maps](#)

[◀ Previous Page](#) [▶ Top of Page](#)

Lighthouse Country Business -- President's Message

Lighthouse Country Business Association (LCBA) is pleased that you have visited our website. This website is for the use of both our residents and visitors alike. We are sure you will find useful information.

The LCBA represents the entrepreneurial spirit found in abundance throughout the communities of Lighthouse Country. It is our mandate to advance the interests and prosperity of all the businesses in this area and to promote their activities and events. Creating and coordinating marketing opportunities for all local businesses is what we do. Our residents and visitors are our target markets.

In our area, we have a profusion of creative abilities, whose various forms of art are being marketed locally, nationally and internationally. Tourism is a major economic driver in Lighthouse Country and added to that we have many businesses that meet the needs of our local residents. Many businesses choose to call Lighthouse Country home and their work is home based. They meet the needs of their customers throughout the world.

The LCBA boundary is the same as that of Area H of the Regional District of Nanaimo. We support and respect the Official Community Plan's goals of managed growth, rural lifestyle and preservation of our environment. We will work towards the good of our businesses and residents to uphold the policies within the OCP.

We are fortunate to live and work in an area endowed with natural beauty and warm climate that is unsurpassed in Canada. This beauty brings people here to live and to visit. The Lighthouse Country Business Association continues to strive for a strong business membership that supports, protects and enhances this natural beauty.

Related:



Business Directory
[Join the LCBA](#)

REGIONAL DISTRICT OF NANAIMO WINS NATIONAL AWARD!

Thinking of starting a home-based business in Lighthouse Country?

Our Regional District was recently recognized as one of the most friendly communities for home-based business in Canada.

[Read the full story...](#)

[◀ Previous Page](#) [▲ Top of Page](#)

Lighthouse Country Community

Welcome to Lighthouse Country's Community website. This site was financed by the Lighthouse Country Business Association (LCBA). The LCBA initiated and provided funding for this site as part of it's mandate to promote and expand the business and individual interests of our residents.

Additionally, with the business directory on the site, you will be able to quickly look-up and access our local stores and services.

You'll also find contact information for all our various service clubs and organizations.

Our Visitors Site is geared towards tourism, giving those who are considering a visit to our area an in-depth look at what we have to offer.

Enjoy your visit!

Related:

- [Clubs and Organizations](#)
- [Sports and Activities](#)
- [Lighthouse Country history](#)
- [Government Information](#)
- [Business Directory](#)

[◀ Previous Page](#) [▲ Top of Page](#)

You are: [Home](#) / [Community](#) / [Clubs and Organizations](#)

Bow Horn Bay Community Club

Sheena McCorquodale 757-9951 Monthly meetings

Bow Horn Bay Community Club

Sheena McCorquodale 757-9991 Monthly meetings

Bow Horn Bay Volunteer Fire Dept.

Chief Steve Anderson 757-9433 Practice every Monday evening

Citizens on Patrol (COPS)

Barb Ross 757-8701

Dashwood Volunteer Fire Dept.

Chief Kirk Acciavatti 752-7434 Practice every Thursday evening

Deep Bay Volunteer Fire Dept.

Chief George Lenz 757-2030 Practice every Monday evening

Fanny Bay Salmonid Enhancement Society

Doug Mole 335-1031 Meeting 2nd Thursday 7 pm

Island Gospel Centre

Pastor Phil Hartow 757-8253 Regular Sunday Service 10 am

Ladies Auxiliary Royal Canadian Legion

President, Evelyn Foot 757-9778 Meeting 1st Thursday monthly

Lighthouse Community Centre Board

President, Sheena McCorquodale 757-9221 Board Meeting 4th Wednesday monthly

Lighthouse Old Age Pensioners #152

President, Shirley Bird 757-2384

Lighthouse Country Business Association

President, Betsy Peel 757-8442, monthly meetings

Lighthouse Recreation Commission

Kelly Wray 757-9524 Quarterly meetings

Mapleguard Ratepayers Association

President, Diane Eddy 757-2036 Meeting 2nd Wednesday, monthly

Nile Creek Enhancement Society

Nile Creek Enhancement Society is a volunteer non-profit society that actively supports the protection of fish and the ecosystems in which they live; specifically, the streams and marine waters of Lighthouse Country on the east coast of Vancouver Island.

Nile Creek Enhancement Society

P.O. Box 62

Bowser, British Columbia

V8R 1G0

For information or membership requests, please send an email or call one of the phone numbers listed below.

Email address: Nile.creek@shaw.ca

Directors:

Ken Kirkby, President (757-8597)

Diane Sampson, Secretary-Treasurer (757-8775)

Jack Gillen, Director

Dennis Fuhrman, Director

Wayne Morrison, Director

Rod Allen, Director

Richard Wahlgren, Director

Parents Advisory Council, Bowser Elem.

Related:

[Clubs and Organizations](#)

[Sports and Activities](#)

[Lighthouse Country History](#)

[Government Information](#)

[Business Directory](#)

Appendix 2

1 page of proposed look of a new website



welcome to

Lighthouse Country

[Business Directory](#)

[Visit Lighthouse Country](#)

[Community Services](#)

newest business

SEA FLAME BEACH RESORT

located conveniently in
Quabbin Bay, our friendly
family-oriented home away
from home offers everything
you could want for...
[read more](#)

community focus

Lighthouse history

This month author Jerry
Russell takes a look back at
the history of our
community
[read more](#)

upcoming events

March 2011						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Featured Story



Volunteers make us who we are!

Volunteers from all over Lighthouse Country
came together on Tuesday to help promote the
centre and enlist the help of hundreds of school
kids from the area.
[read more](#)

More News

Fire bans are here!

Just a community reminder that effective July 4th
all open fires are no longer permitted and any
burning must be accompanied by a fire permit.
[read more](#)

Business Specials

SEA FLAME BEACH RESORT

8 Days for the price of 2!
Just \$299 per person
[read more](#)

John's Paving

For LCBA readers: \$500
Drive way special
[read more](#)

Clipper Arts

Kids free day! Come in for
an adult hair cut, kids free!
[read more](#)

LCBA Announcements

We're looking for help!

We're growing faster than
we hoped! It's a good
problem, but we need your
help!

[read more](#)



Appendix 3

1 page of current member listing

You are: Home / Business / Business Directory

Lighthouse Country Business Association advertisers are listed alphabetically by category below.
Click on a business name for more information.

Accommodations: B&Bs, Resorts, Campgrounds, Motels

- Beach on Vacation Suite
- Cab-In-By-The-Sea
- Deep Bay RV Park
- Fagin Landing B&B
- Life is a Beach B&B
- Lighthouse Motel
- Oceanside Haven
- Pine Ridge RV park and Farm Market
- Qualicum Bay Resort
- Seagrass Resort
- Seafame Resort
- Shady Shores Beach Resort
- Ship Shore Marine

Aquaculture

- Stellar Bay Shellfish LLC
- Island Scallops Ltd.

Artists, Studios, Galleries, Gifts

- Cedar Moon Studio & Gallery
- Eyes on BC
- Leaving Impressions Gallery & Gifts
- Lighthouse Gift Shop
- Lighten Up Signs
- Pacific Spirit Wear
- Qualicum Crochworks
- Robbin's Wreaths
- Sinclair Cottage Quality Teas
- Stone Art and Mosses
- Things & Stuff Old & New
- Tinup Fabric Designs

Architects

- Architectural Design by Rina Knoesen

Automobile Services & Repairs

- Bowser Automotive Ltd. (BCAA)

Business Services

- Box Office Accounting
- Dennis R. Ponto Professional Accountant
- ELIBRYAN Consulting
- Eyes on BC Publishing (The Beacon)
- Key 2 Resources
- Nile Creek Outfitters-John Lyotier Consulting

Churches

- Island Gospel Centre
- Wildwood Community Church

Cleaning, Maid Service

- Lady With The Brush

Computer Repair

- Comtech Solutions

Contractors, Construction, Building Supplies, Home Maintenance

- Artisan Handyman
- Bay to Mackinac Ltd.
- Birchwood Homes Inc
- Bondy & Sons Heating & Cooling
- Bowser Roofing
- Bowser Woodworking
- Bowser Builders Supply
- Christo Kuun Design & Construction
- Dale Phillips Tree Service
- Dan's Plumbing & Home Repair

- Expertise Painting
- Gemini Technical Services Appliance Repair
- Great West Plumbing
- Handy Sandy Services
- Home Lake Electric
- Level 6 Drywall Contracting
- Lindholm Carpentry

Contractors, Construction, Building Supplies, Home Maintenance - Cont'd

- Mailhot Tile Company
- Michael Armstrong Builder
- Milestone Concrete Specialties
- Oceanside Home Maintenance
- PC Plumbing & Gas
- Qualicum Bay Custom Carpentry
- Qualicum Bay Plumbing
- Rowland Construction Ltd.
- ThorConsult Ltd
- Timberlink Construction
- Vision Welding & Design
- Witte Construction

Education, Day Care

- Lighthouse Country Kid's Place

Entertainment: Music, Video

- Bowser Video Showcase
- Griffin Instrument Technologies
- Silver Wings Dove Release
- Summit School of Guitar Building & Repair
- Summit Sound DJ Services

Excavating, Trucking

- All In One Bobcat, Trucking & Excavating
- Dean Lambert Enterprises
- Lambert Backhoe & Excavating
- Lighthouse Trucking Ltd.
- Marshall Excavating

Financial, Insurance Services

- Dundee Securities Corporation
- Vancouver Island Insurance Centres
- Invis Mortgages
- NR Insurance Services
- Union Bay Credit Union

Food: Restaurants, Retail Shops, Cafes, Farms

- Arrowsmith Golf & Country Club
- Echo Valley Wines / Ubrew
- Fanny Bay Inn
- Four Cedars Farm
- Georgia Park Store
- Henry's Kitchen
- Island Scallops Ltd.
- Nikolai's Pizza
- Nile Creek Fly Shop
- Pine Ridge RV park and Farm Market
- Royal Canadian Legion Branch 211
- Sandbar Café
- Ship and Shore Marine
- Sinclair Cottage Quality Teas
- Stellar Bay Shellfish Ltd.
- The Bean Counter & Lighthouse Gift Store
- The Crown & Anchor Pub
- The Knuckarand Grub
- Things & Stuff Old & New
- Tomm's Food Village

Funeral Services

- Qualicum Beach Funeral Centre, Ltd

Health, Personal Care

- Clipperart Hair Salon
- Ethereal Splendor Healing
- Foot Care by Vikki
- Gonda's Studio for Hair
- Margret Holland, Naturopath
- Prisma Systems
- Simply d'Vine Therapeutic Skincare
- Stepping Stones Holistic Healing
- Surfside Family Hair Care
- Wisdom is Within Coaching

Home & Garden: Landscaping, Nurseries, Yard Maintenance, Irrigation, Farm Supplies

- Aqua Nova Irrigation
- C. F. McLean Paint Sales
- Dale Phillips Tree Service
- Ferns & Ferning
- Handy Sandy Services
- Lighthouse Feed & Garden
- Olympic Landscaping
- Qualicum Bay Nursery
- Ralph's Home & Yard Maintenance
- Robbin's Wreaths
- Stone Art and Mosaics
- Streamside Native Plants

Land Surveying, Engineering

- Peter T. Mason Land Surveyor
- ThorConsult Ltd.

Liquor Store / Post Office

- Georgia Park Store

Marketing, Design, Signs, Printing

- Eyes on BC Publishing - The Beacon
- Lighten Up Signs

Mobile Home Parks

- Dunne's Mobile Home Park

Pet Services

- Lighthouse Feed & Garden Ltd.
- Lighthouse Veterinary Hospital
- Furo's Pet Grooming Salon

Real Estate Development:

- Baynes Sound Investments

Real Estate Services:

Coldwell Banker Realty

- John Kromhoff
- Gail Hewgill

Re/Max Anchor Realty

- Pat Weber

Re/Max First Realty

- Selter & Associates
- Carol Gregson

Royal LePage Realty

- Cara Caldwell

Recreation and Sports

- Arrowsmith Golf & Country Club
- Nile Creek Fly Shop
- Oya Kickboxing
- Qualicum Bay Resort - Disk Golf
- Royal Canadian Legion Branch 211
- Van Isle Fishing and Marine Adventures

Repair Services

- Furr Shop
- Gemini Technical Services Appliance Repair

Septic Tank Services

- Action Tank Service
- Marshall Excavating

Veterinary Services

- Lighthouse Veterinary Hospital

Travel Services

- ESCOBES AD Travel Professionals

Waterworks Districts

- Bowser
- Deep Bay
- Qualicum Bay-Horne Lake

Appendix 4

Horne Lake / Mary Lake Tourism Information & Area Services sign-final art proof to be installed Oct 2014

10-19-10
48-1-10
1-4-14
10-4-15



**Lighthouse Country Business Association
Board of Directors
As of May 1, 2014**

Position	Name	Business	Address	Phone	Email
President	Betsy Poel	Bowser Builders Supply	Box 13 Bowser	250-757-8442	bowserbuilders@shaw.ca
Vice President	Lori Oresley	Stepping Stones Holistic Healing	2814 Marshall Road, QB	250-228-5223	steppingstoneshealing@shaw.ca
Secretary	Patt Stubbs	Clipper Art Hair Salon	Box 97 Bowser	250-757-9384	dick.stubbs@gmail.com
Treasurer	Patrick Jiggins	Arrowsmith Golf & Country Club	2250 Fowler Road QB	250-752-9727	patjiggins@gmail.com
Director at Large	Lawrence Seter	Seter & Associates S Bowser B's RV Park	201 - 6296 W Island Hwy	250-951-4078	lr@seterandassociates.com
Director at Large	Dietmar Baumeister-Gurl	Tom's Food Village	Box 124, Bowser	250-757-8944	tomsfoodvillage@shaw.ca
Director at Large	Don Alberg	Alder Mountain Farm	6278 W Island Hwy, QB	250-752-2473	adalm@shaw.ca
Past President	Earl Lyster				