

**REGIONAL DISTRICT OF NANAIMO  
NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE  
AGENDA**

**Thursday, February 15, 2018**

**11:30 A.M.**

**Oceanside Place**

*This meeting will be recorded*

	<b>Pages</b>
<b>1. CALL TO ORDER</b>	
<b>2. APPROVAL OF THE AGENDA</b>	
<b>3. ADOPTION OF MINUTES</b>	
<b>3.1 Northern Community Economic Development Select Committee Meeting - April 20, 2017</b>	<b>2</b>
That the minutes of the Northern Community Economic Development Select Committee meeting held April 20, 2017, be adopted.	
<b>4. UNFINISHED BUSINESS</b>	
<b>5. REPORTS</b>	<b>6</b>
<b>5.1 Northern Community Economic Development Program</b>	<b>16</b>
That Northern Community Economic Development Program continue.	
<b>6. NEW BUSINESS</b>	
<b>6.1 Next Meeting</b> (Verbal Update)	
<b>7. ADJOURNMENT</b>	

**REGIONAL DISTRICT OF NANAIMO**

**MINUTES OF THE  
NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE  
MEETING HELD ON THURSDAY, APRIL 20, 2017 AT 11:30 AM  
(RDN OCEANSIDE PLACE)**

**Present:**

Director B. Rogers	Chairperson, Electoral Area E
Director J. Fell	Electoral Area F
Director J. Stanhope	Electoral Area G
Director B. Veenhof	Electoral Area H
Director M. Lefebvre	City of Parksville
Alternate N. Horner	Town of Qualicum Beach

**Regrets:**

Director T. Westbroek	Town of Qualicum Beach
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**Also in Attendance:**

P. Carlyle	Chief Administrative Officer
G. Garbutt	GM Strategic & Community Development
P. Thompson	Manager of Long Range Planning
S. Horsburgh	Sustainability Coordinator
P. Sherman	Recording Secretary

**CALL TO ORDER**

The Chairperson called the meeting to order and respectfully acknowledged the Coast Salish First Nations on whose traditional territory the meeting took place.

The Chairperson welcomed Alternate Director Horner to the meeting.

**ADOPTION OF MINUTES**

**Minutes of the Northern Community Economic Development Select Committee meeting held on March 9, 2017**

It was moved and seconded that the minutes of the Northern Community Economic Development Select Committee meeting held on March 9, 2017 be adopted as amended.

CARRIED UNANIMOUSLY

**NEW BUSINESS**

**Northern Community Economic Development Committee Funding Request Amounts**

It was moved and seconded that Northern Community Economic Development Select funding requests normally be capped at \$5,000.

CARRIED UNANIMOUSLY

## **DELEGATIONS**

### **Mike Andrews, President and Jim Windsor, Director, Echo Players Society – Mural Project**

A presentation was given in support of the application outlined in the report Northern Community Economic Development – Spring 2017 Proposals.

### **Evelyn Clark, President/Chief Executive Officer, Qualicum Beach Chamber of Commerce – Entrepreneur’s Toolkit Workshop**

A presenter was unavailable for the meeting.

### **Karla Duarte, Deputy Corporate Administrator, Town of Qualicum Beach – Renovating the Old Fire Hall for Regional Industry Growth**

A presentation was given in support of the application outlined in the report Northern Community Economic Development – Spring 2017 Proposals.

### **Cheryl Dill, Executive Director, Central Vancouver Island Job Opportunities Building Society – Blade Runners 2017-2018**

A presentation was given in support of the application outlined in the report Northern Community Economic Development – Spring 2017 Proposals.

### **Kim Burden, Executive Director, Parksville and District Chamber of Commerce – Mid Island Tech Forum**

A presentation was given in support of the application outlined in the report Northern Community Economic Development – Spring 2017 Proposals.

Director Lefebvre left the meeting at 12:45 PM.

### **Monica Shore, Coordinator, Mt. Arrowsmith Biosphere Region at Vancouver Island University – An Amazing Places Passport Program**

A presentation was given in support of the application outlined in the report Northern Community Economic Development – Spring 2017 Proposals.

**STAFF REPORTS**

**Northern Community Economic Development – Spring 2017 Proposals**

It was moved and seconded that the staff report, Northern community Economic Development – Spring 2017 Proposals be received.

CARRIED UNANIMOUSLY

It was moved and seconded that the Echo Players Society – Mural Project not be funded from the Northern Community Economic Development program.

WITHDRAWN

It was moved and seconded that the Echo Players Society – Mural Project be awarded funding of \$5,000 from the Northern Community Economic Development program.

CARRIED UNANIMOUSLY

It was moved and seconded that the Qualicum Beach Chamber of Commerce – Entrepreneur’s Toolkit Workshop be awarded funding of \$5,000 from the Northern Community Economic Development program.

CARRIED UNANIMOUSLY

It was moved and seconded that the Town of Qualicum Beach – Renovating the Old Fire Hall for Regional Industry Growth be awarded funding of \$5,000 from the Northern Community Economic Development program.

CARRIED UNANIMOUSLY

It was moved and seconded that the Mt. Arrowsmith Biosphere Region at Vancouver Island University – An Amazing Places Passport Program be awarded funding of \$3,000 from the Northern Community Economic Development program.

Opposed (1): Director Fell

CARRIED

It was moved and seconded that the Central Vancouver Island Job Opportunities Building Society – Blade Runners 2017-2018 be awarded funding of \$10,000 from the Northern Community Economic Development program.

Opposed (2): Director Fell, and Alternate Director Horner

CARRIED

It was moved and seconded that the Parksville and District Chamber of Commerce – Mid Island Tech Forum not be funded from the Northern Community Economic Development program.

CARRIED UNANIMOUSLY

**UNFINISHED BUSINESS**

**Northern Community Economic Development Select Committee – Terms of Reference – Unspent Funds**

Staff reviewed the Northern Community Economic Development Select Committee Terms of Reference and confirmed that funds not utilized for the application for which they were requested are to be returned to the Regional District of Nanaimo and put back into the Northern Community Economic Development budget.

**NEW BUSINESS**

**Next Meeting Northern Community Economic Development Select Committee**

The next Northern Community Economic Development Select Committee meeting be held on October 19, 2017.

**ADJOURNMENT**

It was moved and seconded that this meeting be adjourned.

CARRIED UNANIMOUSLY

Time: 1:32 PM

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CHAIRPERSON

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**TO:** Northern Community Economic Development Select Committee      **MEETING:** February 15, 2018

**FROM:** Sharon Horsburgh      **FILE:** 6750-01  
Sustainability Coordinator

**SUBJECT:** Northern Community Economic Development Program

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**RECOMMENDATION**

That Northern Community Economic Development Program continue.

**SUMMARY**

In 2012, the RDN Board approved the Northern Community Economic Development (NCED) service for Electoral Areas E, F, G and H, as well as the City of Parksville and the Town of Qualicum Beach. The NCED Select Committee was established to ensure the funds requisitioned for the service are directed to best serve the residents in the service area.

As a matter of practice, the participants in the NCED program undertake an annual review of the program and its objectives. During 2016 however, the participants determined the regular review was not required and directed that the next review occur in the spring of 2018. Since incorporation of the service, thirty-five different projects have received funding and the service is a valued funding source by many community based organizations. The NCED program was designed to support the initiatives of local organizations that have projects that contribute to strengthening the local economy.

This report includes information on how the program has been accessed by groups, how the program has benefitted the areas served, and how the service is delivered. A copy of the original Terms of Reference for the Select Committee is included as Attachment 1 and a complete list of all the NCED funding recipients is provided in Attachment 2.

**BACKGROUND**

In 2012, the NCED program was introduced to support regional economic development with an annual budget of \$50,000. Participants in this service include Electoral Areas E, F, G and H, as well as the City of Parksville and the Town of Qualicum Beach. In accordance with the service establishment bylaw the maximum requisition for the NCED program is \$50,000 per year and these funds are provided based on the assessment model. Since incorporation of the service, thirty-five different projects have received funding and the service is a valued funding source by many community based organizations. The NCED program was designed to support the initiatives of local organizations that have projects that contribute to strengthening the local economy.

As a matter of practice, the participants in the NCED service undertake an annual review of the program in the first quarter of the year in order to fine tune the approach and ensure that the priority areas and objectives of the program remain current to the needs of the participating communities. During 2016 however, the participants determined the regular review was not required and at their March 22, 2016 Board meeting passed a motion that the “next review of the NCED program occur in spring 2018”.

A total of \$257,622 has been distributed to fund 35 different projects. These funds have been used for a variety of projects that have supported a number of community based economic development initiatives. The NCED program has provided seed funding for many local non-profit groups and local governments contributing to local economic development. A complete list of all the NCED funding recipients is provided in Attachment 2.

### ***NCED Funding Criteria***

The NCED program identified eight priority areas for funding. A description of these areas is provided in the NCED program Guide which is included as Attachment 3. The NCED has provided funding for projects in seven of the eight priority areas. The one priority area not to receive funding has been Forestry and Fisheries. The program’s funding recipients are organized into the eight priority areas and summarized below:

#### **1. Employment and Skills Training**

There were five projects funded and two recipients received funding:

Vancouver Island North Film Commission - 2 projects

- (i) 2013 Building Capacity to Attract the Film and Media Industry, \$10,000
- (ii) 2016 Film Sector Development, \$8,400.00

Central Vancouver Island Job Opportunities Building Society - Blade Runners - 3 projects

- (i) 2014 BladeRunners’ Youth Employment Program Construction Sector, \$9,888.75
- (ii) 2015 BladeRunners’ Youth Employment Program Construction Sector, \$10,000
- (iii) 2016 BladeRunners’ Youth Employment Program Construction Sector, \$10,000

The intent of these projects is to provide training to support:

- Development of a skilled workforce that can adapt to new and emerging trends of the 21st Century.
- Transitional programs for the unemployed and under-employed, especially youth.
- Human resource development programs for employers working to create the best possible working environments.

#### **2. Assistance for Start-ups and Self Employment**

There were 11 Projects funded and the recipients were:

Parksville & District Chamber of Commerce - 2 projects

- (i) 2012 Oceanside Initiatives – Community Economic Development Assessment, \$9,450
- (ii) 2015 Regional Business Walks, \$5,000

Lighthouse Country Business Association - 1 project

- (i) 2012 LCBA – Website, \$2,000

Oceanside Women's Business Network - 1 project

- (i) 2015 Beehive Networking Event, \$2,000

Town of Qualicum Beach - 3 projects

- (i) 2015 Qualicum Beach Airport Business Plan, \$10,000
- (ii) 2016 Develop Airport Land Use Design Concepts, \$10,000
- (iii) 2017 Old Fire Hall Renovation for Regional Industrial Growth, \$5,000.00

Qualicum Beach Chamber of Commerce - 3 projects

- (i) 2012 Commerce Ambassador Program, \$7,500
- (ii) 2015 Economic Impact of Summer Events (Study), \$6,3711.51
- (iii) 2017 Entrepreneur's Toolkit, \$5,000

Qualicum Beach Downtown Business Association - 1 project

- (i) 2015 Website and Mobile Responsive Design Project, \$5,510.25

These projects are intended to benefit and assist small businesses with:

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

### **3. Arts, Culture and Media**

There were 7 projects funded designed to build cultural institutions and to retain visitors in the Region, the recipients were:

Lighthouse Country Business Association - 2 projects

- (i) 2013 Lighthouse Country Village Signs, \$5,000
- (ii) 2016 Bowser Village Service and Attraction Signage, \$3,000

Town of Qualicum Beach - 1 project

- (i) 2013 Qualicum Beach Airport – Communications Upgrade, \$15,000

Qualicum Beach Downtown Business Association - 1 project

- (i) 2015 Website and Mobile Responsive Design Project, \$5,510.25

Oceanside Community Arts Council - 1 project

- (i) 2016 Tidal Treasures, \$5,000

Parksville & District Historical Society - 1 project

- (i) 2016 Parksville Museum Digital Heritage Exhibition, \$5,000

Echo Players Society - 1 project

- (i) 2016 Mural, \$5,000

These projects support economic development in SD69 through:

- Community cultural events that support local businesses and attract visitors;
- Promotion of arts and cultural activities in non-urban areas to promote regional tourism.



#### 4. Agriculture and Aquaculture

There were 3 projects funded that primarily supported the agricultural sector and the recipients were:

Arrowsmith Agricultural Association - 1 project

(i) 2013 Coombs Centennial Fair Celebration, \$3,000

Coombs Farmers Institute - 2 projects

(i) 2015 Farmers Feed Families, \$4,000

(ii) 2016 Mid-Island Growers Guide, \$6,500

These projects were intended to strengthen the economic viability of the agriculture industry and benefit farmers in the region by:

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

#### 5. Forestry and Fisheries

No applications for projects in this category were submitted.

#### 6. Renewable Energy and the Green Economy

There were 2 projects funded that encouraged investment and job creation in renewable energy, conservation and low carbon sectors.

Town of Qualicum Beach - 1 project

(i) 2012 Qualicum Beach Airport - Fuel Spill Containment at Aircraft Refuelling Pumps, \$15,000

Qualicum Beach Historical and Museum Society -1 project

(i) 2016 Qualicum Beach Museum Powerhouse-Discovery Centre Interactive Display, \$4,000

The benefits of these projects are as follows:

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

#### 7. High Tech Sector

To promote development within the high tech sector, 3 Projects were funded and the grant recipients were:

Innovation Island Technology Association - 2 projects

(i) 2013 Digital Qualicum, \$4,000

(ii) 2014 Start-up 101 – Training Seminar, \$5,000

Qualicum Beach Chamber of Commerce - 1 project

(i) 2013 Digital Arts Studio Pilot Project, \$5,000

These projects are intended to support the high tech sector through:

- Identifying needs and opportunities to attract high tech businesses to the region;
- Support for events and education, and establishing business networks within the sector.

## 8. Tourism and Recreation

There were 6 projects funded that were designed to attract and retain more visitors in the Region. The recipients of the funds were:

Lighthouse Country Business Association - 1 project

(i) 2013 Lighthouse Country Village Signs, \$5,000

Nanoose Community Services - 1 project

(i) 2013 Nanoose Community Signage Program, \$5,000

Oceanside Community Arts Council - 1 project

(i) 2013 MacMillan Arts Centre Centennial Project, \$5,000

Parksville & District Chamber of Commerce - 1 project

(i) 2013 Community Information & Business Attraction Marketing Strategy, \$10,000

Parksville Qualicum Beach Tourism Association - 1 project

(i) 2014 Regional Mobile Trail and Tour \$15,000

Mount Arrowsmith Biosphere Region at Vancouver Island University - 1 project

(i) 2017 An Amazing Places Passport Program, \$3,000

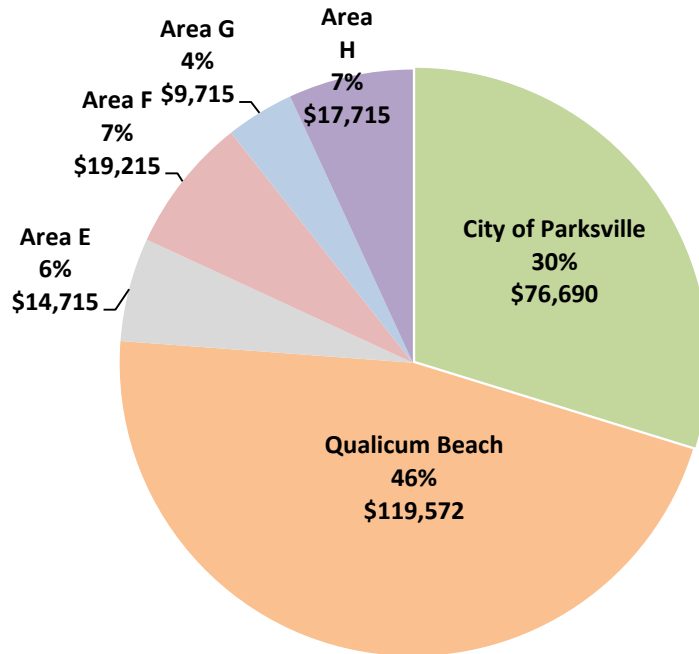
These projects are intended to promote tourism through:

- Enhanced communications, advertising and outreach to draw people to the region;
- Support for innovative or unique events that showcase the region's recreational, environmental and tourism amenities.

### ***NCED Funding Distribution Since 2012***

The total NCED funding that has been distributed in the past 5 years is approximately \$257,622. As illustrated in Figure 1 below, Qualicum Beach organizations have received 46% of this funding, followed by the City of Parksville organizations that received 30% and the total combined funding allocated to organizations in the Electoral areas was 24%. Funding for regional initiatives such as INfilm and Blade Runner youth projects has been distributed to all six jurisdictions as there are valuable employment opportunities that provide benefits across the service area.

**Figure 1: Five Year Distribution of NCED Funding 2012-2017**



There have been nine rounds of funding since 2012 and the average grant was roughly \$6,842. The maximum grant provided by NCED was \$15,000 on three occasions to Qualicum Beach for projects related to airport development. The minimum grant amount was \$2,000 provided on two occasions to the Lighthouse Country Business Association and the Oceanside Women’s Business Network.

A program requirement is that the recipients of funding are required to complete and submit a Summary Report and make a presentation to the NCED committee. The report and presentation must identify how program funding was ultimately used; whether the objectives of the project were met, and include attachments of reports, brochures, or other documents produced as a result of the project funding.

The RDN has received roughly 50% of the summary reports from NCED recipients. Staff has followed up with some of the organizations and we realize completing this reporting requirement for some organizations can be challenging. Without the final summary reports from recipients, staff are unable to fully evaluate and quantify the benefits of the NCED program.

With respect to meeting NCED program principles and priority areas, the common themes described by the recipients is that the funds have: created job opportunities; allowed more marketing and tourism related activities that highlight diversity and the iconic beauty of Oceanside; and, promote agriculture and buying local products.

***Benefits of NCED Funding***

According to the funding applications and the summary reports received, the NCED program has contributed numerous benefits to the local economy. A common theme by the applicants is that NCED

projects help to diversify the local economy and create local employment opportunities. Many projects claim to benefit the tourism industry.

Funds have been allocated to projects used to provide education and outreach to promote the diversity of the region's unique attributes such as local food producers and ecological diversity. These projects are designed to increase local knowledge and tourism opportunities. There have been improvements to information technology with the goal of business development.

NCED funding has been used to build stronger community partnerships. As an example, the agricultural sector vision is to develop into a successful economic driver by focusing on promoting food and farms in conjunction with local restaurants and increase demand for locally grown and made products.

The NCED funding used for Employment and Skills Training programs has contributed to building skills and confidence in the youth and adults participating in programs. These programs target the local labour market as the program participants are able to apply their new skills locally in the hospitality-tourism, film and home improvement sectors.

These programs are seen as a direct benefit to employers' as they have the ability to recruit and retain local employees. Providing a trained workforce is a direct benefit and the NCED program helping to meet Oceanside's labour market needs.

Unfortunately, detailed information on important economic indicators such as number of jobs created, increase in sales, or visitor spending is not available. The summary reports do not require a standard method of reporting so it is not possible to estimate in numbers the overall impact of the NCED program.

**Discussion Points for the NCED Program Delivery:**

1. The average funding for projects since 2012 has been \$6,842. A new funding cap of \$5,000 was established at the April 20, 2017 meeting of the NCED Select Committee. The NCED Select committee may wish to reconsider if this amount best serves projects that meet the funding criteria.
2. The NCED program has 8 categories that are eligible for funding. Many of the projects are related to tourism. More focus could be applied to specific sectors such as high tech, job creation, green economy, and the film industry.
3. A number of economic development initiatives are underway in the RDN. Consideration could be given on how to align the NCED program with other initiatives. A report is forthcoming to examine regional economic development.
4. Review the evaluation method for completed projects to determine the project's impacts on economic development.
5. How to better integrate with other funding programs such as ICET.

The NCED program is a unique regional service that targets locally based community organizations and local government organizations. For projects not meeting the funding criteria there may be community grant funds available. Other funding programs for economic development on Vancouver Island include the Island Coastal Economic Trust (ICET). The scope of Island Coastal Economic Trust (ICET) is much

broader as it was created by the Provincial Government in 2006 with an annual budget of \$50 million that is administered through the North Island-Coast Development Initiative Trust Act. ICET is designed to support economic development initiatives on central and northern Vancouver Island and the Sunshine Coast.

Unlike the NCED fund that has eight priority areas, ICET offers six focus areas for economic development programs. To be eligible for many of the ICET funding programs there is a requirement for applicants to provide up to 50% in matched funds. The funds distributed by ICET are used to fund larger regional significant projects whereas, NCED's level of funding is less and the scope of the projects are significantly smaller. The program objectives of the NCED and ICET differ significantly in scope. In contrast, the RDN specifically targets small locally based organizations in the region. Most of the recipients would not have the capacity, financial resources or partnerships agreements to be eligible to meet ICET's funding criteria.

There are benefits to the NCED program as it targets smaller organizations and helps to build local capacity through its coordinated approach. The NCED Select Committee hears directly from the applicant as to the opportunities and challenges from the business cases outlined in their funding proposals.

The NCED Select Committee may wish to conduct further analysis on the multiplier impacts of the NCED funds and coordinate its funding with other entities in the region that are focusing on economic development. Regional collaborations or marketing initiatives with other groups may help to attract new or have a broader market reach and help build local capacity by using resources more efficiently.

#### **ALTERNATIVES**

To receive this report for discussion purposes

#### **FINANCIAL IMPLICATIONS**

To continue funding the program under the current model, \$25,836 is being requisitioned for NCED in 2018.

#### **STRATEGIC PLAN IMPLICATIONS**

The NCED program presents an opportunity to advance the Board's vision of a diverse regional economy that is healthy, diverse and growing; and provides meaningful employment to residents that creates local business opportunities.



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Sharon Horsburgh  
Shorsburgh@rdn.bc.ca  
February 2, 2018

Reviewed by:

- P. Thompson, Manager, Long Range Planning
- G. Garbutt, General Manager, Strategic & Community Development
- P. Carlyle, Chief Administrative Officer

Attachments

1. NCED Select Committee Terms of Reference.
2. 2012-2017 NCED Projects Funded
3. NCED Program Guide

## REGIONAL DISTRICT OF NANAIMO

### NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE TERMS OF REFERENCE

January 2012

#### **PURPOSE:**

The purpose of this Select Committee is to:

1. Recommend to the Regional District of Nanaimo Board of Directors eligibility and evaluation criteria for distributing funds raised through the Northern Community Economic Development Service (the Service);
2. Receive and evaluate requests for funds raised through the Service;
3. Recommend recipients for funding to the Regional District of Nanaimo Board of Directors for approval; and to
4. Consider additional roles that the Regional District might have with respect to economic development initiatives in the Service area.

#### **MEMBERSHIP:**

One Director from each the City of Parksville, the Town of Qualicum Beach and Electoral Areas E, F, G and H.

#### **CHAIRPERSON:**

Selected by consensus from among the Committee members at the first meeting of each year.

#### **MEETINGS:**

The Committee shall meet at the call of the Chair a minimum of twice per year. At the first annual meeting, Committee members will select a chairperson, establish or update evaluation and eligibility criteria as well as any program priorities for that year, determine timelines for submission, and review any proposals submitted by that time.

At the second meeting of the year, the Committee will review all funding requests and recommend how funding for that year is to be distributed.

A quorum of five out of six committee members is required to conduct Committee business.

The General Manager of Development Services will be responsible for assigning staff to support the Committee including the coordination of agendas and staff contacts for Committee members.

#### **NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SERVICE (Bylaw No. 1649, 2011):**

1. The primary use of funding raised under Bylaw No. 1649 will be to promote economic development in the service area or that may benefit the service area.
2. Funds will be distributed on or after **August 1<sup>st</sup> each year following the receipt of tax monies for the current year.**
3. The maximum annual requisition for this Service is Fifty Thousand (\$50,000) Dollars. The Select Committee shall be responsible for determining the best use of the funds.
4. At a meeting of the Select Committee, delegations may be requested to advise the Committee on the state of the regional economy and strategic economic development opportunities for the Service area.

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**TO:** Northern Community Economic Development Select Committee      **MEETING:** February 15, 2018

**FROM:** Sharon Horsburgh      **FILE:** 6750-01  
Sustainability Coordinator

**SUBJECT:** Northern Community Economic Development Program

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**RECOMMENDATION**

That Northern Community Economic Development Program continue.

**SUMMARY**

In 2012, the RDN Board approved the Northern Community Economic Development (NCED) service for Electoral Areas E, F, G and H, as well as the City of Parksville and the Town of Qualicum Beach. The NCED Select Committee was established to ensure the funds requisitioned for the service are directed to best serve the residents in the service area.

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**BACKGROUND**

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The intent of these projects is to provide training to support:

- Development of a skilled workforce that can adapt to new and emerging trends of the 21st Century.
- Transitional programs for the unemployed and under-employed, especially youth.
- Human resource development programs for employers working to create the best possible working environments.

#### **2. Assistance for Start-ups and Self Employment**

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- (i) 2012 Oceanside Initiatives – Community Economic Development Assessment, \$9,450
- (ii) 2015 Regional Business Walks, \$5,000

Lighthouse Country Business Association - 1 project

- (i) 2012 LCBA – Website, \$2,000

Oceanside Women's Business Network - 1 project

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Qualicum Beach Chamber of Commerce - 3 projects

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

### **3. Arts, Culture and Media**

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- (i) 2013 Lighthouse Country Village Signs, \$5,000
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Town of Qualicum Beach - 1 project

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Oceanside Community Arts Council - 1 project

- (i) 2016 Tidal Treasures, \$5,000

Parksville & District Historical Society - 1 project

- (i) 2016 Parksville Museum Digital Heritage Exhibition, \$5,000

Echo Players Society - 1 project

- (i) 2016 Mural, \$5,000

These projects support economic development in SD69 through:

- Community cultural events that support local businesses and attract visitors;
- Promotion of arts and cultural activities in non-urban areas to promote regional tourism.

#### 4. Agriculture and Aquaculture

There were 3 projects funded that primarily supported the agricultural sector and the recipients were:

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These projects were intended to strengthen the economic viability of the agriculture industry and benefit farmers in the region by:

- Promoting and marketing regional food producers and the Vancouver Island diet;
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- Encouraging growth in agri-tourism.

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Qualicum Beach Historical and Museum Society -1 project

(i) 2016 Qualicum Beach Museum Powerhouse-Discovery Centre Interactive Display, \$4,000

The benefits of these projects are as follows:

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

#### 7. High Tech Sector

To promote development within the high tech sector, 3 Projects were funded and the grant recipients were:

Innovation Island Technology Association - 2 projects

(i) 2013 Digital Qualicum, \$4,000

(ii) 2014 Start-up 101 – Training Seminar, \$5,000

Qualicum Beach Chamber of Commerce - 1 project

(i) 2013 Digital Arts Studio Pilot Project, \$5,000

These projects are intended to support the high tech sector through:

- Identifying needs and opportunities to attract high tech businesses to the region;
- Support for events and education, and establishing business networks within the sector.

## 8. Tourism and Recreation

There were 6 projects funded that were designed to attract and retain more visitors in the Region. The recipients of the funds were:

Lighthouse Country Business Association - 1 project

(i) 2013 Lighthouse Country Village Signs, \$5,000

Nanoose Community Services - 1 project

(i) 2013 Nanoose Community Signage Program, \$5,000

Oceanside Community Arts Council - 1 project

(i) 2013 MacMillan Arts Centre Centennial Project, \$5,000

Parksville & District Chamber of Commerce - 1 project

(i) 2013 Community Information & Business Attraction Marketing Strategy, \$10,000

Parksville Qualicum Beach Tourism Association - 1 project

(i) 2014 Regional Mobile Trail and Tour \$15,000

Mount Arrowsmith Biosphere Region at Vancouver Island University - 1 project

(i) 2017 An Amazing Places Passport Program, \$3,000

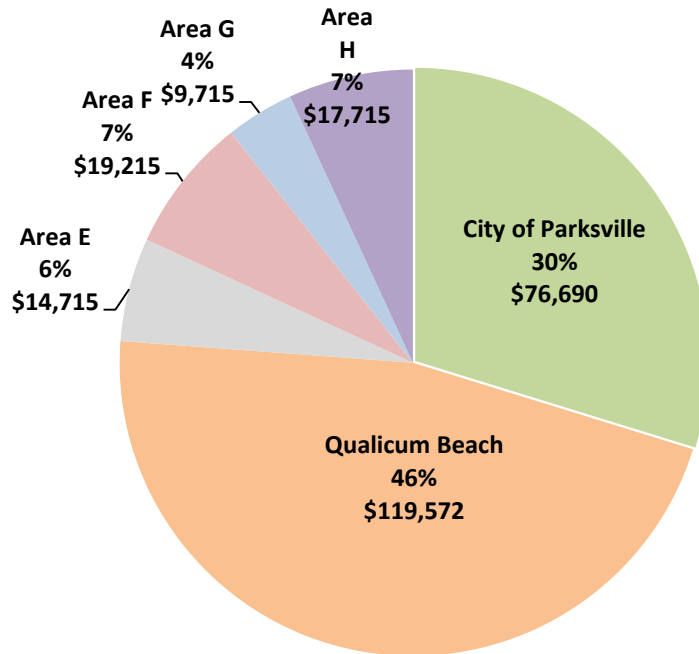
These projects are intended to promote tourism through:

- Enhanced communications, advertising and outreach to draw people to the region;
- Support for innovative or unique events that showcase the region's recreational, environmental and tourism amenities.

### ***NCED Funding Distribution Since 2012***

The total NCED funding that has been distributed in the past 5 years is approximately \$257,622. As illustrated in Figure 1 below, Qualicum Beach organizations have received 46% of this funding, followed by the City of Parksville organizations that received 30% and the total combined funding allocated to organizations in the Electoral areas was 24%. Funding for regional initiatives such as INfilm and Blade Runner youth projects has been distributed to all six jurisdictions as there are valuable employment opportunities that provide benefits across the service area.

**Figure 1: Five Year Distribution of NCED Funding 2012-2017**



There have been nine rounds of funding since 2012 and the average grant was roughly \$6,842. The maximum grant provided by NCED was \$15,000 on three occasions to Qualicum Beach for projects related to airport development. The minimum grant amount was \$2,000 provided on two occasions to the Lighthouse Country Business Association and the Oceanside Women’s Business Network.

A program requirement is that the recipients of funding are required to complete and submit a Summary Report and make a presentation to the NCED committee. The report and presentation must identify how program funding was ultimately used; whether the objectives of the project were met, and include attachments of reports, brochures, or other documents produced as a result of the project funding.

The RDN has received roughly 50% of the summary reports from NCED recipients. Staff has followed up with some of the organizations and we realize completing this reporting requirement for some organizations can be challenging. Without the final summary reports from recipients, staff are unable to fully evaluate and quantify the benefits of the NCED program.

With respect to meeting NCED program principles and priority areas, the common themes described by the recipients is that the funds have: created job opportunities; allowed more marketing and tourism related activities that highlight diversity and the iconic beauty of Oceanside; and, promote agriculture and buying local products.

***Benefits of NCED Funding***

According to the funding applications and the summary reports received, the NCED program has contributed numerous benefits to the local economy. A common theme by the applicants is that NCED

projects help to diversify the local economy and create local employment opportunities. Many projects claim to benefit the tourism industry.

Funds have been allocated to projects used to provide education and outreach to promote the diversity of the region's unique attributes such as local food producers and ecological diversity. These projects are designed to increase local knowledge and tourism opportunities. There have been improvements to information technology with the goal of business development.

NCED funding has been used to build stronger community partnerships. As an example, the agricultural sector vision is to develop into a successful economic driver by focusing on promoting food and farms in conjunction with local restaurants and increase demand for locally grown and made products.

The NCED funding used for Employment and Skills Training programs has contributed to building skills and confidence in the youth and adults participating in programs. These programs target the local labour market as the program participants are able to apply their new skills locally in the hospitality-tourism, film and home improvement sectors.

These programs are seen as a direct benefit to employers' as they have the ability to recruit and retain local employees. Providing a trained workforce is a direct benefit and the NCED program helping to meet Oceanside's labour market needs.

Unfortunately, detailed information on important economic indicators such as number of jobs created, increase in sales, or visitor spending is not available. The summary reports do not require a standard method of reporting so it is not possible to estimate in numbers the overall impact of the NCED program.

**Discussion Points for the NCED Program Delivery:**

1. The average funding for projects since 2012 has been \$6,842. A new funding cap of \$5,000 was established at the April 20, 2017 meeting of the NCED Select Committee. The NCED Select committee may wish to reconsider if this amount best serves projects that meet the funding criteria.
2. The NCED program has 8 categories that are eligible for funding. Many of the projects are related to tourism. More focus could be applied to specific sectors such as high tech, job creation, green economy, and the film industry.
3. A number of economic development initiatives are underway in the RDN. Consideration could be given on how to align the NCED program with other initiatives. A report is forthcoming to examine regional economic development.
4. Review the evaluation method for completed projects to determine the project's impacts on economic development.
5. How to better integrate with other funding programs such as ICET.

The NCED program is a unique regional service that targets locally based community organizations and local government organizations. For projects not meeting the funding criteria there may be community grant funds available. Other funding programs for economic development on Vancouver Island include the Island Coastal Economic Trust (ICET). The scope of Island Coastal Economic Trust (ICET) is much

broader as it was created by the Provincial Government in 2006 with an annual budget of \$50 million that is administered through the North Island-Coast Development Initiative Trust Act. ICET is designed to support economic development initiatives on central and northern Vancouver Island and the Sunshine Coast.

Unlike the NCED fund that has eight priority areas, ICET offers six focus areas for economic development programs. To be eligible for many of the ICET funding programs there is a requirement for applicants to provide up to 50% in matched funds. The funds distributed by ICET are used to fund larger regional significant projects whereas, NCED's level of funding is less and the scope of the projects are significantly smaller. The program objectives of the NCED and ICET differ significantly in scope. In contrast, the RDN specifically targets small locally based organizations in the region. Most of the recipients would not have the capacity, financial resources or partnerships agreements to be eligible to meet ICET's funding criteria.

There are benefits to the NCED program as it targets smaller organizations and helps to build local capacity through its coordinated approach. The NCED Select Committee hears directly from the applicant as to the opportunities and challenges from the business cases outlined in their funding proposals.

The NCED Select Committee may wish to conduct further analysis on the multiplier impacts of the NCED funds and coordinate its funding with other entities in the region that are focusing on economic development. Regional collaborations or marketing initiatives with other groups may help to attract new or have a broader market reach and help build local capacity by using resources more efficiently.

#### **ALTERNATIVES**

To receive this report for discussion purposes

#### **FINANCIAL IMPLICATIONS**

To continue funding the program under the current model, \$25,836 is being requisitioned for NCED in 2018.

#### **STRATEGIC PLAN IMPLICATIONS**

The NCED program presents an opportunity to advance the Board's vision of a diverse regional economy that is healthy, diverse and growing; and provides meaningful employment to residents that creates local business opportunities.



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Sharon Horsburgh  
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February 2, 2018

Reviewed by:

- P. Thompson, Manager, Long Range Planning
- G. Garbutt, General Manager, Strategic & Community Development
- P. Carlyle, Chief Administrative Officer

Attachments

1. NCED Select Committee Terms of Reference.
2. 2012-2017 NCED Projects Funded
3. NCED Program Guide



## REGIONAL DISTRICT OF NANAIMO

### NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE TERMS OF REFERENCE

January 2012

#### **PURPOSE:**

The purpose of this Select Committee is to:

1. Recommend to the Regional District of Nanaimo Board of Directors eligibility and evaluation criteria for distributing funds raised through the Northern Community Economic Development Service (the Service);
2. Receive and evaluate requests for funds raised through the Service;
3. Recommend recipients for funding to the Regional District of Nanaimo Board of Directors for approval; and to
4. Consider additional roles that the Regional District might have with respect to economic development initiatives in the Service area.

#### **MEMBERSHIP:**

One Director from each the City of Parksville, the Town of Qualicum Beach and Electoral Areas E, F, G and H.

#### **CHAIRPERSON:**

Selected by consensus from among the Committee members at the first meeting of each year.

#### **MEETINGS:**

The Committee shall meet at the call of the Chair a minimum of twice per year. At the first annual meeting, Committee members will select a chairperson, establish or update evaluation and eligibility criteria as well as any program priorities for that year, determine timelines for submission, and review any proposals submitted by that time.

At the second meeting of the year, the Committee will review all funding requests and recommend how funding for that year is to be distributed.

A quorum of five out of six committee members is required to conduct Committee business.

The General Manager of Development Services will be responsible for assigning staff to support the Committee including the coordination of agendas and staff contacts for Committee members.

#### **NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SERVICE (Bylaw No. 1649, 2011):**

1. The primary use of funding raised under Bylaw No. 1649 will be to promote economic development in the service area or that may benefit the service area.
2. Funds will be distributed on or after **August 1<sup>st</sup> each year following the receipt of tax monies for the current year.**
3. The maximum annual requisition for this Service is Fifty Thousand (\$50,000) Dollars. The Select Committee shall be responsible for determining the best use of the funds.
4. At a meeting of the Select Committee, delegations may be requested to advise the Committee on the state of the regional economy and strategic economic development opportunities for the Service area.

Regional District of Nanaimo: Northern Community Economic Development Program

Project List: 2012-Present

**2012**  
SPRING

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas						Summary Report		
				E	F	G	H	Q	P	Y	N	N/A
Oceanside Community Arts Council	2012 Artist Studio Guide for Parksville/ Qulaicum Beach Area	\$ 5,000.00	Deferred to Fall	✓	✓	✓	✓	✓	✓			✓
Parksville and District Chamber of Commerce	Oceanside Initiatives – Community Economic Development Assessment	\$ 9,450.00	\$ 9,450.00	✓	✓	✓	✓	✓	✓	✓		
Qualicum Beach Chamber of Commerce	Commerce Ambassador Program	\$ 14,250.00	\$ 7,500.00					✓		✓		
Town of Qualicum Beach	Qualicum Beach Airport -Fuel Spill Containment at Aircraft Refuelling Pumps	\$ 15,000.00	\$ 15,000.00					✓		✓		
<b>Spring 2012 Sub-total</b>		<b>\$ 43,700.00</b>	<b>\$ 31,950.00</b>									
				<b>FALL 2012</b>								
				Denied								
Mid-Island Bluegrass Society	Mid-Island Bluegrass Festival 2013	\$ 8,000.00	(RDN paid for electrical upgrade out of operational budget)									
Oceanside Community Arts Council	Marketing the Arts in Oceanside	\$ 5,000.00	Denied	✓	✓	✓	✓	✓	✓			
Lighthouse Country Business Association	Lighthouse Country Village Signs	\$ 5,000.00	Deferred until conclusion of PQBTA re-branding				✓					
North Island Wildlife Recovery Centre	Public Picnic and Rest Area	\$ 14,112.00	Denied		✓							
Qualicum Beach Historical and Museum Society	Museum Analysis/ Feasibility Study for Proposed Expansion	\$ 8,000.00	Denied	✓	✓	✓	✓	✓	✓			
Qualicum Beach Chamber of Commerce	Commerce Ambassador Program (Phase II)	\$ 6,750.00	Deferred to Spring 2013	✓	✓	✓	✓	✓	✓		X	
Lighthouse Country Business Association	LCBA Trade Show	\$ 3,000.00	\$ 3,000.00				✓				X	
<b>FALL 2012 Sub-Total</b>		<b>\$ 49,862.00</b>	<b>\$ 3,000.00</b>									
<b>2012 Grand Total</b>		<b>\$ 34,950.00</b>										

**2013**  
SPRING

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas					
				E	F	G	H	Q	P

Arrowsmith Agricultural Association	Coombs Centennial Fair Celebration	\$ 3,000.00	\$ 3,000.00	✓	✓	✓	✓	✓	✓
Innovation Island Technology Association	Digital Qualicum	\$ 5,000.00	\$ 4,000.00					✓	✓
Lighthouse Country Business Association	Lighthouse Country Village Signs	\$ 5,000.00	\$ 5,000.00				✓		
Nanoose Community Services	Nanoose Community Signage Program	\$ 19,000.00	\$ 5,000.00	✓					
Oceanside Community Arts Council	MacMillan Arts Centre Centennial Project	\$ 5,000.00	\$ 5,000.00	✓	✓	✓	✓	✓	✓
Town of Qualicum Beach	Qualicum Beach Airport – Communications Upgrade	\$ 15,000.00	\$ 15,000.00					✓	
Oceanside Community Arts Council	Oceanside Community Arts Festival	\$ 3,250.00	Denied	✓	✓	✓	✓	✓	✓
Downtown Parksville Business Association	Of Course Parksville Downtown has free Wi-Fi	\$ 9,000.00	Denied						✓
Resort Drive Events	Party on the Drive	\$ 4,300.00	Denied						✓
SunPump Heating Institute	SunPump Industry Launch	\$ 13,735.00	Denied	✓	✓	✓	✓	✓	✓
<b>Spring 2013 Sub-Total</b>		<b>\$ 82,285.00</b>	<b>\$ 37,000.00</b>						

				<b>FALL</b>						
Parksville and District Chamber of Commerce	Oceanside Initiatives – – Community Information/ Business Attraction Marketing Strategy	\$ 10,000.00	\$ 10,000.00	✓	✓	✓	✓	✓	✓	
Qualicum Beach Chamber of Commerce	Digital Arts Studio Pilot Project	\$ 7,500.00	\$ 5,000.00	✓	✓	✓	✓	✓	✓	
North Island Wildlife Recovery Association	Gazebo	\$ 10,000.00	Denied				✓			
<b>Fall 2013 Sub-Total</b>		<b>\$ 27,500.00</b>	<b>\$ 15,000.00</b>							
<b>2013 Grand Total</b>		<b>\$ 52,000.00</b>								

## 2014

### SPRING

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas					
				E	F	G	H	Q	P
Oceanside Community Arts Council	Youth Music Drop-In Program and Business of Music	\$ 5,000.00	Denied	✓	✓	✓	✓	✓	✓
Vancouver Island North Film Commission	Building Capacity to Attract the Film and Media Industry	\$ 10,000.00	\$ 10,000.00	✓	✓	✓	✓	✓	✓
For the Love of Parrots Refuge Society	The Lavender Cottage	\$ 12,005.00	Denied		✓				
Parksville Curling Club	Roof Repair of Curling Rink	\$ 15,000.00	Denied						✓
Innovation Island Technology Association	Start-up 101 – Training Seminar	\$ 5,000.00	\$ 5,000.00					✓	✓

Arrowsmith Agricultural Association	Arrowsmith Recreation Hall: Septic System	\$ 15,000.00	Denied		✓					
			Paid through CWF \$ 10,000.00							
Parksville Qualicum Beach Tourism Association	Regional Mobile Trail and Tour	\$ 15,000.00	pending partnership funding (paid in March 2015)	✓	✓	✓	✓	✓	✓	✓
<b>Spring 2014 Sub-Total</b>		<b>\$ 77,005.00</b>	<b>\$ 25,000.00</b>							
				<b>FALL</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>Q</b>	<b>P</b>
Central Vancouver Island Job Opportunities Building Society	BladeRunners' pilot youth employment program for RDN North	\$ 9,889.75	\$ 9,889.75	✓	✓				✓	✓
Parksville Downtown Business Association	FUNicular for Downtown Parksville (Feasibility Study)	\$ 7,500.00	Denied							✓
CycloTourismBC	CycloTourism Regional Engagement Program for Businesses	\$ 15,000.00	Denied	✓	✓	✓	✓	✓	✓	✓
Parksville Curling Club	2014 Junior Curling Championships	\$ 3,500.00	Denied							✓
Lighthouse Country Business Association	LCBA - Website	\$ 4,000.00	\$ 2,000.00					✓		
<b>Fall 2014 Sub-Total</b>		<b>\$ 39,889.75</b>	<b>\$ 11,889.75</b>							
<b>2014 SUM</b>		<b>\$ 36,889.75</b>								

## 2015

### Spring

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas						
				E	F	G	H	Q	P	
Coombs Farmers Institute	Farmers Feed Families	\$ 4,000.00	\$ 4,000.00	✓	✓	✓	✓	✓	✓	
Central Vancouver Island Job Opportunities Building Society	BladeRunners' youth employment program Construction Sector	\$ 10,000.00	\$ 10,000.00	✓	✓	✓	✓	✓	✓	✓
Oceanside Women's Business Network	Beehive Networking Event	\$ 2,500.00	\$ 2,000.00	✓	✓	✓	✓	✓	✓	
Parksville and District Chamber of Commerce	Regional Business Walks		\$ 5,000.00	✓	✓	✓	✓	✓	✓	✓
		\$ 10,000.00	pending partnership funding (paid in November 2015)							
Town of Qualicum Beach	Qualicum Beach Airport Business Plan	\$ 15,000.00	\$ 15,000.00						✓	
Qualicum Beach Chamber of Commerce	Economic Impact of Summer Events (Study)	\$ 6,371.51	\$ 6,371.51						✓	
<b>Spring 2015 Sub-Total</b>		<b>\$ 47,871.51</b>	<b>\$ 42,371.51</b>							
				<b>Fall 2015</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>Q</b>	<b>P</b>

Qualicum Beach Community, Education and Wellness Society	Vision 2020 Market Development Roadmap	\$ 6,000.00	\$ 6,000.00	✓	✓	✓	✓	✓	✓	✓
Qualicum Beach Downtown Business Association	Website and Mobile Responsive Design Project	5510.25	5510.25					✓		
<b>Fall 2015 Sub-Total</b>		<b>\$ 11,510.25</b>	<b>\$ 11,510.25</b>							
<b>2015 Grand Total</b>		<b>\$ 53,881.76</b>								

## 2016

### Spring

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas						
				E	F	G	H	Q	P	
Central Vancouver Island Job Opportunities Building Society	BladeRunners' youth employment program Landscape/ Construction Sector	\$ 10,000.00	\$ 10,000.00	✓	✓	✓	✓	✓	✓	✓
Coombs Farmers Institute	Mid-Island Growers Guide	\$ 6,500.00	\$ 6,500.00	✓	✓	✓	✓	✓	✓	✓
Parksville and District Historical Society	Parksville Museum Digital Exhibition and Tour	\$ 6,284.02	0	✓	✓	✓	✓		✓	x
Island North Film Commission	Film Sector Development	\$ 8,400.00	\$ 8,400.00	✓	✓	✓	✓	✓	✓	✓
Oceanside Community Ars Council	Tidal Treasures	\$ 10,500.00	\$ 5,000.00	✓	✓	✓	✓	✓	✓	✓
Lighthouse Country Business Association	Bowser Village Service and Attraction Signage	\$ 3,000.00	\$ 3,000.00				✓			
<b>Spring 2016 Sub-Total</b>		<b>\$ 44,684.02</b>	<b>\$ 32,900.00</b>							

### Fall 2016

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas						
				E	F	G	H	Q	P	
Parksville and District Historical Society	Parksville Museum Heritage Building (2) Ramp Instalations	\$ 3,480.00	0	✓	✓	✓	✓	✓	✓	
Town of Qualicum Beach	Old Fire Hall Renovation for Regional Industrial Growth	\$ 19,932.00	0					✓		
Town of Qualicum Beach	Develop Airport Land Use Design Concepts	\$ 10,000.00	10,000	✓	✓	✓	✓			✓ /verbal
Qualicum Beach Historical and Museum Society	Qualicum Beach Museum Powerhouse-Discovery Centre Interactive Display	\$ 4,000.00	4,000							✓
Parksville and District Historical Society	Parksville Museum Digital Heritage Exhibition	\$ 5,799.23	5,000							
<b>Fall 2016 Sub-Total</b>		<b>\$ 43,211.23</b>	<b>\$ 19,000.00</b>							
<b>2016 Grand Total</b>		<b>\$ 51,900.00</b>								

### Spring 2017

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas						
				E	F	G	H	Q	P	
Town of Qualicum Beach	Renovating the Old Fire Hall	\$ 19,932.00	\$ 5,000.00	✓	✓	✓	✓	✓	✓	
Echo Players Society	Mural	\$ 18,900.00	\$ 5,000.00							

Qualicum Beach Chamber of Commerce	Entrepreneur's Toolkit	\$ 5,396.50	\$ 5,000.00						
Mount Arrowsmith Biosphere Region at Vancouver Island University	An Amazing Places Passport Program	\$ 10,000.00	\$ 3,000.00	✓	✓	✓	✓	✓	✓
Central Vancouver Island Job Opportunities Building Society	Blade Runners 2017-2018	\$ 10,000.00	\$ 10,000.00	✓	✓	✓	✓	✓	✓
Parksville and District Chamber of Commerce	Mid Island Tech Forum	\$ 15,000.00	Denied						
<b>Spring 2017 Sub-Total</b>		<b>\$ 79,228.50</b>	<b>\$28,000</b>						
<b>2017 Grand Total</b>			<b>\$28,000</b>						

# **Northern Community Economic Development**

## **Program Guide**



**REGIONAL  
DISTRICT  
OF NANAIMO**

**2017**





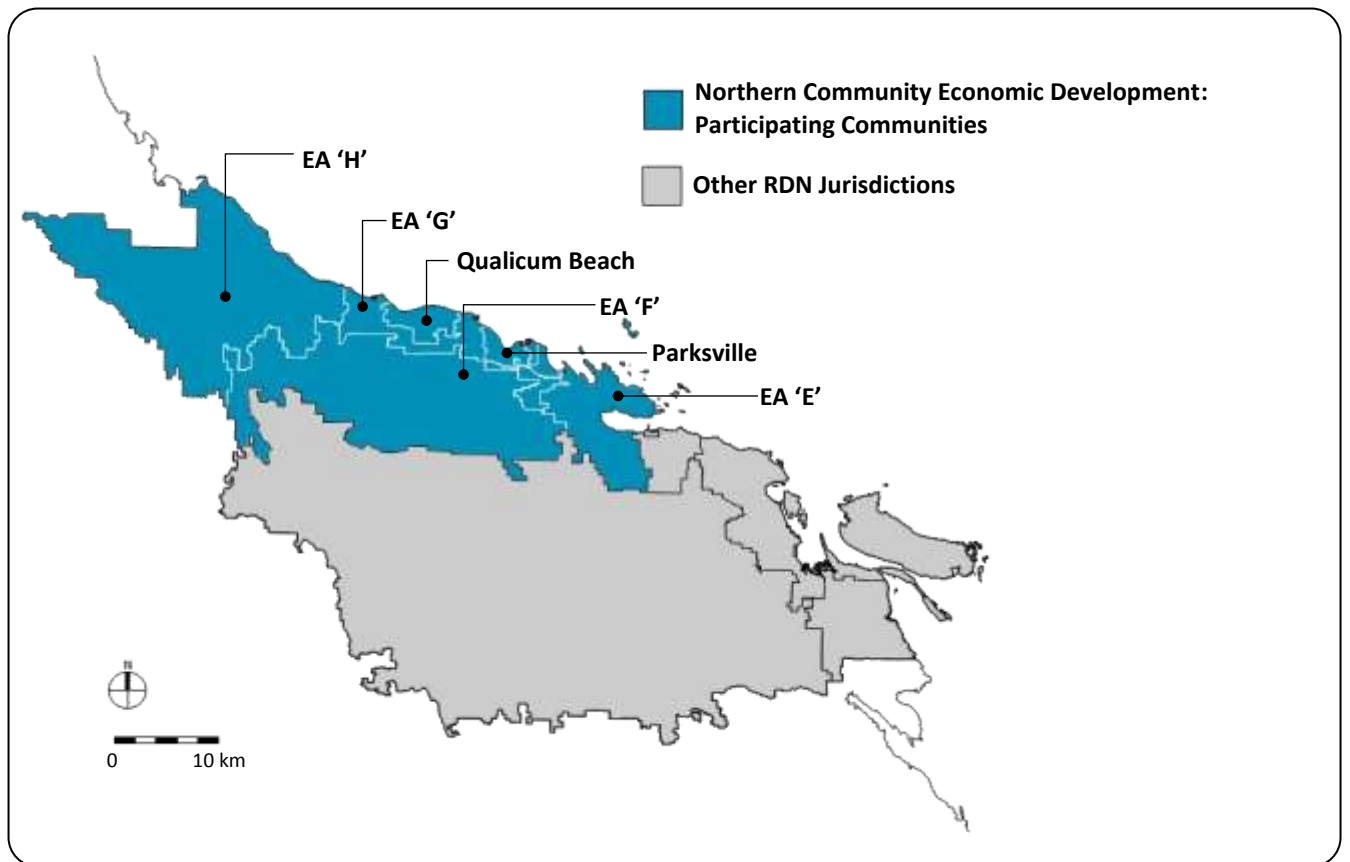
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## Purpose

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



## Board Vision: Our Economy

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

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

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

## **Goal: Enhanced Economic Resilience**

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

### **Principles**

#### **Flexibility**

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

#### **Foster Diversification**

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

#### **Cultivate the Entrepreneurial Spirit**

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

#### **Support Innovation in Science and Technology**

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

#### **Facilitate Cooperation**

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

#### **Create Regional Benefits**

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

## Priority Areas

### Employment and Skills Training

Training to support:

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

### Assistance for Start-ups and Self Employment

Programs to assist small businesses with:

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

### Arts, Culture and Media

Building cultural institutions in the Region through:

- Community cultural events that support local businesses and attract visitors;
- Promotion of arts and cultural activities in non-urban areas to promote regional tourism.

### Agriculture and Aquaculture

Strengthening the economic viability of agriculture and aquaculture by:

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

### Forestry and Fisheries

Advancing sustainable approaches to the resource sectors that built the Island economy by:

- Accelerating the transition toward value added products and processes for small businesses;
- Promoting adaptive management practices for small scale commercial operators;
- Supporting educational opportunities that benefit the forestry and fisheries sectors.

### Renewable Energy and the Green Economy

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

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

### High Tech Sector

Promote development within the high tech sector by:

- Identifying needs and opportunities to attract high tech businesses to the region;
- Supporting events and education, and establishing business networks within the sector.

### Tourism and Recreation

Attracting more visitors with:

- Enhanced communications, advertising and outreach to draw people to the region;
- Support for innovative or unique events that showcase the region's recreational, environmental and tourism amenities.

## Grant Amount

Total annual funding available to be shared across all projects is \$50,000. To maintain flexibility and diversity of the types of projects, a maximum of \$5,000 has been set for individual projects. The intent of these grants is to fund the broadest range of projects possible, providing the greatest net economic benefit to the region. Prospective applicants are encouraged to contact RDN staff to discuss project ideas and scope.

## Eligibility

### Eligible Projects

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

### Ineligible Projects

Ineligible projects are those located outside the Service area or that do not provide a direct economic benefit to one or more of the participating communities. In addition, projects that provide direct financial assistance to support business or commercial activities cannot be funded through this Program<sup>1</sup>. To ensure eligibility for funding, businesses are encouraged to build partnerships with complementary businesses or organizations to develop eligible projects.

### Eligible Costs

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

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

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<sup>1</sup> Section 273 of the *Local Government Act* prohibits a Regional Board from providing assistance, including grants, to business, commercial or industrial undertakings.

## **Ineligible Costs**

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

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

## **Evaluation Criteria**

Projects will be evaluated against the following criteria:

### **Project Viability**

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

### **Financial and Administrative Feasibility**

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

### **Economic Benefit**

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

### **New and Unique**

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

### **Community Support**

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

## **Approval and Payment of Grant**

### **Application Deadline**

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

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

Digital copies in pdf format can be sent to [nced@rdn.bc.ca](mailto:nced@rdn.bc.ca).

### **Application Package**

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

### **Awarding of Projects**

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

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

### **Payment of Grant**

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

## **Reporting Outcomes**

Recipients of funding are required to complete and submit a Summary Report and present project results to the Northern Community Economic Development Select Committee at the conclusion of the project, or 12 months after receiving funding. The Summary Report will be made available to the public via the RDN website, and will identify how program funding was ultimately used, whether the objectives of the project were met, and will include attachments of reports, brochures, or other documents produced as a result of the project. A Summary Report template is included in this Guide.





# **Northern Community Economic Development**

## **Forms:**

Application Form

Summary Report



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

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

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

(Please attach additional pages as necessary.)

**PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:**

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's 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.

<b>SIGNATURE</b>	<b>DATE:</b>
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](mailto:nced@rdn.bc.ca)

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

**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.

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

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

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

**Please Note:** Completed Summary Reports will be posted publicly on the Regional District of Nanaimo website.

