



## ECONOMIC DEVELOPMENT COMMISSION MEETING

June 17, 2010

7:30 AM – Community Futures Board Room  
135 Third Street, Duncan, BC, V9L 1R9

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### AGENDA

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4. <b><u>DELEGATIONS:</u></b> D1 7:30 am - Maria Lauridsen, Principal, Vancouver Island University, VIU Cowichan Campus Update	
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6. <b><u>REPORTS</u></b> R1 Staff Report – Sustainable Economic Development Strategy, Request for Expressions of Interest – GM Planning & Development Dept.	8-14
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R3 Update on Regional Tourism Plan – Economic Development Manager	
7. <b><u>UNFINISHED BUSINESS:</u></b>	
8. <b><u>NEW BUSINESS:</u></b> NB1 Discuss core measurements	

9. **CLOSED SESSION:**

10. **ADJOURNMENT:**

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Bruce Sampson, Chair  
Dave Jackson, Vice-Chair  
Director Kent  
Director Morrison

George Robbins  
Pat Foster  
Michael Kelly  
John Morris

John Plas  
Jane Worton  
Marsha Stanley

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**Full Agenda Package:**

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DIRECTOR DUNCAN  
DIRECTOR COSSEY  
DIRECTOR DOREY  
DIRECTOR KUHN

AS WELL AS:

DIRECTOR GERRY GILES, CVRD CHAIR  
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER  
GEOFF MILLAR, ECONOMIC DEVELOPMENT MANAGER  
KATHY LACHMAN, BUSINESS DEVELOPMENT OFFICER  
TOM ANDERSON, GENERAL MANAGER PLANNING & DEVELOPMENT  
MARK KUEBER, GENERAL MANAGER CORPORATE SERVICES  
FELICITY ADAMS, MANAGER OF DEVELOPMENT SERVICES, TOWN OF LADYSMITH  
RUTH MALLI, CITY MANAGER, TOWN OF LADYSMITH  
JIM DIAS, ADMINISTRATOR, DISTRICT OF NORTH COWICHAN  
JOSEPH FERNANDEZ, ADMINISTRATOR, TOWN OF LAKE COWICHAN  
TOM IRELAND, ADMINISTRATOR, CITY OF DUNCAN  
CATHY ROBERTSON, MANAGER COMMUNITY FUTURES COWICHAN

Minutes of the regular meeting of the ECONOMIC DEVELOPMENT COMMISSION held at the Community Futures Boardroom on May 13, 2010 at 7:30 am.

**PRESENT:** Chair Bruce Sampson  
Director Kent  
Director Morrison  
George Robbins  
Pat Foster  
Mike Kelly  
John Morris  
John Plas  
Jane Worton  
Marsha Stanley

**ALSO**

**PRESENT:** Director Kuhn  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager Economic Development  
Judy Mills, Recording Secretary

**ABSENT:** Vice-Chair Dave Jackson  
Kathy Lachman, Business Development Officer

**APPROVAL OF AGENDA**

Two addenda were added to the agenda.

**It was moved and seconded the agenda be accepted.**

**MOTION CARRIED**

**ADOPTION OF MINUTES**

**It was moved and seconded that the notes from the April 22, 2010 EDC Planning Session be accepted.**

**MOTION CARRIED**

**BUSINESS ARISING OUT OF MINUTES**

**BA1  
APPROVAL OF COMMISSION ROLE**

The Economic Development Manager will circulate the EDC bylaw which includes the Terms of Reference.

**It was moved and seconded to approve the new role definition for the Commission as stated. "The CVRD Economic Development Commission is an advisory body to the CVRD Board on ensuring a sustainable, healthy economy in the Region".**

**MOTION CARRIED**

**BA2  
COMMISSION  
FUNCTIONS**

- a) It was decided the Economic Development Chair will present to the CVRD Board twice a year, in adequate time for objectives and goals and provide a mid-term economic update, and if otherwise required.

It was noted EDC 2010 meetings will be held in Jan, Mar, May, Jun, Aug, Sept, Oct, Nov and Dec. Jan is budget review, Feb the Board adopts the Budget and Oct is budget development.

**It was moved and seconded the Chair will report to the Board twice per year and more if required.**

**MOTION CARRIED**

- b) It is important to showcase inter-connected strategies between the Environment, Economy and Social Planning. Discussion took place regarding groups working together and sharing of information. The Commissions are cross pollinated.
- c) Once the strategy is developed the Commission members expressed an interest to attend and do presentations to the service clubs and chambers. This will add credibility and increase the profile. Opportunity to highlight success stories both within the community and the EDC newsletter. In an effort to interface with the stakeholders it was agreed the Economic Development Manager will propose site visits for Commission members and arrange for delegates to attend the EDC meetings. Next EDC agenda will include a delegate from VIU.

**BA3  
REGIONAL  
SUSTAINABILITY  
PLANNING  
PROCESS**

**It was moved and seconded the Economic Development Commission fully support the Regional Sustainability Planning Process.**

**MOTION CARRIED**

**BA4  
DATA**

The information circulated to the Commission members was informative. It was requested they also receive the Planning & Development year-end report and the sustainability statistics and issues paper. Discussion took place regarding the core measurements and timeline of the sustainability process. The General Manager, Planning & Development, will update the Commission once the Terms of Reference are set and seek feedback.

Next EDC meeting a one hour block in the agenda will be scheduled to discuss measurements. Members who want to volunteer to discuss key indicators/components may do so prior to the meeting.

John Morris left the meeting at 8:35 am.

**BA5 & BA6** Tabled due to time constraints.

**DELEGATIONS** Not applicable.

**CORRESPONDENCE** Not applicable.

**REPORTS** Not applicable.

**UNFINISHED  
BUSINESS** Not applicable.

**NEW BUSINESS**

**NB1  
CVRD AREA  
AGRICULTURAL  
PLAN LETTER** The Economic Development Manager circulated a memo for the CVRD Chair regarding recommendations for the Agricultural Advisory Committee. These recommendations were the result of a meeting of the EDC Chair, The Economic Development Manager and Business Development Officer to keep action moving on the CVRD Area Agricultural Plan. The Commission requested Rodger Hunter, Co-Chair of the Environment Commission, who is highly knowledgeable about water issues, be added to the list.

**NB2  
BUDGET RECAP** The Economic Development Manager circulated a Budget Recap outlining the revenue and expenditures for the EDC and Tourism budget.

**NB3  
NEXT EDC  
MEETING** The following agenda items were agreed upon for the next EDC meeting:

- VIU delegate
- Update on the Sustainability Plan - General Manager Planning & Development
- Economic Development update – Economic Development Manager
- Discuss measurements – 1 hour timeslot
- Good news items – EDC newsletter
- List of potential speaking engagements & site visits
- Regional Tourism Plan update/presentation

Director Kent will Chair the meeting in the absence of Bruce Sampson.

**CLOSED SESSION** Not applicable.

**ADJOURNMENT** **It was recommended that the Regular meeting adjourn.**

The meeting adjourned at 9:25 am. Next meeting is June 17, 2010.

Certified Correct:

Chairperson

Secretary

Dated:

**MEMORANDUM****DATE:** June 17, 2010**FILE No:** EDC2010**TO:** CVRD EDC Members**FROM:** Geoff Millar, Manager, Economic Development Division**SUBJECT:** 2010 Potential Activities

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**PROPOSED DELEGATIONS FOR THE EDC MEETINGS:**

- Vancouver Island University – June
- Community Futures Cowichan – August
- Ministry of Community Development - September
- Labour Market Presentation - October
- Cowichan Green Community – November

**PROPOSED SITE VISITS FOR EDC MEMBERS:**

- Pacific Building Systems – Cobble Hill
- Boydel Wastewater Technologies - Ladysmith
- Catalyst Paper - Crofton
- Queen Margaret's School - Duncan
- Vancouver Island University (new Cowichan Campus) – North Cowichan
- Cowichan Lake Outdoor Education & Conference Centre – Lake Cowichan

**MUNICIPAL TOURS:**

- Ladysmith
- North Cowichan
- Duncan
- Lake Cowichan

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Geoff Millar, Manager  
Economic Development Division



## STAFF REPORT

### ECONOMIC DEVELOPMENT COMMISSION MEETING OF JUNE 17, 2010

**DATE:** June 8, 2010

**FILE NO:**

**FROM:** Tom Anderson, General Manager, Planning and  
Development Department

**SUBJECT:** Sustainable Economic Development Strategy –  
Request for Expressions of Interest

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**Action:**

That the Commission provide comment and direction on the attached Sustainable Economic Development Strategy, Request for Expressions of Interest.

**Purpose:**

To obtain Commission comment and direction on the draft Request for Expressions of Interest (REOI).

**Financial Implications:**

The project has been estimated to cost \$20,000 not including other fees and disbursements as identified in the REOI that would be absorbed by the Economic Development Budget.

**Interdepartmental/Agency Implications:**

Not known at this time.

**Background:**

In the fall of 2009, the Regional Board began a process to develop a Corporate Strategic Plan. While this Plan remains in draft form, one of the strategic actions suggested within that document was that the Regional District proceed with a Regional Sustainability Plan. At the same time, there was desire on behalf of the Regional Board Directors to update the direction that the Economic Development and Tourism functions were taking. It was suggested that in order to provide the Directors with a greater sense of comfort as well as clarify the mandate to staff, that an update to the original 2002 Economic Development Strategy would be in order. Given the clear desire of the Regional Board to base our work plans on the principles of sustainability, direction was given to proceed with a Sustainable Economic Development Strategy. This idea was presented to the Economic Development Commission at their February 18, 2010 regular meeting where the following recommendation was passed:



**The Economic Development Commission recommends that the Regional Board approve the development of a Sustainable Economic Development Strategy.**

**And, that, the Regional Board approve the \$30,000 cost for this Strategy within the 2010 Budget.**

By the end of the budget deliberations, the Board decided not to specifically fund the Strategic Plan as recommended through the Economic Development Operating Budget. At the same time, the Board approved proceeding with the overall, more visionary Regional Sustainability Plan by way of 100 percent funding through the Federal/Provincial Gas Tax Funding of which they designated that \$300,000 be allocated to this project over a 3 year period. As a Healthy Economy is one of the component parts to a Regional Sustainability Strategy, we have taken the position that money from this fund may be used to proceed with the Sustainable Economic Development Strategy provided it includes a long term vision for sustainable economic development within the Region.

Attached is a draft REOI for your consideration. There are a few points that I would like to address or ask for your consideration.

1. The REOI purposely does not contain a great deal of detail like a Request for Proposals would. This allows the consultants to use their ideas and ingenuity to bring forward their most creative ideas. However, any of the bullet lists can be expanded as desired if it is felt that further clarity is necessary.
2. The **selection process** identified here is similar to other processes we have employed through the years. The idea would be to have the Commission go through a selection process to narrow the choice of consultants down to at most three, then provide those three with more specific direction for submitting proposals. Subject to time and availability, we could request that each of the consulting firms make presentations to the Commission on their proposals so that Commission members get a true feel for the consultant that they feel will do the best job! I am not sure, however, if the project budget is one that the consultants would want to go to that effort for.
3. **Project timing** is a matter that will need further clarification from the Commission as the intent is to have the project completed by the end of November in order to provide direction for the 2011 budget.
4. The **Budget** has been set at \$20,000 for this project which is less than which was originally proposed in the recommendation to the Regional Board in February. Concern was raised by Board members at the overall cost so this total reflects that concern. It should be noted that various sundry costs will need to be absorbed by the EDC so one has to be cognizant of those additional costs as well. Having said that, I would be interested in hearing the Commission members thoughts on whether we should include an additional section that requests the consultants respond to what additional work they would include if a further \$5,000 were made available.

Submitted by,

A handwritten signature in black ink, appearing to read 'Tom R. Anderson', with a long horizontal line extending to the right.

Tom R. Anderson,  
General Manager  
Planning and Development Department

TRA/ca

# **Request for Expressions of Interest**

## **Cowichan Valley Regional District Sustainable Economic Development Strategy**

**Closing Date:**

**Contact Person:**

**Geoff Millar, Manager  
Economic Development Cowichan**



## **Introduction**

The Cowichan Valley Regional District (CVRD) is preparing to undertake a Sustainable Economic Development Strategy as part of an overall Corporate Strategic Plan and Regional Sustainability Plan. A 'Healthy Economy' as part all strategic directives.

This Request for Expressions of Interest (REOI) has been prepared to:

- Determine what qualified consultants would be interested in undertaking this project;
- Develop a short list of qualified consultants that will be directly invited to submit proposals for this project;
- Determine the methodology that will support this project

## **Background**

The Cowichan Region is located on Southern Vancouver Island between Victoria and Nanaimo. The region supports a population of 80,000 people and is growing at a rate of 1.5% per year. The region attracts predominantly baby-boomers and young seniors that are looking for a high quality, environmentally conscious rural lifestyle.

The CVRD supports an in-house economic development function which has been in existence since 2001. Economic Development Cowichan (EDC) provides economic development, tourism marketing and film attraction services for the CVRD. EDC is a division under the CVRD Planning and Development Department. A 13 member Economic Development Commission advises the CVRD Board on strategic direction and initiatives for the economic development division. Commission members are appointed by the CVRD Board and serve a one or two year term.

The economy of the region has traditionally been in forestry and resource extraction but is in the process of transitioning to a service and retail based economy. The main economic drivers are agriculture and tourism with clean technology identified in 2008 as an emerging sector to assist in the diversification of the economy. The region has some of the best agriculture land on Vancouver Island and the climate and soils support a wide variety of crops from grapes, to potatoes to kiwi's. The region's lake, mountains, trails and ocean shorelines

attract a large number of tourists which supports a variety of tourism products including boating and fishing businesses, camp grounds, hiking supplies, cultural amenities, and outdoor adventure tours. The accommodation sector is dominated by small hotels and B&B's.

The CVRD wishes to complete a sustainable economic development strategy that:

- Fits into the broader Corporate Strategic Plan of the CVRD
- Provides short term strategic direction for the EDC staff and Commission
- Provides a long term vision for sustainable economic development in the region that can be incorporated into a Regional Sustainability Plan that is currently being initiated by the Regional District
- Assists in the diversification of the regional economy

The consultant will work with Economic Development Cowichan staff, Commission, Regional Board, stakeholder groups and the public to create a sustainable economic development strategy that will reflect a healthy economy and embrace the values of our unique region.

### **Project Objectives**

The REOI is for the completion of a sustainable economic development strategy that will contain the following elements:

- Analysis of Economic Development Cowichan Strategic Plan (2002), EDC yearly business plans and other research studies and documents
- Identification and recommendations of 'best practices' in sustainable economic development
- Identification of specific projects, sector development and initiatives that will contribute to sustainable economic development
- Coordinate and facilitate consultation processes with the Commission, Regional Board, stakeholder groups and the public
- Development of short, medium and long term strategic and sustainable direction for the economic development function

### **Criteria for Assessment of Submissions**

Submissions will be evaluated based upon the following criteria:

- The consultants understanding of the scope of the project
- The consultants approach to the project
- The experience and qualifications of personnel to be used on the project

- The work component breakdown
- The project cost profile

**Selection Process**

A short list of not more than three (3) qualified firms selected from the REOI's received will be formally invited to submit proposals after which one firm will be selected to undertake the project.

**Project Timing /Budget**

Following the selection process, the project is expected to start in XXXXXX, 2010 and be completed by XXXXXXXX, 2010. The budget for this project is **\$20,000.00** including taxes and disbursements. Hospitality costs (room bookings and catering for an agreed-upon number of meetings) will be the responsibility of the EDC.

**Submission Requirements**

Submissions should be no longer than five (5) pages.

**Please send submissions to:**

**Economic Development Cowichan**  
135 Third Street, Duncan BC V9L 1R9  
Attn: Geoff Millar, Manager  
(250) 746 7880 ext. 246  
Email: [gmillar@cverd.bc.ca](mailto:gmillar@cverd.bc.ca)  
Web: <http://www.cverd.bc.ca>

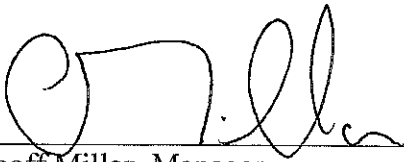
**MEMORANDUM****DATE:** June 17, 2010**FILE No:** EDC2010**TO:** CVRD EDC members**FROM:** Geoff Millar, Manager, Economic Development Division**SUBJECT:** EDC Update Items

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The following items are a listing of Economic Development 2010 work plan activities for the information of Commission members.

- Regional Agricultural Programs;
  - CVRD – Area Agricultural Plan implementation process
  - Islands Agri-food Initiative
  - Vancouver Island Agriculture Show (2011-2012)
  - Artisan Distillers Guild support
  - Agri-Food Processing Development
- Clean Technology Report implementation and associated activities;
  - Business and Investment Attraction programs – key trade shows – industry activity
  - Development of Clean Technology Initiatives - marketing
  - Cluster development strategy targeting advanced building components and sustainable energy
  - Cowichan Region Clean Technology Advisory Council (under development)
  - Undertake review of local bylaws and regulations to ensure positive environment for clean technology companies (liaison with Planning Dept)
- Regional Tourism Planning Process;
  - Meeting with main tourism stakeholders
  - Plan for roll-out of Tourism Plan
  - Continue liaison with major tourism leaders and stakeholders
- Tourism Infrastructure Development;
  - West Coast Community Adjustment Program Committee – Ladysmith Maritime Society, Crofton Waterfront Plan. Support to Community Futures Cowichan.
  - Investment Attraction and support programs
  - Hotel – Resort Attraction
  - Chemainus development program

- Film Cowichan
  - 2009 activities – direct value - \$1.5mil
  - Business & Film Production attraction
  - Liaison with Bay Film Studios – series and major film productions planned for 2010
  - Coordinate Cowichan International Aboriginal Festival of Film and Art
  - Conclude program with youth and emerging film makers with a focus on First Nations film makers – focus on skill development and First Nation bridge building
  - First Nations Media Arts Centre development at QCC
  - Hidden Treasures – Providence Farm – downtown Duncan and some rural locations  
- Shooting September-October - \$3mil production
- Tourism Marketing
  - Tourism Fulfillment advertising
  - Cowichan publications – Travel Planner, map, BC Ferries rack card,
  - Cowichan Wine and Culinary Festival
  - Liaison with Tourism Vancouver Island and Ministry of Tourism, Culture and the Arts, Council of Tourism Associations and CTC
  - Advertising in Key Markets
  - Public Relations
- Community Partnerships
  - Multiple levels of government
  - Business organizations
  - Local government Economic Development liaison
- Administrative Responsibilities
  - Financial and administrative management of EDC
  - Financial coordination of external marketing



Geoff Millar, Manager  
Economic Development Division



# DISCOVER COWICHAN NEWS

Economic Development Cowichan

Year In Review 2009

## WELCOME

Welcome to Economic Development Cowichan's year in review. 2009 was an exciting year for economic development. The organization focused in on the three objectives identified in the 2009 business plan: attraction of new businesses; retention and expansion of existing businesses and facilitating community partnerships.

2009 also saw the organization focus on three strategic sectors: agriculture; hotel and resort investment and clean technology. The business retention and expansion program, Cowichan First, was launched and has recently been recognized by the provincial government as a "best practices" Business Retention and Expansion program for rural community development.

While the office was busy with our proactive marketing and attraction activities, we also responded to over 300 business inquiries.

Management and coordination of Tourism Cowichan and Film Cowichan activities added an important linkage to these two important economic components of our region. Both sectors are seen as growth industries and EDC support is important to their on-going development.

We are proud of the work that we have accomplished and we are pleased to present the EDC Year in Review. Within this issue you will find a review of the major activities and initiatives of the past year.

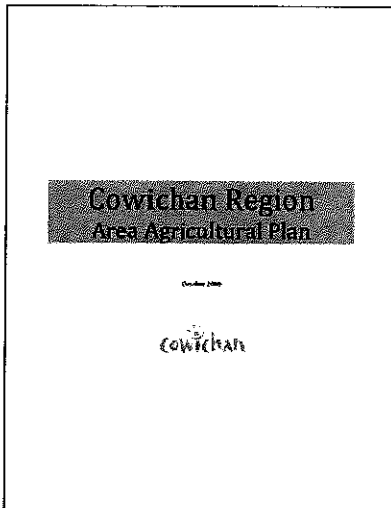
Geoff Millar, Economic Development Manager  
Kathy Lachman, Business Development Officer  
Judy Mills, Executive Assistant



## Business Attraction— Reports

An important part of business attraction is understanding the industry that you are targeting. In 2009, EDC commissioned a number of studies and plans in order to better plan marketing activities.

### Agriculture

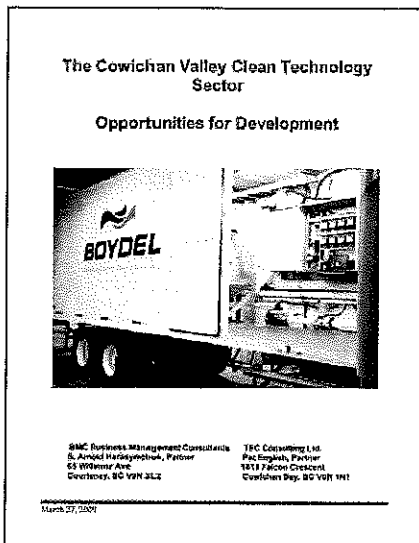


#### Cowichan Region Area Agriculture Plan

Consultants from "From The Ground Up" spent the better part of 2009 developing three documents: State of the Industry; Issues and Opportunities; and the Action Plan. Efforts are underway to implement the 78 recommendations identified within the plan.



### Clean Technology



#### Clean Technology Reports One and Two

Clean technology is an emerging sector and the Cowichan Region is well positioned to use the clean technology industry as an economic catalyst for the region.

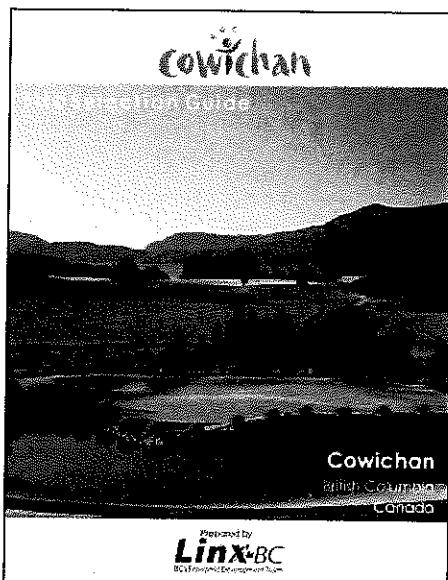
The first report was useful in identifying the existing clean technology companies in the region and where there are opportunities to expand.

The second report focused in on wood waste and opportunities to attract industries that would utilize this natural resource.

Efforts are now underway to market wood waste to potential investors. EDC is also working with existing green building companies to expand their markets into the US.



## Site Selector Guide

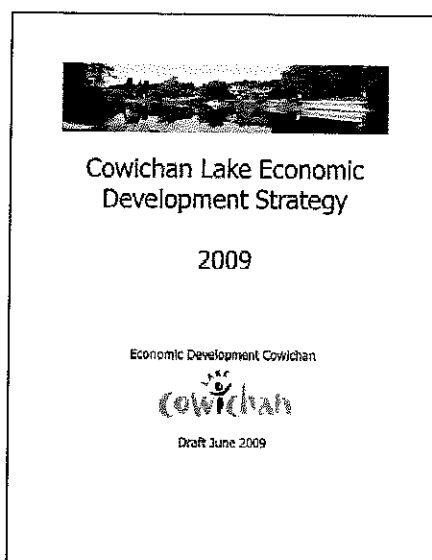


### Cowichan Region Site Selector Guide

An essential component for any community is its ability to provide relevant information to site selectors who are looking to relocate in the region. In partnership with Linx BC, the Site Selector Guide was created as an investment attraction tool.

The guide is available on the [discovercowichan.com](http://discovercowichan.com) web site and is used in trade shows and other marketing efforts.

## Sub-Regional Plans



### Cowichan Lake Sub-Regional Plan

Working with the Town of Lake Cowichan and the Cowichan Lake Chamber of Commerce, an economic development strategy was created to assist in moving the Town of Lake Cowichan and Areas F and I towards a number of economic development goals.

EDC also works with the Town of Ladysmith and the Municipality of North Cowichan on their economic development plans and strategies.



## Business Attraction– Activities



### BC Real Estate Convention

One of the premier events of the year for site selectors, the BC Real Estate Convention has been an important event for EDC to attend to promote real estate investment into the Cowichan Region.

The Economic Development Association of BC & Linx BC

Hosted By  
Economic Development Association of British Columbia  
**Linx BC**  
An Investment Development Firm

**Date:**  
February 11, 2009

**Time:**  
6:00 pm - 7:00 pm

**Location:**  
Westin Bayshore  
1601 Bayshore Drive  
Vancouver, BC

**Contact:**  
5428  
Highroad Crescent  
Chilliwack, BC  
V2R 3Y1  
Tel: (604) 858-7189  
Fax: (604) 858-7345  
info@edatbc.com  
www.edatbc.com

EDABC and Linx BC are hosting an opportunity for you to meet key staff from the Ministry of Technology, Trade and Economic Development and the Ministry of Community Development Services

The International Business Development Branch helps you promote your projects and or Trade opportunities in foreign markets, including China, Korea, Japan, India, the European Union and the USA. The Investor Services Branch is usually the first point of contact for many of the leads that are received by the Ministry from companies looking for locations in BC. The Ministry of Community Development has representatives throughout BC that can assist you and your clients in finding the information you need to see your project through.

**First Name:** \_\_\_\_\_  
**Last Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Organization:** \_\_\_\_\_  
**Mailing Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_  
**Province:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

**Event Cost**  
(Please Check)

**Members:** ☐ \$100 plus GST (Total - \$105.00)  
**Non-Members:** ☐ \$125 plus GST (Total - \$131.25)

**Method of Payment:** (Credit card is preferred)  
☐ Visa ☐ MasterCard  
☐ Cheque (payable to "Linx BC Reception")

**Card Number:** \_\_\_\_\_  
**Name:** \_\_\_\_\_  
**Expiry Date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_  
**Date:** \_\_\_\_\_

### Ministry of Small Business, Technology, Trade and Economic Development– Special Networking Reception

Through EDC's membership in Linx BC, we were given the opportunity to attend this reception and networking event to promote the region.

EDC staff made connections with the in-market representatives with the International Business Development Branch. These connections are important as this Ministry receives over 200 foreign investment inquiries a month.

**The Canadian Resort Investment Conference** is a "must attend" event for any community looking to attract a hotel or resort. The show resulted in a number of potential investors visiting the Cowichan Region.

### CANADIAN RESORT INVESTMENT CONFERENCE

October 21 – 22, 2009  
The Westin Calgary  
www.resortinvest.ca

#### About the Conference:

Canada's most comprehensive conference providing invaluable insight into all aspects of resort/recreational real estate development and operations. A must for independent and multi-property developers/operators, lenders and service providers involved in Privately-Owned-Resorts to Whole/Shared Ownership options.

All are invited to attend and register for the event which will include informative sessions and panel-based discussions on both resort- and urban-based projects.

## Business Retention and Expansion

### Cowichan First Program

Business retention and expansion programs are becoming the cornerstone of sustainable economic development. First launched in 2008, the Cowichan First program is an ongoing activity that works to understand the needs and challenges of the business community and develops solutions to those challenges. The program has recently been recognized by the BC Government as a 'best practices' business retention and expansion program for rural communities.



## Business Retention– Marketing

Economic Development Cowichan

*Let us help you  
grow your  
business*

Economic Development  
Cowichan has programs  
and services to help make  
your business successful  
in these challenging economic times

We can assist you with:

- Finance and marketing
- Access to new markets and customers
- Employee attraction and retention

To find out how we can help, contact:  
Kathy Lachman,  
Business Development Officer  
at **250-746-7880** or  
email [klachman@cvrd.bc.ca](mailto:klachman@cvrd.bc.ca)

**Economic Development Cowichan**  
135 Third Street  
Duncan BC V9L 1R9

The Cowichan logo, featuring the word "Cowichan" in a stylized, black font with a small graphic of a person above the "i".

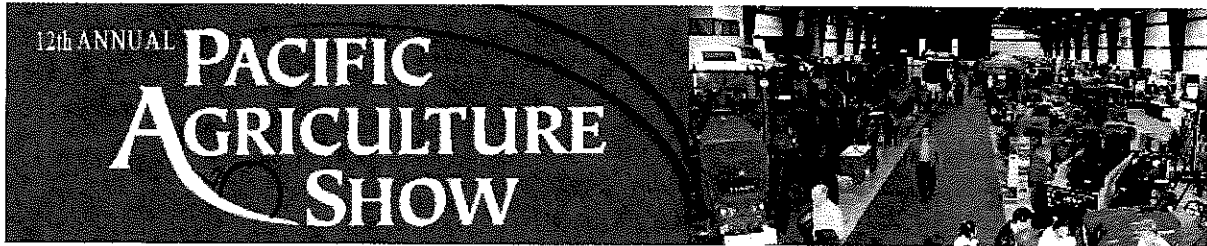
In 2009, EDC talked to over 100 local businesses and assisted those businesses in dealing with such issues as access to new markets, financing and marketing.

EDC advertised in a number of publications to encourage businesses to contact our office. The time to assist businesses is before they are in jeopardy of closing or leaving the region.

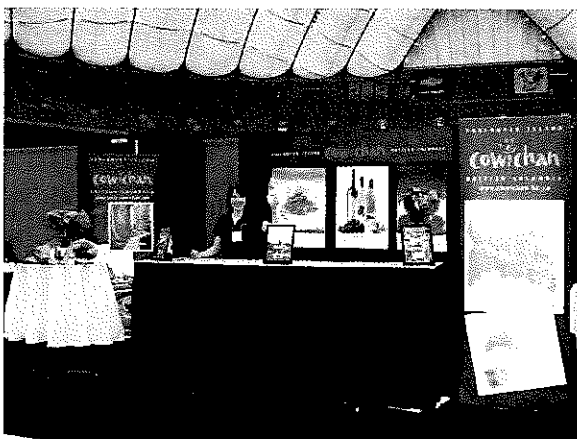
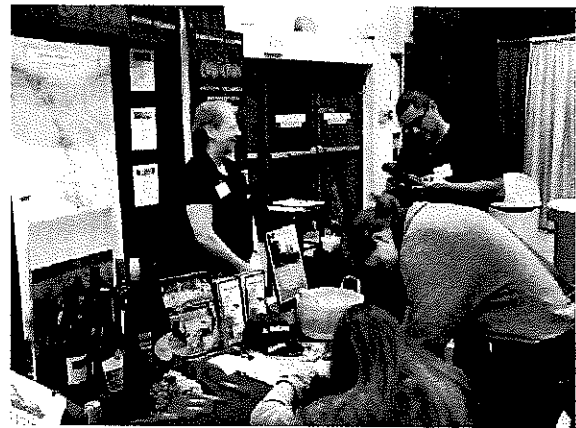


2009 also saw the development of the Made in Cowichan seal that will be used to brand local products.

## Business Retention and Expansion— Activities



The Pacific Agriculture Show held in Abbotsford BC, is an annual event that attracts over 10,000 attendees. Economic Development Cowichan attends this show to promote the region for agricultural investment and to promote the wide variety of local products that are grown and produced. In 2009, we took cider from Merridale Cider and chocolate wine sauce from Hot Chick Spice Company and handed out samples to the attendees.



### EAT! Vancouver

EDC attended Eat! Vancouver in Vancouver for the third year running. The show is a consumer show that attracts over 30,000 'foodies' from the Vancouver area. We took a number of food processors to the show to highlight their company including Hot Chick Spice Company, Merridale Cider, Venturi Schulze Vineyards, Thistles Catering and Organic Fair.



## 2010 Table Top Exhibition



March, 2009- Agriculture and Agri-Food Canada and the BC Ministry of Agriculture and Lands organized a table-top exhibition to provide local distributors, caterers, chefs and foodservice professionals with a forum to meet Canadian agri-food businesses that were supplying foodservices for the 2010 Olympic Games.

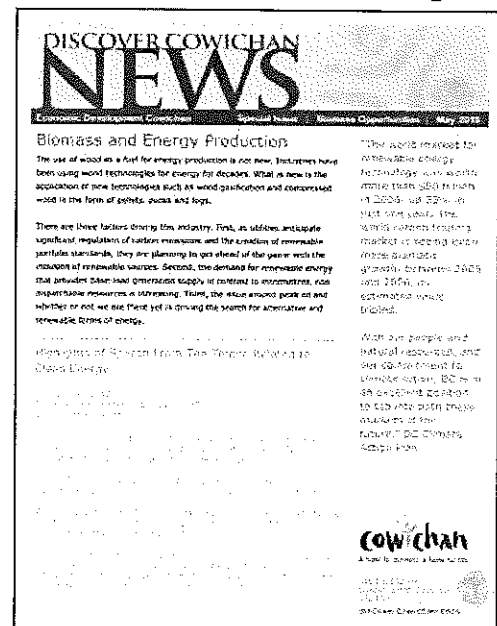
EDC took three local companies to this event that was held in Vancouver.

Nonuttin' Foods was one of the companies that attended. While at this event, Alana Elliott, owner of Nonuttin Foods reconnected with a supplier connected to the 2010 Olympic Games. No Nuttin' Foods received orders from the Olympic Broadcast Services to supply granola bars to official Broadcasting Centres in both Whistler and Vancouver.

## Economic Development Cowichan Communication

In November 2008, the CVRD launched their new web site including the new EDC web site. Much of the early part of 2009 was spent in uploading information and refining the web site content.

In 2009, EDC also launched the new newsletter format which goes out to an email distribution list as well as posted on the EDC web site.



## Tourism Cowichan



### **Tourism Fulfillment Advertising:**

Tourism fulfillment advertising is delivered when someone calls or otherwise connects with Tourism Cowichan and the information they request gets delivered into the hands of those that are using the information to plan their Island or Cowichan experience. They can connect with Tourism Cowichan in several ways:

- Phone in to our Tourism Cowichan toll free information line,
- Order a Cowichan Travel Planner on-line or by email,
- Visit our trade show booth (both Tourism and Economic Development), or
- Pick up our information from the Tourism Vancouver Island booth at one of the many travel trade shows attended throughout the year.

Tourism Vancouver Island and Tourism Victoria collectively spend millions of dollars luring residents of long-haul and short-haul markets to Vancouver Island. Working closely with these well-established Destination Marketing Organizations is one of the several ways that Tourism Cowichan and its stakeholders can affordably reach the long-haul market.

### **Develop and Support Cowichan Focused Publications and Collateral:**

Tourism Cowichan recognizes the importance of the messaging that it provides prospective tourists and is continuing to invest considerable time and effort to upgrade and enhance the effectiveness of the region's Travel Planner as well as the popular Cowichan Free Map, BC Ferries rack card and materials for the Cowichan Wine & Culinary Festival.



### **Advertising in Key Markets:**

Now in its fifth year, the Canwest Media sponsorship of the Tourism Cowichan events calendar has continued to drive visitors to our region. For a relatively small investment, Tourism Cowichan is able to leverage \$10 worth of value for every dollar invested with ads in the Times Colonist, Duncan Citizen, Nanaimo Daily News and CHEK News. Boulevard Magazine continues to be very popular with stakeholders and now has five pages in every issue plus the Van Dop Arts & Cultural Guide returned in '09. New for '09 was the placement of our Cowichan Travel Planners on the Coho Ferry. In 2008 we added the Comox Airport and the Victoria Airport to our distribution plan.



**Public Relations Strategy:**

It was very difficult for Tourism Cowichan to support all of its niche markets, yet many offer good overnight volume opportunities if done well. Our PR strategy offers the opportunity to highlight the attractions, festivals and events that will engage consumers more than can be done in a single ad. For that reason Tourism Cowichan continues to enlist Tourism Vancouver Island's Public Relations department to assist our Region through the inclusion of Cowichan in their monthly "Here's What's Happening Newsletters", distributed worldwide to 4000 media and travel writers. Now that TVI has become an agent of Tourism British Columbia, our Cowichan events and stories are making their way into TBC's "Fresh Stories" publication.

**Trade/Consumer Shows:**

Events in 2009 included the Edmonton Home & Garden Show, the Calgary Home & Garden Show and EAT Vancouver. Trade and consumer shows offer a good opportunity to present the information on the Cowichan Region to interest-specific consumers in the Cowichan key target markets. Where appropriate, costs for these activities will be offset by partnering with Tourism Vancouver Island or through stakeholder participation.

**Development of improved tourism website:**

Tourism Cowichan continues to offer digital tools for consumers to plan their travel experiences. Our new website includes new and improved content, a slide show, plus photos and forms for stakeholders and visitors. Every year, 2009 included, Tourism Cowichan upgraded and enhanced those tools.

**Education and Training for Cowichan Stakeholders:**

Tourism Cowichan continued to identify appropriate training events and bring those to the Cowichan Region, including cross-cultural training for businesses preparing for the 2010 Winter Olympics in Vancouver/Whistler.

**Regular Stakeholder Communications:**

Tourism Cowichan recognizes the need for ongoing communications between the tourism sector stakeholders. Our Tourism eNews is sent to all stakeholders and interested parties to remind them of the various events, initiatives and opportunities related to tourism in our region.

**Familiarization Trips:**

Tourism Cowichan hosts qualified travel writers, tour operators and others who can assist us in promoting our region. TVI and TBC pre-qualify many visitors and assist with many island-wide familiarization tours.

### **Regional Brand Program**

The Cowichan brand is well recognized especially within the tourism sector. EDC continues to promote the brand and expand its use among the public and private sectors.



### **Citta Slow**

EDC worked with the Cowichan Bay community to form Citta Slow Cowichan with the efforts resulting in Cowichan Bay gaining Citta Slow status and becoming the first Citta Slow (Slow City) community in North America. We continue to work with the Citta Slow Cowichan Society and other community partners like the Cowichan Wine and Culinary Festival to enhance and increase the profile and development of the Slow Food movement and culinary tourism sectors in the Cowichan Region.

### **Regional Tourism Plan**

Funding was obtained from the Provincial Government's Community Tourism Foundation program to develop a regional tourism plan for the Cowichan. The final report has now been presented to participating tourism stakeholder businesses and will be rolled out to local governments and others during 2010 Quarters 2 and 3. The plan is to implement the eighteen recommendations over the period 2011-2015, beginning with the creation of a Cowichan Region Tourism Advisory Committee later this year.

## Film Cowichan



### 2009 Active Scouting Activities

5 films, 2 commercials

### Filmed in the Cowichan

2 feature films: Seven Deadly Sins, The Diary  
Economic Development Value \$1.5 M.

### Bay Film Studios Activities

2009 TV Series

5 cooking shows are in various stages of development through Bay Film Studios. 3 shows are featuring the Cowichan region culinary scene.

### Other Activities

Series of High Definition B roll film was shot over the summer of 2009. This film footage is available for tourism promotional products, through Economic Development Cowichan. Work continued on the tourism promo video of the Quw'utsun' Cultural Centre and Duncan for 2010 promotions (other short promos have been filmed as well).

The Cowichan Intercultural Festival of Film & Art Society which was formally registered in March of 2008, is the Society that is responsible for running the Cowichan International Aboriginal Festival of Film & Art as well as other intercultural activities and events throughout the year. In 2009, the Society through its work has leveraged close to \$100,000 in funding through Canada Arts Council, BC Arts Council, BC Labour Market Development program and local partnerships. These



funds have gone to artists, film makers, venues and locations and the youth film training program described below. The ability to leverage this funding is an important part of what is creating a vibrant and growing film industry in the region.

Film Cowichan with its association with the CIFFA Society spent a lot of this year working to establish a year long training program for young and upcoming aboriginal youth film makers in the region. Work is also being done within the school district to encourage intercultural film making activities. This project is called the Youth Empowerment Project. It is run through the Job Creation Program. Already the films produced through this program have garnered provincial interest.