

**REGIONAL DISTRICT OF NANAIMO**

**NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE**

**TUESDAY, OCTOBER 8, 2013**

**1:00 PM**

***(RDN COMMITTEE ROOM)***

**A G E N D A**

**PAGES**

**CALL TO ORDER**

**DELEGATIONS**

Arlene Veenhof, Lighthouse Country Business Association, re: Lighthouse Country Business Association Trade Show.

**MINUTES**

1 – 3 Minutes of the Northern Community Economic Development Select Committee meeting held on April 9, 2013.

**BUSINESS ARISING FROM THE MINUTES**

**COMMUNICATIONS/CORRESPONDENCE**

4 - 7 Lighthouse Country Business Association, Summary Report

**UNFINISHED BUSINESS**

**REPORTS**

8 - 57 Northern Community Economic Development Program – Fall 2013 Proposals.

**ADDENDUM**

**BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS**

**NEW BUSINESS**

**ADJOURNMENT**

**IN CAMERA**

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

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



**REGIONAL DISTRICT OF NANAIMO**

**MINUTES OF THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE  
MEETING HELD ON TUESDAY, APRIL 9, 2013 AT 2:00 P.M.  
IN THE COMMITTEE ROOM**

**Present:**

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

**Also in Attendance:**

Paul Thorkelsson	Chief Administrative Officer
Chris Midgley	Manager, Energy & Sustainability
Nicole Hewitt	Recording Secretary

**CALL TO ORDER**

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

**MINUTES**

MOVED Director Holme, SECONDED Director Lefebvre, that the minutes of the NCED Select Committee meeting held October 9, 2012 be adopted.

CARRIED

**DELEGATIONS**

**Kim Burden, Parksville and District Chamber of Commerce – Re: Oceanside Initiatives Project.**

Mr. Burden provided a visual and verbal report of the Oceanside Initiatives Project.

**REPORTS/ PROPOSALS**

**Northern Community Economic Development Program – Spring 2013 Proposals.**

**Remove NCED Project Proposals**

MOVED Director Willie, SECONDED Director Veenhof, that the SunPump Industry Launch, Of Course Downtown Parksville Has Free Wi-Fi, Oceanside Community Arts Festival and Party on the Drive proposals be denied.

CARRIED

**Digital Qualicum – Innovation Island Technology Association.**

MOVED Director Veenhof, SECONDED Director Lefebvre, that funding for Digital Qualicum from the Innovation Island Technology Association be awarded funding in the amount of \$4,000.

CARRIED

**Lighthouse Country Village Signs – Lighthouse Country Business Association.**

MOVED Director Fell, SECONDED Director Holme, that the funding for Lighthouse Country Village Signs from the Lighthouse Country Business Association be awarded full funding in the amount of \$5,000.

Director Veenhof did not vote due to a conflict of interest.

CARRIED

**Qualicum Beach Airport Communications and Technology Upgrade – Town of Qualicum Beach.**

MOVED Director Willie, SECONDED Director Lefebvre, that the Qualicum Beach Airport Communications and Technology Upgrade from the Town of Qualicum Beach be awarded full funding in the amount of \$15,000; that staff be directed to initiate a dialogue with the Town of Qualicum Beach regarding future funding for the airport.

CARRIED

**Nanoose Bay Community Signage Program –Nanoose Community Services.**

MOVED Director Veenhof, SECONDED Director Fell, that the Nanoose Bay Community Signage Program from Nanoose Community Services be awarded funding in the amount of \$5,000.

Director Holme did not vote due to a conflict of interest.

CARRIED

**Coombs Country Fair – Arrowsmith Agricultural Association.**

MOVED Director Lefebvre, SECONDED Director Veenhof, that the funding for the Coombs Country Fair from the Arrowsmith Agricultural Association be awarded full funding in the amount of \$3,000.

CARRIED

**MacMillan Arts Centre Centennial Project – Oceanside Community Arts Council.**

MOVED Director Lefebvre, SECONDED Director Fell, that the funding for the MacMillan Arts Centre Centennial Project from the Oceanside Community Arts Council be awarded full funding in the amount of \$5,000.

CARRIED

**ADJOURNMENT**

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

CARRIED

Time: 3:25 pm

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CHAIRPERSON



Lighthouse Country Business Association

Box 59 Bowser, BC V0R 1G0

June 11 2013

To the Regional District of Nanaimo

The Lighthouse Country Business Association would like to take this opportunity to thank the Regional District of Nanaimo for their support of our recent Trade Show through the use of Northern Economic Development Fund grant monies. The Trade Show was an overwhelming success with 37 participating businesses and community organizations and attendance estimated at over 500 people. (400 people were counted at the door but at least 25% were missed due to congestion and confusion at the door)

Business owners were unanimously thrilled with the results of the event. Comments included – “very professionally run”, “way more contacts than I expected”, “I am already running a new course due to input from attendees at the trade show”, “the opportunity to network was amazing, I just set-up a cross referral partnership with another business!”

Additional benefits to the community included an opportunity to highlight the local volunteer fire fighters and the RCM SAR, visibility for the Lions Club hall as a possible event rental venue, financial support to the Lions Club through a donation for the use of their facility, support of the Community Hall and the monthly pancake breakfast/flea market through heavy advertising and sharing of venue space, and a donation of \$163.58 and 5 bags of food to the local food bank.

Your financial support was instrumental to the success of our event. It made it possible to advertise this event in all the local papers as well as create professional re-usable signage. It also provided the ability to present a professional venue with draping and electrical service available throughout the hall. A full financial report is attached as well as samples of advertising showing placement of the RDN logo.

Once again, thank you for your support promoting business in our local communities.

Betsy Poel

LCBA President

<b>PROJECT TITLE</b> LCBA Trade Show		
<b>NAME OF ORGANIZATION:</b> Lighthouse Country Business Association		
<b>CONTACT PERSON:</b> Arlene Veenhof	<b>TELEPHONE NUMBER:</b> 778-4246779 <b>FAX NUMBER:</b>	<b>E-MAIL ADDRESS:</b> lcba@shaw.ca
<b>TOTAL NCD PROGRAM FUNDING:</b> \$3000.00	<b>TOTAL PROJECT BUDGET:</b> \$4019.01	
<b>PROJECT START DATE (YYYY/MM/DD):</b> August 2012	<b>PROJECT END DATE (YYYY/MM/DD):</b> April 14, 2013	
<b>PERCENT COMPLETE:</b> 100%		
<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 checked="" type="checkbox"/> EA 'H'
<b>PLEASE PROVIDE A SUMMARY OF THE PROJECT RESULTS:</b> 33 Exhibitors 2 Volunteer Fire Rescue departments Participated RCM SAR Exhibited Attendance estimated at over 500 (Based on door count and estimates) \$163.58 and 5 bags of food collected for food bank (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> Businesses gained new contacts and in some cases immediate business Community Hall & Lions Club received financial support (hall rental) and visibility of hall space Residents leaned of local shopping opportunities Fire Departments and RCM SAR reached new contact and promoted their activities (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> Encouraged local economy through support of local and home based businesses Encouraged business networking - some established cross referral programs during show Encouraged residents to shop local, thereby strengthening Area H economy Increased visibility of RCM SAR and Fire Departments (Please attach additional pages as necessary.)

<b>OFFICE USE ONLY:</b>		
<b>DATE RECEIVED:</b> 09/22/2013	<b>RECEIVED BY:</b> CM	<b>POSTED ONLINE:</b> <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

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



# Trade Show 2013



## At the Qualicum Bay Lions Den

Over 130 businesses are members of our Association, including everything from builders, contractors, specialty foods, hair dressers, massage therapy, realtors and many more. Come find out who is doing business in your local area so you can SHOP LOCAL first!

- # Door prizes: Win one of 3 shopping sprees
- # Free Random Draws
- # Admission by donation to the food bank
- # Pancake Breakfast (At Community Hall)



**Sunday April 14  
8AM-2PM  
During the  
Pancake Breakfast**





<u>LCBA 2013 Trade Show</u>			
<b>Expenses</b>			
Black and White Rentals	\$ 1,031.21		
Hall Rental Lions -Donation	\$ 300.00		
Hall Rental-Community Hall	\$ 30.00		
Signs	\$ 1,222.80		
Advertising EyesOnBC	\$ 300.00		
Advertising PQ News	N/C sponsor		
Advertising Fanny Bay Flyer	\$ 60.00		
Advertising Oceanside Star	\$ 300.00		
Advertisning Flyers	\$ 25.00		
Door Prizes	\$ 600.00		
Misc (Wood for signs etc)	\$150.00		
<b>Total Expenses</b>	<b>\$ 4,019.01</b>		
<b>Revenue</b>			
Grant NEDC	\$ 3,000.00		
Booth fees	\$ 750.00		
LCBA subsidy	\$ 269.01		

**TO:** Northern Community Economic Development Select Committee      **DATE:** October 1, 2013

**FROM:** Chris M. Dwyer, Manager, Energy and Sustainability      **FILE:** 0750-01

**SUBJECT:** Northern Community Economic Development Program – Fall 2013 Proposals

Three applications for NCED funding have been received in time for consideration at the NCED Select Committee Meeting scheduled for October 8, 2013.

**Appendix 1:** Digital Arts Studio Pilot Project – Qualicum Beach Chamber of Commerce

**Appendix 2:** Community Information/ Business Attraction Marketing Strategy – Parksville and District Chamber of Commerce – Oceanside Initiatives

**Appendix 3:** Gazebo – North Island Wildlife Recovery Association.

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

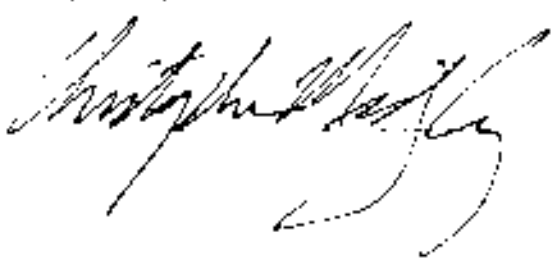
Table 1 lists the projects, amounts requested, and the total amount requested for the Fall 2013 intake.

**Table 1: NCED Project Proposals**

Project Name	Amount Requested
Digital Arts Studio Pilot Project	\$7,500
Community Information/ Business Attraction Marketing Strategy	\$10,000
Gazebo	\$10,000
<b>Total Amount of Funding Requested – Fall 2013</b>	<b>\$27,500</b>

At the outset of 2013, revenues available to the Northern Community Economic Development Program totaled \$54,857. At the Spring 2013 Meeting, committee members disbursed \$37,000 in economic development grants. To date, \$2,0154.68 has been spent on advertising and other administrative costs, with an estimated \$420 in additional charges relating to the Fall meeting forthcoming. This leaves \$15,282.32 available for disbursement at the Fall 2013 meeting.

Respectfully Submitted,



# **Appendix 1: Digital Arts Studio Pilot Project – Qualicum Beach Chamber of Commerce**

### Appendix 1: Digital Arts Studio Pilot Project

#### Summary Evaluation

**Proponent:** Qualicum Beach Chamber of Commerce  
**Amount Requested:** \$7,500  
**Summary:** Development of a co-working and meeting space for the emerging ‘distributed digital workforce’ to serve as a setting for small businesses to collaborate and incubate into fully fledged digital media companies, and to cultivate a domestic network of relationships that builds a creative class industry.  
**Eligibility:** Qualicum Beach Chamber of Commerce is an eligible recipient of local government NCED grant funding. Minor Capital and Information Technology, and Targeted Operating Costs are eligible program costs.  
**Priority Areas:** *Employment and Skills Training; Assistance for Start-ups and Self-Employment; and High Tech Sector*

#### Evaluation Criteria:

<b>Project Viability:</b>	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<b>Financial and Administrative Feasibility:</b>		No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<b>New and Unique:</b>	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
<b>Economic Benefit:</b>	Yes	No/ NA Not Quantifiable
Demonstrates quantifiable economic benefits to the participating communities		
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
<b>Community Support:</b>	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

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

<b>NAME OF ORGANIZATION:</b> Qualicum Beach Chamber of Commerce		<b>AMOUNT REQUESTED:</b> \$7500.00
<b>MAILING ADDRESS:</b> 124 West 2nd Ave, Box 159 Qualicum Beach, BC V9K 1S7		
<b>CONTACT PERSON:</b> Evelyn Clark - President/CEO	<b>TELEPHONE NUMBER:</b> 250-752-0960 <b>FAX NUMBER:</b>	<b>E-MAIL ADDRESS:</b> chamber@qualicum.bc.ca

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

Attached

(Please attach additional pages as necessary.)

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

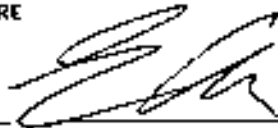
Attached

(Please attach additional pages as necessary.)

**PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:**

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

**SIGNATURE**



**DATE:**

September 26, 2013

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)

**OFFICE USE ONLY:**

**DATE RECEIVED:**

**RECEIVED BY:**

**COMMENTS:**

**FUNDING AWARDED:**  YES

NO

**AMOUNT AWARDED:**

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

## **Project Vision**

The aim is to establish a digital arts media studio—a co-working and meeting space— at the Qualicum Beach Train station later in Fall 2013, with a view to exploring future scalable opportunities such as an accelerator or incubator program, from that facility at a later time, to support the growth of the digital arts industry (video game designers, 'app' designers, graphics etc.) in the region.

The overall goal of this project is to:

1. Build on Qualicum Beach's position as a creative marketplace in the region to further attract and retain digital media talent and mobile professionals; and
2. Serve as a catalyst to diversifying the Regional District of Nanaimo's economy by creating sustainable well-paid jobs and economic growth.

The Qualicum Beach Chamber of Commerce is requesting \$7,500 to assist with this pilot project.

## **Project Description**

In partnership with the Town of Qualicum Beach, the Qualicum Beach Chamber of Commerce would assist in development of the Qualicum Beach Digital Arts Studio Pilot Project at the Qualicum Beach Train Station. This building will provide a much-needed meeting and work space for the central and north Island's distributed digital workforce to collaborate and grow projects from idea to market. It will provide the setting for a launch pad for businesses to incubate into fully fledged digital media companies.

Qualicum Beach has a culture-led economic development focus and mobile workforce attraction strategy that seeks to leverage its quality of life. A recent cultural mapping project (2012) indicates there is a substantial population of creative professionals in the Oceanside area.

The objectives of this project include:

- Develop a coworking and meeting space for the region that all stakeholders endorse
- Further identify digital media talent that exist in the region and development of a space to accelerate projects that is collaborative and encourages further creative business development



Qualicum Beach Digital Arts Studio Pilot Project  
September, 2013

- Link to regional attraction strategies to bring in the quality of life entrepreneur/mobile professional who are looking for a great place to raise their family yet maintains well-paying creative employment.
- Cultivate a domestic network of relationships which builds a creative class industry and in turn enhances local businesses.

Benefits of this project will include:

- Attracting and retaining skilled, well-paying jobs in the Oceanside region
- Attracting leading edge digital arts companies to the region from other parts of BC and Canada
- Providing long term sustainability to the local economy and diversifying it out of tourism, construction and retail.
- Supporting local mobile professionals and attracting long-term, high-paying jobs in the creative sector – a fast growing industry in British Columbia

### Background

In 2011 and 2012 The Town of Qualicum Beach developed a Youth and Young Families Retention and Attraction Strategy (<http://www.qualicumbeach.com/cms.asp?wpID=631>) aimed at developing economic and recreational strategies to attract and retain youth and families to Qualicum Beach.

The Qualicum Beach Youth and Young Families Retention and Attraction Strategy aim is to attract, retain and engage youth and young families in Qualicum Beach for the purpose of:

- supporting local schools,
- diversifying the community's demographics, and
- creating economic prosperity

The vision of the Town of Qualicum Beach's cultural plan is to be known as a "creative marketplace built upon sustainable cultural capital" and a key strategic goal area is to "grow a thriving culture-based economy".

The digital arts industry is as an important target for the Town's young families and mobile/cultural workforce attraction initiatives. The proposed Qualicum Beach Digital Arts Studio marries these objectives by:

- leveraging presence of regional digital arts talent to build this industry at local level;





**Qualicum Beach Digital Arts Studio Pilot Project  
September, 2013**

- serving youth at KSS to offer mentorship, skills development and knowledge-sharing opportunities;
- creating economic prosperity through the attraction of digital arts talent to the area and growing the industry through the commercialization of technology

Qualicum Beach's proximity to major digital arts industry centres of Vancouver, Silicon Valley and Los Angeles potentially offers development and growth opportunities for small companies, while the region's quality of life benefits self-employed individuals who seek unsurpassed recreation options and work/life balance.

To support this direction, in April 2013, the Town of Qualicum Beach sponsored Innovation Island in presenting a major Digital Arts Industry Symposium, featuring keynote speaker Syd Mead. The event saw 140 regional digital media talent and interested youth attend, drawing from local, North and South regions of the Island.

Generating interest surrounding quality of life as Qualicum Beach's greatest competitive advantage was a key goal of the sponsorship, and this was well-achieved.

#### **Current Objective**

The final panel discussion of the April Digital Media Symposium and feedback from attendees cited that "finding and establishing a meeting and workspace for local and regional digital arts talent" was a critical first step towards building this industry at the local level. "Quickly and effectively" achieving this aim was another important factor given by industry representatives, reflected in the culture of that industry, as was "knowledge-sharing and skills development with interested youth".

#### **Space Requirements**

In keeping with the current objective, the Town of Qualicum Beach cultural development and communications consultant, Patricia Huntsman, has been working with local digital media representatives to determine the current space requirements for a digital media meeting and studio:

- Be located at the old Train Station and encourage strong links with the community and youth
- Offer mentorship, knowledge sharing and skills development in an open-studio environment
- Have exterior access and parking lot access
- Be highly visible
- Be sufficiently large and scalable to future needs



Qualicum Beach Digital Arts Studio Pilot Project  
September, 2013

- ◆ Be a secure space with washroom accessibility

**\*\*\*Please note: A long-term lease for the Train station is imminent between the Town of Qualicum Beach and the Island Corridor Foundation. A letter of confirmation and support from Island Corridor Foundation is attached for the committee's reference.\*\*\***

**Identified Partners:**

A key catalyst to the project is the participation of local resident and digital arts industry recruiter, Jared Shaw, in encouraging the local and regional development of the digital arts industry.

**Other identified partners include:**

Town of Qualicum Beach (confirmed)

Innovation Island (industry programming and events);

Vancouver Island University, Digital Media Studies Program (work placements, training, atelier and master classes);

Qualicum Beach Chamber of Commerce (co-funding);

Telus (Optik TV cause marketing campaign- up to \$20,000 based on signups for Optik TV in the Oceanside region)

Other grants and sponsorship opportunities are currently being pursued by the Town's cultural development consultant.

**How this Project Supports the Principles and Priority Areas of the Program of the Northern Community Economic Development Program:**

*A Principle Goal: Enhanced Economic Resilience*

The Qualicum Beach Digital Arts Studio Pilot Project supports the RDN Program by "developing regional expertise in emerging sectors, retaining youth and young professionals, and attracting investment from abroad".

In addition the project fosters diversification in creating opportunities for transition in traditional industrial sectors, cultivates the entrepreneurial spirit – those who seek to develop markets for socially and environmentally responsible goods and services.

Further, the project supports Innovation in Science and Technology and creates a regional benefits throughout the northern communities of the RDN, and result in a measurable



economic impact in the region.

For example: A local recruiter has confirmed that at this time, two companies (with 50 million users) are committed to run their projects out of the facility, if the space can be set-up in the identified timeline. Since promoting this Initiative at the local level, the Town of Qualicum Beach has been received considerable interest from digital media talent in the area.

#### **Measurable Economic Benefits or Other Outcomes**

Measurable economic benefits may take some time to be realized once the studio is opened for business. It is anticipated that once renovations, furnishing and "manning" of the old Train station is complete that 10–15 companies can be hosted in the digital arts space. This creates potential for the same amount of new and expanded businesses in the region which would average 1 – 3 employees per business.

If the studio works at capacity the new products and services coming from the Oceanside region would clearly be enhanced. With a variety of timelines of launch of new products – from months to years, it would be difficult to quantify the economic impact at this time.

The digital art studio has an excellent opportunity to develop new markets and products for existing markets including apps, games, and graphics designers.



**Qualicum Beach Digital Arts Studio Pilot Project**  
**September, 2013**

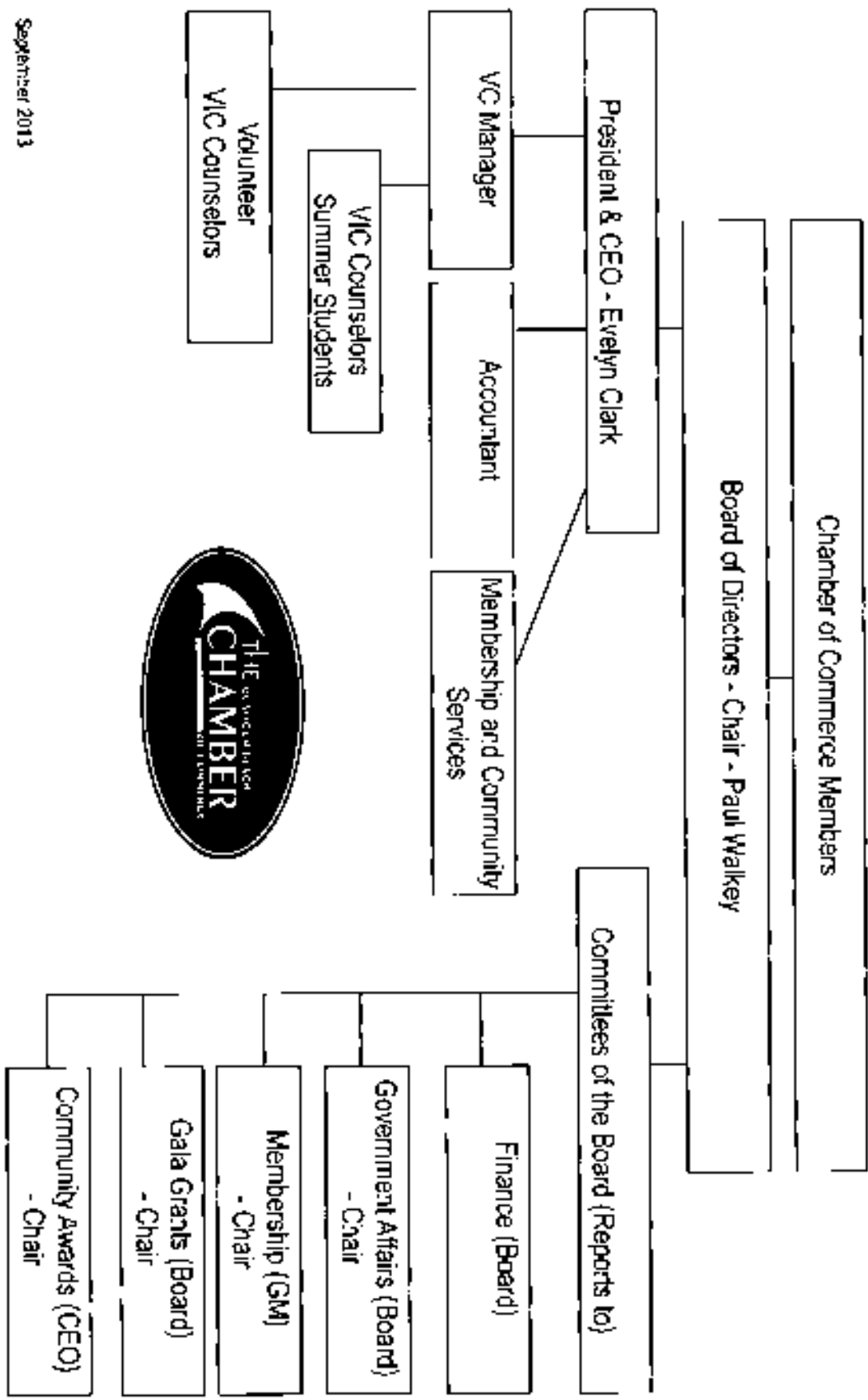
**Budget**

Source of Funds	Amount	Comments
Town of Qualicum Beach	\$30,000	Capital funds - confirmed
Town of Qualicum Beach	\$12,000	Renos - confirmed
Town of Qualicum Beach	\$9,000	Project Management fees - confirmed
Community sponsorships & assistance	\$25,500	Telus & private sponsors
Qualicum Beach Chamber of Commerce	\$7,500	In application phase
<b>TOTAL</b>	<b>\$84,000</b>	

Expenses	Amount	Comments
Full time host	\$36,800	
Office Supplies	\$1,000	
Marketing/Promotion	\$5,000	
Furnishing/design/installation	\$35,400	quoted from Graphic Office Interiors (incl. tax)
Telephone/Internet	\$3,000	
Heat/Lights	\$2,800	
<b>TOTAL</b>	<b>\$84,000</b>	



# Qualicum Beach Chamber of Commerce Organization Chart



September 2013

ISLAND  
CORRIDOR  
FOUNDATION

Box 375 Ste A Nanaimo, BC V9R 5L3  
office 250 754 7354 | fax 888 662 4197  
islandrail.ca

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September 17, 2013

File No. VICT-10188-P-L-B

Trudy Coates, Corporate Administrator  
Town of Qualicum Beach  
#201 - 660 Primrose Street  
Qualicum Beach, BC V9K 1S7

Dear Trudy;

Re: Qualicum Train Station

The Island Corridor Foundation (ICF) is preparing a long term lease for your consideration. The ICF very much appreciates the substantial improvements the town has made to the station and grounds.

With the agreement of the Board we should be able to get a draft to you by the end of the month and hopefully signed off shortly thereafter.

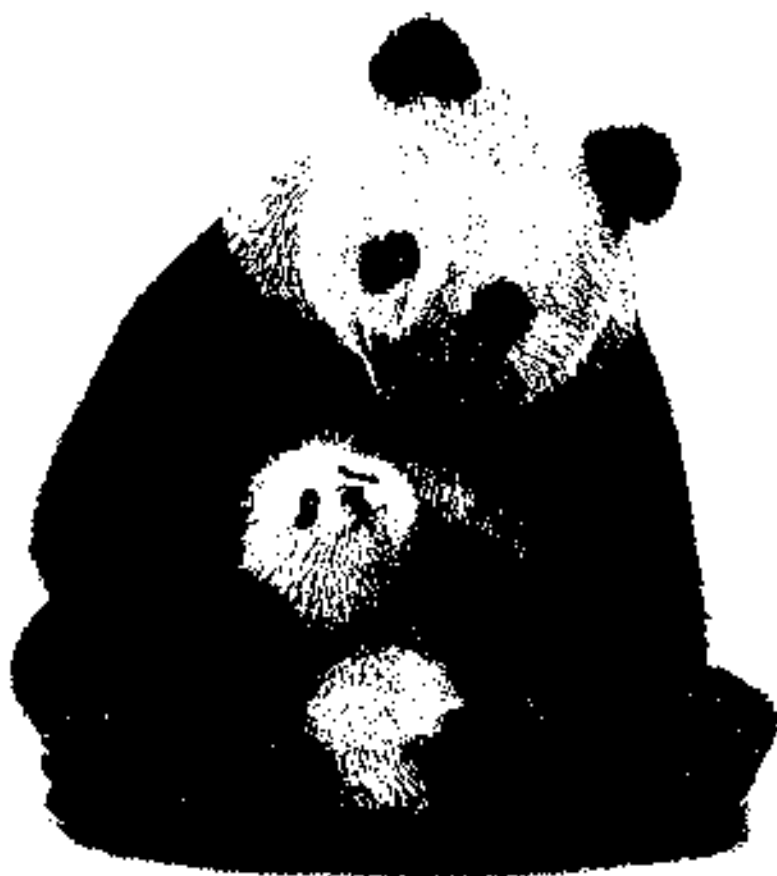
We look forward to working with you in improving the train station in anticipation of passenger service resuming in the New Year.

Yours truly,



Graham Bruce  
Chief Executive Officer  
Island Corridor Foundation

TV that ties the town together.



Sign up for Optik TV™ and TELUS  
will give \$25 to the Qualicum Beach  
Digital Arts Studio.\*



*TELUS*  
The Future is Friendly™



## Campaign Backgrounder

### TV for Good™ – Quilcham Beach

#### Key elements of the campaign

##### Summary of offer

Weeks of special savings on Open TV™ Quilcham Beach during the campaign.  
TELUS will give \$75 to the Digital Arts Studio

##### Campaign timeframe

September 8, 2013 – February 6, 2014

##### TELUS in your community

- Since 2000, TELUS, team members and stores in BC contributed more than \$100 million and 2.88 million volunteer hours to charitable and community organizations throughout British Columbia.
- TELUS has invested \$3.6 million in Quilcham Beach this year to give most homes in the community a ready-to-use optic router, radically increasing internet speeds and giving people access to TELUS Internet and Open TV service for the first time.
- The money raised during this campaign will be used to help establish a Digital Arts Studio in Quilcham Beach
- The opportunity to donate to your community is open to all customers who sign up for TELUS Open TV in Quilcham Beach between September 8, 2013 and February 6, 2014. For more information, please visit [www.telus.com/tefor](http://www.telus.com/tefor) or call 310-MYTEL.

#### The importance of community involvement for TELUS

##### TELUS' underlying community investment philosophy

We give where we live. Our number one business priority is to deliver TELUS' Future Friendly brand promise by putting customers first and finding our way to industry leadership in that home to HomeSmart. Our team members will create an even stronger bond with our clients in our neighborhoods by helping over 1400 children in need, building stronger communities, and exemplifying our philosophy "we give where we live".

We're deep in your hearts and minds. That's why in doing our business, we must do good in the communities where we live, work and serve. We give where we live to local communities with targeted & positive social investments.

- We support youth and technology/social innovation through education, sport, health, environment, and arts.
- We educate and empower youth to improve their quality of life and enable them to reach their full potential.

##### Our philosophy is made possible for us to give where we live

TELUS' ability to invest in our communities is largely in the support of our customers, who choose our products and services for their spectrum of communications needs. Together, we can and are making Canadian communities stronger than ever.

##### Some facts about TELUS' contributions

Since 2000, TELUS, its team members and stores have collectively contributed

- Volunteered 6.8 million hours of service to local communities across Canada
- \$300 million to charitable and not-for-profit organizations



## Media releases



13/09/2013 9:47:41 AM

### TELUS supports Qualcomm Beach Digital Arts Studio

*TELUS gives \$25 to support the opening of a Digital Arts Media Studio on behalf of every new Optik TV customer in Qualicum Beach and Parksville through the TV for Good campaign.*

**Qualicum Beach, B.C.** – For the next six months, TELUS will contribute \$25 on behalf of every customer who signs up for Optik TV to support the development of a new Digital Arts Media studio in Qualicum Beach.

The studio will provide a much-needed co-working space for regional digital media talent, mobile professionals, and businesses located in the central and north Island. A further goal is for regional industry professionals to offer mentorship and internship opportunities to interested youth and recent digital media graduates on subjects such as video game and application design.

The digital arts industry is an important audience for the community's young families and mobile workforce attraction strategy. "A co-working space is essential to the town's ability to send creative workers, particularly those in the digital media industry, living and working in our community," said Mayor Louis Westbroek. "A high quality of life is our economy and we do well in attracting each year mobile professionals, families and retirees. But, we want to see it grow" added Westbroek. "We thank TELUS for sharing our vision of being a creative marketplace and offering opportunities for our young people to stay and work in their community."

"Donating \$25 on behalf of every new Optik TV customer right here in Qualicum Beach and Parksville to help build a new digital arts studio where local talent can collaborate and explore technology together is our way of saying thank you for the business," said Ray Lawson, TELUS general manager for Vancouver Island. "At TELUS, it's our mission to empower youth to use technology to make their dreams a reality, making this partnership with Qualicum Beach a natural fit for us."

Earlier this year, TELUS announced an investment of \$6.5 million in Qualicum Beach to increase internet speeds and bring Optik TV to the community. TELUS' goal is to raise \$20,000 for the development of the centre, with the support of the Qualicum Beach community.

Since 2000, TELUS, our team members and retirees in B.C. have contributed more than \$100 million to organizations, and volunteered more than 2.66 hours throughout the province.

The campaign is available to all customers who sign up for Optik TV between September 8, 2013 and February 6, 2014. TELUS will donate up to \$20,000. For more information, please visit [www.telus.com/ty](http://www.telus.com/ty) or call 310-MYTV.

#### About TELUS

TELUS (TSX: T, NYSE: TU) is a leading national telecommunications company in Canada, with \$11.2 billion

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#### Socially speaking

If you want to talk to TELUS

of annual revenue and 13.2 million customer connections, including 7.7 million wireless subscribers, 3.3 million wireline network access lines, 1.4 million Internet subscribers and 743,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed more than \$300 million to charitable and not-for-profit organizations and volunteered 4.8 million hours of service to local communities since 2000. Fourteen TELUS Community Boards lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition. For more information about TELUS, please visit [telus.com](http://telus.com).

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For more information, please contact:

Liz Sauvé

TELUS Media Relations

604-719-6745

[liz.sauve@telus.com](mailto:liz.sauve@telus.com)

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## TOWN OF QUALICUM BEACH

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E-mail: [qbtown@qualicumbeach.com](mailto:qbtown@qualicumbeach.com)  
Website: [www.qualicumbeach.com](http://www.qualicumbeach.com)

September 30, 2013

Ms. Evelyn Clark, President  
Qualicum Beach Chamber of Commerce  
124 West 2<sup>nd</sup> Avenue  
PO Box 159  
Qualicum Beach, BC  
V9K 1S7

### **Confirmation of Town's funding contribution to Qualicum Beach Digital Arts Studio**

The Town of Qualicum Beach is pleased to submit this letter confirming its funding commitments towards the Qualicum Beach Digital Arts Studio for the application by the Qualicum Beach Chamber of Commerce for a Regional District of Nanaimo Northern Community Economic Development Grant.

Town Council has authorized the allocation of the following resources towards the Qualicum Beach Digital Arts studio project:

- \$30,000 to be pursued in conjunction with grant and private sector funding and individual giving opportunities, by the Town's cultural development consultant (\$30,000 earmarked towards furnishings and related equipment);
- \$12,000 towards the use and improvement of the Qualicum Beach Train station (renovations including: alarm system update, hazardous materials testing, lighting and electrical upgrades, carpentry, etc.); and,
- \$9,000 in related project management fees of the Town's cultural development consultant, over the project term.

The project's creative-based economic and community development objectives are in keeping with extensive research and current economic initiatives outlined in plans and goals within the Town's Youth, Family Retention and Attraction Strategy and Making Culture Count! Cultural Plan which align with the Town's Corporate Strategic Plan and Official Community Plan.

Project objectives:

1. To establish and open a co-working space for digital arts media talent and mobile professionals in Fall 2013;
2. To support the growth of the digital arts industry in the region; and
3. To serve and attract mobile professionals to our community.

Following a one-year trial period, a further objective is:

To explore future scalable opportunities for an accelerator or incubator program with identified partners, and near-shoring opportunities.

The Town recognizes the importance of keeping instep with the digital media's industry momentum towards the realization of this project in Qualicum Beach, and takes this opportunity to thank the Qualicum Beach Chamber of Commerce for its partnership role in supporting the Qualicum Beach Digital Arts Studio project.

In recent memory, Qualicum Beach has not had a project to submit for funding that is so very well-aligned with the goals and criteria of the RDN's Northern Community Economic Development Grant program. The project has received widespread interest from not only potential users and partners, but from Telus in their selection of this project for their present cause-marketing campaign--- a real boost towards the future success of the studio. The project objectives also tie in nicely with the Oceanside Initiatives marketing proposal.

It is the Town's hope that the Qualicum Beach Chamber of Commerce will be successful in its application and provide a basis for future partnerships towards this exciting initiative.

Yours truly,



Mark D. Brown  
Chief Administrative Officer  
Town of Qualicum Beach

n:\letters\2013\letter of confirmation of funding in support of chamber application to rdn september 30.docx.doc

**Appendix 2: Community  
Information/ Business Attraction  
Marketing Strategy – Parksville  
and District Chamber of  
Commerce  
Oceanside Initiatives**

**Appendix 2: Community Information/ Business Attraction Marketing**

**Summary Evaluation**

**Proponent:** Parksville and District Chamber of Commerce – Oceanside Initiatives  
**Amount Requested:** \$10,000  
**Summary:** To develop an economic development information package for prospective business investors, including information to assist in evaluating the region as a location for development, as well as community information highlighting the need to increase and diversify the business community.  
**Eligibility:** The Parksville and District Chamber of Commerce is an eligible recipient of NCED funding. The proposed project qualifies as Targeted Operating Costs.  
**Priority Areas:** *Employment and Skills Training; and Assistance for Start-ups and Self Employment.*

**Evaluation Criteria:**

<b>Project Viability:</b>	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<b>Financial and Administrative Feasibility:</b>	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<b>New and Unique:</b>	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
<b>Economic Benefit:</b>	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	Potential	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
<b>Community Support:</b>	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

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

**NAME OF ORGANIZATION:**

Parksville & District Chamber of Commerce - Oceanside Initiatives

**AMOUNT REQUESTED:**

\$10000.00

**MAILING ADDRESS:**

PO Box 99  
Parksville, BC  
V8P 2G3

**CONTACT PERSON:**

Kim Burden

**TELEPHONE NUMBER:**

250-248-3613

**FAX NUMBER:**

250-248-5210

**E-MAIL ADDRESS:**

kim@parkvillechamber.com

**PROJECT TITLE:**

Community Information/Business Attraction Marketing Strategy

**PROJECT DESCRIPTION:**

To develop a package that can be used to create a welcoming atmosphere within the community and as an economic development information package that can be quickly customized to address the needs of the specific business investment. This package will provide the prospective investor with the information required to assist in evaluating our community and making the investment decision.

The Community Information will focus on providing factual information to residents regarding the need to increase and diversify the business community.

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

**PROJECT AREA (SELECT ALL THAT APPLY):**

PARKSVILLE     QUALICUM BEACH     EA 'E'     EA 'F'     EA 'G'     EA 'H'

**DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:**

The funds will be used to pay for the marketing package. The proposal from the successful proponent - Encore Communications - is attached. The price for the work provided by the proponent is \$60,000.00. The requested \$10,000.00 from the RDN will form a part of the funding.

*(Please attach additional pages as necessary.)*

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

Island Coastal Economic Trust - \$30,000.00 Confirmed

City of Parksville - \$10,000.00 Confirmed

Town of Qualicum Beach - \$10,000.00 pending

*(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:**

The marketing campaign will focus on attracting the "Lifestyle Entrepreneur" to establish their business in our community. The "Lifestyle Entrepreneur" primarily works in the High Tech and renewable energy sectors supported by the RDN Priority to attract High Tech businesses to the region. Through the attraction of new business, the marketing strategy will enhance the networking and collaborative initiatives within the sector.

(Please attach additional pages as necessary.)

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

The primary economic benefit is the addition of new business and families to the region. This will increase direct and indirect economic activity and as companies grow and typically move from being a home-based business to a storefront business it will expand the commercial tax base.

(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 projections.

**SIGNATURE**
**DATE:**

July 24, 2013

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)

**OFFICE USE ONLY:**
**DATE RECEIVED:**
**RECEIVED BY:**
**COMMENTS:**

**FUNDING AWARDED:**     YES     NO    **AMOUNT AWARDED:**

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

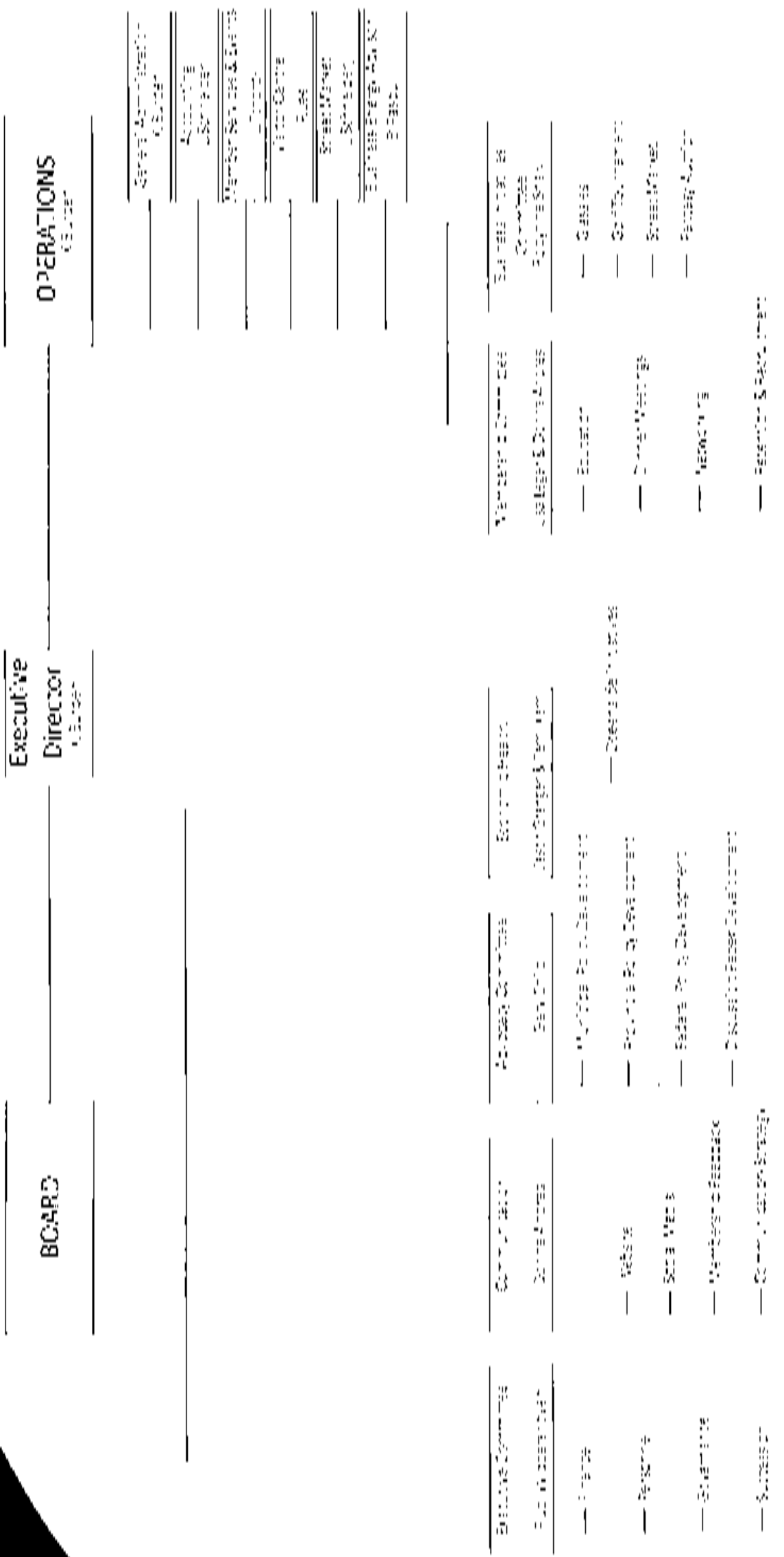




**LEADING THE WAY...**  
 Parksville & District  
 Chamber of Commerce

**A Single Voice... Dedicated  
 to the Prosperity of  
 Our Business Community**

## Parksville & District Chamber of Commerce Organization Chart



*Oceanside Initiatives*

## OCEANSIDE INITIATIVES

### Request for Proposal

*Oceanside Initiatives* invites marketing professionals to submit proposals to lend their expertise to research, develop, and implement a results-oriented **Community Information/Business Attraction Marketing Strategy**.

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## Purpose

The Parksville & District Chamber of Commerce (referred to as P&DCC throughout this RFP) has developed an Economic Development Partnership called "Oceanside Initiatives". The partnership is represented by and supported by:

- The Parksville & District Chamber of Commerce
- The City of Parksville
- The Town of Qualicum Beach
- The Regional District of Nanaimo
- The Qualicum Beach Chamber of Commerce
- The Parksville Downtown Business Association
- The Parksville – Qualicum Beach Tourism Association
- Vancouver Island University
- School District 69

We are seeking a firm to conduct research and develop a Public Relations and Marketing Campaign to further our goal of increasing the number of businesses in the region.

It is the intention and mandate of Oceanside Initiatives to increase the number of businesses in the region with a focus on the creation of non-service sector employment.

It is the belief of the Chamber's Economic Development function that a two-fold marketing approach is required

- (1) A Public Relations campaign in the region to insure that a successful business attraction campaign is well received by the community.
- (2) A Marketing Strategy and Campaign that will attract the identified "Life Style Entrepreneur" to move/establish businesses in the region

Your work will include the development of tools which will include but not be limited to video and print pieces to be used for community presentations, foreign and local investment presentations, trade shows, and responses to general inquiries. The Project Plan should include research to determine the current community interest and acceptance of economic growth and should outline a Public Relations campaign to build support and demonstrate that support to local governments.

*Oceanside Initiatives* is in receipt of a completed report - *Competitive Analysis of the Parksville/Qualicum region*. The completed report prepares the way for business attraction and retention in the region with a focus on the attraction of "The Lifestyle Entrepreneur".

## Timelines

P&DCC has established timelines for the RFP and resulting project as outlined below. Issuance of Request for Proposal

- Expression of Interest May 14<sup>th</sup>, 2013 Expressions of Interest Form Deadline (provided below)
- Proposal Submission Deadline (3:00pm) June 21<sup>st</sup>, 2013
- Shortlist in Person Presentation July 8<sup>th</sup> to July 12<sup>th</sup>.
- Successful proponent will be notified July 19<sup>th</sup>, 2013
- Project Period August 1<sup>st</sup> to October 31<sup>st</sup>, 2013
- Project Completion Date November 15<sup>th</sup>, 2013

## Background

The P&DCC leads "Oceanside Initiatives" which acts as a regional Economic Development organization serving the City of Parksville, the Town of Qualicum Beach, and the Regional District of Nanaimo (RDN) communities of Nanoose Bay, Coombs, Errington, Hilliers, Whiskey Creek, French Creek, Qualicum Bay, Bowser, and Deep Bay.

P&DCC is a member based organization lead by a volunteer Board of Directors that has been operating formally since 1978. P&DCC is funded through a combination of member fees, government grants, event revenues and providing advertising opportunities for members.

## Request For Proposal – Community Information/Business Attraction Marketing Strategy

- ☞ The Parksville Qualicum Beach region population is one of the oldest regions in Canada with a median age of 59.6 years.
- ☞ The current economy of the area is dominated by tourism and senior care facilities which typically pay at a service rate resulting in the median income being \$24,306/yr. compared to the Provincial median of \$25,727/yr.

Oceanside Initiatives recognizes the need to diversify our current tourism dominated economy through marketing the assets of the region to other business operations and investors. The overall goals of *Oceanside Initiatives* relating to economic development are:

- ☞ To ensure that the Parksville & District Chamber of Commerce and its partners are recognized and respected as leaders in the process and Champions of a sustainable healthy business community.
- ☞ To see an increase in the value of the current businesses through the development of a business retention strategy that includes succession planning, commercial diversity and increased activity which also increases the commercial tax base by increasing the number of commercial tax payers and moving the ratio of commercial/residential taxes from the current 25%/75% to a more sustainable 40%/60% ratio
- ☞ To see an increase of the average wage and level of employment from predominantly service to creative.
- ☞ To decrease the median age by promoting the region as a place to live and work to young families.

## Project Process and Reporting

The successful vendor will provide the project lead monthly written progress reports in an agreed format. Frequent verbal communication between the consultant and project lead is anticipated and required. A project work schedule with specific timelines and target dates for major tasks and reports and a schedule for delivery of interim reports will be agreed on at the first project meeting. The consultant will conduct a minimum of three face-to-face meetings with identified key stakeholder groups during the process. Additional meetings may be held by conference call or video conference. The consultant will identify the type of meeting for each meeting proposed. Summary reports of the outcomes of meetings will be prepared by the consultants. All face-to-face progress meetings will be held in the Parksville and Qualicum Beach region.

## P&DCC Will Provide the Successful Consultant:

1. Names and contact information of stakeholders.
2. Copies of current literature.
3. Printing and mailing of surveys or other documents determined necessary by the vendor and P&DCC

## Pricing

Budget projection in Canadian funds, including a detailed breakdown of all service fees and disbursements including detailed expenses associated with team members (including hourly and daily rates) and any anticipated incidentals. Any costs that are incurred by the successful vendor that are not outlined in their proposal will be paid at the discretion of P&DCC. When calculating the expenses to be incurred by the consultant in undertaking this project, the consultant should take into account the need for travel to the region for stakeholder sessions and other required meetings. Include project component / approach options or any other ideas that can be considered in order to maximize your budget projection. The P&DCC have established a budget figure of \$50,000.00 for this project and proposals in excess of this figure will not be considered.

## Sealed Proposals

Five (5) color hardcopies and two (2) MS Word and PDF CD or USB thumb drive copies of the final community awareness/business attraction marketing strategy must be received no later than 3:00 pm, local time, June 21<sup>st</sup>, 2013 at:

Parksville & District Chamber of Commerce office:  
1275 East Island Highway,  
Parksville, BC V9P 2G3  
Mailing: PO Box 99, Parksville, BC V9P 2G3

## Request For Proposal – Community Information/Business Attraction Marketing Strategy

Proposals received after the closing date and time will not be considered and will be returned unopened. Questions regarding this proposal must be made in writing to [kim@parkvillechamber.com](mailto:kim@parkvillechamber.com). This proposal must remain valid for sixty (60) days.

### Proposal Enquiries

Kim Burden  
Executive Director  
Telephone: 250-248-3613  
Fax: 250-248-5210  
Email: [kim@parkvillechamber.com](mailto:kim@parkvillechamber.com)

### Criteria Weight

Understanding of Project Scope and Deliverables	5%
Work Plan	35%
Personnel	25%
Relevant Experience and Knowledge	20%
Price and Cost Effectiveness	15%
	<hr/>
	100%

Parkville & District Chamber of Commerce reserves the right to not select the lowest proposal bid and may accept or reject any or all proposals in whole or part. Proponents may be required to provide supplementary information after the closing date to support their proposal. Interviews may be conducted with proponents, either in person or by telephone. Proposals with a budget in excess of \$60,000.00 will not be considered.

P&DCC is accepting competitive sealed proposals in accordance with the terms, conditions, and requirements set forth in this RFP. This RFP provides sufficient information for interested parties to prepare and submit proposals for consideration. Respondents must submit a completed proposal intent response form (provided at the end of this RFP document) by 3:00pm Tuesday, May 14, 2013 if they wish to receive query responses. Respondents must then submit a complete response to all requirements and questions in the order listed below:

Proposals will be received at: Parkville & District Chamber of Commerce office:  
1275 East Island Highway,  
Parkville, BC V9P 2G3  
Mailing: PO Box 99, Parkville, BC V9P 2G3

Bid envelopes shall be sealed and clearly marked:

**Parkville & District Chamber of Commerce**  
**Business Marketing RFP Submission**

1. Proposals are due no later than 3:00 pm June 21<sup>st</sup>, 2013. Late proposals will not be considered. P&DCC accepts no responsibility for delays in the mail system or any commercial mail carrier. It is the responsibility of the respondent to ensure that its proposal is delivered to the proper place by the proper time.

Direct questions or concerns to  
Kim Burden  
Executive Director  
Parkville & District Chamber of Commerce  
Telephone: 250--248- -3613  
Fax: 250--248--5210  
Email: [kim@parkvillechamber.com](mailto:kim@parkvillechamber.com)

## Request For Proposal – Community Information/Business Attraction Marketing Strategy

2. P&DCC specifically requests that respondents restrict all contact and questions regarding this RFP to the above named individual. Any information supplied by persons other than named above will not be honored and should not be relied on.
3. P&DCC reserves the right to accept or reject any or all proposals, or any part of any proposal received, and to waive any formalities or technicalities in any proposal received.
  - a. If no qualified proposals are received, P&DCC has the right to begin the process again.
  - b. P&DCC further reserves the right to make an award based upon various selection criteria. Price alone will not be the sole determining factor in the selection process.
  - c. P&DCC reserves the right to negotiate the final details of the contract with the successful respondent.
  - d. P&DCC will endeavor to award all the work enclosed to one vendor but reserves the right to award components separately.
4. P&DCC reserves the right to distribute query responses via email to all firms that have identified themselves as having an interest in bidding on this project. All interested firms should identify themselves via email to Kim Burden as set out in the timelines below.
5. By participating in this proposal process, you agree not to make any claim or demand, nor bring any action or suit or petition against P&DCC for any damages you may sustain by participating in this proposal process.
6. Proponents are solely responsible for their own expenses in preparing and submitting proposals, and for phone calls, meetings, or anything else relating to or arising from this RFP.
7. The successful bidder must obtain licenses to operate in the Province of British Columbia. To perform work within the Parksville and Qualicum Beach area the successful bidder and/or sub-bidder(s) must obtain municipal business licenses. All costs associated with licensing, insurance and all other requirements are to be borne by the bidder.
8. All contracts shall be construed in accordance with the laws of the Province of British Columbia, and the Courts of British Columbia shall have the exclusive jurisdiction to entertain any action arising under the contract. If any provision of the contract in any way contravenes the laws of the Province of British Columbia, such provisions shall be severed from the contract and the remaining provisions shall continue in force and effect.
9. The Sale of Goods Act and the Uniform Commercial Code will not apply in this proposal.
10. All services performed under this agreement must follow all prescribed safety policies and procedures including but not limited to those of the Province of British Columbia, the City of Parksville, Town of Qualicum Beach, and the bidders' own.
11. Submission of a proposal by the proponent creates an irrevocable right for Parksville & District Chamber of Commerce to require the proponent, by written notification within sixty (60) calendar days of the closing date (unless this time deadline is extended by written agreement between Parksville & District Chamber of Commerce and the proponent), to execute the contract agreement, perform the work or supply the goods or services as set out in the proposal.
12. Bidder agrees to enter into a contract with Parksville & District Chamber of Commerce for said work within 30 days of notice of award.
13. Bidder agrees to carry liability insurance in the amount of Two Million Dollars (\$2,000,000) and to indemnify and save harmless P&DCC and partners from and against all claims, losses, damages, suits, proceedings, actions and costs, including costs on a solicitor and client basis, arising out of or related to the firm's activities in performing the services, including improper acts and delays. Such indemnification shall survive this agreement.

## Request For Proposal – Community Information/Business Attraction Marketing Strategy

14. Proponents shall have no pecuniary interest in the business of any third party that would cause, or seem to cause, a conflict of interest in carrying out any of the requirements contained in this request for proposal.
15. While all efforts have been made to ensure the information contained in this RFP document is accurate and complete, Parksville & District Chamber of Commerce does not warrant the accuracy and completeness thereof. The onus is on the contractor to make the necessary inquiries and to ensure the sufficiency of the information they require.
16. Parksville & District Chamber of Commerce reserves the right to modify the terms of this RFP at any time by providing written notice to all bidders with sufficient time as to not negatively restrict any bidder from adhering to the rest of the terms. The successful vendor should embrace a collaborative approach to strategic development; have a unique, proven marketing philosophy/process; and demonstrate success in the following:
  - a. Developing marketing plans
  - b. Working with volunteer committees

The primary objective of this initiative is to develop a Community Information/Business Attraction Marketing Plan for the Parksville and Qualicum Beach region which includes:

1. A strategy for effectively communicating with:
  - a. Residents
  - b. Community Groups
  - c. International investors
  - d. Local (Canadian) investors
  - e. Existing businesses in other regions and
2. An identified focus for marketing the area's business assets to "*Lifestyle Entrepreneurs*"
3. A strategy that clearly includes existing businesses in order to promote their economic success for the purpose of business retention.
4. Tools for measurement and tracking results

P&DCC has established an Economic Development committee that will own and direct the process as well as evaluate RFP candidates. P&DCC's Executive Director, Kim Burden, will be responsible for day-to-day communication with the successful vendor.

## Evaluation Criteria Weighting

The Successful proponent will be able to demonstrate:

- ☞ An extensive and successful background in the development of Public Relations Campaigns;
- ☞ A successful history in the Development of Marketing Strategies and Tools;
- ☞ A proven background in the development and implementation of research projects.

The Oceanside Initiatives Partners will evaluate your proposal using a point system to rate your ability to address these criteria. The evaluation criteria for proposal evaluation will be as follows:

### **Demonstrated Understanding of Project Scope and Deliverables**

**5%**

(To be measured/evaluated/assessed based on the following criteria):

- ☞ Clear and concise project statement;
- ☞ Clear statement of objectives to be achieved and;
- ☞ Clear identification of deliverables.



**Comprehensive Project Work Plan**

**30%**

(Which addresses the following elements):

- ☐ Utilization of the completed Competitive Analysis to identify strengths and develop a strategy to take advantage of those strengths;
- ☐ Methodology to create an attraction strategy and the appropriate tools to implement the strategy;
- ☐ Activities plan; Project communication plan; Steering Committee consultation process;
- ☐ Identifiable milestones of all aspects of the project requirements from launch to final deliverables; and Demonstrated creativity of proposed project components.

**Readiness and Ability of Personnel**

**25%**

(To be measured/evaluated/assessed based on the following criteria):

- ☐ Identification of project lead and summary of relevant experience as it relates to leading the project;
- ☐ Identification of other assigned project personnel and summary of relevant experience in supporting the project;
- ☐ Identification of time commitment for which the project lead and other personnel will be assigned to the project;
- ☐ Established procedures for information management; and
- ☐ Demonstrated ability to meet timeframe and project schedules and manage resources.

**Relevant Experience and Knowledge**

**20%**

(To be measured/evaluated/ assessed based on the following criteria):

- ☐ Knowledge of the Parksville and Qualicum Beach region, its key business attributes, and intention to capitalize on unique positioning;
- ☐ Success in guiding executive teams through the entire strategy process
- ☐ A distinguished creative record with recognized success in the development of messaging and visuals that influence target audiences;
- ☐ Sound in-house research abilities supported by a clear capacity for pre-testing a strategy; or a well-grounded working partnership with a reputable market research affiliate;
- ☐ Strong familiarity with the strategic direction, activities, and resources of Parksville & District Chamber of Commerce; and
- ☐ Demonstrated success in achieving targeted results.
- ☐ Previous experience in Economic Development Marketing at the Federal, Provincial or Local level

**Price and Cost Effectiveness**

**20%**

- ☐ P&DCC cost estimate, including research, support costs, incidentals and disbursements to be incurred in relation to meeting schedule, achieving desired results, and producing the required deliverables; and
- ☐ Feasibility of proposed payment schedule in relation to milestones, key target dates and overall deliverables; and
- ☐ Breakout costs for each component of the project.
- ☐ Creative Cost Savings Initiatives

**Recommendations of Relevant References**

Provide three (3) references (including contact names and phone numbers) of Clients for which your firm (and the above noted personnel) was contracted to perform/manage/deliver on a similar project to which is being proposed.

**Contracts and Licenses**

Upon final payment, remuneration will include P&DCC's acquisition of ownership of all products produced through the project. P&DCC requires the successful vendor to sign a non-disclosure agreement or other legal documents as appropriate.

### Final Project Deliverables

In general the project will include the development of tools which will include but not be limited to video and print pieces to be used as an economic development information package available that can be quickly customized to address the needs of the specific business investment. This package provides the prospective investor with the information required to assist in evaluating our region and making the investment decision.

Specifically the consultant will:

6. provide five (5) color hardcopies and two (2) MS Word and PDF CD or USB thumb drive copies of the final business attraction and retention marketing strategy document including:
  - i. all research and consultation findings,
  - ii. clear articulation of the resulting strategy that answers:
    - a. a set of community questions regarding the need to expand and diversify the current commercial sector to be used in a survey of regional businesses to receive feedback regarding what distinguishes our business environment from those of competitors and what it is that is unique about the value we offer entrepreneurs.
6. Develop Strategy components - web site design template, graphics, messaging, imagery, byline, tagline, marketing material and regional identity templates.
6. Conduct a series of meetings with businesses in the Occochee region ensuring geographical and sectoral representation to present and explain Strategy Components

### Payment Terms

Payments will be made within 30 days of receipt by Parkville & District Chamber of Commerce of a proper invoice from the consultant. Invoicing will be accepted based on specific and agreed phases from the consultant proposal. Applicable taxes will be identified separately on each invoice. Invoicing will not exceed the budget for each phase of the project. Once the phase outcomes are approved by the project lead, invoicing to the end of the phase will be paid. At the project conclusion, a hold back of 10% of professional fees will be applied until the final project deliverables have been provided to the satisfaction of Parkville & District Chamber of Commerce Association Board of Directors.

### Discontinuation

If the consultant is not meeting the terms of the project contract, P&DCC reserves the right to discontinue the consultant's work at each stage of reporting, up to and including the final report and deliverables. The consultant will provide P&DCC all work completed to date. P&DCC will pay the consultant mutually agreed upon fees for satisfactory work completed to date.

## Expression of Interest Form

Parksville & District Chamber of Commerce Request for Proposal Destination Brand Initiative Project Proposal Intent Response Form **IMPORTANT: Return by May 14, 2013.**

Please review the Request for Proposal (RFP). Furnish the information requested below and return this page to Kim Burden by email at [kim@parkvillechamber.com](mailto:kim@parkvillechamber.com) by 3:00pm, May 14<sup>th</sup>, 2013. Your expression of intent is not binding but will greatly assist us in planning for proposal evaluation.

Choose one of the following options:

**Response**

- Yes, I / we intend to submit a proposal
- No, I / we do not intend to submit a proposal

if you are not responding to this RFP, please provide your reason(s):

Please provide the following contact information:

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

**PROPOSAL FOR OCEANSIDE INITIATIVES**  
**Community Information & Business Attraction Marketing Strategy**

**1.0 Corporate Profile**

Encore Communications (Encore) is an integrated communications and marketing firm formed in November, 2012 by its three principals: Pal Bugera, Stephanie Slater, and MaryLou Wakefield. Each principal brings more than 30 years experience in strategic communications, marketing and community relations. Encore principals apply experience, perspective and insight in order to thoroughly understand their client's organizations. From there, they develop strategic communications and public relations strategies to help build brands and achieve business development objectives.

Encore works closely with other professionals to offer a full suite of services tailored to meet the specific needs of each client. For this project, Encore has enlisted the services of Trapeze Communications, an award-winning branding and advertising agency in Victoria. Trapeze will work on the branding and design components of the project. With Trapeze as Encore's branding partner, the Encore team has the experience, expertise, and resources to manage all manner of communications, branding and marketing activities on behalf of Oceanside Initiatives.

Encore also intends to work with the Oceanside Initiatives committee to select a local photographer and videographer for the project. Encore Communications will assume overall responsibility for providing communications and marketing services for this contract.

**Location of firm and key personnel assigned to this project**

Encore is based in Victoria. All of the key personnel live in Victoria and have strong ties throughout Vancouver Island. Encore operates from home-based offices in order to keep overhead to a minimum. It has access to meeting spaces and the services of other communications and design professionals, including meeting space and accommodation in Nanaimo.



## 2.0 Proposed Key Personnel

*Pat Bugera will be the project lead. All work will be carried out by Encore principals except where an associate's role is specifically noted.*

### **PAT BUGERA, Founder and Principal of Encore Communications**

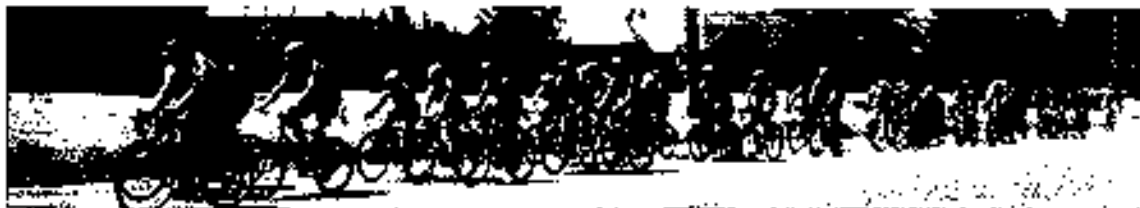
Pat has 36 years of experience in public relations and communication strategy development. Her work includes community and government relations, crisis communications and communications strategy development. Pat has provided communications consulting services to clients on Vancouver Island since 2001. These services have included communications audits, media relations and media event planning, public consultation and crisis communications planning for clients in industry, professional associations, government, small businesses and not-for-profit agencies, including:

- Naut'samaw Tribal Council
- Children's Health Foundation of Vancouver Island (formerly Queen Alexandra Foundation)
- Coast Salish Development Corporation
- Nanaimo Port Authority
- Impact Visual Communications
- Modern Windows

Pat has worked closely with local governments in various capacities. For example, she has developed and implemented communications strategy for the approval of land development projects such as the Cottle Creek and Sandstone developments in Nanaimo and the OceanWest residential development in Ucluelet. Pat managed the production of the 2010 Vis for Information Guide for the Comox Valley Economic Development Corporation and also developed the initial fundraising strategy for the Corporation's new Visitors Information Centre.

As the acting Executive Director of the BC Shellfish Growers Vancouver Island (2002 – 2004), Pat oversaw the operation of the organization, working closely with members and the Board of Directors. The organization's goals included the ongoing lobbying all levels of government to establish a healthy environment for shellfish products. Pat worked with the Nanaimo Airport Commission to provide government and community relations support for a major project to extend the runway and expand the airport terminal. She organized a community information campaign on behalf of the City of Nanaimo that helped the municipality secure public approval via referendum to borrow \$30 million to build a conference centre.

Pat recently re-located from Nanaimo to Victoria but she continues to work for clients in central Vancouver Island. In fact, she travels up and down the island so often she is considering offering a courier and passenger service as a sideline!



**STEPHANIE SLATER, MBA, CMC, Founder and Principal of Encore Communications**

Stephanie has worked for 33 years, first as a journalist, then as a communications professional and management consultant. Stephanie's work has entailed managing inter-governmental projects and liaising with regional and municipal governments. She has developed communication and marketing strategies and materials for First Nations, municipal, and fishers' economic development organizations in northwestern B.C., each with audiences that were culturally, socially and economically diverse. Her work has entailed creating high-impact, cost-effective communication and marketing vehicles including advertising campaigns, websites, online newsletters, media outreach systems, community reports and social media strategies.

Stephanie holds an MBA and is a Certified Management Consultant, an international accreditation. She employs the rigorous analytical processes endorsed by the Institute of Certified Management Consultants, recognizing organizational complexities and always aligning operations with strategic priorities.

Stephanie's passion for working with organizations in a state of transition has entailed service to government ministries, Royal Roads University (RRU), businesses, and local, national and international not-for-profit organizations. Examples of Stephanie's achievements in helping organizations attain strategic goals:

- Led a comprehensive re-branding of B.C.'s small business programs and collaborated with federal and municipal counterparts to brand and market jointly offered business services.
- Guided a municipal recycling organization through a business planning process that entailed community consultation and collaboration with local governments. The resulting business case ensured the financially threatened, volunteer-run program was successfully integrated into regional government services.
- Launched the communications -- then community relations -- department of a young university with a unique educational model and diverse audiences. While at RRU, Stephanie developed and led a community relations strategy that included internal and external research.
- Provided editing and project management support for the writing component of the re-designed Invest BC website and researched and edited community versions of the B.C. Newcomers Guide.

Stephanie's Vancouver Island roots start with her grandmother's family, who are members of the We Wai Kai nation, Cape Mudge band. Stephanie has family throughout the island, including Parksville and Duncan Island. She would ideally like to own one of the Coombs' goats but will settle for goats milk cheese from Morningstar Farm.



**MARYLOU WAKEFIELD, APR.** Founder and Principal of Encore Communications

MaryLou has been whole-heartedly engaged in providing strategic communications and public relations advice to organizations in health, education, high tech, tourism, and government for more than 30 years. She has also worked with advertising and public relations agencies. She combines strategic thinking with creativity to develop high-quality, relevant content that achieves objectives. She brings curiosity, insight, and a collaborative approach to communications and knows from experience that organizations succeed at engaging audiences by telling compelling, authentic brand stories. As a communications and public relations consultant, MaryLou discovers, creates and shares exceptional content that builds brand awareness and supports business objectives.

Throughout her career, MaryLou has worked closely with and guided executive teams (hospital and foundation board members, university executives, senior government staff, CEOs of a number of organizations) through the strategic communications process of research, analysis, communications and evaluation to meet objectives.

As the Marketing Communications Lead at Royal Roads University, she developed strategic marketing communications and public relations initiatives to engage and motivate alumni, prospective students, employees, Board members, donors and faculty. Through strategic content in print and online, her work helped raise awareness of the university and differentiated it in local, regional, national and international markets to increase student enrollment.

As Director of Communications for Cosmedica, a private medical clinic in Victoria, she directed its re-branding, including print, web, publications and special events to establish and sustain their leadership position in the market.

As Director of Development and Community Relations at the Saanich Peninsula Hospital Foundation she launched the Development and Community Relations department for the Saanich Peninsula Hospital Foundation managing strategy, content development and roll out of print ad campaigns, annual reports, brochures and donor campaign materials, managed open houses and fundraising campaigns, including the creation of a donor recognition wall, golf tournament, and art auction.

MaryLou has been a frequent visitor/summer resident on a farm in the Parksville region since the 1970s. In the 1990s her parents retired to Qualicum Beach where she spent time getting to know the community. She has vacationed with her own family in the Oceanside area for decades, taking advantage of the extraordinary sailing and kayaking opportunities in the region. MaryLou hopes to one day emulate a true lifestyle entrepreneur by working remotely from the deck of her 42' sailboat while trimming the sails in and around the Parksville/Qualicum and Gulf Islands region.



## TRAPEZE COMMUNICATIONS

Trapeze Communications Incorporated was founded in 1997. It is located in Victoria and has 12 full-time employees.

Trapeze is a Canadian-owned and operated company that specializes in building brands through an integrated approach using traditional disciplines of advertising and design, as well as digital channels. Solid strategic and account planning guide all creative development.

Trapeze has experience relating to the Oceanside project gained from working with various economic and business development organizations such as Greater Victoria Chamber of Commerce, Greater Victoria Development Agency, Victoria Downtown Business Association, Vancouver Island Economic Alliance and the BC Ministry of Economic Development.

Trapeze also has extensive experience with local government clients including: The City of Victoria, Capital Regional District, Comox Valley Regional District, Township of Esquimalt, District of Port Hardy and City of Kamloops.

Trapeze's branding prowess also extends to destination branding including Tourism Victoria, Victoria Conference Centre, Napa Valley Destination Marketing Council, Victoria International Marina, Olympic Peninsula Tourism Association and the Great Wine Capital's Global Network. (The Encore principals suspect the opportunity to sample the wine and food in the Oceanside region is one reason the Trapeze team was so quick to agree to participate in this project!)

*Please review the Trapeze creative examples provided in the USB with this proposal.*





### 3.0 Work Plan

Encore Communications has created the following work plan to develop a community information and business attraction marketing services. The plan has been developed to serve the Oceanside Initiative's goal of diversifying the region's economy by attracting lifestyle entrepreneurs to the area. Work will be carried out in collaboration with the Oceanside Initiatives committee and designated staff members and will encompass the communications and marketing deliverables outlined in the RFP. They are listed with time and cost breakdowns in section 6.0.

Encore will charge an hourly rate of \$125, providing an itemized invoice every two weeks. The proposed work schedule will be finalized with the OI committee once the contract is confirmed. Encore is committed to maximizing the impact of the communications activities and budget and will make recommendations for doing so throughout the project term.

#### Comprehensive Work Plan

Encore Communications (Encore) will take a collaborative and iterative approach to conducting primary research, developing a community information/public relations campaign followed by a business attraction and retention marketing strategy for Oceanside Initiatives (OI). Our approach will unfold in phases beginning with primary and secondary research, analysis, communications and public relations, and a marketing campaign. Measurement and evaluation will occur throughout the process.

Wherever possible, Encore will collaborate with local and regionally-based suppliers of videography and photography services to deliver all elements of the campaign. In addition, Encore will collaborate and consult with OI partners and report its findings through a combination of written reports, face-to-face meetings, conference/Skype calls and email communication.

**PHASE ONE** begins with preparation of background materials, media outreach and primary research in four parts.



### **Part 1 - Background and Community Engagement**

This involves preparing background information, informing and engaging the community in the research process. We will use a variety of engagement tools including an article in the Parksville Qualicum Beach News penned by Parksville & District Chamber of Commerce (P&DCC) Executive Director, media outreach via a news release to local and regional news media and select business publications, a Question and Answer document for project spokespersons, and project content on branded pages of the P&DCC website.

### **Part 2 – Residents’ Questionnaire**

This involves a combination of face-to-face, telephone and online community research over a period of several days in the Oceanside region. The Encore team will conduct in-person interviews with local residents to gather intelligence about their awareness of and attitudes towards the need for a business attraction campaign in the region and uncover any issues that may need to be addressed in the subsequent campaign. Encore plans to target popular community destinations like grocery stores and shopping areas frequented by local residents. To ensure a good cross-section of responses from all parts of the Oceanside region, Encore will also do a random sample telephone survey as well as make the survey available on the P&DCC website using a convenient online tool such as Survey Monkey. Results will be compiled and a report given to the OI team. This will establish a baseline that will, in part, inform future initiatives, and against which shifts in attitude may be measured.

### **Part 3 - Lifestyle Entrepreneurs Interviews**

This involves face-to-face interviews with selected (up to 10) business owners (chosen in collaboration with the OI team) who fit the “lifestyle entrepreneur” profile of businesses the region is hoping to attract. Interviews will be videotaped, participants will be photographed and the content transcribed for review by the OI team. A report of interview findings and insights will be shared with the OI team at the end of this phase.



#### **Part 4 - Business Influencers Focus Group**

This involves a focus group with key business influencers in the region (as identified by the OI team) to determine key business development issues, challenges and obstacles to overcome, and advice on key messages, etc.

#### **Analysis, Key Messages, and Strategy**

Following an analysis of research findings and insights, Encore will develop key messaging in consultation with and approval from the OI team. We anticipate focusing on the following messaging:

- That development of a strong and diverse economy will make the region more sustainable (with emphasis on a more equitable commercial/residential tax ratio);
- Creative home-based businesses build the economy without eroding the environment;
- A diverse economy is more resilient to change;
- It benefits everyone to have opportunities for young residents to staying in the community to work;
- More business is a catalyst for improved infrastructure.



### **PHASE TWO – Community Information Campaign**

This involves developing a strategic public relations campaign based on intelligence from residents, lifestyle entrepreneurs and business influencers. The focus will be on establishing clear goals and objectives of the campaign, developing key messages distilled from the community input, media outreach content on the P&DCC and OI partners' websites, community presentations, and social media outreach. Focus and key messages will be informed by the research and the benefits to the community such as broadening the tax base and moving some of the tax burden from the current tax ratio of 25 / 75 commercial/residential to a more sustainable ratio of 40 / 60, increasing the average wage, and moving from service sector to creative/tech sector jobs.

### **PHASE THREE – Business Attraction Marketing Campaign**

This phase will see the development and roll-out of the tools required to create and implement a Marketing Campaign to attract lifestyle entrepreneurs targeted to audiences identified in the RFP: residents, international investors, community groups, local investors, and businesses in other regions. Tools may include but are not limited to:

- An Oceanside Initiatives brand identity;
- Branded templates for web, print advertising and presentations;
- An economic development information package in PDF format;
- A 2 – 3 minute video.

Attention will be paid to providing a competitive analysis, methodology, tools, project communication plan, steering committee consulting process and specific milestones of the campaign.

Encore will make recommendations about print advertising placements in publications that reach the desired target audiences such as BC Business, Business in Vancouver, Douglas, and Canadian Immigrant magazine and explore possible synergies with partners, such as Vancouver Island University, that have international business connections.



## 4.0 References

- CONTACT:** Brenda Le Clair, CEO, Decoda Literacy Solutions  
**PHONE:** 604 681-4199  
**EMAIL:** bleclair@decoda.ca  
**PROJECT:** Decoda Literacy Solutions, March – April, 2013  
All three Encore principals worked on an intensive project to provide issues management services that arose as a result of an unexpected funding cut. Encore also provided strategic communications planning and support for a key, one-day forum with multiple stakeholders.
- CONTACT:** Deborah Irvine, Vice-President, (former) University Relations, Royal Roads University  
**PHONE:** 250 737-1637 (home office) 778 228-9367 (cell)  
**EMAIL:** [deborah1irvine@gmail.com](mailto:deborah1irvine@gmail.com)  
**PROJECT:** Deborah Irvine hired Stephanie Slater to be Manager, Communications at Royal Roads University and later promoted her to Director, Community Relations. Deborah can speak to Stephanie's strategic communications, community relations, issues management and writing skills.
- CONTACT:** Keith Wilson  
**PHONE:** 250 753-3190  
**EMAIL:** [keithw@nautsamawt.com](mailto:keithw@nautsamawt.com)  
**PROJECT:** Pat Bugera worked with the Naut'samawt Tribal Council to establish a communications branch within the council and mentored staff in the communications role.
- CONTACT:** Zoe MacLeod, Director, Centre for Applied Leadership and Management  
**PHONE:** 250 391-2600 X 4201  
**EMAIL:** [Zoe.MacLeod@RoyalRoads.ca](mailto:Zoe.MacLeod@RoyalRoads.ca)  
**PROJECT:** MaryLou Wakefield provided project management, strategic communications planning, writing and liaison with a creative agency for marketing campaigns.



## 5.0 Graphic Illustration of Work Process



**Appendix 3: Gazebo  
North Island Wildlife  
Recovery Association**

### Appendix 3: Picnic Area Gazebo

#### Summary Evaluation

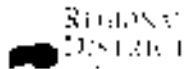
**Proponent:** North Island Wildlife Recovery Association  
**Amount Requested:** \$10,00  
**Summary:** Construction of a 20'X20' gazebo to be designed and built by a local woodworker for use by the visiting public, as well as artists, artisans and entertainers from the surrounding areas to showcase artwork, music and wares to the public.  
**Eligibility:** NIRWA is an eligible recipient of NCED funding. A gazebo can considered Minor Capital, which is an eligible program cost.  
**Priority Areas:** *Tourism and Recreation.*

#### Evaluation Criteria:

<b>Project Viability:</b>	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<b>Financial and Administrative Feasibility:</b>	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	Not confirmed	
<b>New and Unique:</b>	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted		✓
The proposal does not replicate an existing event, program or project		✓
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
<b>Economic Benefit:</b>	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities		✓
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN		✓
<b>Community Support:</b>	Yes	No/ NA
Well-articulated community benefit;		✓
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)		✓

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





# APPLICATION FORM

Northern Community Economic Development Program 2013

**NAME OF ORGANIZATION:** North Island Wildlife Recovery Association **AMOUNT REQUESTED:** \$10,000

**MAILING ADDRESS:** Box 364, 1240 Loffler Road, Errington, BC V0R 1V0

**CONTACT PERSON:** Thom Howson **TELEPHONE NUMBER:** 250-248-8534 **E-MAIL ADDRESS:** wildlife@niwra.org  
**FAX NUMBER:**

**PROJECT TITLE:**  
Gazebo in public rest/picnic area

**PROJECT DESCRIPTION:**  
A 20' X 20' gazebo has been planned to center on a public picnic/entertainment area which has been set aside at our wildlife rehabilitation center. The plans for this gazebo have been drawn up by one of our local woodworkers who has designed and built other wood structures in our public areas. His work is unique and he is considered a craftsman in his field. The gazebo will be surrounded by a public picnic/seating area and will be used by other artisans and entertainers from the surrounding area to present their artwork and other wares to the visiting tourists and local public. (Please attach any supporting materials and documents produced as a result of the project.)

**PROJECT AREA (SELECT ALL THAT APPLY):**  
 PARKSVILLE  QUALICUM BEACH  EA 'E'  EA 'F'  EA 'G'  EA 'H'

**DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:**  
We have presently raised the majority of the funds to build this gazebo and have approached a number of local service clubs to help provide the picnic tables. We are asking for some financial assistance with the actual expense of the picnic area and gazebo which was quoted at \$51,000 for the gazebo itself and \$12,000 for the picnic tables which will surround it, as well as the landscaping which will be required. (Please attach additional pages as necessary.)

**LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:**  
We have applied to local service clubs, as mentioned, to sponsor the picnic tables and will be applying to the Qualicum Beach Foundation to assist us with landscaping for the area. NIWRA has approved expenditure of the majority of the funds for the construction of the gazebo but due to other maintenance costs in the facility, including water and electrical, we are asking that the RDN consider supplying us with \$10,000 to assist with this public entertainment area. (Please attach additional pages as necessary.)

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

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

This area will allow our local artisans to promote their artwork to a greater number of tourists and visitors than would otherwise be available. We also plan to use the gazebo as a bandstand during our family days, eagle releases, and other special community events. This could employ local musicians, children's entertainers, etc. The area itself will attract visitors to sit and stay longer than previously and thus allow the local artisans a better opportunity to reach the buying public with their wares.

*(Please attach additional pages as necessary.)*

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

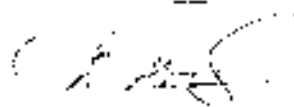
It is our hope that a rest area at our center will bring tourists and visitors to the area who will plan a longer visit, perhaps a day trip, thus allowing them to include some of the other local attractions in their trip. Many of our visitors come from Victoria, Port Alberni, Comox and Campbell River, and many areas much further from Vancouver Island itself. This would allow our visitors an area where they could enjoy a rest, lunch and then carry on with their day trips and perhaps have time to visit another attraction.

*(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 deem fit necessary to communicate your project idea.

**SIGNATURE**



**DATE:**

Sept 24/13

By signing here, you confirm that you have read the Program Guidelines 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)

**OFFICE USE ONLY:**

**DATE RECEIVED:**

**RECEIVED BY:**

**COMMENTS:**

**FUNDING AWARDED:**  YES  NO **AMOUNT AWARDED:**

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

# NORTH ISLAND WILDLIFE RECOVERY ASSOCIATION ORGANIZATIONAL CHART - 2012

