

**REGIONAL DISTRICT OF NANAIMO**  
**NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE**  
**MONDAY, OCTOBER 19, 2015**  
**12:00 PM**

***RDN OCEANSIDE PLACE***  
***Muti- Purpose Room 1***  
***(830 Island Hwy W, Parksville)***

**A G E N D A**

**PAGES**

**CALL TO ORDER**

**DELEGATIONS**

Lilo Kallai, Qualicum Beach Downtown Business Association, re: Website and Mobile Responsive Design Project.

Gil Sampson, Qualicum Beach Community Education and Wellness Society, re: Vision 2020: Market Development Roadmap.

**MINUTES**

2 – 4 Minutes of the Northern Community Economic Development Select Committee meeting held on May 12, 2015.

**BUSINESS ARISING FROM THE MINUTES**

**COMMUNICATIONS/CORRESPONDENCE**

**UNFINISHED BUSINESS**

**REPORTS**

5 - 28 Northern Community Economic Development Program – Fall 2015 Proposals.

**ADDENDUM**

**BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS**

**NEW BUSINESS**

**ADJOURNMENT**

**IN CAMERA**

*Distribution:* J. Stanhope, B. Rogers, J. Fell, B. Veenhof, M. Lefebvre, T. Westbroek, P. Thorkelsson, G. Garbutt, C. Midgley, N. Hewitt

*For Information Only:* A. McPherson , H. Houle, M. Young, C. Haime, B. McKay, B. Bestwick, J. Hong, J. Kipp, W. Pratt, I. Thorpe, B. Yoachim, D. Sailland, F. Manson, T. Swabey, B. McRae, C. Golding, M .O’Halloran



**REGIONAL DISTRICT OF NANAIMO**

**MINUTES OF THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE  
MEETING HELD ON TUESDAY, MAY 12, 2015 AT 10:00 AM  
AT THE RDN OCEANSIDE PLACE**

**Present:**

Director J. Stanhope	Chairperson
Director B. Rogers	Electoral Area E
Director J. Fell	Electoral Area F
Director B. Veenhof	Electoral Area H
Director T. Westbroek	Town of Qualicum Beach
Director M. Lefebvre	City of Parksville

**Also in Attendance:**

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

**CALL TO ORDER**

The meeting was called to order at 10:00 a.m.

**DELEGATIONS**

**Cheryl Dill, Central Vancouver Island Job Opportunities Building Society (CVIJOBS), re: BladeRunners - Programming for Youth at Risk – Construction Focus.**

Cheryl Dill provided a visual and verbal overview on the BladeRunner program.

**Evelyn Clark, Qualicum Beach Chamber of Commerce, re: Economic Impact of Summer Events – A Study.**

Evelyn Clark provided a presentation requesting funding for an economic impact study on summer events.

**Bonnie Chomica, Oceanside Women’s Business Network, re: Beehive Networking Event.**

Bonnie Chomica delivered a verbal synopsis on the Oceanside Women’s Business Network and the Beehive networking event.

**Kim Burden, Parksville and District Chamber of Commerce, re: Regional Business Walks.**

Kim Burden provided a verbal overview on the proposal for a Regional Business Walks project.

**Janet Thony, Coombs Farmers' Institute, re: Farmers Feed Families.**

Janet Thony, Coombs Farmers' Institute, provided a verbal overview the Farmers Feed Families project to educate consumers and farmers on the local food movement.

**Daniel Sailland, Town of Qualicum Beach, re: Qualicum Beach Airport Business Plan.**

Daniel Sailland, Town of Qualicum Beach, outlined a proposal seeking funding to develop a business plan and strategy for the Qualicum Beach Airport.

**LATE CORRESPONDENCE**

**Eugene Thomlinson, Assistant Professor, School of Tourism and Hospitality Management – Royal Roads University, re: Qualicum Beach Chamber of Commerce, re: Economic Impact of Summer Events – A Study**

MOVED Director Westbrook, SECONDED Director Lefebvre, the correspondence from Eugene Thomlinson regarding Qualicum Beach Chamber of Commerce be received.

CARRIED

**MINUTES**

MOVED Director Lefebvre, SECONDED Director Westbrook, that the minutes of the Northern Community Economic Development Select Committee meeting held on February 24, 2015, be received.

CARRIED

**REPORTS**

**Northern Community Economic Development Program – Spring 2015 Proposals.**

**Programming for Youth at Risk: BladeRunners – Construction Focus – Central Vancouver Island Job Opportunities Building Society (CVIJOBS).**

MOVED Director Rogers, SECONDED Director Lefebvre, that the Programming for Youth at Risk: BladeRunners – Construction Focus – Central Vancouver Island Job Opportunities Building Society be awarded full funding in the amount of \$10, 000.

CARRIED

**Economic Impact of Summer Events – A Study – Qualicum Beach Chamber of Commerce.**

MOVED Director Westbrook, SECONDED Director Fell, that the Economic Impact of Summer Events – A Study – Qualicum Beach Chamber of Commerce be awarded full funding in the amount of \$6,371.51.

CARRIED

**Beehive Networking Event – Oceanside Women’s Business Network.**

MOVED Director Rogers, SECONDED Director Westbrook, that the Beehive Networking Event – Oceanside Women’s Business Network be awarded partial funding in the amount of \$2,000.

CARRIED

**Regional Business Walks – Parksville and District Chamber of Commerce.**

MOVED Director Lefebvre, SECONDED Director Westbrook, that the Regional Business Walks – Parksville and District Chamber of Commerce be awarded full funding in the amount of \$10,000, subject to partnership funding.

DEFEATED

MOVED Director Lefebvre, SECONDED Director Westbrook, that the Regional Business Walks – Parksville and District Chamber of Commerce be awarded partial funding in the amount of \$5,000, subject to partnership funding.

CARRIED

**Farmers Feed Families – Coombs Farmers’ Institute.**

MOVED Director Fell, SECONDED Director Lefebvre, that the Farmers Feed Families – Coombs Farmers’ Institute be awarded full funding in the amount of \$4,000.

CARRIED

**Qualicum Beach Airport Business Plan – Town of Qualicum Beach.**

MOVED Director Lefebvre, SECONDED Director Rogers, Qualicum Beach Airport Business Plan – Town of Qualicum Beach be awarded full funding in the amount of \$15,000.

CARRIED

**ADJOURNMENT**

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

CARRIED

Time: 12:30 pm

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CHAIRPERSON

**TO:** Northern Community Economic Development Select Committee      **DATE:** October 14, 2015

**FROM:** Chris Midgley  
Manager, Energy and Sustainability      **MEETING:** NCED – October 19, 2015

**SUBJECT:** Northern Community Economic Development Program – Fall 2015 Proposals      **FILE:** 6750-01

Two applications for NCED funding have been received in time for consideration at the NCED Select Committee Meeting scheduled for October 19, 2015:

**Appendix 1: Website and Mobile Responsive Design Project** – Qualicum Beach Downtown Business Association (QBDBA)

**Appendix 2: Vision 2020 - Market Development Roadmap** – Qualicum Beach Community, Education and Wellness Society (QBCEWS)

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

Table 1 lists the projects, proponents, amounts requested, and the total amount requested for the Fall 2015 intake.

**Table 1: NCED Project Proposals (Fall 2015)**

<b>Project Name</b>	<b>Proponent</b>	<b>Amount Requested</b>
Website and Mobile Responsive Design Project	Qualicum Beach Downtown Business Association	\$5,510.25
Vision 2020 - Market Development Roadmap	Qualicum Beach Community, Education and Wellness Society	\$6,000.00
<b>Total Amount of Funding Requested – Fall 2015</b>		<b>\$ 11,510.25</b>

With Board approval of the 2015 Final Budget, revenues available to the Northern Community Economic Development Program totaled \$72,561 at the outset of 2015. This total includes \$22,561 carried forward from 2014 along with the annual \$50,000 requisition for the Northern Community Economic Development service.

In the Spring of 2015, \$47,371.51 was disbursed in the form of economic development grants in addition to almost \$1,000 spend on other administrative program costs. The amount remaining for Fall 2015 applications is \$24,378.44. For any funds not dispersed in 2015 to be carried forward into the NCED Service in the 2016 Budget, a motion to that effect is necessary, or alternate direction should be provided to staff.

Respectfully Submitted,




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## **Appendix 1:**

# **Website and Mobile Responsive Design Project – Qualicum Beach Downtown Business Association (QBDBA)**

## Appendix 1: Website and Mobile Responsive Design Project

### Summary Evaluation

**Proponent:** Qualicum Beach Downtown Business Association (QBDBA)  
**Amount Requested:** \$5,510.25  
**Summary:** The QBDBA is seeking assistance to complete a professional upgrade to its website to better highlight local business, improve the use of social media and enhance accessibility on mobile devices. This is intended to support the QBDBA in its goals to market and promote the business viability of downtown QB, and better promote QB as a destination for tourists and entrepreneurs.  
**Eligibility:** QBDBA is an eligible organization. Eligible costs in the proposal include **Targeted Operating Cost**.  
**Priority Areas:** ***Assistance for Start-ups and Self Employment:*** Supporting the QBDBA in the redevelopment of its website will improve networking, outreach and communications opportunities local small businesses.  
***Tourism and Recreation:*** The project will provide enhanced communications, advertising and outreach intended to draw people to the region.

### 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		✓
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'



**Qualicum Beach Downtown Business Association**

**Website and Mobile Responsive Design Project**

**Proposal to the Regional District of Nanaimo Northern Community Economic Development Fund**

**Contact: Lilo Kallai – Board Chair  
Box 159  
Qualicum Beach, BC V9K 1S7  
info@qualicumbeachdowntown.ca  
250-752-8856**



**September 30, 2015**

*Qualicum Beach Downtown Business Association  
Website and Mobile Responsive Design Project  
Fall 2015*

## **Introduction:**

The Qualicum Beach Downtown Business Association (QBDBA) is a not-for-profit volunteer association responsible for the vitalization and promotion of the Qualicum Beach Downtown business community. The QBDBA is supported by membership fees, fundraising events and donations from businesses within the geographic boundaries of the downtown core and the Town of Qualicum Beach. These funds constitute a portion of the organization's budget and allow the Board and sub-committees to execute programs and events with volunteer support from the community. (See Appendix One for a listing of events in 2014)

The Association promotes downtown commercial area as a vibrant business and shopping district through the use of promotional activities such as special events, advertising. QBDBA's mission is to keep the area foremost in the public's mind as an attractive, pleasant place to shop, be entertained, work, and live. The QBDBA supports excellence in quality of life and service to the community.

The QBDBA is a volunteer run organization, governed by a board of seven directors accountable to 60 member businesses. The Qualicum Beach Downtown Business Association was created in 2012 to promote the district and the businesses within it, to bring customers to the area, to stimulate the economy, and to support the community. These programs can include events and activities, promotional activities, decor and enhancements, advisory and advocacy, and member communications. The programs typically aim to keep the Qualicum Beach downtown area foremost in the public's mind as an attractive, pleasant place to shop, to be to be entertained, to work and to live.

As an association the Qualicum Beach Downtown Business Association has two primary goals:

- to market and promote the business viability of downtown Qualicum Beach; and
- to promote Qualicum Beach as a destination location for tourists, entrepreneurs and locals

Efforts are dedicated to ensuring a healthy economic environment for the community and making our Downtown a better place to shop, dine, live, work, invest, visit and play!

## **The Project:**

The Qualicum Beach Downtown Business Association needs to upgrade its website. After its inception, created by a volunteer member, it became clear that the site needed to be more robust in order to carry out the mandate of the QBDBA. The current website has proven inadequate to that task.

A new website would showcase each business member; actively promote events such as Sunshine Madness, Moonlight Madness, Fire and Ice, Father's Day Show and Shine and the annual fundraiser event. It would link hand in hand with social media for people to access information regarding the downtown of Qualicum Beach to attract people to our region as a tourism destination and showcase Qualicum Beach as a viable business community.

### Use of Funds:

The funds from the Northern Community Economic Development will be used to hire a web design company to create a website that would promote each one of our business members. Each business would be showcased with a map showing their location, business name, address, phone number, and email, a link to their website, description and hours of operation. It would also have the ability to offer local in shop specials, coupons, and show weekly flyers and sales.

The website would have a mobile responsive design which means it would look great on mobile phones, tablets, desktops and laptops, It would link to our social media site creating a virtual meeting place enticing people to visit downtown Qualicum Beach. Both would work together in generating more business exposure.

The website would highlight the principles of the Qualicum Downtown Business Association as well as feature Board Members and their profiles.

It would also feature a calendar of events with all the appropriate information, as well as links to video's and news articles relating to the downtown. There is also an opportunity to incorporate slide shows, photo galleries, videos and audio.

The website would include a map which would show the location of the downtown Qualicum, where public parking is available, points of interest in our downtown core (Town Hall, Library, Museum, Chamber of Commerce, Beach Cam and washrooms).

On a strategic level, the number one best practice for economic development online is to develop and maintain a cohesive, focused, goal-oriented and measurable web and social media strategy. Measurement is critical to the success of such a strategy and social media buzz is a key performance indicator. Monitoring social mentions provides feedback on marketing activities and brings along with it a higher level of clarity and insight to them. Use of real-time social media monitoring enables an accelerated response to shifts in the market place. The QBDBA would be enabled to make adjustments to marketing programs much more quickly to produce measurable outcomes toward strategic goals.

The website and social media platform would maintain a wide range of businesses that support the economic development of Qualicum Beach. It would provide the up to date information and communication about downtown businesses and the organization. It would identify the needs and opportunities to attract other high tech businesses to the region and also support events and capacity building.

The social media platform would assist in attracting tourists to the area through innovative events, advertising our beautiful downtown and shopping amenities through enhanced communication.

The Qualicum Beach Downtown Business Association is requesting \$5510.25 to assist us with this project.

### **Project Activities:**

The Qualicum Downtown Business Association will choose a lead for the project from the Board of Directors. A volunteer will be chosen to work alongside the QBDBA who has some skill in websites and in having an online presence. Included on this team will be our Chamber administrative personnel.

A request for proposal will be developed and distributed to local website design companies. The board will then choose the provider that best suits project requirements.

Once all these things are in place we will meet as a team and determine design and the focus that would best suit the marketing of our downtown and move forward from there. Timeline: Start date: December, 2015. Completion: May 2016.

### **Project Benefits:**

This project would support a wide range of businesses that support the economic development of our town and by doing this creates an atmosphere of sustainability in the region.

It would bring added value to the economy by making it more attractive as a tourist destination by getting the word out there. Letting the public know what wonderful businesses exist in Qualicum Beach and what a beautiful community it is. Showcasing our totally walkable downtown also makes it for a more environmentally friendly location.

Using these platforms would also make Qualicum Beach look more attractive for other businesses to relocate or invest. It would show that we are an economically viable community filled with a variety of boutiques and shops and assorted other professional occupations.

By monitoring the website and social media measurable impact can be observed and used to build greater engagement and social interaction.

### **Organizational Structure**

The Qualicum Beach Downtown Business Association is a volunteer not-for-profit that has a 7 member Board of Directors that are accountable to the QBDBA membership at large. The Qualicum Beach Downtown Business Association has assistance for administrative support from the Qualicum Beach Chamber of Commerce.

### **Identified Partners (See attached letters of support):**

Town of Qualicum Beach

Qualicum Beach Chamber of Commerce

Local businesses: Re/MAX Anchor Realty, Lefty's Fresh Food, Qualicum Sound Center

**Budget:**

Source of Funds	Amount	Comments
Regional District of Nanaimo	\$5510.25	
QB Downtown Business Association	\$960.00	In kind
Qualicum Beach Chamber of Commerce	\$1075.20	Wages, administration, marketing
<b>TOTAL</b>	<b>\$7575.45</b>	

Expenses	Amount	Comments
Website design and implementation	\$3785.25	Quoted - see attached list
Website hosting – one year	\$315.00	Quoted - see attached list
Website maintenance- one year	\$882.00	\$35/hr. X 24 hrs. + GST
Chamber administration wages during project	960.00	(\$20.00/hr. @ 8 hrs. for 6 weeks
MERCS	\$115.20	12%
QBDBA time for build (\$20/hr@8 hrs. @ 6 weeks)	\$960.00	In Kind
Marketing of project	\$250.00	
Travel (200 km @ .54/km)	\$108.00	
Photocopying, office administration	\$200.00	
<b>TOTAL</b>	<b>\$7575.45</b>	



## TOWN OF QUALICUM BEACH

INCORPORATED 1942

201 - 660 Primrose St.  
P.O. Box 130  
Qualicum Beach, B.C.  
V9K 1S7

Telephone: (250) 752-6921  
Fax: (250) 752-1243  
E-mail: [qbtown@qualicumbeach.com](mailto:qbtown@qualicumbeach.com)  
Website: [www.qualicumbeach.com](http://www.qualicumbeach.com)

September 29, 2015

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

### Letter of Support for Qualicum Beach Downtown Business Association for NCED funding

Dear Committee Members:

It is my pleasure to write this letter of support on behalf of the Town of Qualicum Beach for the Qualicum Beach Downtown Business Association's (QBDBA) application for funding to advance technological communication.

Their goals of improving business networks and captivating visitors and residents through showcasing events and identifying needs for enhanced product delivery affirm the RDN Board's and our own intent to create healthy, economically viable, downtown spaces. Enhanced Economic Resilience depends on information technology and sophisticated tools, as they facilitate communication through networks and serve to engage professionals.

The Town of Qualicum Beach and the QBDBA have a history of cooperation that has created regional benefits through events that have livened up the Town. A sophisticated online presence is now needed to maintain our commitments and we look forward to the success of the QBDBA's project.

Sincerely,

Daniel Sailland  
Chief Administrative Officer



**"Leading our community  
toward a healthy future"**

**Oura Giakoumakis  
Chair  
Thalassa Restaurant**

**Jim Lynch  
1<sup>st</sup> Vice Chair  
NR Insurance Services**

**Michelle Genereux  
2<sup>nd</sup> Vice Chair  
Verico Compass Mortgage  
Group**

**Rusly Joerin  
Treasurer  
Woodsgift Enterprises**

**Geoff Ball  
Director  
Milner Gardens & Woodland**

**Marc LaCouvee  
Director  
Royal LePage Parksville  
Qualicum Beach Realty**

**Julie Chambers  
Director  
The Gardens at Qualicum  
Beach**

**Kelly Bleau  
Director  
BMO Bank of Montreal**

**Katherine Wilk  
Director  
ReMAX Anchor Realty**

**David Nellist  
Director  
Raymond James Ltd.**

**Staff:**

**Evelyn Clark  
President/CEO**

**Anne Dodson  
Membership Services**

**Jane Ayers  
Bookkeeper**

**Qualicum Beach  
Chamber of Commerce**

**124 West 2nd Avenue  
Qualicum Beach, BC  
V9K 1S7  
Phone 250-752-0960  
[chamber@qualicum.bc.ca](mailto:chamber@qualicum.bc.ca)  
[www.qualicum.bc.ca](http://www.qualicum.bc.ca)**

Lilo Kallai – Chair  
Qualicum Beach Downtown Business Association  
Box 159  
Qualicum Beach BC  
V9K 1S7

September 28, 2015

Dear Lilo;

The Qualicum Beach Chamber of Commerce would like to forward a letter of support and partnership to the digital upgrade project begun by the Qualicum Beach Downtown Business Association.

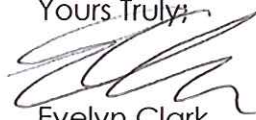
It is clear that in order to attract people and investment into the Qualicum Beach that an organization must have a conduit to the world. Increasingly that conduit is through digital and social media methods. Keeping a web-site current and relevant is always a challenge and for a non-profit volunteer-driven organization such as the QBDBA, it can pose quite a challenge.

The Chamber of Commerce of Qualicum Beach applauds the efforts of your organization to stay current and relevant. For this project our organization will commit in-kind assistance from staff, use of our facilities and some administration to the project.

I wish you success in finding funding of this project. What a great opportunity to develop marketing and attraction plans which will bring visitors in to explore the Town and thus assist in supporting the economy of Qualicum Beach.

If there is anything that the Qualicum Beach Chamber of Commerce can do to assist you, do not hesitate to contact me.

Yours Truly,



Evelyn Clark  
President/ CEO



September 30, 2015

To Whom It May Concern,

Re: QBDBA Grant Application

It is my understanding that the Qualicum Beach Downtown Business Association is applying for grant with your organization. As the manager of a business located in downtown Qualicum Beach I feel I must champion their application.

The QBDBA is an integral part of the success of our business. Through their efforts we have seen more foot traffic driven to our front door, have had opportunities to bring exposure to our business by being involved in their events, and our realtors have actually tracked real estate sales that were derived directly from these events.

From a more general perspective we see the QBDBA adding a valuable "hands on" approach to bringing both locals and tourists to our Downtown. Through their advertising, activities, and events, they have created an added benefit to our Downtown demonstrated by the comments we receive, especially from tourists, who are amazed that the Downtown is so beautiful and is such a nice place to stop in to shop or enjoy a coffee.

Thank you for your taking the time to consider their application.

Yours truly,

David Wood  
Managing Broker  
RE/MAX Anchor Realty



## **QBDBA Communications**

---

**From:** "Qualicum Sound Centre 2014" <qsc@shawbiz.ca>  
**Date:** September-29-15 12:01 PM  
**To:** "QBDBA Communications" <info@qualicumbeachdowntown.ca>  
**Subject:** Grant for a new website

I am excited to hear about the grant available to better the QBDBA website!

A new website would hopefully increase tourist traffic to Qualicum Beach. Getting a mobile enabled website puts Qualicum Beach further up the list of results in search engines. As we know today potential visitors are more likely to search for and view a website over a mobile device.

Having someone able to spend some time posting information and pumping up our little town through social media will bring attention to future tourists.

As a member of the QBDBA I am very interested in the effects of a grant to improve our electronic presence.

Hope this helps Lilo,  
Emily

23C994 The Source  
Qualicum Sound Centre 2014 Ltd.  
701 Memorial Ave Qualicum Beach  
BC Canada V9K1S7  
Ph: 250-752-6995  
Fax: 250-752-6967

## Lefty's Fresh Food Restaurant

710 Memorial Avenue  
Qualicum Beach, BC V9K 1S8

September 30, 2015

RE: Letter of Support for QBDBA's grant proposal

To whom it may concern,

I am writing this letter to support the Qualicum Beach Downtown Business Association's grant proposal for the updating of their website and Facebook page.

The QBDBA plays an important role in our community, helping to market and promote the business viability of our downtown while promoting it as a destination location for both tourists and locals alike.

As such, the QBDBA needs a professional-looking website to better communicate the mission of the organization and its value proposition to its current and prospective members. A new website with layered content and a fresh design that was better integrated with the QBDBA's social media platforms (e.g. Facebook, Twitter, Instagram, etc.) would help to generate increased event participation from within the community, ultimately helping the QBDBA to retain and increase their membership.

I give the QBDBA's proposed website and social media project my fullest support. Please contact me at 250-752-7530 or by email to [anthony@leftys.tv](mailto:anthony@leftys.tv) if I can be of any further assistance.

Regards,



Anthony Cummings

# Appendix One Events 2014



## Marketing Initiative 2014

- We are continuing to explore and implement advertising that will benefit all the Businesses in our Downtown Core. Our latest addition to that end is joining with The Parksville/Qualicum Tourism Website
- Our Radio advertising is ongoing promoting our Downtown, our events, including purchasing extra time on the Lounge
- We are continually working with the Chamber and with the Town in promoting our Downtown
- We are utilizing our website and social media to continue to promote our downtown

## A Brief Synopsis of Events and marketing Initiatives of QBDBA 2014

### March 29, 2014 – Buddy Holly Dance Party (QBDBA fundraiser event)

This was a great event and a great fundraiser for the QBDBA. Lots of people participated in making it the success that it was. Sherri Verdec was instrumental in taking the lead and ensuring it was the success it was.

### April 11-13, 2014 (shopping experience in Town)

This was an event that the Town asked us to host as there would be over 600 delegates and spouses taking part in a conference in Qualicum. Unfortunately this did not go over as expected. Most of the delegates stayed outside of town and shopped where they were staying

### May 2, 2014 Fire and Ice (Awareness of Downtown)

We participated with advertising in support of the event as it brings people to our downtown

### May 25, 2014 (Family Days ( Bringing awareness of our Business Community to our Community)

We sponsored this event with advertising, had a presence in the parade and had a tent where we had some volunteers do some face painting for all the kids

### June 15, 2014 Show and Shine Ladies Walk (shopping awareness)

This is an event that we do strictly for the spouses of the car show participants. Katherine and Donna ran the event last year and it was really well received. It is successful in bringing the ladies into our shops and gives all the downtown merchants exposure to the public.

July and August 2014 Uptown Summer Market (promoting downtown businesses and late night shopping)

The market was expanded this year to be in two blocks. We did lots of major advertising promoting it in tourist bureau, hotels, in Courtney/Comox and in Port Alberni. We hired Sherri Verdec to help with the planning, lay out and entertainment. We have had lots of positive feedback from town folk, businesses, and vendors.

July 2014 Beach days (promoting our Downtown Businesses)

We supported Beach Days with some advertising and setting up a tent selling Beach Day's T-shirts

August 23, 2014 Sidewalk Sale (promoting shopping in our Downtown)

We did this in conjunction with the Town of Qualicum 100year celebration of the Train Station. We had a trolley shuttling people throughout the town to encourage them to discover our downtown and to shop. Overall the merchants did well and the Town was a busy place.

October 31, 2014 Halloween trick or Treat Event ( awareness of businesses and community relations)

Anthony took charge of this event. It is only in its second year running but it is growing and becoming very popular.

November 20, 2014 Moonlight Madness ( promoting Downtown shopping )

This is an event that we changed up a bit. In working with the Town we had the tree light up more in the centre of town. Over all the event went very well with lots of people in town and shopping. Most of the stores stayed open till 9:00 pm. We did increase the advertising for this event and through the PQ News we were able to offer a special rate for our QBDBA members.

December 18, 2014 T'was the Friday before Christmas (shopping event)

This was a new event that we were promoting a late night shopping night before Christmas. All the advertising was paid for by the QBDBA with shop names mentioned of businesses that were open that evening.

## **Appendix 2:**

### **Vision 2020 - Market Development Roadmap – Qualicum Beach Community, Education and Wellness Society (QBCEWS)**

## Appendix 2: Vision 2020 – Market Development Roadmap

### Summary Evaluation

**Proponent:** Qualicum Beach Community Education and Wellness Society (QBCEWS)

**Amount Requested:** \$6,000

**Summary:** The Vision 2020-Market Development Roadmap is intended to support the development of a sustainable agricultural sector surrounding the Town of QB with a 1-day workshop that leads to a market development roadmap document and a community food festival to be held in 2016.

**Eligibility:** QBCEWS is an eligible organization. Eligible costs in the proposal include **Events**; and **Plans and Studies**.

**Priority Areas:** **Agriculture and Aquaculture:** The project strengthens the economic viability of agriculture through the development of Business Plans and Strategies, and supports local farmers with business development skills.  
**Arts, Culture and Media:** The proposed food festival is a unique cultural event that supports local businesses and attracts visitors.  
**Tourism and Recreation:** The project includes a unique Food Festival event that will attract visitors to the area in 2016.

### 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	✓	
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'



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

In facilitating the growth of a sustainable local food production and distribution system, and thereby enhancing the economic resilience of our communities, we adhere very closely to all six of the NCED program principles.

The Vision 2020 project is focused primarily on Agriculture, and secondarily on Aquaculture. While not a subject of this request, once we have a Market Development Roadmap, our focus will then shift to capacity building, including recruitment, training and retention of a skilled workforce.

(Please attach additional pages as necessary.)

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

As the local food industry matures towards its 2020 Vision:

- Offshore "imports" of food onto Vancouver Island will be displaced by product from 'RDN north'.
- Volume of shipments, market share, and margins for our local producers will grow - through brand differentiation (freshness, nutritional content, product safety, environmental stewardship); added value packaging and processing; and, new products.
- The number of local food industry workers and their incomes will increase.
- Idle, arable land in our area will increasingly be put to productive agricultural use.

(Please attach additional pages as necessary.)

**PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:**

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

<b>SIGNATURE</b>  <i style="font-size: 1.2em;">Gil Sampson</i>	<b>DATE:</b>  Oct 2, 2015
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

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

**SUBMIT DIGITAL COPIES TO:**    [nced@rdn.bc.ca](mailto:nced@rdn.bc.ca)

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

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



## ***VISION 2020***

### **Market Development Roadmap project**

QBCEWS through its Food Security table, is committed to be a catalyst and facilitator of our community's development of a much larger, sustainable food production and processing industry. In and around Qualicum Beach, there is an existing nucleus of exceptionally talented and committed growers of high quality food for human consumption. It is these farmers who are the base (roots) upon which our local agricultural industry will grow and develop.

QBCEWS itself is in early stages of growth as a community enabler. However, both our QBCEWS volunteers and local farmers want to move quickly during the 'off season' (Oct 2015 thru Feb 2016) to establish a *2020 Vision* for the industry and a Roadmap of how it can be achieved.

There are several planning activities and events we intend to achieve by June 30, 2016. These actions closely align with the RDN Agricultural Area Plan (AAP), as well as with the Official Community Plan for the Town of Qualicum Beach. The benefactors of a growing, thriving local food industry will include producers, employees, consumers and small businesses across the entire north end of the region (Parksville, Qualicum Beach, RDN Areas E, F, G, H).

We are requesting \$6,000 of grant funding support from the Northern Community Economic Development (NCED) Program to enable three (3) specific activities. We will also need, and very much appreciate, regular interaction with the RDN AAP Implementation experts.

#### **Activity #1: Market Development one day workshop**

- Attendees – open to any current or future growers in our area, as well as anyone interested in building or operating parts of the infrastructure required for 'farm-to-fridge' food collection, processing, storage, and distribution; limit to 50
- Getting on my shelf – a presentation by the produce manager / buyer for a small-to-medium food retail chain in our 100 km market space; what it takes to earn a growing share of their business
- Getting on my truck – a presentation by a Vancouver Island distributor of fresh produce to independent grocers, institutions, and restaurants; what it takes to earn a growing share of their business
- Small group breakouts – each group to identify key requirements, opportunities, constraints, and risks in growing into these markets
- Action planning – set priorities; who does what next

**NCED funding requested - \$1,000**

### Activity #2: **Market Development Roadmap**

- Contract a planning expert to take the outcomes of the Market Development workshop; work with local farm businesses and RDN staff to identify options to achieve the key market requirements; and, do a preliminary feasibility assessment of each of these options, drawing on experience of comparable operations elsewhere in BC and Canada. Consolidate the findings in a proposed Market Development Roadmap. This Roadmap will be a living document, updated annually as the community progresses toward our *2020 Vision*.
- We anticipate that this work will closely align with one or more of the planned actions to achieve RDN AAP Goal #2 – Strengthen the Local Agriculture and Aquaculture Economy, in particular to *“Assess the business feasibility of a local or regional (possible co-op) organization, or partner with existing organizations to develop centralized infrastructure to support local marketing channels, such as handling facilities, cold storage, and heated warehouse space.”*
- The contractor would be selected through a competitive bidding process, using a short list of known experts who have successfully performed similar work.

**NCED funding requested - \$4,000** towards the analysis and initial Market Development Roadmap

### Activity #3: **One week Qualicum Beach Food ‘Festival’ in July 2016**

- Featuring local products on menus at local restaurants
- Including one or more consumer education events to learn about the food they eat. These sessions will be recorded and retained for later view-on-demand, thanks to the equipment enabled by a previous NCED grant to our working partners at the Coombs Farmers Institute.
- Including a one evening gala dinner featuring all local products, with pre-dinner information tables where farmers and fishers can interact with consumers.
- With an anticipated \$10,000 financial sponsorship from local businesses to keep the events as affordable as possible for the public to attend.

**NCED funding requested - \$1,000** to equip our volunteers to then conduct the requisite professional, successful \$10,000 sponsorship campaign for the ‘festival’



**Directors 2015-16**

Bernard Brochu  
Leanna Garner  
Kerry Holderness  
Joanne Nemeth  
Bill Preston  
Dr. Robert Rowe  
Gil Sampson  
Jared Shaw  
Anna Sjoo  
Judy Southern

October 15, 2015

Mr. Chris Midgley  
Manager, Energy and Sustainability  
Regional District of Nanaimo  
By email to [cmidgley@rdn.bc.ca](mailto:cmidgley@rdn.bc.ca)

Dear Chris:

I am pleased to provide the following information to accompany our recent application to the Northern Community Economic Development Program.

Attached are copies of:

- Our Certificate of Incorporation under the *Society Act* of BC on Feb 6, 2015
- An initial bank statement for our recently established bank account

Our organization currently has a Board of Directors (see the 10 current Directors listed on this letterhead), no paid staff, and no organization 'chart'.

Each project we undertake, and its team of volunteers and engaged stakeholders, are guided by one of our Board members.

For example, I am the lead facilitator of our efforts to enhance our community's Food Security and Sustainable Food System, which is within our portfolio of community wellness lead by Dr. Bob Rowe.

I trust this provides you and the NECD Select Committee with sufficient knowledge that we are a new but reliable organization, committed to working collaboratively to enhance quality of life for residents in and around Qualicum Beach. Please contact me if you need any additional information.

Thanks.

Gil Sampson  
Director, Qualicum Beach Community Education and Wellness Society

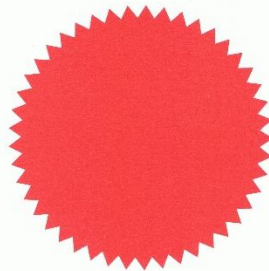


Number: S-0063616

# CERTIFICATE OF INCORPORATION

*SOCIETY ACT*

*I Hereby Certify that QUALICUM BEACH COMMUNITY EDUCATION AND WELLNESS SOCIETY*  
was incorporated under the *Society Act* on February 6, 2015 at 08:38 AM Pacific Time.



*Issued under my hand at Victoria, British Columbia,  
on February 6, 2015*

CAROL PREST  
*Registrar of Companies*  
PROVINCE OF BRITISH COLUMBIA  
CANADA

**COOMBS FARMERS' INSTITUTE  
ESTABLISHED 1914**



October 3, 2015

**To: The Members of the Northern Community Economic Development Select Committee**

Re: NCED Funding Application - Qualicum Beach Community Education and Wellness Society

Coombs Farmers' Institute keenly supports the Qualicum Beach Community Education and Wellness Society's funding application and its several objectives for the RDN Northern Community Region.

The healthy, successful growth of the local food movement depends not only on the growers and producers of food, but on the important and various other infrastructures, education and awareness initiatives, programs and events that will engage and support government, consumer, producer and retailer.

Coombs Farmers' Institute and the QBCEWS share parallel visions and goals, and have formed a partnership to further these ends. We will be participating in the October 15, 2015 Vision 20-20 workshop, recognizing that its results will form the basis of a necessary and previously absent catalyst for successful and sustainable growth in the local food movement.

Janet Thony, President, Coombs Farmers Institute

Janet Thony, President, Coombs Farmers' Institute  
267 Buller Road,  
Qualicum Beach, B.C. V9K 2B3

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