

REGIONAL DISTRICT OF NANAIMO
NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE
AGENDA

Thursday, May 17, 2018

9:30 A.M.

Oceanside Place

This meeting will be recorded

Pages

1. CALL TO ORDER
2. APPROVAL OF THE AGENDA
It was moved and seconded that the agenda be approved as presented.
3. ADOPTION OF MINUTES
 - 3.1 Northern Community Economic Development Select Committee Meeting - February 15, 2018 3
That the minutes of the Northern Community Economic Development Select Committee meeting held February 15, 2018, be adopted.
4. INVITED PRESENTATIONS
 - 4.1 Joe Straka, Oceanside Community Arts Council – Tidal Treasures Summary Report 5
 - 4.2 Jim Windsor, Director, Echo Players Society – Mural Project Summary Report 10
5. DELEGATIONS
 - 5.1 Patrick Jiggins, President, Lighthouse Country Business Association – Lighthouse Country Familiarization Tour
 - 5.2 Patrick Jiggins, President, Lighthouse Country Business Association – Deep Bay Information Booth
 - 5.3 Peter Drummond, Director, Qualicum Beach Streamkeepers Society – Seaside Nature Park “Brant Viewing Platform”
 - 5.4 Anne Dodson, Chief Executive Officer, Qualicum Beach Chamber of Commerce – Social Media Ninja

- 5.5 Anne Dodson, Chief Executive Officer, Qualicum Beach Chamber of Commerce – Empty Spaces Tour
- 5.6 Jolynn Green, Executive Director, Community Futures Central Island – LEAP – Local Entrepreneurship Accelerator Program
- 5.7 Graham Truax, Interim Executive Director, Innovation Island Technology Association – Tech Savvy Talk & Leaders Roundtable
- 5.8 Cheryl Dill, Executive Director, Central Vancouver Island Job Opportunities Building Society – Blade Runners 2018-2019
- 5.9 Kim Burden, Executive Director, Parksville and District Chamber of Commerce – Mid Island Tech Attraction Strategy
- 5.10 Kim Burden, Executive Director, Parksville and District Chamber of Commerce – Presentation on Economic Development Function for District 69

6. CORRESPONDENCE

7. UNFINISHED BUSINESS

8. REPORTS

- 8.1 Northern Community Economic Development – Spring 2018 Proposals 15

That the Northern Community Economic Development Select Committee consider nine proposals for funding through the Spring 2018 intake.

- 8.2 Northern Community Economic Development Summary Report Update 144

That the proposed changes to the Northern Community Economic Development (NCED) Application Form and Summary Report be approved.

9. BUSINESS ARISING FROM DELEGATIONS

10. NEW BUSINESS

11. ADJOURNMENT

REGIONAL DISTRICT OF NANAIMO**MINUTES OF THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE MEETING****Thursday, February 15, 2018****11:30 A.M.****Oceanside Place**

In Attendance:	Director B. Rogers	Chair
	Director J. Fell	Electoral Area 'F'
	Director J. Stanhope	Electoral Area 'G'
	Director B. Veenhof	Electoral Area 'H'
	Director K. Oates	City of Parksville
Regrets:	Director T. Westbroek	Town of Qualicum Beach
Also in Attendance:	P. Carlyle	Chief Administrative Officer
	G. Garbutt	Gen. Mgr. Strategic & Community Development
	P. Thompson	Mgr. Long Range Planning
	S. Horsburgh	Sustainability Coordinator
	P. Sherman	Recording Secretary

CALL TO ORDER

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

APPROVAL OF THE AGENDA

It was moved and seconded that the agenda be approved as presented.

CARRIED UNANIMOUSLY

ADOPTION OF MINUTES**Northern Community Economic Development Select Committee Meeting - April 20, 2017**

It was moved and seconded that the minutes of the Northern Community Economic Development Select Committee meeting held April 20, 2017, be adopted.

CARRIED UNANIMOUSLY

REPORTS**Northern Community Economic Development Program**

It was moved and seconded that the Northern Community Economic Development Program continue.

CARRIED UNANIMOUSLY

It was moved and seconded that the Northern Community Economic Development Program funding request of a maximum of \$5,000 be removed.

CARRIED UNANIMOUSLY

It was moved and seconded that staff evaluate all Northern Community Economic Development Program applications and that all the applications be presented to the committee.

CARRIED UNANIMOUSLY

It was moved and seconded that the Northern Community Economic Development Select Committee hold two funding intakes per year.

CARRIED UNANIMOUSLY

It was moved and seconded that the applicants must align their proposed project to an economic benefit in the community.

CARRIED UNANIMOUSLY

It was moved and seconded that staff develop reporting criteria and that the grant recipient report back to the committee before being allowed to apply for further funding with the Northern Community Economic Development Program.

CARRIED UNANIMOUSLY

NEW BUSINESS

Next Meeting

A new meeting will be scheduled once the reporting criteria have been developed.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

CARRIED UNANIMOUSLY

TIME: 12:36 PM

CHAIR

SUMMARY OF PROJECT RESULTS:

We have made several observations after our first full year of operation:

1. We have created a positive impact on families by getting them outside enjoying an activity together – during the winter months most kids would rather be inside playing video games (we were thanked many times for this by parents on our Facebook page)
2. We have created a healthy activity – people are getting outside and walking our beaches
3. We have provided an activity that promotes our region and supports are local businesses. People coming into town are visiting our artists, shopping in our stores, eating in our restaurants, staying in our hotels, purchasing gas for their cars...
4. People are forming friendships through Tidal Treasures and reacquainting with old friends – people are connecting through Facebook by seeing the posts and recognizing names/people they have met on the beaches even from other Provinces.
5. We have created a community of people who are cleaning up the beaches as they are searching for treasures – even groups have formed to do this on a regular basis not just on the beaches we are hiding treasures on
6. We have connected people who have lost something on the beach with the people that have found the item I.e. Key fob, USB stick, etc.
7. We are exposing people to our tourist destination that aren't familiar with what we have to offer – people are discovering the beaches of Oceanside for the first time.
8. We have over 11,000 Ambassadors (Facebook "Likes") who support this initiative Canada-wide

DESCRIBE THE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT HAVE RESULTED FROM THIS PROJECT:

Introduce visitors to the local merchants and their products by tagging some glass floats with a red star to indicate that they win a prize donated by a local business. They must visit the business to collect their prize and incidentally see what the merchandize the business offers. We know that prizes related to the 50 red starred floats were redeemed at the donor merchants. We also believe that many treasure hunters from outside Oceanside at least spent money in restaurants in

the area and depending how far away they came, some have stayed in local motels. The overall economic impact is hard to measure and that is why we are working jointly with VIU to establish ways to weigh the impact.

Increase tourism to the central island. This is another difficult statistic to gather particularly after only one year of the annual program of the program. However, upon reviewing the “reach” of our website and Facebook pages and comments by “seekers” on the beaches, there are numerous visitors coming here from outside Oceanside and being invited here by friends to participate in seeking Tidal Treasures and spending time in the area.

Business and demographic analyses in progress: We have created a relationship with the Faculty of Management –Recreation and Tourism Department at Vancouver Island University. Students in the department will create survey questionnaires; one for our website and one for live interviewing on the beaches by the students. Feedback from the surveys should provide us with more in-depth data on where treasure seekers are from, how long they visited, how they heard about the program, did the program enter into their decision to visit Oceanside, did they spend money in local businesses, will they recommend visiting to their friends and family and other information we can use to determine the reach, demographics and effectiveness of the program in attracting visitors and the possible economic impact of the program on local economy.

PLEASE DESCRIBE HOW THE PROJECT HAS MET THE PROGRAM PRINCIPLES AND PRIORITY AREAS:

Are we meeting our five program objectives?

1. *Introduce visitors to the local merchants and their products by tagging some glass floats with a red star to indicate that they win a prize donated by a local business. They must visit the business to collect their prize and incidentally see what the merchandize the business offers. We know that prizes related to the 50 red starred floats were redeemed at the donor merchants. We also believe that many treasure hunters from outside Oceanside at least spent money in restaurants in the area and depending how far away they came, some have stayed in local motels.*

The overall economic impact is hard to measure and that is why we are working jointly with VIU to establish ways to weigh the impact. *Increase tourism to the central island.* This is another difficult statistic to gather particularly after only one year of the annual program of the program. However, upon reviewing the “reach” of our website and Facebook pages and comments by “seekers” on the beaches, there are numerous visitors coming here from outside Oceanside and being invited here by friends to participate in seeking Tidal Treasures and spending time in the area. Comments like the following suggests that the program is attracting visitors who want to find a treasure alone:

2. *Provide greater exposure for the glass artists from Vancouver Island who provide art pieces for the project.* We now have five contributing artists. We provide anyone who registers their find at the Visitors Centre with a biography for the artist who made their piece. We have an “Artists” page on our website for highlighting each artist, where their studio is, their operating hours and classes if they offer them
3. *Provide an incentive for visitors to explore area beaches and experience their beauty.* There are numerous posts on our social media sites which praise the glory of experiencing our beaches. For example: “Such a fabulous idea this is! I normally stay indoors in the cold weather and today I lost track of an hour and a half searching for beach treasures. We didn't find any blown glass but we got out moving our precious bodies, we inhaled an abundance of fresh salty air, we listened to the calming sound therapy of the ocean, we tapped into the childlike wonder and play of a child. ♡ So much love and gratitude to all who have donated their time, creativity, works of art, ideas and organization towards this beautiful activity! Xo”
4. *Expose visitors to the ecology of the beach environment and the unique fauna and flora thriving there.* Again numerous posts on social media comment on the environment, chide other seekers about stepping on the dune grass, plea with dog owners to pick up after their dogs, and reflect on many of our YouTube movies about the environment. Our new website plays an even more prominent role in our social media efforts by highlighting the environment and provideing text and visual information about it. We feel that visually showing the overall

environment of the Oceanside Beach environment and beauty where treasures may be found will entice more visitors here.

5. *Increase tourism to the central island – Oceanside- region.* The amount of influence Tidal Treasures has on attracting new visitors to Oceanside is difficult to document. According to the “reach”, “followers” and “likes” statistics on our Facebook page the program is significantly attractive as a part of the activities the area offers to visitors. In most cases Peoples who comment on our page are identified by name and very often list where they live.

51% of visitors to our Website are from outside BC

DEMOGRAPHIC AND GEOGRAPHIC REACH OF TIDAL TREASURES

According to our **Facebook weekly statistics:** (over the 8 months of operation)

- We see 450-900 page visits weekly
- We reach 15-27000 people weekly
- We have registered over 11,000 likes; 90% of which are female and 10% are male
- By age group we see: 50% of our followers range in age from 25-44 years old

Geographically our followers are primarily Canadian but also smaller numbers represent nine other countries:

- Canada – 6257, USA – 154, Australia – 11, Mexico – 6, UK – 5, Saudi Arabia – 3, Italy – 3, Indonesia – 2, Netherlands – 2, Costa Rica - 2
- We also have had visitors from Alberta, New Brunswick, Nova Scotia, Newfoundland, Ontario, Saskatchewan and Manitoba comment on Facebook about looking for treasures when they were visiting here.

WEBSITE STATISTICS:

Our new website was up and running January 1, 2017. In the five last months of the program (January through May, 2017) we had 24,617 home page visits, 49% of which were from Victoria, Parksville, Vancouver, Burnaby and Nanaimo. 51% of the visitors were from outside Oceanside (District 69) and outside BC.

PROJECT TITLE ECHO PLAYERS "MURAL PROJECT"		
NAME OF ORGANIZATION: ECHO PLAYERS SOCIETY		
CONTACT PERSON: JIM WINDSOR	TELEPHONE NUMBER: (250) 594-9091 FAX NUMBER:	E-MAIL ADDRESS: jimwindsor5@gmail.com
TOTAL NCD PROGRAM FUNDING: \$15,000.00	TOTAL PROJECT BUDGET: \$60,000.00	
PROJECT START DATE (YYYY/MM/DD): SUMMER 2016	PROJECT END DATE (YYYY/MM/DD): July 1/17	
PERCENT COMPLETE: 100%		
IF NOT COMPLETE, WHAT ASPECTS OF THE PROJECT REMAIN? PROVIDE ESTIMATED COMPLETION DATE: PROJECT IS COMPLETE		

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

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

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

NOTES

The information contained herein is provided in support of the Summary Report of the Northern Community Economic Development Grant from the Regional District of Nanaimo granted to ECHO Players Society for the year 2017.

Summary of Project Results

ECHO Players owns, operates and maintains its own theatre, the “Village Theatre”, located at 110 W. 2nd Ave. in Qualicum Beach, BC. The theatre is an Art Deco structure dating from the 1940s and was originally a cinema. It is one of the oldest – and, in our view, one of the prettiest - buildings still in use in Qualicum Beach. It was recently officially designated as a Heritage Building.

The project summarized herein is known as the “*Mural Project*”. It involved undertaking a project to enhance the attractiveness of the west wall of the Village Theatre building (previously a very large blank stucco wall, approximately 22 metres long and 10 metres high and painted an unattractive beige colour). This wall is highly visible in the Qualicum Beach downtown and overlooks the offices of the Coastal Community Credit Union and can be seen from the Qualicum Foods parking lot and Second Avenue. The “Mural Project” has covered most of this wall with a painted mural measuring approximately 56 feet by 16 feet (about 19 m X 5m) in size. The mural, which depicts the many theatrical activities that take place within the Village Theatre, was painted by the professional and well-known artist, David Goatley. Mr. Goatley is the Vancouver Island artist who painted the Post Office mural in Chemainus.

The mural was officially unveiled by His Worship Teunis Westbroek in a public ceremony on July 1, 2017 as part of Canada's Sesquicentennial Celebrations in Qualicum Beach.

Economic Benefits or Other Outcomes

This mural has greatly enhanced the already significant attractiveness of the Village Theatre which is a major economic driver for the downtown of Qualicum Beach. We at ECHO Players have been told by many businesses (mostly restaurants) that they would likely close up for the winter were it not for the evening dinner business created by our theatrical productions.

Since the official unveiling of the mural, we have received numerous positive comments from a great many people. It has been very well received by both the local population as well as many visitors.

Indeed, on many, many occasions when Society members have been working in the theatre (with the emergency exit door open to the parking lot – for ventilation) folks have come to the door to ask about the mural. Also, there have been uncountable occasions when we have noticed people taking photos of the mural from the Coastal Community Credit Union parking lot.

Qualicum Beach is already, as RDN members will know, a major tourist destination for central Vancouver Island and is the principal setting for the recently produced TV drama series: *Chesapeake Shores*. The filming here of this Made-for-TV show will, almost certainly, increase that attraction.

We remain convinced that this very unique mural will become a tourist attraction in its own right (not unlike the murals in Chemainus). We believe that it will be a unique tourist attraction in the region and will draw visitors from far afield to the Oceanside area.

We believe that this mural (and additional ones – hopefully – to follow) will provide significant economic benefits to Qualicum Beach through its enhancement of tourism in the town and region.

How the Project Has Met the Program Principles and Priorities

Since inception, this project has enjoyed the enthusiastic support of the Qualicum Beach Town Council. There is both the hope and the expectation that this project will induce other property owners in the downtown (and who, also, have large and unattractive walls) to contract artists to paint additional murals.

The priorities for this project were several. Firstly, a priority was to cover up a large and, frankly, rather boring beige stucco wall that was highly visible in the downtown area of Qualicum Beach. Clearly, we believe this has been accomplished.

Secondly, a priority was to enhance the attractiveness of the Qualicum Beach downtown for both residents and for tourists. We are convinced that this objective has been accomplished, as well.

Thirdly, we are delighted with the content of the mural. As noted, the mural depicts the many activities (both on stage and back stage), that are part of the many theatrical productions that are mounted each year in the Village Theatre (by ECHO Players, Bard to Broadway, One Act Play Festivals, various Dance Companies, High School Drama Clubs, etc.).

Lastly, of course, the generous grant from the Regional District of Nanaimo was of great benefit to ECHO Players in seeing this project through to completion.

TO: Northern Community Economic Development Select Committee **MEETING:** May 17, 2018

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

SUBJECT: Northern Community Economic Development – Spring 2018 Proposals

RECOMMENDATION

That the Northern Community Economic Development Select Committee consider nine proposals for funding through the Spring 2018 intake.

SUMMARY

Nine applications for Northern Community Economic Development (NCED) funding have been received in time for consideration at the NCED Select Committee Meeting scheduled for May 17, 2018:

Attachment 1: Lighthouse Country Business Association – Lighthouse Country Familiarization Tour

Attachment 2: Lighthouse Country Business Association – Deep Bay Information Booth

Attachment 3: Qualicum Beach Streamkeepers Society – Brant Viewing Platform

Attachment 4: Qualicum Beach Chamber of Commerce – Social Media Ninja

Attachment 5: Qualicum Beach Chamber of Commerce – Empty Spaces Tour

Attachment 6: Community Futures Central Island – LEAP – Local Entrepreneurship Accelerator Program

Attachment 7: Innovation Island Technology Association – Tech Savvy Talk & Leaders Roundtable

Attachment 8: Central Vancouver Island Job Opportunities Building Society – Blade Runners 2018-2019

Attachment 9: Parksville and District Chamber of Commerce – Mid Island Tech Attraction Strategy

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

The RDN Board approved the 2018 Final Budget and funds totalling \$50,000 are available for disbursement from the NCED Program. For the NCED Spring intake nine applications have been received for a total request of \$65,628.

NCED grants are provided to support local initiatives that enhance economic development in Electoral Areas 'E', 'F', 'G' and 'H', the City of Parksville and the Town of Qualicum Beach.

BACKGROUND

The NCED Program (the Program) has been offered to organizations and local governments in District 69 since 2012. In 2018, the NCED Select Committee reviewed the NCED service and agreed to continue the grant program with minor changes to the Program Guide. Since inception, participation and awareness in the Program has grown and the range of activities is increasing. Historically, the grants typically assist with tourism, arts and culture, recreation activities and increasing business opportunities in the high tech sector.

FINANCIAL IMPLICATIONS

The RDN Board has approved \$50,000 for the NCED program to support economic development opportunities in accordance with the service priorities outlined above. For 2018, \$25,836 was requisitioned for Northern Economic Development and \$24,164 was carried over from 2017. The total funds requested from the Spring 2018 applications is \$65,881.

Table 1 lists the applicants, projects, amounts requested and the total amount requested for the Spring 2018 intake. In accordance with the Committee’s direction at the February 15, 2018 meeting, the applications along with an assessment of the proposal is included in Attachments 1-9.

Table 1: NCED - Project Proposals (Spring 2018)

Proponent	Project Name	Amount Requested
Lighthouse Country Business Association	Lighthouse Country Familiarization Tour	\$1,200
Lighthouse Country Business Association	Deep Bay Information Booth	\$4,700
Qualicum Beach Chamber of Commerce	Empty Spaces Tour	\$ 1,955
Qualicum Beach Chamber of Commerce	Social Media Ninja	\$ 5,240
Qualicum Beach Streamkeepers Society	Seaside Nature Park “Brant Viewing Platform”	\$10,000
Parksville and District Chamber of Commerce	Mid Island Tech Forum Strategy	\$4,286
Community Futures Central Island	LEAP – Local Entrepreneurship Accelerator Program	\$10,000
Innovation Island Technology Association	Tech Savvy Talk & Leaders Roundtable	\$8,500
Central Vancouver Island Job Opportunities Building Society	Blade Runners 2018-2019	\$20,000
Spring 2018 Funding Requested	Total:	\$65,881

STRATEGIC PLAN IMPLICATIONS

The NCED Program supports the Board’s 2016 – 2020 Strategic Plan’s strategic priority of ‘Focus On Economic Health’. The goal of the NCED Program is to build community based economic development and enhance local economic resilience. The NCED Program is consistent with the Board’s strategic priority to “Focus on Relationships” by enhancing collaboration and cooperation between municipalities and electoral areas and to use a collaborative regional model for providing services.



Sharon Horsburgh
shorsburgh@rdn.bc.ca
May 7, 2018

Reviewed by:

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

Attachments

1. Lighthouse Country Business Association - Lighthouse Country Familiarization Tour
2. Lighthouse Country Business Association - Deep Bay Information Booth
3. Qualicum Beach Streamkeepers Society - Brant Viewing Platform
4. Qualicum Beach Chamber Of Commerce - Social Media Ninja
5. Qualicum Beach Chamber Of Commerce - Empty Spaces Tour
6. Community Futures Central Island - LEAP - Local Entrepreneurship Accelerator Program (LEAP)
7. Innovation Island Technology Association - Tech Savvy Talk & Leaders Roundtable
8. Central Vancouver Island Job Opportunities Building Society - Blade Runners 2018-2019
9. Parksville and District Chamber of Commerce - Mid Island Tech Attraction Strategy

Attachment 1:

LIGHTHOUSE COUNTRY BUSINESS ASSOCIATION

Lighthouse Country Familiarization Tour

**NCED Summary Evaluation & Recommendation
Lighthouse Country Business Association**

Project Title: Lighthouse Country Familiarization Tour
Proponent: Lighthouse Country Business Association
Amount Requested: \$1,200

Summary: To provide a 5 hour bus tour through tourism and recreation destinations from the Arrowsmith Golf and Country Club to Deep Bay.

Project Goals:

- 1) Enhance the information available to front line staff & volunteers.
- 2) Improving the knowledge of staff will help to develop stronger community spirit and knowledge about what the area has to offer visitors.
- 3) Helps to support Lighthouse Country vendors and showcasing them help promote their businesses in the Community.

Funding: No other funding sources.

Eligibility: Lighthouse Country Business Association is an eligible organization. Eligible costs in the proposal include: **Events**.

Priority Areas: **Arts, Culture and Media**
Tourism and Recreation

Evaluation Criteria:

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

Project Area:

PARKSVILLE

QB

EA 'E'

EA 'F'

EA 'G'

EA 'H'

Assessment	This project has no measurable economic impact from a familiarization tour for staff and volunteers. No measurable increased economic activity or employment in the participating communities. No funding or in kind funds from other organizations in place.
Recommendation	Not to fund at this time

NAME OF ORGANIZATION: Lighthouse Country Business Assoc.		AMOUNT REQUESTED: \$1,200
MAILING ADDRESS: Box 59, Bowser, BC V0R 1G0		
CONTACT PERSON: Patrick Jiggins	TELEPHONE NUMBER: 250-954-4060 FAX NUMBER: 250-248-6088	E-MAIL ADDRESS: lcba@shaw.ca

PROJECT TITLE: Lighthouse Country Fam. Tour
PROJECT DESCRIPTION: A Five-hour bus ride through important tourism / recreational destinations from Arrowsmith Golf through to Deep Bay and back again. Invitations will be sent to front line staff of Parksville + Qualicum Chambers, Tourism office + Hotel-Motel front desk attendants. <small>(Please attach any supporting materials and documents produced as a result of the project.)</small>
PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: The main expense is the hiring of a bus. There will be additional costs for food + beverage and some of the activities. <small>(Please attach additional pages as necessary.)</small>
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: No other grants have been applied for but we are hoping for discounted rates from some suppliers/partners. <small>(Please attach additional pages as necessary.)</small>

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:

To improve the knowledge of our front line staff and volunteers from the Parksville - Qualicum area to what Lighthouse Country has to add to a tourists stay & hopefully prolong their visit & create return visits.

(Please attach additional pages as necessary.)


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

Will produce better community spirit and knowledge of how big our area really is. Lighthouse Country vendors will appreciate being recognized and supported.

(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.

<p>SIGNATURE</p> 	<p>DATE:</p> <p>04/17/18</p>
<p>By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.</p>	

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

Lighthouse Country Business Association

ORGANIZATIONAL CHART

President (Patrick Jiggins)

Vice President (Dietmar Boumeister-Quint)

Past President (Betsy Poel)

Secretary (Lorie Chesley) Treasurer (Debra Johannesen)

Directors

Lighthouse Country Business Association Spring 2018 Familiarization Tour Wednesday, May 23rd

Registration Form-please return this page by May 16th

Greetings and welcome! Lighthouse Country Business Association is pleased to have you join us for our Spring 2018 Fam Tour. We have lined up an exciting tour for you and your colleagues. Please take a few minutes to complete this registration form and which includes our Lighthouse Country Trivia Contest. Winners will be announced as soon as we embark on our tour. Thank you and if you have any questions, please contact your tour guides, Patrick Jiggins at 250-954-4060 or Carrie Powell-Davidson at 250-954-9681. Deadline for registration is Wednesday, May 16th.

Lighthouse Country Trivia Contest

- 1) List five of the communities that make up Lighthouse Country.
- 2) Which community was named after a Premiere of B.C.?
- 3) What is the name of the famous lighthouse we are named for?
- 4) Mike the Dog was famous for doing what?
- 5) Considered the best in North America, what beach activity are we famous for?
- 6) In which community will you find our commercial node?
- 7) How many fast food restaurant chains do we have?
- 8) The First Nation community here is called:
- 9) Name three things to do in Lighthouse Country.
- 10) The population of Lighthouse Country is: a) 1000 b) 2000 c) 3000

Registration Information

Name: _____ Company: _____

Title: _____ Cell phone: _____

Emergency Contact: _____

Personal Information: Allergies? _____ Physical Limitations: _____

Taco Preference: (you may circle one or two) a) fish b) chicken c) shrimp d) beef & bean e) vegetarian

Expectations: (the more we know, the better we can customize your tour-for example, I would like learn about the variety of places to stay in Lighthouse Country.)

Lighthouse Country Business Association Spring 2018 Familiarization Tour - Wednesday, May 23rd

Itinerary-please bring this page with you!

- 9:00 Arrowsmith Golf Course-Welcome Reception
- 9:30 Bus leaves for Deep Bay Driving Tour-Deep Bay Marine Field Station,
Ship & Shore Restaurant, Deep Bay Marina, Chrome Island and The Spit.
- 10:30 Magnolia Court-shopping opportunity
- 11:30 Surprise Activity!
- 12:30 Lunch at Tidal Taco Shack in Qualicum Bay
- 1:30 Lighthouse Country Community Trail-wear walking shoes!
- 2:00 Return to Arrowsmith Golf Course.

Notes: Please wear comfy shoes and weather appropriate clothing. We will go ahead rain or shine! We will have water and snacks on the bus and everything is included except purchases made during your unique shopping experience at Magnolia Court.

THANK YOU TO OUR SPONSORS!!!!

Nile Creek Fly Fishing Arrowsmith Golf & Micky J's Bar & Grill

Tidal Taco Shack Tomm's Grocery

Bus company Goody bag/Trivia contest prize providers

Evaluation:

- 1) The part I liked best about the Fam Tour was: _____
- 2) The part I enjoyed the least was: _____
- 3) If you do it again next year, I'd suggest: _____
- 4) Something new I learned about Lighthouse Country is: _____
- 5) I will tell my customers about: _____

For more information: www.lighthousecountry.ca Facebook lighthousecountrybusinessassociation

LCBA FAM TOUR 2018 (Sung to the tune of 'Gilligan's Island')

Just sit right back and you'll take a tour,
We're glad you've come with us.
It all starts at Arrowsmith Golf Course,
Aboard this great, big bus.

The driver's a mighty driving man,
He'll keep us safe for sure.
Patrick and Carrie are your guides,
For your five hour tour, your five hour tour.

The first stop will be north of us,
To Deep Bay we will go.
We will drive through all the sites,
That we think you should know.

There's VIU Shellfish Station,
The Ship & Shore to eat.
Photograph our famous Lighthouse
The Spit's beach can't be beat.

Next stop is Magnolia Court,
A unique shopping place.
After that, we have a surprise,
A smile comes on your face!

By then, you will be getting parched,
By all the sites and fun.
How about tacos on the beach?
Tidal is number one!

Tidal is number one!

Before you leave, we must first take,
One of our favourite walks.
But we know you'll be back here soon,
Cuz, Lighthouse Country rocks!

C. Powell-Davidson c March 2018

Attachment 2:

LIGHTHOUSE COUNTRY BUSINESS ASSOCIATION

Deep Bay Information Booth

NCED Summary Evaluation & Recommendation

Project Title: Deep Bay Information Booth
Proponent: Lighthouse Country Business Association
Amount Requested: \$4,700

Summary: To build a welcoming and informative set of signs forming a kiosk type feature at the Deep Bay Marina. Lighthouse Country is becoming increasingly popular for overnight visitors as well as excursions from nearby popular resort areas of Parksville and Qualicum Beach.

Project goals:

- 1) Enhance the information available when coming through the Deep bay Area.
- 2) Through improved knowledge of the area this will create more awareness about what the surrounding areas have to offer visitors.
- 3) Helps to support Lighthouse Country vendors through advertising that promotes local businesses in the community.

Eligibility: Lighthouse Country Business Association is an eligible organization.
 Eligible costs in the proposal include: *Events, Plans, Studies, and Minor Capital*

Funding: No other source of funding

Priority Areas: *Arts, Culture and Media, Tourism and Recreation.*

Evaluation Criteria:

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

Project Area:

PARKSVILLE

QB

EA 'E'

EA 'F'

EA 'G'

EA 'H'

Assessment	The proposed signage meets the NCED funding criteria. Lighthouse Country Business Association has received funding through NCED for a similar project at Magnolia Court in Bowser. Funding new signage for the Deep Bay Area builds on the success of early work and builds on Lighthouse Country Business Association strategy to promote this area.
Recommendation	Fully Fund

NAME OF ORGANIZATION: Lighthouse Country Business Assoc.		AMOUNT REQUESTED: \$ 4,700
MAILING ADDRESS: Box 59, Bowser, BC V0R 1G0		
CONTACT PERSON: Patrick Jiggins	TELEPHONE NUMBER: 250-954-4060 FAX NUMBER: 250-248-6088	E-MAIL ADDRESS: lcbca@shaw.ca

PROJECT TITLE: Deep Bay Information Booth
PROJECT DESCRIPTION: A welcoming and informative set of signs forming a kiosk type look, preferably located at the Deep Bay Marina. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: To contribute to the materials, signage & labour of constructing a kiosk or series of signs. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: No grants from other sources but if located at Deep Bay Marina would accept any volunteered resources. (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:

Lighthouse Country as a destination is becoming increasingly popular for overnight visitors as well as excursions from the nearby popular resort areas of Parksville, Qualicum Beach and the Courtenay Comox area as well as day trip visitors from Nanaimo. There is a need for information such as area businesses, services, attractions and location information for these visitors.

(Please attach additional pages as necessary.)


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

To enhance the information available when coming through the Deep Bay Area in regard to the surrounding areas - creating more reasons to spend their time & money in our area.

(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: 04/20/18
---	--------------------------

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

Lighthouse Country Business Association

ORGANIZATIONAL CHART

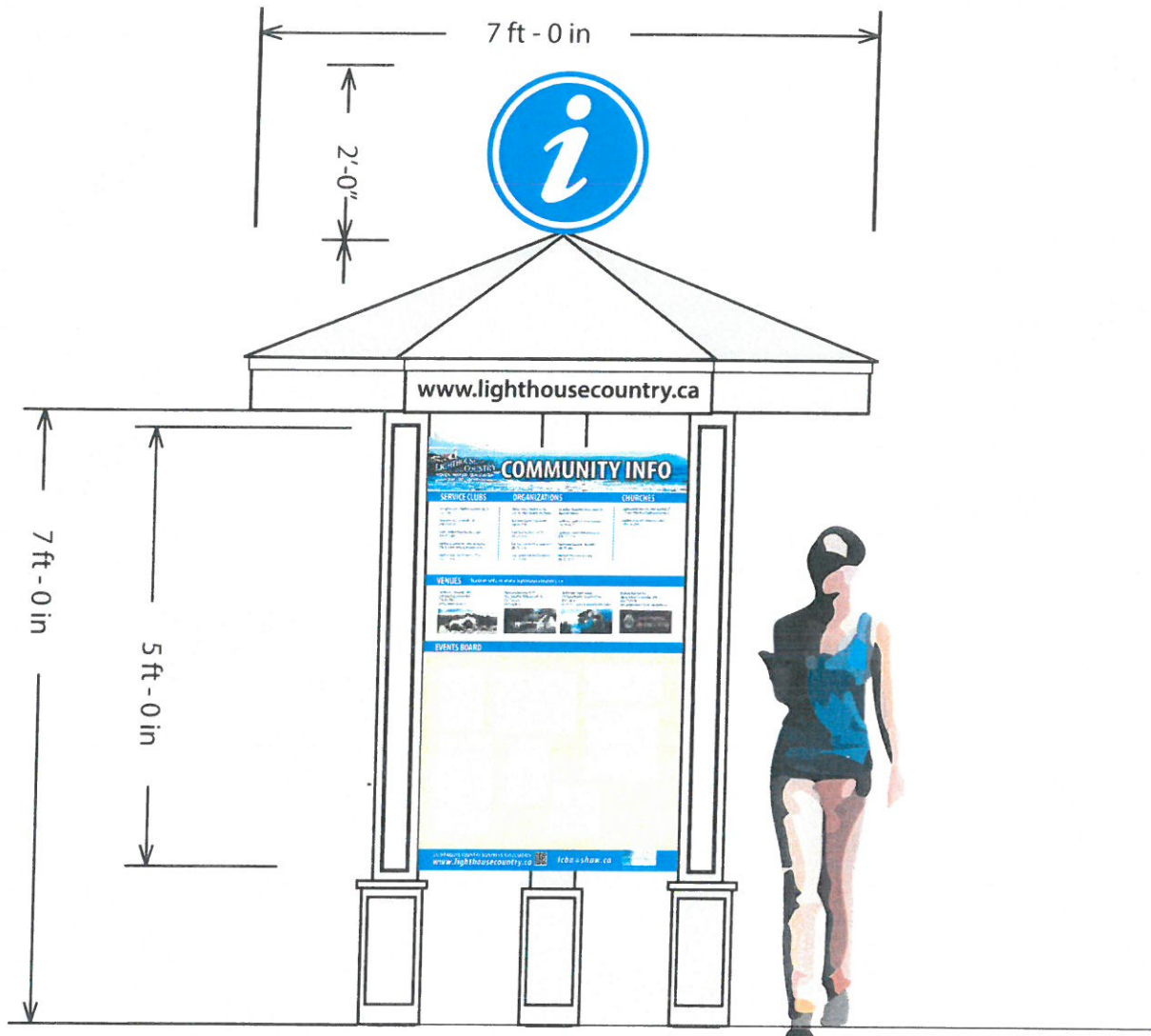
President (Patrick Jiggins)

Vice President (Dietmar Boumeister-Quint)

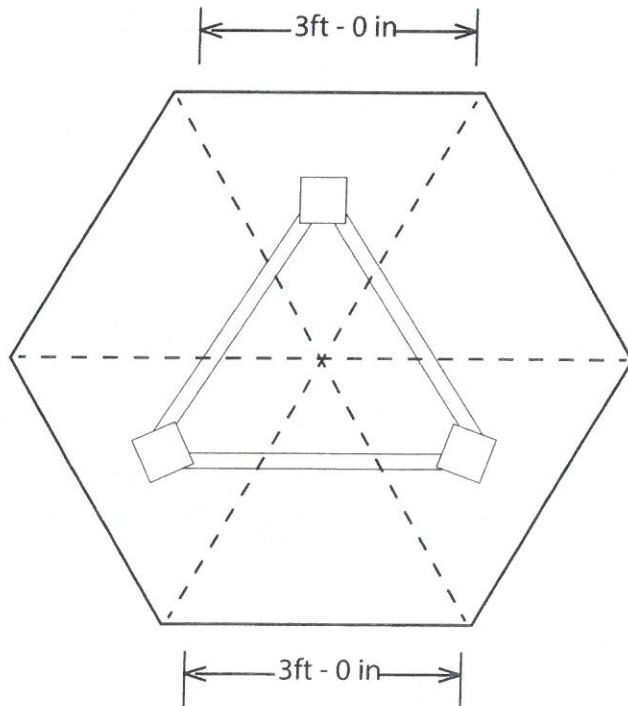
Past President (Betsy Poel)

Secretary (Lorie Chesley) Treasurer (Debra Johannesen)

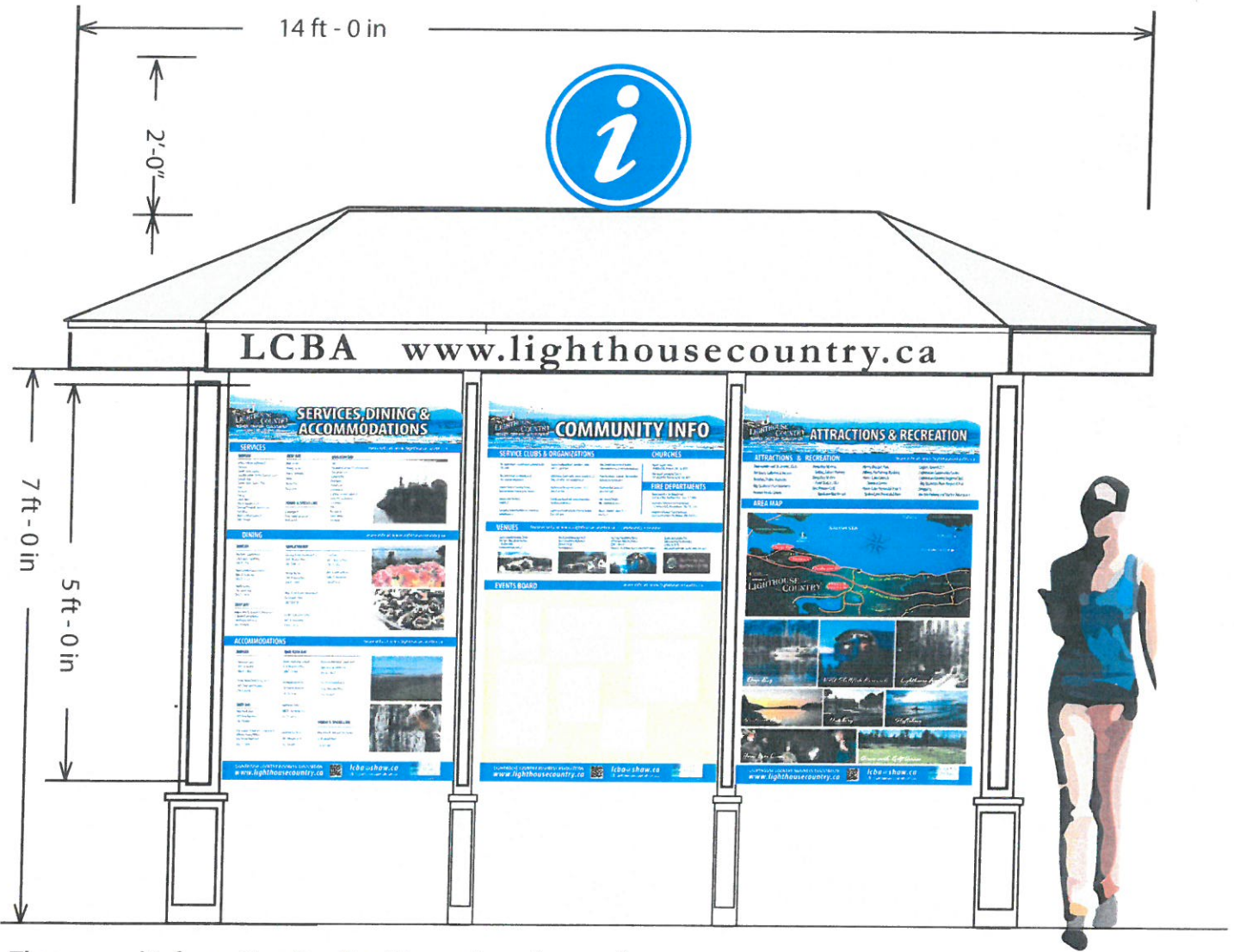
Directors



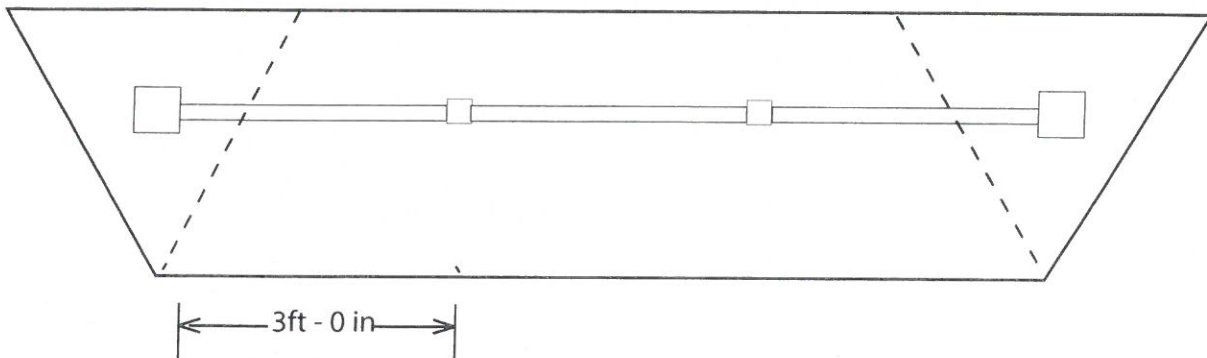
Three panel information Booth with six sided overhanging roof







Three panel information Booth with overhanging roof



PROPOSED DEEP BAY INFORMATION BOOTH



Attachment 3:

QUALICUM BEACH STREAMKEEPERS SOCIETY

Brant Viewing Platform

NCED Summary Evaluation & Recommendation

Project Title: Brant Viewing Platform
Proponent: Qualicum Beach Stream Keepers Society
Amount Requested: \$10,000

Summary: This project undertaken by the Qualicum Beach Stream keepers Society is to provide a forum to attract and educate visitors as well as the local population on the value of marine life. The Interpretive Centre is designed to enhance the understanding of and to protect the many forms of birds and sea life on the waterfront. Construction of the structure will be located on land owned by Town of Qualicum Beach on the Highway 19A.

Project goals:

- 1) To construct the new roofed viewing structure
- 2) To produce signage and communication material
- 3) To contribute to the planting of native vegetation on the site

Funding:

Total project: \$90,000
 Pacific Salmon Foundation: \$20,000
 Windsor Plywood: \$5,000
 RDN Community Grant: \$2,500
 City of Parksville: \$2,500
 Parksville Qualicum Foundation: \$1,000

Eligibility: Qualicum Beach Stream Keepers Society is an eligible organization.
 Eligible costs in the proposal include: Minor Capital.

Priority Areas:

Arts, Culture and Media
Renewable Energy & Green Economy
Tourism and Recreation

Evaluation Criteria:

<i>Project Viability:</i>	Yes	No/ NA
Clear and well-defined project		✓
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided		✓
<i>Financial and Administrative Feasibility:</i>	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	✓	
<i>New and Unique:</i>	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	✓
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition	✓	

for small or local businesses

Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities		✓
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN		✓
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

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

Assessment	<p>This application has community partners in place. There is no overall budget for this project. The funding request is for interpretive signage and not specifically for the structure which could be considered major Capital. However, it is unclear what the budget is for this part of the project.</p> <p>It is unclear what the economic benefits of this project would be on the local economy.</p> <p>In 2017, the Qualicum Stream Keepers Society submitted an application to the RDN Community Grants Committee and received \$2,500 for this project.</p>
Recommendation	Not to fund at this time

NAME OF ORGANIZATION: <i>QUALICUM BEACH STREAMKEEPERS SOCIETY</i>		AMOUNT REQUESTED: <i>\$10,000</i>
MAILING ADDRESS: <i>808 CANYON CRES., QUALICUM BEACH, B.C. V9K 1L4</i>		
CONTACT PERSON: <i>PETER DRUMMOND</i>	TELEPHONE NUMBER: <i>250-752-3337</i> FAX NUMBER:	E-MAIL ADDRESS: <i>petedrum15@gmail.com</i>

PROJECT TITLE: <i>SEASIDE NATURE PARK</i>
PROJECT DESCRIPTION: <i>THE PROJECT UNDERTAKEN, A SEASIDE NATURE PARK WILL BE CREATED IN TWO PHASES. THE FIRST PHASE NOW UNDERWAY IS THE CONSTRUCTION OF A COVERED INTERPRETIVE CENTRE COSTING APPROXIMATELY \$100,000. THE SECOND PHASE CONSISTS OF A "GATHERING CIRCLE" FOR CLASSES AND SOCIAL OCCASIONS AS WELL AS INTERPRETIVE SIGNAGE FOR THE REGIONAL BIOSPHERE, NATIVE PLANTS AND THE GRANDON CREEK COHO RUN.</i> <small>(Please attach any supporting materials and documents produced as a result of the project.)</small>
PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: <i>THE FUNDS WILL BE USED FOR THE CREATION OF A TRAIL SYSTEM WHICH EXPLORES NATIVE HERITAGE IN THE QUALICUM REGION, AND SIGNAGE WHICH RELATES TO THE LOCAL CREEKS (GRANDON), NATIVE HERITAGE, NATIVE PLANTS AND HUMAN IMPACT ON THE WATERFRONT.</i> <small>(Please attach additional pages as necessary.)</small>
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: <i>PACIFIC SALMON FOUNDATION (\$20,000) WINDSOR PLYWOOD (VANCOUVER FOUNDATION) (\$5,000) REGION DISTRICT OF NANAIMO (\$2500) CITY OF PARKSVILLE (\$2500) PARKSVILLE QUALICUM FOUNDATION (\$1000)</i> <small>(Please attach additional pages as necessary.)</small>

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:

SEE "SUPPORT FOR PRINCIPLES" ON ATTACHED SHEET (#4)

(Please attach additional pages as necessary.)

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

SEE "ECONOMIC BENEFITS" ON ATTACHED SHEET (#5)

(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

[Handwritten Signature]

DATE:

March 27, 2018

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:

DATE RECEIVED:

RECEIVED BY:

COMMENTS:

FUNDING AWARDED: 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.



*Our goal is to raise
\$90,000.*

- *To construct the new roofed viewing structure*
- *To produce signage and communication material*
- *To contribute to the planting of native vegetation on the site*

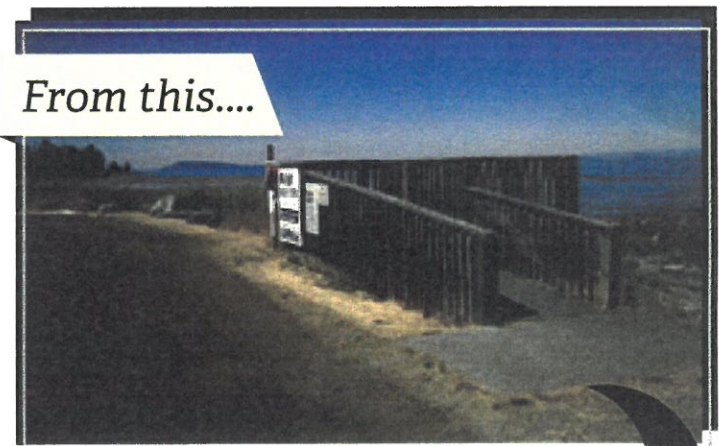
You can make a tax-deductible contribution by mail to:

*Qualicum Beach Streamkeepers Society
216 Saturna Drive,
Qualicum Beach, BC V9K 2P5*

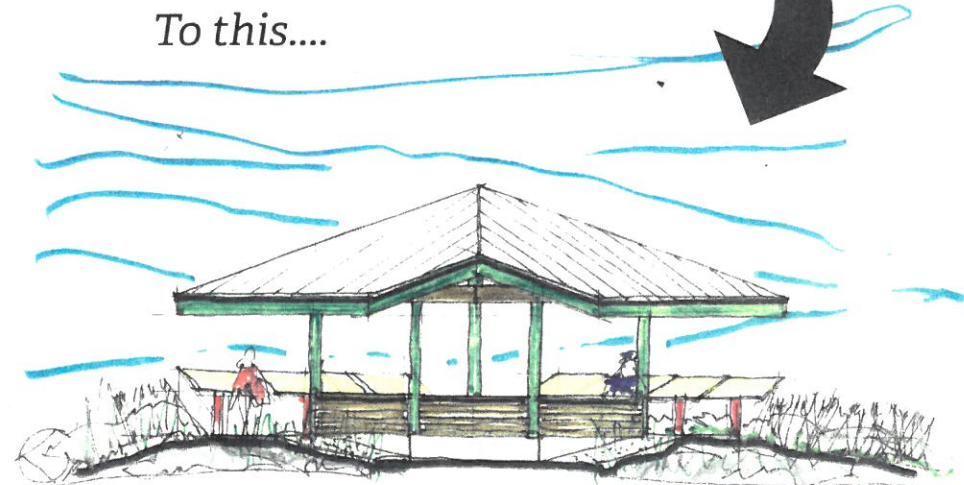
Or go to our website: www.qbstreamkeepers.ca

*Tax Receipts will be issued for all donations.
Our charitable registration number is
865947287RR001*

*Coming to
Qualicum Beach
in Spring 2018!*



To this....



As a tribute to the late Faye Smith Rosenblatt!



Noted Oceanside champion of the environment and wild salmon advocate.

This major upgrade of the “Brant Viewing Area” will provide new opportunities

Interpretive

*School Classes
Community Groups
Eco-Tours*

Events

*Brant Festival
Earth Day
Beach Day
Etc...*



Volunteers from Qualicum Beach Streamkeepers, Arrowsmith Naturalists, and others are collaborating with the Town of Qualicum Beach to re-purpose this awesome site to make it an interpretive destination to seek out.

Facilitates All Season Use for Locals & Visitors

This project is being undertaken to replace the well-worn “Brant Viewing Platform” at the west end of Qualicum Beach, with an enhanced experience.

Including:

- a new, roofed, easily accessible structure*
- extensive interpretive signage, including the Wild Salmon Story, Coastal Ecology, the Wild Salmon Story, Shore Birds, Marine Mammals, Parksville Qualicum Wildlife Management Area, First Nations Heritage, Environmental Challenges and more!*
- enhancement of the site with native vegetation*

Supporting Information

1. Project Description

This project undertaken by the Qualicum Beach Streamkeepers is to provide a forum to attract and educate visitors as well as the local population on the value of marine life. On completion, the Interpretive Centre is designed to enhance the understanding of and to protect the many forms of birds and sea life on the waterfront. Construction of the structure on five Qualicum Beach Town owned lots in the 3300 block of the Highway 19A began in March, 2018.

The primary phase of the project will be a covered, elevated platform of about 440 square feet housing 10 interpretive signs describing the significance of bird, mammal and fish to the culture of the Islands east coast. Additional signage will provide information on the First Nation heritage of the east coast, the ecology of the nearby waters and the importance of native plants to that community. The project will also allow visitors to view the panorama of the islands of the Salish Sea aided by a series of seven adjoining maps and the key identifying features of the common fish boats seen in the area.

The Centre will be supplemented by an outdoor “gathering circle” to accommodate educational field trips by local schools. As it is a short walk from the Grandon Creek trail, it will also anchor the immediate western boundary of the Town’s waterfront trail network.

The main structure is expected to be completed by Earth Day, April 22 of this year and Phase 2 of the project, which will include a 15 space parking lot, a bus park, a network of trails and select native shrubs with identifying signage, will begin in the summer months.

2. Fund Use

The funds will be used in Phase 1 for the completion of the main structure and the interpretive signage within the Centre. A small amount of landscaping for access to the structure will be required. The funds will also be needed for the bench type seating on three sides of the interior of the covered area.

3. Grants Received and Applied for

Pacific Salmon Foundation	(received)	\$20,000
Vancouver Foundation from Windsor Plywood	(received)	5,000
Regional District of Nanaimo through the Community fund	(received)	2,500
City of Parksville	(received)	2,500
Parksville Qualicum Foundation	(applied)	1,000
Town of Qualicum Beach	Undetermined in-kind service in Phase 2	

4. Support for Principles and Priorities of the Program

The Interpretive Centre has broad appeal from a tourist and recreational perspective as it will be the only such site on the east coast of the Island. The Town of Qualicum Beach is fully supportive of the project as it will contribute to the long range QB waterfront master plan. The Centre will promote understanding of First Nation culture and their historical dependence on the salmon runs and the native flora of the region. The signage will demonstrate current information of science practices from the delicate structure of marine ecosystems to frequent appearance of killer whales off shore. It will also focus on the sustainability of little known beach life and the increasing need of respect for all life forms.

This project, due to its location and message, should be a keystone for further economic drivers throughout the beachfront and should be viewed as an important facet to improve tourism in Oceanside in both summer months and in the off season particularly during the Brant Festival. The site is unequalled for viewing of the thousands of migrating brant geese at this time.

5. Economic Benefits of Project

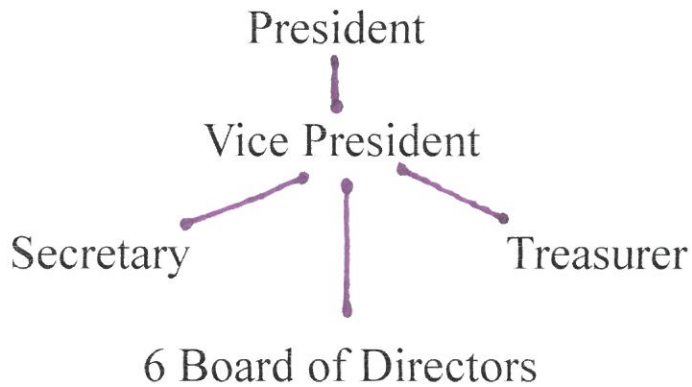
The Interpretive Centre will contribute to the definition and ambience of the QB waterfront and thus will have an economic impact on the Town's most valued asset. The successful outcome of the project will ride on the educational message of environmental sustainability delivered by the Centre and the expected increase of recreational activity in the area. Both the Parksville City and the Town of Qualicum Beach Councils have agreed that the project would indeed have a regional economic impact and have voted their support for the project.

6. Fund Raising Status

As of March 25, 2018 the organizing team had succeeded in raising \$93,000 toward the projected cost of the Centre. When complete, Phase 1 is expected to cost \$110,000.

Qualicum Beach Streamkeepers Society

Organizational Chart (2018)



President:	David James
Vice President:	Gordon Almond
Treasurer:	Mick McDonald (ca)
Secretary:	Pat Jacobson

Directors:	Louella Hollington
	Don Lyster
	John Grodski
	John Phillips
	Neil Worboys
	Peter Drummond

Volunteers:	Mike Jessen
	Daryl Evans
	Barry Avis
	Mike Shannon

Qualicum Beach Streamkeepers Society

Budget review for 2018-2019

Revenues	Actual 2018	Budget 2019
General	\$2,314	\$4,500
Seaside Nature Park project	37,543	65,000
Total	39,857	69,500
 Expenses		
General	4,364	4,000
Seaside Nature Park project	10,311	90,000
Total	\$14,675	\$94,000

QUALICUM BEACH STREAMKEEPERS SOCIETY
Financial Statements
Year ended January 31, 2018
(Unaudited - See Notice to Reader)

Qualicum Beach Streamkeepers Society
Financial Statements
January 31, 2018
(Unaudited - See Notice to Reader)

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Statement of Operations	1
Statement of Changes in Net Assets	2
Statement of Financial Position	3
Notes to the Financial Statements	4



McINTOSH | NORTON | WILLIAMS
Chartered Professional Accountants

Cory McIntosh, CPA, CGA CAFM, CFP*
Jason S. Moore, BA, CPA, CGA*
Michael K. Williams, CPA, CGA*

**practising as a professional corporation.*

'It's not what you earn, it's what you keep!'

NOTICE TO READER

On the basis of information provided by management, we have compiled the statement of financial position of Qualicum Beach Streamkeepers Society as at January 31, 2018 and the statements of operations and changes in net assets for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Prior to compiling Qualicum Beach Streamkeepers Society's financial statements, our accounting firm, McIntosh Norton Williams, prepared the bookkeeping.

McIntosh Norton Williams

McINTOSH | NORTON | WILLIAMS
chartered professional accountants

Qualicum Beach, B.C.
February 28, 2018

QUALICUM BEACH

102-222 Second Ave. W.
Qualicum Beach BC V9K 0A4
T: (250) 752-6996 • F: (250) 752-1071
TF: 1-877-752-6996

PARKSVILLE

141 Alberni Hwy.
Parksville BC
T: (250) 586-7996

PORT ALBERNI

4757 Tebo Ave.
Port Alberni, BC V9Y 8A9
T: (250) 724-0185 • F: (250) 724-1774
TF: 1-866-724-0185

Qualicum Beach Streamkeepers Society
Statement of Operations
Year ended January 31, 2018
(Unaudited - See Notice to Reader)

	2018 \$	2017 \$
Revenues		
Memberships and donations	2,295	1,900
Interest and other revenue	19	36
Grants	-	500
	<u>2,314</u>	<u>2,436</u>
Expenditures		
Advertising and promotion	271	218
Amortization	261	261
Insurance	223	248
Interest and bank charges	12	10
Office	457	233
Professional fees	970	800
Project costs	2,065	1,360
Travel	-	491
Website	105	135
	<u>4,364</u>	<u>3,756</u>
Deficiency of revenues over expenditures	<u>(2,050)</u>	<u>(1,320)</u>

The attached notes are an integral part of these financial statements

Qualicum Beach Streamkeepers Society
Statement of Changes in Net Assets
Year ended January 31, 2018
(Unaudited - See Notice to Reader)

	Operating Fund \$	Faye Smith Memorial Fund \$	Total 2018 \$	Total 2017 \$
Balance, beginning of year	9,877	-	9,877	11,197
Deficiency of revenues over expenditures - page 1	(2,050)	-	(2,050)	(1,320)
Transfers	<u>(2,300)</u>	<u>2,300</u>	<u>-</u>	<u>-</u>
Balance, end of year	<u>5,527</u>	<u>2,300</u>	<u>7,827</u>	<u>9,877</u>

The attached notes are an integral part of these financial statements

Qualicum Beach Streamkeepers Society
Statement of Financial Position
January 31, 2018
(Unaudited - See Notice to Reader)

	2018 \$	2017 \$
ASSETS		
Current		
Cash	35,794	8,760
Accounts receivable	750	1,200
Construction in progress (Note 2)	10,311	-
Deposits	529	-
Goods and services tax refundable	79	65
	<u>47,463</u>	<u>10,025</u>
Capital Assets (Note 3)	<u>391</u>	<u>652</u>
	<u><u>47,854</u></u>	<u><u>10,677</u></u>
LIABILITIES		
Current		
Accounts payable	950	800
Deferred revenue	39,077	-
	<u>40,027</u>	<u>800</u>
NET ASSETS		
Operating Fund - page 2	5,527	9,877
Faye Smith Memorial Fund - page 2	2,300	-
	<u>7,827</u>	<u>9,877</u>
	<u><u>47,854</u></u>	<u><u>10,677</u></u>

Approved by the Board

_____ Member

_____ Member

The attached notes are an integral part of these financial statements



Administration
1 - 13 Victoria Crescent
Nanaimo, BC V9R 5H9

TOGETHER. LET'S DO
GREAT THINGS

STATEMENT OF ACCOUNTS

Date February 28, 2018
Member No 132395
Page 1 of 3

Qualicum Beach Streamkeepers Society
216 Saturna Dr
Qualicum Beach BC V9K 2P5

CHEQUING

Community Partner Package

Account 100009602028

Date	Description	Withdrawals	Deposits	Balance
01 Feb 18	Opening Balance			1,635.41
28 Feb 18	Credit Interest		0.01	1,635.42
Total Withdrawals and Deposits		\$0.00	\$0.01	
Rate (earned) 0.010%				

Community Partner Package

Account 100023191511

Date	Description	Withdrawals	Deposits	Balance
01 Feb 18	Opening Balance			29,786.77
01 Feb 18	Deposit		750.00	30,536.77
08 Feb 18	Deposit		21,885.00	52,421.77
16 Feb 18	Deposit		25.00	52,446.77
19 Feb 18	Deposit		1,250.00	53,696.77
23 Feb 18	Deposit		2,500.00	56,196.77
23 Feb 18	Interac eTransfer - Credit		50.00	56,246.77
28 Feb 18	Credit Interest		0.37	56,247.14
Total Withdrawals and Deposits		\$0.00	\$26,460.37	
Rate (earned) 0.010%				

Faye Smith Memorial

Feb 28 Feb 6/16

56 247.14

2017 DIVIDENDS DECLARED

The following dividends for 2017 were posted to members' share accounts in February 2018, and are available for withdrawal:

Investment equity	1.74%
Registered investment equity	1.74%
Membership equity	0.87%
Non-equity	0.00%



Date February 28, 2018
Member No 132395
Page 2 of 3

Community Partner Package

Faye Smith Memorial Gaming Account

Account 100023355322

Date	Description	Withdrawals	Deposits	Balance
01 Feb 18	Opening Balance			0.00

Total Withdrawals and Deposits		\$0.00	\$0.00	
---------------------------------------	--	---------------	---------------	--

Rate (earned) 0.010%

SAVINGS

Member Equity Shares

Account 100017366749

Date	Description	Withdrawals	Deposits	Balance
01 Feb 18	Opening Balance			5.00

Total Withdrawals and Deposits		\$0.00	\$0.00	
---------------------------------------	--	---------------	---------------	--

Business High Interest Savings

Account 100020946776

Date	Description	Withdrawals	Deposits	Balance
01 Feb 18	Opening Balance			3,617.05

28 Feb 18	Credit Interest		0.83	3,617.88
-----------	-----------------	--	------	----------

Total Withdrawals and Deposits		\$0.00	\$0.83	
---------------------------------------	--	---------------	---------------	--

End of Statement





McINTOSH | NORTON | WILLIAMS
Chartered Professional Accountants

Cory McIntosh, CPA, CGA CAFM, CFP*

Michael K. Williams, CPA, CGA*

**practising as a professional corporation.*

'It's not what you earn, it's what you keep!'

NOTICE TO READER

On the basis of information provided by management, we have compiled the statement of financial position of Qualicum Beach Streamkeepers Society as at January 31, 2017 and the statement of operations and changes in net assets for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Prior to compiling Qualicum Beach Streamkeepers Society's financial statements, our accounting firm, McIntosh Norton Williams, prepared the bookkeeping.

McIntosh Norton Williams

McINTOSH | NORTON | WILLIAMS
chartered professional accountants

Qualicum Beach, B.C.
March 18, 2017

Qualicum Beach Streamkeepers Society
Statement of Operations and Changes in Net Assets
Year ended January 31, 2017
(Unaudited - See Notice to Reader)

	2017 \$	2016 \$
Revenues		
Memberships and donations	1,900	765
Grants	500	1,100
Interest and other revenue	36	48
	<u>2,436</u>	<u>1,913</u>
Expenditures		
Accounting and legal	800	820
Advertising and promotion	218	239
Amortization	261	261
Insurance	248	223
Interest and bank charges	10	-
Office	233	449
Project costs	1,360	3,394
Travel	491	508
Website	135	103
	<u>3,756</u>	<u>5,997</u>
Deficiency of revenues over expenditures	(1,320)	(4,084)
Net Assets, beginning of year	<u>11,197</u>	<u>15,281</u>
Net Assets, end of year	<u><u>9,877</u></u>	<u><u>11,197</u></u>

The attached notes are an integral part of these financial statements

Qualicum Beach Streamkeepers Society
Statement of Financial Position
January 31, 2017
(Unaudited - See Notice to Reader)

	2017 \$	2016 \$
ASSETS		
Current		
Cash	8,760	10,369
Accounts receivable	1,200	600
Goods and services tax refundable	65	116
	10,025	11,085
Capital Assets (Note 2)	652	912
	10,677	11,997
LIABILITY		
Current		
Accounts payable	800	800
NET ASSETS		
Net Assets - page 1	9,877	11,197
	10,677	11,997
On behalf of the Members		
_____	Member	_____
		Member

The attached notes are an integral part of these financial statements

Qualicum Beach Streamkeepers Society
Notes to the Financial Statements
January 31, 2017
(Unaudited - See Notice to Reader)

1. Purpose of the Organization

Qualicum Beach Streamkeepers Society's purpose is to protect and restore local aquatic habitats by assessing the health of local streams and wetlands and by helping to design and undertake their restoration projects, to educate the public on the importance of watershed resources, to encourage communication and co-operation in watershed management, and to provide long-term monitoring of these aquatic habitats.

2. Capital assets

	2017		2016	
	Cost \$	Accumulated amortization \$	Net \$	Net \$
Storage shed	<u>1,303</u>	<u>651</u>	<u>652</u>	<u>912</u>

3. Grants

Grants are comprised as follows

	2017 \$	2016 \$
Regional District of Nanaimo	<u>500</u>	<u>1,100</u>



**COASTAL COMMUNITY
CREDIT UNION**

TOGETHER, LET'S DO
GREAT THINGS

Administration
1 - 13 Victoria Crescent
Nanaimo, BC V9R 5B9

STATEMENT OF ACCOUNTS

Date January 31, 2017
Member No. 132395
Page 1 of 2

Qualicum Beach Streamkeepers Society
CO Qualicum Beach Streamkeepers Society
216 Saturna Drive
Qualicum Beach BC V9K 2P5

CHEQUING

Community Partner Package

Account: 100009602028

Date	Description	Withdrawals	Deposits	Balance
01 Jan 17	Opening Balance			422.53
03 Jan 17	Deposit		1,000.00	1,422.53
09 Jan 17	Statement Print Service Fee	2.00		1,420.53
09 Jan 17	Statement Print Service Fee	2.00		1,418.53
09 Jan 17	Statement Print Service Fee	2.00		1,416.53
13 Jan 17	Eff. 01-12 Cheque 58	109.95		1,306.58
19 Jan 17	Deposit		500.00	1,806.58
31 Jan 17	Credit Interest		0.01	1,806.59
Total Withdrawals and Deposits		\$115.95	\$1,500.01	
Rate (earned):		0.010%		

SAVINGS

Business High Interest Savings

Account: 100020946776

Date	Description	Withdrawals	Deposits	Balance
01 Jan 17	Opening Balance			7,400.51
31 Jan 17	Credit Interest		2.83	7,403.34
Total Withdrawals and Deposits		\$0.00	\$2.83	

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Qualicum Community Branch
1.888.741.1010

24 Hour Remote Banking
www.cccu.ca or 1.888.741.4040

Lost/stolen MasterCard card or MEMBER CARD
1.800.LOST111



**COASTAL COMMUNITY
CREDIT UNION**

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Administration
1 - 13 Victoria Crescent
Nanaimo, BC V9R 5B9

STATEMENT OF ACCOUNTS

Date January 31, 2017
Member No. 132395
Page 1 of 1

Qualicum Beach Streamkeepers Society
CO Qualicum Beach Streamkeepers Society
216 Saturna Drive
Qualicum Beach BC V9K 2P5

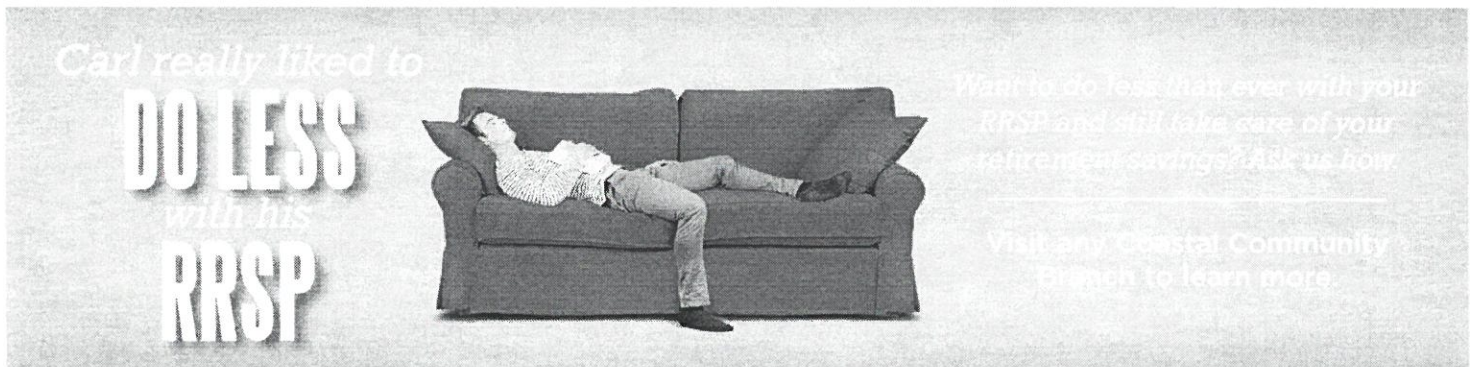
SAVINGS

Member Equity Shares

Account: 100017366749

Date	Description	Withdrawals	Deposits	Balance
01 Jan 17	Opening Balance			0.00
Total Withdrawals and Deposits		\$0.00	\$0.00	

End of Statement



Qualicum Community Branch
1.888.741.1010

24 Hour Remote Banking
www.cccu.ca or 1.888.741.4040

Lost/stolen MasterCard card or MEMBER CARD
1.800.LOST111

Attachment 4:

QUALICUM BEACH CHAMBER OF COMMERCE

Social Media Ninja

NCED Summary Evaluation & Recommendation

Project Title: Social Media Ninja
Proponent: Qualicum Beach Chamber of Commerce
Amount Requested: \$5,240

Summary: To conduct workshops for entrepreneurs and business owners to gain pragmatic skills to assist them in making their businesses successful through the use of social media.
The primary goals of this project are outlined as follows:
1) Deliver relevant and timely marketing development workshops to area stakeholders including local businesses, community organizations, and the tourism.
2) Build capacity of local business owners in the area which will support retail and tourism economy of the region.
3) Develop resources and information that can help entrepreneurs and small businesses implement and maintain basic social media campaigns.

Eligibility: Qualicum Beach Chamber of Commerce is an eligible organization.
Eligible costs in the proposal includes: **Events.**

Funding: Participant fees
In kind funding from the Chamber of Commerce

Priority Areas: *Employment and Skills Training*
Assistance for Start-ups and Self Employment
Arts, Culture and Media
Tourism and Recreation

Evaluation Criteria:	Yes	No/ NA
<i>Project Viability:</i>		
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<i>Financial and Administrative Feasibility:</i>		
Realistic budget with clearly identified capacity to undertake work	✓	No/ NA
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<i>New and Unique:</i>		
Unique component is evident in the project – the work is not already being attempted	✓	No/ NA
The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition	✓	

for small or local businesses

Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

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

Assessment	The Social Media Ninja workshop builds on other NCED initiatives and takes a collaborative approach to program development and delivery. This program was a recommendation from the Business Walks project that received NCED funding in 2015-16. This workshop is designed to allow entrepreneurs and business owners to make their businesses successful through the use of social media. This program is innovative as it helps develop skills not only for small business owners but for high school students as well as the students help to develop the workshop and this time counts towards their high school graduation.
Recommendation	Fully Fund

NAME OF ORGANIZATION: <i>Qualicum Beach Chamber of Commerce</i>		AMOUNT REQUESTED: <i>\$ 5,240.00</i>
MAILING ADDRESS: <i>2711 Island Highway West Qualicum Beach, BC V9K 2C4</i>		
CONTACT PERSON: <i>Anne Dodson</i>	TELEPHONE NUMBER: <i>250-752-0960</i> FAX NUMBER:	E-MAIL ADDRESS: <i>chamber@qualicum.bc.ca</i>

PROJECT TITLE: <i>Social Media Ninja</i>
PROJECT DESCRIPTION: <i>See attached</i>
(Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: <i>See attached</i>
(Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: <i>Workshop Fees from participants - \$ 1,500</i> <i>Qualicum Beach Chamber of Commerce - in kind</i> <i>- \$ 1,300</i>
(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:

See attached

(Please attach additional pages as necessary.)


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

See 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: April 20, 2018
---	--------------------------------

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

Project Overview

Qualicum Beach and indeed much of Oceanside relies on the small business sector as a major economic driver. Accommodations, restaurants, retailers and area attractions are frequently family businesses with one or two employees, or owner-operated. That means that one entrepreneur is required to be very knowledgeable in many aspects of business. Often cash flow, sales, employees and day to day operations take up most of a small business owner's time, leaving very little space for traditional marketing, let alone managing an on-line social presence and network. Often viewed as something that 'must be done once every three days or so', many of these entrepreneurs are frustrated by the idea of cultivating and maintaining an appropriate on-line presence.

In 2015 and 2016, the Qualicum Beach Chamber of Commerce designed and hosted two business walks in Qualicum Beach and the Bowser/Qualicum Bay areas. In each of those walks, when asked what help they could use to "help their business thrive" the answer was overwhelmingly that business owners want help in training having to do with marketing, succession and business planning and business financials.

Previous training sessions such as last year's Entrepreneurs Toolkit workshop suite offered with the assistance of the NCED grant, delivered training on Business Financials, Business Communications, and Expanding Your Market. The goal of this project is to deliver the final piece of the puzzle – social media: creating your strategy & content; Facebook pro tips; standing out with amazing photos, graphic design, and mastering video. This will be delivered in a full day, 6 hour workshop.

The workshops will be low or no-cost to entrepreneurs and will allow business owners to gain pragmatic skills to assist in making their businesses successful.

The second part of this project is to then team up local Qualicum Secondary School students to partner with business who have participated in the workshop, in order that they help the businesses execute their social media strategy. This will count as volunteer hours towards the students graduation, and Lori Marshall, Principal of KSS has written a letter outlining her support – please see the attached letter of support.

The Qualicum Beach Chamber of Commerce is requesting **\$5240.00** to assist with this economic development workshop suite.



Goal

The primary goals of this project are to: 1) deliver relevant and timely marketing development workshops to area stakeholders including local businesses, community organizations, and tourism providers that will 2) build the capacity of business-owners in the area which will in turn support the retail and tourism economy of the region; and 3) develop information that can help entrepreneurs implement and maintain basic social media campaigns.

Project Description

Phase 1: The Qualicum Beach Chamber of Commerce has already identified and spoken with Keep it Simple, Social Media Marketing about delivering this project in the fall. Heather Clifford has delivered the 6 hour 'Boot Camp' successfully most recently in the Comox Valley, and with the Whistler Chamber of Commerce last month. They invite one local not-for-profit to the workshop for free, and we would use a portion of the grant to subsidize local businesses who wish to attend.

Phase 2: Community outreach and a combination of print, social media and face-to-face marketing of the workshops will take place in early August. This marketing will offer their well-recognized social media training in a compact amount of time at a modest price. Being able to offer such high quality training at a low price with the help of a subsidy, should help us to reach many businesses that may otherwise not be able to participate.

Advertising will primarily target businesses in the Qualicum Beach, Qualicum Bay, Bowser, Errington, Coombs and French Creek areas. A business does not need to be a part of the Chamber or the Lighthouse Business Community Association in order to take part.

Phase 3: After the delivery of the workshop, participants will be matched with local high school students who have an interest in business and entrepreneurship. They will commit a certain amount of hours per week to help the business 'get the ball rolling' in the delivery of their new and/or improved social media strategy. The hours worked by the students will count as volunteer hours towards their graduation.



Objectives

- Responding to the capacity-building needs requests stated during Business Walks in 2015 and 2016;
- Relevant, current and low cost training delivered to small business people in the region that assists in making their businesses more successful;
- Build a mutually beneficial link between local business and high school students interested in entrepreneurship.

Benefits

- Entrepreneurs, who launch new enterprises in response to market needs, are key players when it comes to fostering economic growth in a region. They enable access to goods and services that populations require in order to be productive.
- Successful businesses need to hire employees. They create jobs and these economic opportunities uplift and support communities through increasing the quality of life and overall standard of living.
- Students who are already interested in pursuing a career in business and/or entrepreneurship have an opportunity to work with a small business owner and see what possibilities there are for them. They in turn bring an inherent ability to utilize social media and then can work directly with the business owner to help them integrate this tool into their daily routine.
- Technologically savvy business owners have a greater ability to expand into regional and global markets. When new businesses export goods and services to nearby regions, these enterprises contribute directly to a region's productivity and earnings. This increase in revenue strengthens an economy and promotes the overall welfare of a population. Economies that trade with one another are almost always better off.
- In essence, there is a positive feedback loop among innovation, entrepreneurship, and economic development. Well trained entrepreneurs are generally more innovative.
- New and growing businesses represent the principal sources of job creation and innovative activity in any economy, two factors that generally result in the rising standards of living for all.



- It's important to understand that entrepreneurship and innovation are dependent on access and participation. For entrepreneurs to bring new ideas to life, they need access to education and a level-playing field on which to compete. In this vein, the role of government leaders and public policy is to create conditions that allow more entrepreneurs to start businesses by implementing policies which nurture that environment so those businesses can grow.

Scope of Work

Planning for workshop – The Qualicum Beach Chamber of Commerce will work to secure space in the Town of Qualicum Beach (potentially the Civic Centre) to deliver the full day workshop. Staff will also work with the Trainers to pick a date that will work in the early fall, as well as fine tune content and deliverables to make sure it is the best fit for our target audience.

Outreach – Staff will reach out to entrepreneurs in the areas we serve to market the low/no cost workshops in Qualicum. Working with community partners, staff will ensure the scheduling of the workshop is convenient for the entrepreneurs in the areas.

Student / Business Matching – Staff will work with instructors at Kwalicum Secondary School to identify students that would like to volunteer a predetermined hours per week to help participating businesses implement their social media strategy. These hours will be put towards volunteer time needed to graduate. The Chamber will then conduct an orientation session with Businesses, Students, and instructors to outline the requirements/expectations, and match students with entrepreneurs.

Evaluation of success – With careful planning and delivery of the workshop, small business owners should be happy with the product. An exit survey will be delivered to participants that allow for a feedback loop. After the initial student / business orientation, ongoing monitoring and communication with the high school instructor and local business owner will be paramount to ensuring that the projects stay on track. A pre-determined schedule will be adhered to that works for both the students and the businesses – for example a six week commitment with the student attending the business on Mondays and Wednesdays between 4 and 5 pm. Once the quantitative and qualitative impacts are reported, a report will be written and be available to project partners.



Identified Partners:

A key facilitator of this project is the participation of network agencies, local and regional government, and the business sector and community members alike.

Identified partners include:

Kwalicum Secondary School
Lighthouse Country Business Association
Qualicum Beach Chamber of Commerce

****Letters of support included ****



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 *Social Media Ninja Project* supports the RDN Program by fostering diversification in creating new opportunities and cultivating the entrepreneurial spirit – those who seek to develop retail and industrial markets as future economic development opportunities.

Furthermore, the project may well help to retain youth in the area, increase their engagement with the community and facilitate cooperation between the business community and our local high school.

The priority area that is serviced by this grant is *Employment and Skills Training, Assistance for Start-ups and Self-employment*, as well as promoting *Tourism and Recreation*.

Measurable Economic Benefits or Other Outcomes

Businesses of all types have faced increasing pressure to be current, well-trained and responsive to changing market places. This project will assist entrepreneurs and small businesses in marketing their offerings with a smart and thoughtful social media strategy which:

- Adds to the business' success;
- Promotes the region;
- In turn, supports the tax-base of local and regional entities;
- Support the economic fabric of the region by being involved in the network of services offered to communities and visitors alike.



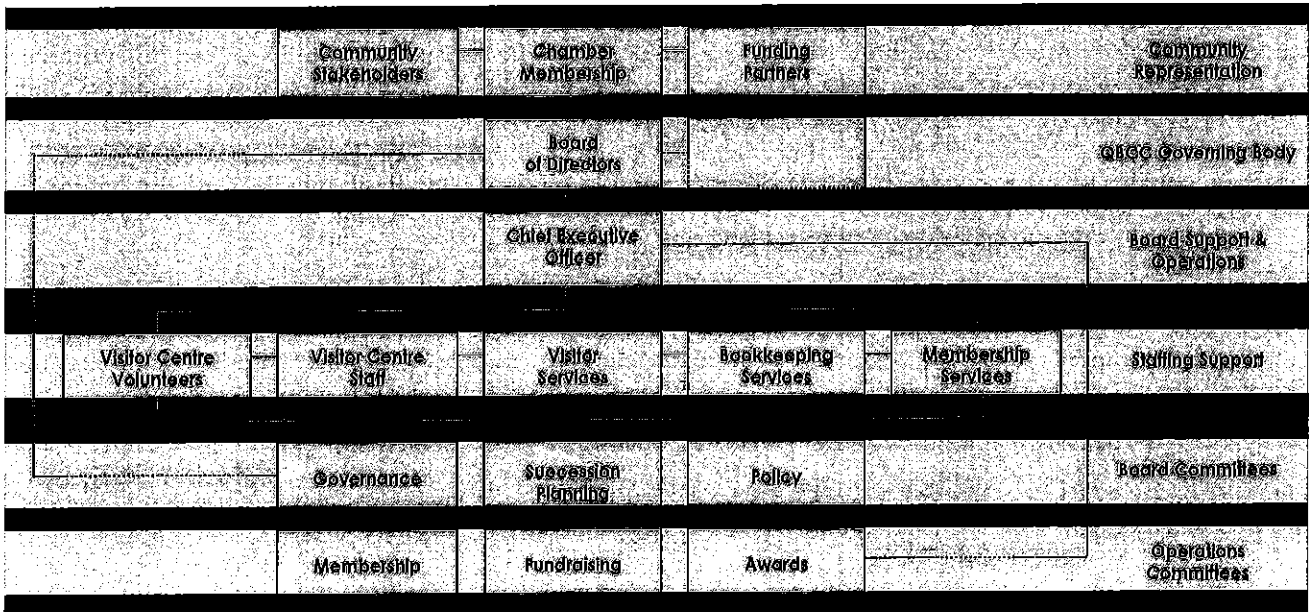
Budget

Source of Funds	Amount	Comments
RDN	\$5,240.00	
Workshop fees from participants	\$1,500.00	30 people at \$50
Qualicum Beach Chamber of Commerce	\$1,300.00	In kind
TOTAL	\$8,040.00	

Expenses	Amount	Comments
Rent for classroom	\$160.00	
Coffee service per workshop X 8	\$60.00	
Instructor's expenses (based on 30 participants)	\$5,970.00	
Travel	tbd	
Project Management costs	\$750.00	
Advertising -Marketing of project	\$750.00	
Photocopying, office administration	\$350.00	
TOTAL	\$8,040.00	



QBCC Organizational Chart





KWALIKUM SECONDARY SCHOOL

Working together to realize our full potential

Principal: Lori Marshall lmmarshall@sd69.bc.ca

Vice-Principal: Lesley Rowan lrowan@sd69.bc.ca

April 19, 2018

The Social Media Ninja Project

To whom it may concern,

My name is Lori Marshall, and I am the principal of Kwalikum Secondary School in Qualicum Beach, British Columbia. I am writing this letter to support the Qualicum Beach Chamber of Commerce's proposed social media project for local businesses.

The project is designed to have students from Kwalikum Secondary partner up with local business owners to mentor them in using various social media platforms as marketing tools. The students would have the ability to teach adults valuable skills, and they, in turn, could earn volunteer hours that can be applied to their graduation program. Additionally, our students could make community connections and learn more about small business operations, entrepreneurship and marketing.

At Kwalikum Secondary, we offer classes in Video Arts and Media Technology as well as Information Technology which both have components of social media awareness, and platform development. Additionally, the new BC Curriculum is putting more focus on Career Education and Exploration, so students who participate in a project such as this, can apply the learning from this partnership to learning outcomes from these courses. This project would likely pique the interest of students from our school and could offer some of them valuable career experience.

It is for these reasons that I support the Qualicum Beach Chamber of Commerce in their grant application. Thank you for your consideration.

Sincerely,

Lori Marshall

Tuesday, April 17, 2018

Subject: Social Media Workshop

To Whom It May Concern:

It is with great enthusiasm that I write this note to support the Qualicum Chamber in their attempt to bring a social media workshop to our area. We have partnered or tagged along before and find these associations beneficial and well-run. We are hoping you will see the benefit of our local businesses learning new techniques to encourage more customers from abroad and at the same time increasing local consumption of our local products and services.

Sincerely,

Patrick Jiggins

President

Lighthouse Country Business Association

Attachment 5:

QUALICUM BEACH CHAMBER OF COMMERCE

Empty Spaces Tour

NCED Summary Evaluation & Recommendation

Project Title: Empty Spaces Tour
Proponent: Qualicum Beach Chamber of Commerce
Amount Requested: \$1,955

Summary: Conduct a tour with community stakeholders to identify vacant storefronts that are either for lease or for sale.

Project goal:

- 1) Assist with revitalization of Qualicum Beach’s downtown core
- 2) Support local entrepreneurs by welcoming them and showing them they have a space in Qualicum Beach
- 3) Develop resources and information that can help entrepreneurs and small businesses in the future.

Funding: In kind support

Eligibility: Qualicum Beach Chamber of Commerce is an eligible organization. Eligible costs in the proposal include **Events; Plans and Studies; and Targeted Operating Cost.**

Priority Areas: *Assistance for Start-ups and Self Employment*

Evaluation Criteria:

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

Project Areas:

PARKSVILLE

QB

EA 'E'

EA 'F'

EA 'G'

EA 'H'

Assessment	The Empty spaces project does not clearly articulate how the goals will translate into demonstrated economic benefit to the general business community as well as the community as a whole. This project could be perceived as providing direct financial assistance to support business or commercial activities of individual property owners whose properties are vacant. Unclear why a tour of empty storefronts for a large group of people is the best way to promote available retail space.
Recommendation	Not to fund at this time

NAME OF ORGANIZATION: Qualicum Beach Chamber of Commerce		AMOUNT REQUESTED: \$1,955.00
MAILING ADDRESS: 2711 Island Hwy West Qualicum Beach, BC V9K 2C4		
CONTACT PERSON: Anne Dotsan	TELEPHONE NUMBER: 250-752-0960 FAX NUMBER:	E-MAIL ADDRESS: Chamber@ qualicum.bc.ca

PROJECT TITLE: Empty Spaces Tour
PROJECT DESCRIPTION: See attached
(Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: See attached
(Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: Qualicum Beach Chamber of Commerce - in kind - \$1,400.00
(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:

See attached

(Please attach additional pages as necessary.)


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

See 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: April 20, 2018
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

Project Overview

In recent years, the downtown core of Qualicum Beach like many other similar sized towns has experienced a rise in the number of vacant commercial buildings. Although not dilapidated, these empty storefronts are highly visible and give both visitors and locals an impression of economic decline. The Chamber of Commerce and the Town of Qualicum Beach regularly receive feedback regarding these areas, and the prevailing attitude of residents and businesses is one of embarrassment.

The Qualicum Beach Chamber of Commerce would like to turn this around, and celebrate our Town and its possibilities by hosting a tour of empty buildings called an "Empty Spaces Tour". In conjunction with the Town of Qualicum Beach, we propose to identify the empty storefronts either for lease or for sale (currently there are 12 in the downtown core) and contact building owners. Staff will then walk through the buildings with the town planner and a construction professional. Staff will identify and work with a local commercial realtor and the museum historian who will accompany the tour group in order to field questions regarding best fit, square footage, cost, etc., as well as any historical significance of the buildings and their background.

The tour will end in a space that is large enough to host a small reception with snacks and coffee, where tour goers can ask questions and talk about what they have seen.

The tour will be heavily promoted through social media, community partner networks, as well as an advertisement in the local newspaper and on the local radio station.

The Qualicum Beach Chamber of Commerce is requesting **\$1,955.00** to assist with this economic revitalization project.



Goal

The primary goals of this project are to: 1) assist in the revitalization of Qualicum Beach's downtown core by generating interest and eventually renting or selling some of the empty commercial space 2) support local entrepreneurs by welcoming them and showing them they have a space in Qualicum Beach, and 3) develop resources and information that can help entrepreneurs and small business in the future.

Project Description

Phase 1: The Qualicum Beach Chamber of Commerce has already identified empty commercial spaces within the downtown core of Qualicum Beach. The anticipated tour date would be mid-June 2018 so this will need to be monitored by staff in the interim. Working with the Town, staff will contact building owners in regards to their buildings becoming a stop on our tour. Chamber staff will do a preliminary tour of the spaces with the Town Planner and a local construction professional to catalogue the pertinent restrictions/features/possibilities of each space. When the final list of buildings to tour is created, this will be forwarded to the museum curator and historian to get her input regarding significance of the buildings. At this point we will also seek out a commercial realtor who would be familiar with the buildings on our list and would be willing to accompany us on our tour.

Phase 2: Community outreach and a combination of print, radio, social media and face-to-face marketing of the tour will begin immediately following the May long weekend. There will be significant direct marketing towards local high tech sector businesses and people currently making use of our area cooperative work spaces, and maker spaces. More traditional advertising will be used in order to reach entrepreneurs who may be working from home. Advertising will primarily target residents in the Qualicum Beach, Qualicum Bay, Bowser, Errington, Coombs and French Creek areas.

Phase 3: The tour itself will be planned for a weekday afternoon, to be completed in 2 hours or less. It will be a high energy, fun and informative event with a commercial realtor and local historian leading the way. Many of the storefronts are within walking distance, but there are at least three different clusters of spaces that we will need transportation to. We will hire a Chamber member who operates a shuttle bus for transport. We will offer a modest reception at the final stop along the tour, a chance for participants to enjoy some refreshments while having an opportunity to ask further questions and discuss what they have seen during the afternoon. Staff will monitor any deals that transpire as a direct result of the tour.



Objectives

- To embrace the empty spaces in our downtown core; to get locals out and thinking about the possibilities in their own town;
- To reach out to entrepreneurs working from home or other locations, welcome them into the community and show them they have a place in the town;
- Build a knowledge base around resources and networks that are available in the Town to assist entrepreneurs and small business.

Benefits

- Entrepreneurs, who launch new enterprises in response to market needs, are key players when it comes to fostering economic growth in a region. They enable access to goods and services that populations require in order to be productive.
- Successful businesses need to hire employees. They create jobs and these economic opportunities uplift and support communities through increasing the quality of life and overall standard of living.
- New and growing businesses represent the principal sources of job creation and innovative activity in any economy, two factors that generally result in the rising standards of living for all.
- It's important to understand that entrepreneurship and innovation are dependent on access and participation. For entrepreneurs to bring new ideas to life, they need access to information and community networks. In this vein, the role of government leaders and public policy is to create conditions that allow more entrepreneurs to start businesses by implementing policies which nurture that environment so those businesses can grow.



*Empty Spaces Tour
June 2018*

Identified Partners:

A key facilitator of this project is the participation of local government, community organizations, the business sector, and community members alike.

Identified partners include:

The Town of Qualicum Beach
Qualicum Beach Historical and Museum Society
Qualicum Beach Chamber of Commerce

****Letters of support pending ****



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 *Empty Spaces Tour* supports the RDN Program by fostering diversification in creating new opportunities and cultivating the entrepreneurial spirit – those who seek to develop retail and industrial markets as future economic development opportunities.

Furthermore, the project may well help to encourage and support blossoming home based businesses in the area and increase their engagement within the community.

The priority area that is directly serviced by this grant is *Assistance for Start-ups and Self-employment*, as well as spin-off that may serve to enhance *Tourism and Recreation*.

Measurable Economic Benefits or Other Outcomes

A bustling and energetic downtown core is important to a Town's image, attractiveness and ultimately, sustainability. Entrepreneurs can sometimes need just a little encouragement, affirmation and spark to get going. Local business' choosing to see opportunities instead of failures can dramatically alter a Town's vibrancy. This project looks to capitalize on all of the above which can be monitored though:

- Number of new businesses opening in the downtown core;
- Success of the businesses in the downtown core;
- Greater support for and awareness of 'shopping local';
- Increased promotion of the region;
- Increased support for the tax-base of local and regional entities;



Empty Spaces Tour
June 2018

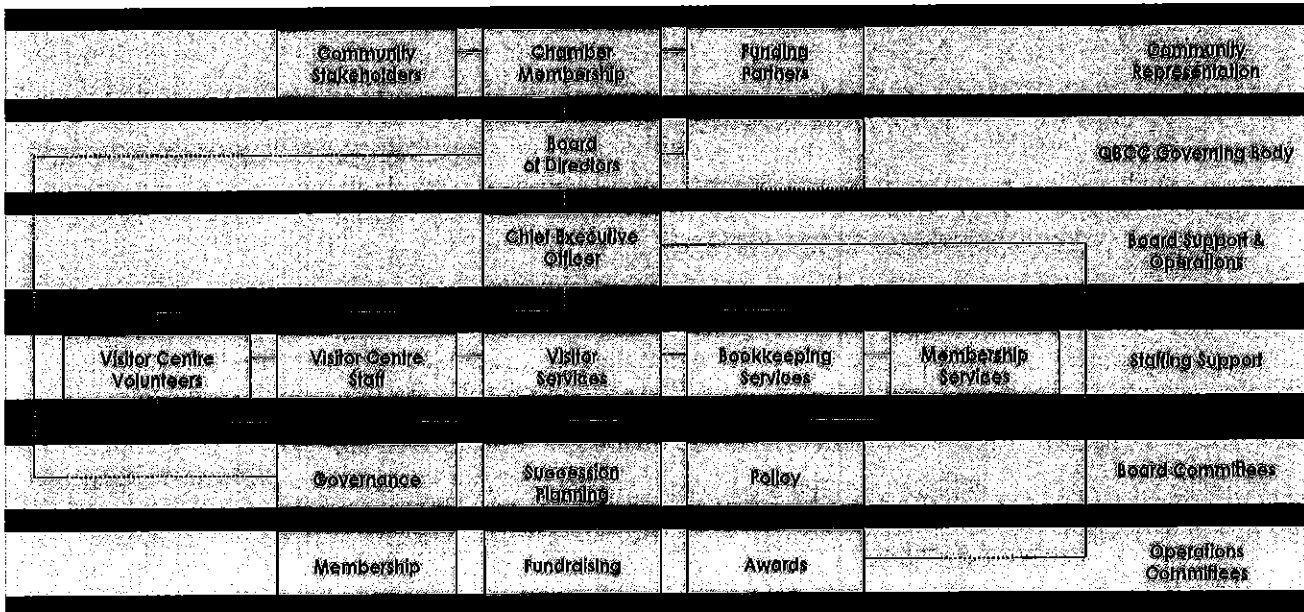
Budget

Source of Funds	Amount	Comments
RDN	\$1,955.00	
Qualicum Beach Chamber of Commerce	\$1,400.00	In kind
TOTAL	\$3,355.00	

Expenses	Amount	Comments
Refreshments	\$200.00	
Advertisement- newspaper	\$480.00	
Advertising - radio	\$500.00	
Realtor Fee	\$250.00	
Museum Curator	\$150.00	
Transportation	\$375.00	
Project Management costs	\$1050.00	
Photocopying, office administration, invitations & posters	\$350.00	
TOTAL	\$3,355.00	



QBCC Organizational Chart



Attachment 6:

COMMUNITY FUTURES CENTRAL ISLAND LEAP – Local Entrepreneurship Accelerator Program

NCED Summary Evaluation & Recommendation

Project Title: LEAP: Local Entrepreneurial Accelerator Program
Proponent: Community Futures Central Island
Amount Requested: \$10,000

Summary: The purpose of Local Entrepreneurial Accelerator Program (LEAP) is to focus and accelerate the start-up of new business, or a “pivot concept” of an existing business, that contributing to a vibrant and inclusive economy in the Oceanside/Lighthouse Region. This project is based on the Lean Start up model and business canvas model. Participants test and pivot their business idea leading to their core value proposition.

Project Goals:

- 1) To determine whether a participant’s business idea is viable and to test their hypothesis. Feedback from community experts helps participants refine ideas.
- 2) To establish LEAP in District 69 in partnership with both Qualicum Beach and Parksville Chambers of Commerce. LEAP will be delivered in partnership with Simon Fraser University Department of Community Economic Development.
- 3) To provide entrepreneurs with essential skills for the 21st Century workforce and to adapt to an ever changing marketplace. The LEAP seeks to grow the entrepreneurial community and create a measurable impact on business start up’s and expansion.

Eligibility: Community Futures Central Island is an eligible organization.
 Eligible costs in the proposal include: ***Events; Plans and Studies.***

Funding: Potential funding partnerships through Canada Jobs
 In-kind Support

Priority Areas: ***Employment and Skills Training***
Arts, Culture and Media
Tourism and Recreation

Evaluation Criteria:

	Yes	No/ NA
<i>Project Viability:</i>		
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<hr/>		
<i>Financial and Administrative Feasibility:</i>		
Realistic budget with clearly identified capacity to undertake work	✓	No/ NA
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<hr/>		
<i>New and Unique:</i>		
Unique component is evident in the project – the work is not already being attempted	✓	No/ NA

The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

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

Assessment	LEAP has the potential to provide economic development expertise to a number of new and emerging entrepreneurs in District 69. This model is proven and supports small businesses in rural communities. Through collaboration with local Chamber of Commerce's this program has created positive employment opportunities for small businesses in other rural communities. As this model can be scaled to the District 69 entrepreneurial community, it can create measureable impact on business start-ups and expansion.
Recommendation	Fully Fund

From: Jolynn Green
Sent: Friday, April 20, 2018 9:41 AM
To: 'nced@rdn.ca'
Cc: 'Horsburgh, Sharon'
Subject: Community Futures Central Island Application to the Northern Community Ec Dev Program 2018

Good morning Sharon and the RDN Board of Directors

Please find our application in support of the LEAP initiative in the Oceanside/Lighthouse region: PDF – CFCI Grant Application for the Northern Community Economic Development Program 2018.

I have attached the following documents as required:

- 1) CFCI Grant Application for the NCED
- 2) Our Organizational Chart – About Us
- 3) Our Vision and Mission
- 4) A copy of our bank statement with our name and address on it
- 5)
 - a. Our 2016/17 Audited Financial Statements
 - b. Our current in house statements for 2017/18
- 6)
 - a. Last year's budget for 2017/18
 - b. Our current budget 2018/19
- 7) Supporting materials
 - a. LEAP 2018 Budget
 - b. Example of a LEAP Syllabus
 - c. Example of a LEAP delivery letter of agreement with SFU
 - d. Example of a Barn Raiser Promo Poster for Sunshine Coast

Thank you for considering our application. We look forward to meeting your group and discussing it in future.

Sharon, if you could kindly let me know that you have successfully received this email it would be much appreciated as there are quite a few attachments!

Yours in Community Economic Development

Jolynn

Jolynn Green | Executive Director

W 250.591.7499 x 228 | F 250.591.7498 | ed@cfnanaimo.org

cfnanaimo.org | bizshift.ca

Community Futures Central Island
#14 – 327 Prideaux Street, Nanaimo, BC V9R 2N4



Because it's not always apples to apples ...

NAME OF ORGANIZATION: Community Futures Central Island in partnership with the Qualicum Beach and Parksville Chambers of Commerce & Simon Fraser University		AMOUNT REQUESTED: \$10,000
MAILING ADDRESS: #14 - 327 Prideaux Street, Nanaimo, BC V9R 2N4		
CONTACT PERSON: Jolynn Green, Executive Director	TELEPHONE NUMBER: 250-591-7499 FAX NUMBER: 250-591-7498	E-MAIL ADDRESS: jolynn@cfnanaimo.org

PROJECT TITLE: LEAP: Local Entrepreneurial Accelerator Program (anticipated delivery August - December 2018)
PROJECT DESCRIPTION: <p>The purpose of LEAP is to focus and accelerate the start-up of new business, or a pivot concept of an existing business, contributing to a vibrant and inclusive economy in the Oceanside/Lighthouse Region.</p> <p>The overarching goal is for participants to determine whether their business idea is viable - to test their hypothesis. Based on the lean start up and business canvas model, participants test and pivot their business idea leading to their core value proposition. The 13-week program is a flipped classroom model with much of the real work done outside the classroom. The "Barn Raiser" exposes participants' business ideas in a public way; admissions are divided among pitchers as capital injection along with fundraised contributions from the community. The barn raiser is the way to reveal to the community their venture, demonstrate viability, garner support, & get over their fears and barriers to self-promotion. It is where participants show viability and the community shows validation.</p> <p>Each week over the period of 13 weeks' participants will complete 3-4 hours of pre-work which includes videos and readings as well as dedicated time outside of class time to applying lessons learned. Each week participants will come together in a classroom setting; this facilitated session by SFU participants will report out on what they have learned, problem solving, debrief on subject matter and exchange thoughts creating a culture of 'coopetition". Based on the success of the Kootenay Employment Services model in Creston we have added 4 weeks to the program. After Week 8 "Practice Pitch" we will work with participants for 2 weeks to perfect their pitch, readying them for the "Barn Raiser" reveal. Upon completion of the Barn Raiser we will work with participants for 2 more weeks assisting them with outreach into the community. This allows transitioning classroom to real world; gaining momentum and the discipline it takes to be an entrepreneur and to run a successful venture.</p> <p>Our goal is to have 12 participate in LEAP; 6-8 participants will be new startups; the 4-6 participants will be existing entrepreneurs who want to investigate a pivot concept. In consultation with both Sunshine Coast and Creston, they have had a blend of the following: 2 -3 entrepreneurs who have been in startup phase for 6 plus months and are now ready to take their business to the next level, 6-8 entrepreneurs with concepts that they want to explore and 2-3 not for profit organizations who wish</p>

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to explore social enterprise or ramp up a concept that they have been testing. In conversation with Parksville Chamber they believe that there would be an audience for the pivot concept based on the number of local solo/micro preneurs in the community that are looking at expanding concepts and services.

Each participant will be asked to contribute a \$100 participation fee; we will expect serious commitment. We will gauge participants for aptitude, attitude, and entrepreneurial characteristics prior to acceptance.

(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 LEAP initiative will be hosted in partnership with both Qualicum Beach and Parksville Chambers of Commerce and delivered in collaboration with Simon Fraser University Department of Community Economic Development.

Access to the curriculum, delivery of the 8-week accelerator training for LEAP, advice and co-selection of entrepreneurs, distance learning and coaching (one 3 hour coaching session per week), entry and exit interviews and evaluation are provided by SFU. The cost of these activities and deliverables by SFU is \$10,000. Over and above that cost is the marketing of the program, supply of an additional space and equipment, coordination of the program and recruitment of both participants and likely mentors/coaches.

We, in consultation with Creston and Sunshine Coast, are building on their 4 years of successful delivery are adding 4 weeks to the program (2 weeks for getting pitch ready and 2 weeks of aftercare post pitch). The grant will be used to cover this fee and if possible leveraged to raise the other funds necessary to deliver the program.

This application is unique as it partners with local businesses, not for profit business support agencies, a post-secondary educator and citizens to provide an environment that supports local up and coming entrepreneurs with skills/learning that will enable them to confidently test the viability of their concept; moving them forward with confidence that their idea is valid and there is a market to support them. Participants also work on their value proposition & sales strategy. All of these steps move closer to a successful business launch and the movement towards greater business development in the community.

Our goal is to make LEAP an ongoing tool in the economic development toolbox of the Regional District of Nanaimo and the communities within its jurisdiction. We want to build an entrepreneurial ecosystem where innovation, curiosity and ideas are encouraged and the concept of test and pivot allows entrepreneurs to explore with reduced risk of loss or failure.

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(Please attach additional pages as necessary.)

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

Other grants applied for will be the Canada BC Job Grant (KES in Creston has been successful this in funding agent), Island Coastal Economic Trust and Futurpreneur. If successful with this RDN funding request, we will use the RDN funds as our leveraged or matching contributions for other grant applications and funding requests.

We will also be approaching local credit unions and financial institutions as well as business service agencies for in kind donations of services such as free business banking for a year, set up of books, business cards, etc. to support the participants. These items will be part of the rewards presented at the Barn Raiser.

(Please attach additional pages as necessary.)

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

This program has met with great success in Creston and the Sunshine Coast with multiple year delivery. This program has been designed to aid rural communities to generate business opportunities and create a culture of social entrepreneurship; developing markets for socially and environmentally responsible goods and services. This unique training for small business owners and aspiring entrepreneurs accelerates ideation to testing, pivot, test again and determine market viability. A very useful business approach that can be used over and over until a solid business market is established. It greatly reduces risk and enables entrepreneurs to raise capital as the business model and viability has been established.

This initiative fosters diversification, provides training, education and professional development for aspiring entrepreneurs and small business owners as well as enterprising not for profits with an emphasis on social and environmental responsibility. LEAP is made possible by the partnerships of likeminded organizations around entrepreneurship and the leveraging of expertise, in kind contributions and cash. We believe that this program will be the seeds of many to come; growing the entrepreneurial community and creating a measureable impact on business startup and expansion.

The LEAP program provides essential skills for the 21st century workforce as entrepreneurs need to adapt to an ever changing marketplace. Learning to test and pivot will be crucial to business vitality. The assistance provided will aid in the growth of business development, market research and business success. LEAP will be available to participants from all economic sectors aiding them to determine future market options, their viability and enhanced sales opportunities increasing economic activity in the region and employment opportunities.

For more information on the LEAP initiative and the success of the Creston and Sunshine Coast Programs please visit: <http://sfuleap.ca/> and <https://kes.bc.ca/CMS2/programs/leap>.

For your information: In Creston, the RDCK and the local credit unions have been active funding partners in their program On the Sunshine Coast, the local credit union has been a key sponsor for four years running and over that period LEAP has launched 24 new businesses on the Sunshine Coast.

(Please attach additional pages as necessary.)

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

- . Building an entrepreneurial community and LEAP alumni/culture
- . 5 to 7 new venture ideas that are fully examined and tested
- . 1 to 3 ventures launched within year 1
- . 2 startups expanded from test or home based to commercial/store front
- . Entrepreneurs gain skills, knowledge, confidence and community support
- . Community engagement and buy in through the Barn Raiser Reveal
- . A strengthened and more visible social venture eco-system

(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

Jolynn Green, Executive Director

DATE:

April 20, 2018

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:

DATE RECEIVED:

RECEIVED BY:

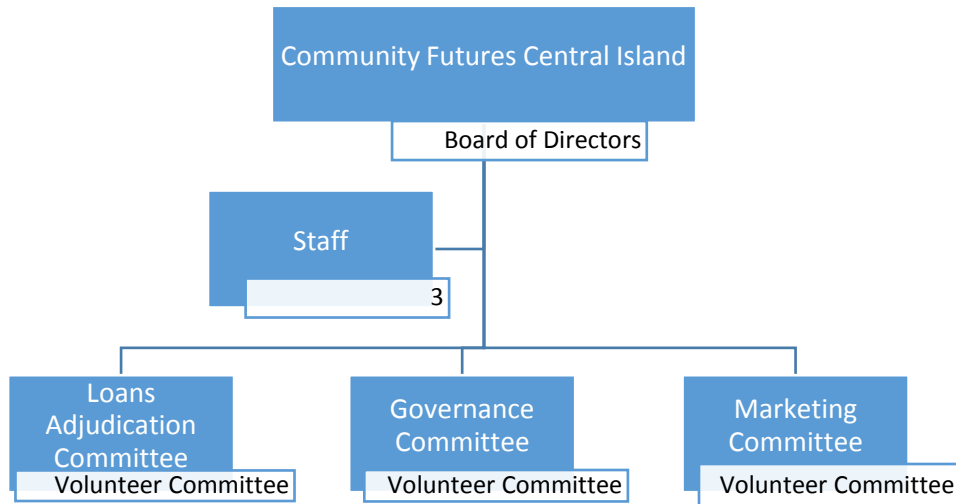
COMMENTS:

FUNDING AWARDED: YES NO

AMOUNT AWARDED:

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Community Futures Central Island



About Us:

Community Futures is a non-profit organization, guided by a volunteer Board of Directors with a current staff of three. Since 1985, we have worked with community partners to help foster entrepreneurship and economic development in our region.

Our Board of Directors is comprised of 12 business people from the central island region who have extensive knowledge and experience of Vancouver Island's economy and represent its population and main economic sectors. The role of the Board is to establish our organization's priorities, monitor our business loans, oversee our general performance, and be accountable to key stakeholders - local, provincial and federal governments. We also have working committees manned by board members as well as volunteers.

We work in partnership with other business lenders, educational institutions, not-for-profits and community governments to grow and diversify our local economy. We are completely focused on the needs of our clients, our local businesses, and our area's economy. We assist entrepreneurs throughout central Vancouver Island ... from Ladysmith to Bowser and Whiskey Creek to our island communities of Gabriola and Lasqueti.

At Community Futures, we are developmental lenders. That means we work in collaboration with, not in competition to, conventional lenders like banks and credit unions. For over 25 years we have successfully helped local entrepreneurs get financing to:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Start or expand a business • Apply new technology to a business • Upgrade a business' facilities and/or equipment | <ul style="list-style-type: none"> • Access new markets • Expand into the global marketplace |
|---|--|

Our Community Futures office provides services and program supports to rural small and medium-sized business owners and entrepreneurs.

- | | |
|---|--|
| <ul style="list-style-type: none"> • Business plan critiquing and coaching • Small business training • One-on-one start-up or expansion consulting | <ul style="list-style-type: none"> • Support in gaining access to other small business supports, information, and access to capital |
|---|--|



PURPOSE

- Community Futures Central Island's purpose is to make a difference in our local economy by supporting and developing a strong vibrant business sector. This will be achieved by providing access to capital, knowledge and resources that stimulate business retention, expansion, acquisition and start-up fostering the sustainability of the region.

MANDATE

- To manage our not for profit development corporation from a position of growth and profitability while becoming the most locally positioned lender in the community.

VISION

- To be the most respected/recognized provider of knowledge and resources for small and medium size enterprise on Central Vancouver Island.

OUR MISSION:

We believe that in order to create a positive difference in the region, our mission will be the compass that guides us to achieving our vision:

Position: Align with and support the economic ambitions, priorities and directional thrusts of local communities, the BC Government and the Government of Canada

Partners: Nurture a winning network of customers and communities, together we create mutual, enduring value

Community: Leverage through collaboration our collective genius to create island solutions to create economic prosperity and sustainability

Portfolio: Manage from a position of growth and profitability through strategic, responsive and responsible lending

Stewardship: Create a culture of growth and collaboration that supports a regional plan for success where business and community support each other and achieve collective benefits through leveraged and shared resources

Enterprise: Committed to the creation, retention and growth of small and medium enterprises we supply knowledge and resources that create vibrant, local economies anchored by strong, growing local businesses

OUR BRAND

Community Futures "growing communities one idea at a time".

We inspire innovation, entrepreneurship and optimism.

LEAP 2018

August through December 2018 Delivery

Budget

Revenue

Sponsorships	\$ 3,000
Ticket Sales (\$15 X 100)	\$ 1,500
Student Participants Fees	\$ 1,200
Regional District of Nanaimo Grant	\$ 10,000
Community Futures Central Island	\$ 6,000
TOTAL REVENUE	\$ 21,700

Expenses

SFU Coordination/Facilitation	\$ 10,000
Advertising	\$ 600
Project Coordination	\$ 5,000
Workshop rental and snacks (x13)	\$ 1,150
Venue for Barn Raiser	\$ 250
Barn Raiser A/V Tech Support	\$ 500
Barn Raiser Decorating, etc	\$ 75
Awards	\$ 2,000
Barn Raiser Reveal Food	\$ 1,000
Most Potential for Impact Award	\$ 500
Volunteer honorariums	\$ 250
TOTAL EXPENSES	\$ 21,325
Surplus (Deficit)	\$ 375



LEAP! LOCAL ENTREPRENEURSHIP ACCELERATOR PROGRAM

COMMUNITY ECONOMIC DEVELOPMENT

Instructor – Wes Regan
Email – wregan@sfu.ca
Phone – [604.805.3591](tel:604.805.3591)

Description

The purpose of this program is to focus and accelerate the startup--- of new businesses to contribute to a vibrant and inclusive economy on the Sunshine Coast. The overarching goal is for participants to learn how to determine whether his or her business idea is viable.

Successful entrepreneurs solve problems for customers. That is the only reason people pay them for their product or service. You should think of this program as helping you conserve energy and resources, while learning what problems the market wants you to solve, and finally how you can structure a viable venture around solving that problem.

The process reduces risk of failure and improves the likelihood of building something real customers will want. The process will also provide the tools for an entrepreneur to understand if their idea is not likely to be viable, saving you serious time and money.

Process

We will follow a “flipped” classroom model, in that you will have a set of videos and occasionally readings each week that constitute the lecture component, and the time we spend together each week will be largely dedicated to questions, feedback, and discussion. The real work you need to do will be outside the classroom.

There are a minimum of 3---4 hours of pre---work each week where you will think about your venture, the problem you solve, your customers, and other components of your business model. There will also be a set of real world activities that will take time to do well, such as talking to customers, researching partners, and testing ideas. If you do the pre---reading and join our discussions, you will better understand how to build your business. Those that can dedicate significant time outside of class each week to applying the lessons learned will get the most out of the program.

Each venture will be expected to present EACH week on what they’ve learned. After 8 weeks of guided practice, you will still have access to local people to help you keep up your momentum.

Resources

Video Lectures

Sign up for the following free online course “How to Build a Startup” by Steve Blank, presented on Udacity, and familiarize yourself with the platform. We will be closely following these lectures each week to guide your venture development. You’re welcome to skip around and check it out, but we’ll cover each lecture in the first 7 weeks of our program.

<https://www.udacity.com/course/ep245>

Mandatory Book

Business Model Generation (by Alex Osterwalder and Yves Pigneur) – You must download the following **free preview** version of this book, available at:

<http://www.businessmodelgeneration.com/book>

Either bring your copy on a laptop or tablet or print it out and have it with you for reference each week.

Optional Books

The Startup Owners Manual (by Steve Blank and Bob Dorf), is the companion book to the lectures we will be following above. This is not mandatory and you can understand the lectures without it, but is an extremely helpful guide to starting a new company. You can find it on any online book retailer.

I will send you other helpful blogs and links as needed throughout the course.

IMPORTANT – The resources above often feel aimed at tech startups or other high scale ventures. It’s really just a matter of language and perspective, and we will translate this for your purposes. Don’t panic if something sounds intimidating, as the vast majority of the content is totally applicable to what you are trying to accomplish!

The following pages contain a weekly outline.

Weekly Overview

*The Preparation & Activities section indicates items that should be completed BEFORE that week's session. This includes both pre-readings and videos, and venture development activities. They are listed in the recommended order of completion, and you will receive more detailed instructions in advance.

Every video lecture ends with a list of optional readings in its final segment. If you have the Business Model Generation and Startup Owners Manual books, and the time, these will deepen your understanding.

Week	Focus	Preparation & Activities
1	Introduction + Business Models	<ul style="list-style-type: none"> - Download and read preview of Business Model Generation - Watch Lecture 1.5A (Optional – Lecture 1) - Introduce your venture idea to the group
2	Business Model Cont. + Customer Development	<ul style="list-style-type: none"> - Watch Lecture 1.5B - Watch interview with Aaron Joe - Customer interviews - Complete business model canvas for your venture - 5 minute presentation
3	Value Proposition	<ul style="list-style-type: none"> - Watch Lecture 2 - Watch interview with Brian Postlewait - Customer Interviews - Estimate market size - Update business model canvas and identify hypotheses tests for value proposition - 5 minute presentation
4	Know Your Customer	<ul style="list-style-type: none"> - Watch Lecture 3 - Customer Interviews - Create a customer archetype - Update business model canvas and identify hypotheses tests for customer segments - 5 minute presentation
5	Channels and Relationships	<ul style="list-style-type: none"> - Watch Lectures 4 and 5

		<ul style="list-style-type: none"> - Watch interview with Candace Campo - Customer and Channel Partner Interviews - Update business model canvas and identify hypotheses tests for channels and relationships - 5 minute presentation
6	How You Make Money – Revenue Models	<ul style="list-style-type: none"> - Watch Lecture 6 - Customer Interviews - Update business model canvas and identify hypotheses tests for channels and relationships - 5 minute presentation
7	Backstage (Operations)	<ul style="list-style-type: none"> - Watch Lectures 7 & 8 - Watch interview with Brian Smith - Talk to potential partners and suppliers - Update business model canvas and identify hypotheses tests for activities, resources, partners, and cost structure. - 5 minute presentation
8	Practice Pitch	<ul style="list-style-type: none"> - Create and practice a 5 minute pitch. Be prepared to give this pitch in class. - Watch interview with Tracee Lang - If you have been doing the work, your idea will be quite different than what you presented in the first week of class!

Week One – Introductions & Business Models

This week we're just getting warmed up, and focused on getting to know each other and sharing our venture ideas. That said, with only 10 weeks together we want to get off to a good start so you have a little prep to do!

Preparation (before session)

1) Download and read the free 72 page preview of Business Model Generation

http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

2) Watch 'Lecture 1.5A: Business Models and Customer Development' of *How to Build a Startup* by Steve Blank on Udacity:

<https://www.udacity.com/course/ep245>

This lecture complements the above reading, and covers what a business model is and how to think about the 9 core pieces of the business model canvas, a tool we will use extensively to map and track your venture development.

3) Be prepared to introduce yourself and your venture with the following information:

- Your name
- Venture name (if you have one)
- 60 second introduction of the business concept including what, why, and how far along you are in developing the idea
- What you hope to get out of the next 10 weeks

**Optional – Lecture 1 from “How to Build a Startup” by Steve Blank on Udacity. It’s interesting if you have the time, but not required for the program.*

Venture Development Homework (after session)

1) Talk to at least ten potential users of your product or service, and be prepared to report back to the group next week. **Do NOT tell interviewees about your solution**; simply ask them about the problem you are solving. Your goal is to make sure you actually understand this problem as potential customers might, so try not to get over-wrapped up on your interpretation, or proposed solution. The types of questions you want to ask may include:

- Do they agree this is a problem?
- “If you had a magic wand, what would you want?”
- How do you encounter this problem in their lives?
- On a scale of 1-10, how painful is this problem for you?
- What types of things do you do to get around this problem now?
- Do you know others who have voiced complaints about this issue?
- Why do you think this problem still exists?
- Would you pay for a solution to this problem?
- How much would you pay for a solution to this problem?

Week Two – Business Models Cont. & Customer Development

Now we're getting going, and it's already time to start applying what you learned in week one!

Preparation (before session)

1) Download the business model canvas if you haven't already, and try to map out your venture based on the readings and video lecture from last week:

http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf

2) Watch 'Lecture 1.5B: Business Models and Customer Development' of *How to Build a Startup* by Steve Blank on Udacity:

<https://www.udacity.com/course/ep245>

3) Watch interview with Aaron Joe: <http://sfuleap.ca/videos/>

This lecture is really the second half of the last one, and helps you understand how the business model canvas we learned about last time is just a tool, and scorecard, to help you identify all of the assumptions you are making about your venture, and to design and track tests you can run to prove whether the assumptions are valid. This cycle of describing your assumptions, testing them, and confirming or ruling them out, will be key to the efficient development of your model.

The end of the lecture talks about market size estimation. This is aimed more at startup businesses seeking venture investment and massive growth, but the process is useful for you to understand whether the market size justifies the amount of work you will put in.

**Optional supplementary readings are listed in the last section of the video.*

3) Be prepared to give a 3-5 minute presentation on your customer interviews about **the problem** you are working on, and any lessons you learned.

Venture Development Homework (after session)

- 1) Try to estimate your Total Available Market, Served Available Market, and Target Market.
- 2) Talk to at least 10 MORE potential customers about the problem (see last week's instructions).
- 3) Think of some hypotheses in your model - try to come up with at least 5 key things you are assuming, that you need to test.

Week Three – Value Proposition

Successful entrepreneurs solve a meaningful problem for customers. The value proposition is NOT about what your cool idea, service or product it is, it is a description of how you make your customers' life better.

Preparation (before session)

1) Watch 'Lecture 2: Value Proposition' of *How to Build a Startup* by Steve Blank on Udacity:

<https://www.udacity.com/course/ep245>

2) Watch Interview with Brian Postlewait: <http://sfuleap.ca/videos>

Now we're getting into the thick of the business model. The value proposition is the heart of your venture, and this lecture helps you understand what it is in relation to your customers, how to describe it, and how to test it. There are short sections of these lectures aimed at web/mobile and other tech related ventures, so just think about the basic concepts in relation to your venture.

**Optional supplementary readings are listed in the last section of the video.*

2) Review the "Value Proposition" section of the Business Model Generation preview (or book if you bought it).

3) Update your entire business model canvas with any changes, and bring it to the session.

4) Be prepared to give a 3-5 minute presentation on your customer interviews and lessons learned, the market size, and top three hypotheses that need testing.

Venture Development Homework (after session)

- 1) Now that you've spent two weeks talking to people about the problem (NOT solution), talk to at least 10 potential customers about your VALUE PROPOSITION. Find out how excited people would be if you could solve the problems you propose to solve. Do they agree that the value you describe feels important? Would they pay for it if you were ready to sell today? How much?
- 2) Identify three key value proposition hypotheses and try to test them.

Week Four – Customer Segments and Markets

This week we'll go deep on understanding your customer.

Preparation (before session)

- 1) Watch 'Lecture 3: Customer Segments' of *How to Build a Startup* by Steve Blank on Udacity: <https://www.udacity.com/course/ep245>

How do they make decisions? What is their life like? Where do they live and work? How much can/will they pay? What type of market are you in? We'll get into these and other customer related questions this week.

**Optional supplementary readings are listed in the last section of the video.*

- 2) Watch Interview with Candace Campo: <http://sfuleap.ca/videos>
- 3) Review the 'Customer Segment' section of the *Business Model Generation* preview (or book if you bought it).
- 4) Update your entire business model canvas with any changes, and bring it to the session.
- 5) Be prepared to give a 3-5 minute presentation on your customer interviews and lessons learned, any changes to your model, and results or plans for value proposition validation.

Venture Development Homework (after session)

- 1) Talk about your proposed solution to at least 10 potential customers you feel are in your key customer segment(s). Be sure to ask open ended questions, keep your description simple, and encourage them to talk.
- 2) Develop a Customer Archetype or Empathy Map.
- 3) Develop a customer workflow if appropriate.

Week Five – Channels and Relationships

So we've starting getting a firmer grasp on who our customers are and what it is we can do to make their life better, so now we need to think about how we're going to get our product or service to them, and how we can get, keep, and grow that relationship.

Preparation (before session)

1) Watch 'Lecture 4: Channels' and 'Lecture 5: Customer Relationships' of *How to Build a Startup* by Steve Blank on Udacity:

<https://www.udacity.com/course/ep245>

**Optional supplementary readings are listed in the last section of the video.*

2) Review the 'Channels' and 'Customer Relationships' section of the *Business Model Generation* preview (or book if you bought it).

3) Update your entire business model canvas with any changes, and bring it to the session.

4) Be prepared to give a 3-5 minute presentation on your customer interviews and lessons learned, your customer archetype and/or customer workflow, and any changes to your model.

Venture Development Homework (after session)

- 1) Talk to at least 5 potential channel partners and 5 potential customers to try to validate assumptions about your channels. Will channel partners work with you in the way you imagine? Do customers want to access your product/service offerings the way you imagine?
- 2) How will you attract customers? Clearly explain your assumptions on how this will work, and decide on how you might test this.
- 3) What is your customer acquisition cost, and lifetime value of a customer?

Week Six – Revenue Model

Finally, we can talk about how you are going to make money! This week we look at how your venture proposes to generate revenue.

Preparation (before session)

- 1) Watch 'Lecture 6: Revenue Model' of *How to Build a Startup* by Steve Blank on Udacity:
<https://www.udacity.com/course/ep245>

Now we get into revenue strategies including ways you can earn revenue in the model, how to set prices for customer segments, and ways to package your offering.

**Optional supplementary readings are listed in the last section of the video.*

- 2) Review the 'Revenue Model' section of the *Business Model Generation* preview (or book if you bought it).
- 3) Update your entire business model canvas with any changes, and bring it to the session.
- 4) Be prepared to give a 3-5 minute presentation on your channel partner and/or customer interviews and lessons learned, your plans to attract customers, the customer acquisition cost/lifetime value calculations, and any changes to your model.

Venture Development Homework (after session)

- 1) Prepare and test your pricing strategy or offer in front of at least 10 customers offline, or at least 100 if you have an online product. Try to make the sale!
- 2) Describe your revenue model strategy and draw a diagram of payment flows.
- 3) Create competitor pricing matrix.

Week Seven – Operations (Activities, Resources, Partners, Cost Structure)

We have spent almost all of our time so far focused on the “front” of the business, the part that customers see and interact with. This session is about the back rooms and operations, where most of the work actually gets done.

Preparation (before session)

1) Watch ‘Lecture 7: Partners’ and Lecture 8: Resources, Activities and Costs’ of *How to Build a Startup* by Steve Blank on Udacity:

<https://www.udacity.com/course/ep245>

These lectures cover everything from how and why to partner with others to deliver parts of your business model (or why not!), to how to understand the key cost drivers of your venture. We’re condensing a fair amount of material into a single session as this part is less important if you can’t get the earlier parts right, but you are highly encouraged to take more time to explore these lectures and readings after the program.

**Optional supplementary readings are listed in the last section of the video.*

2) Watch Interview with Brian Smith: <http://sfuleap.ca/videos>

3) Review the ‘Partners’, ‘Resources’, ‘Activities’, and ‘Costsections’ of the *Business Model Generation* preview (or book if you bought it).

4) Update your entire business model canvas with any changes, and bring it to the session.

5) Be prepared to give a 3-5 minute presentation on the results of your revenue model testing, and any changes to your model.

Venture Development Homework (after session)

- 1) Talk with any potential partners you have identified, and see if they will work with you as you imagine, and what the costs might be. Identify any risks.
- 2) What are your critical resources to deliver on your key activities? Do you have them? Can you get them?
- 3) What are your ‘metrics that matter’?
- 4) What are you major costs? Test these by speaking with suppliers, service providers, potential employees etc. Which costs are fixed, and which are variable in your model?

Week Eight – Pitching (Talking about your business)

During the final session, we will practice our pitch. Being able to talk about your business succinctly is critical to your success – especially in your first year when you are trying to secure customers, partnerships, suppliers and possibly investors or lenders. This session will help prepare you for the final Barnraiser.

P r e p a r a t i o n (before session)

- 1) Watch Interview with Tracee Lang: <http://sfuleap.ca/videos>
- 2) Read: <http://venturebeat.com/2010/05/24/five-minute-pitch-sliderocket/>
&<http://onpurpose.uk.com/pitching-startup-social-enterprise/>
- 3) Write out your pitch. For the first version don't edit, just write it all out. Read it out loud. Consider who your audience is (community members, potential customers and investors at the Barnraiser); it can be helpful to think of one person you are telling your pitch to. What does that person need? Reduce your pitch. What is the main idea you need to convey? Practice again. Pace yourself. Have silent parts. Do not rush. Practice again with a timer. Make sure it is not longer than 5 minutes.
- 4) Be prepared to give a 3 - 5 minute pitch for in the final class.



**COMMUNITY
ECONOMIC
DEVELOPMENT**

CONNECT WITH US

Wes Regan
Program Director 604-805-
3591 ceddir@sfu.ca
www.sfu.ca/ced
ca.linkedin.com/in/wesleysregan
f: /sfu.ced
t: @SFUCED

Community partner
PO Box 12345
Somewhere, BC
VVV 333

RE: Letter of Agreement (LOA)

This letter is to confirm the terms of the agreement between Community Partner and the Simon Fraser University.

1. Term: Between [September 1, 2018] and [December 31, 2018].
2. Contracted Amounts

SFU will invoice \$10,000 TO CF Community Partner
3. Payment/Transfer of Funds

SFU will invoice upon signing this agreement.
4. Partner Activities and Deliverables:
 - a) Provide classroom & refreshments for 7 – 10 weeks.
 - b) Recruit qualified participants for the LEAP Program.
 - c) Co-select 10 – 12 entrepreneurs for LEAP.
 - d) Provide classroom technology (screen, camera, computer, internet, etc).
 - e) Host a final community event celebrating the entrepreneurs to 'barn-raise' the new businesses. Entrepreneurs will pitch idea to community.
5. SFU Activities and Deliverables
 - a) Provide partner information package (promotional materials, syllabus etc).
 - b) Provide suggested criteria for shortlisting entrepreneurs.
 - c) Co-select entrepreneurs for LEAP.
 - d) Deliver 8 week accelerator training for LEAP.
 - e) Coordinate distant learning system (live video-link).
 - f) Coordinate follow-up advisory assistance.

- g) Conduct entry and exit interviews with each entrepreneur.
- h) Conduct survey evaluation, share evaluation results with partner.

Program Outcomes

- a) Building an entrepreneurial community.
- b) 5-7 new social venture ideas are fully examined and tested.
- c) 1-3 social ventures launched within 1 year.
- d) Entrepreneurs gain skills, knowledge, confidences and community support.
- e) A strengthened and more visible social venture eco-system.

Event	Timeline
Recruit entrepreneurs for accelerator	6 weeks
Deadline for entrepreneur’s applications	End of week 6
Vet, Interview & Shortlist candidates	1 week
Notify candidates	1 week
Accelerator training for entrepreneurs	2 months
Barn-raiser (community celebration)	Finale

Name, Executive Director Community Partner

Wes Regan, Program Director
SFU Certificate for Community Economic Development

Barn Raiser Promotions from the Sunshine Coast for Reference



Barn Raisers

Presenting 5 Local Social Venture Start-Ups

Thursday
May 30th
6-9pm

Greenhouse gases, overflowing landfills, isolation, childcare and food security— challenges we face here and around the world. Come celebrate the birth of 5 social enterprises exploring solutions right here on the Sunshine Coast!

- **Car Sharing Co-op**
- **Hop Farm Collective**
- **Childcare Collective**
- **Ride Share Program**
- **Zero Waste Interior Design**

Enjoy a glass of wine on a late May evening, help us select a people's choice winner and hob nob with the rest of the change-making community on the coast. A one-of-a-kind evening of inspiration and innovation with wine and cheese to boot? Space is limited. To reserve your space today, visit:

barnraisers.eventbrite.ca

Event Location: Seaside Centre
5790 Teredo St., Sechelt, BC

ANOTHER INSPIRING
EVENT BY:

FUSE
Community Work Hub

1.855.885.FUSE (3873)
info@fuseworkhub.ca
www.fuseworkhub.ca

Program partners:



Program sponsor:



With support from:



Attachment 7:

INNOVATION ISLAND TECHNOLOGY ASSOCIATION

Tech Savvy Talk & Leaders Roundtable

NCED Summary Evaluation & Recommendation

Project Title: Tech Savvy Talk & Leaders Roundtable
Proponent: Innovation Island Technology Association (IITA)
Amount Requested: \$8,500

Summary: Building upon a recent workshop “Tech Dev 101” that was delivered in Campbell River and Port Alberni. IITA would like to offer a similar workshop that will target District 69. Two events are envisioned, one in Parksville and one in Qualicum. The workshop will engage with community leaders: Municipal Officials, Chamber of Commerce and, Economic Development organizations and CEO’s based in Tech companies.

Project goals:

- 1) To present subject matter, speaker fees, company interviews, travel and other costs associated with the design and delivery of the Tech Savvy Talk and Leaders Roundtable.
- 2) The Roundtable will present case studies of start-ups that have grown and stayed with the District 69. There will be a focus on type of local jobs, use of commercial space and investment and talent attraction.
- 3) Post event follow-up survey will collect and report key findings, develop resources and information that can help entrepreneurs and small businesses implement and maintain basic social media campaigns.

Eligibility: Innovation Island Technology Association (IITA) is an eligible organization. Eligible costs in the proposal include: **Events; Plans and Studies; and Targeted Operating Cost.**

Funding: BC innovation Council in kind staff resources. Will seek other in-kind funds.

Priority Areas: **Employment and Skills Training;**
High Tech Sector
Arts, Culture and Media

Evaluation Criteria:

	Yes	No/ NA
Project Viability:		
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<hr/>		
Financial and Administrative Feasibility:		
Realistic budget with clearly identified capacity to undertake work	✓	No/ NA
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<hr/>		
New and Unique:		
Unique component is evident – the work is not already being attempted	✓	No/ NA

The proposal does not replicate an existing event, program or project ✓
 Support will not compete with existing businesses or generate unfair competition for small or local businesses ✓

Economic Benefit: Yes No/ NA
 Demonstrates quantifiable economic benefits to the participating communities ✓
 Leads to increased economic activity or employment in the participating communities ✓
 Will attract business and investment to the Northern Communities of the RDN ✓

Community Support: Yes No/ NA
 Well-articulated community benefit; ✓
 Demonstrates partnership with the community or other organizations ✓
 Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan) ✓

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

Assessment	<p>Innovation Island Tech Savvy Talk & Leaders Roundtable is designed to raise the profile of the RDN’s Tech sector through collaboration with industry and community leaders. Valuable key information will be gathered through interviews. IITA has led or participated in Workshop delivery and program design both locally and provincially. They have found that increased awareness and engagement with community leaders and decision-makers has a direct correlation with their abilities to directly assist in tech-based market development and building new companies. The “Tech Savvy Talk & Leaders Roundtable” will provide an understanding through case studies from Startups that have grown and “stayed” within RDN catchment; representative local jobs, commercial space requirements, investment opportunities and challenges, and how to attract talent to the area.</p>
Recommendation	<p>Partial funding of \$5,000 and suggest 1 workshop for Oceanside.</p>

NAME OF ORGANIZATION: Innovation Island Technology Association (IITA)		AMOUNT REQUESTED: \$8,500
MAILING ADDRESS: #13 - 327 Prideaux Street, Nanaimo, BC, V9R 2N4		
CONTACT PERSON: Graham Truax, Interim Executive Director	TELEPHONE NUMBER: 250-753-8324 FAX NUMBER:	E-MAIL ADDRESS: graham@innovationisland.ca

PROJECT TITLE: TECH SAVVY TALK & LEADERS ROUNDTABLE
PROJECT DESCRIPTION: Building upon a recent workshop (TechDev101) sponsored by JTT/Ec.Dev., delivered to Campbell River and Port Alberni, IITA would like to offer a similar but more NCED targeted event that directly leverages our organization's work in the region and client-based performance data. Two events are envisioned (one in Parksville and one in Qualicum) that will seek to engage with community leaders: Municipal Officials, Chamber of Commerce, Economic Development organizations, and selected CEOs of tech-based companies. Following a detailed presentation, various challenge questions will be put to attendees followed by open-floor Q&A. Post-event a follow-up survey form will be sent to attendees, with selected company interviews, which will collect and report key issues and findings. IITA aims to synthesize greater tech-industry norms and activity with realistic goals and action items fitting to NCED positioning and opportunity. Please see additional information included with this application. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input type="checkbox"/> EA 'E' <input type="checkbox"/> EA 'F' <input type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: NCED funds will be used for subject matter development, speaker fees, company interviews, travel and other costs associated with the design and delivery of the Tech Savvy Talk & Leaders Roundtable which includes: \$5250 contractor fees; \$1500 travel; \$750 advertising and promotions; \$1,000 materials, supplies and venue requirements. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: Innovation Island will utilize its core funding via the BC Innovation Council to cover staffing costs and may seek other funding or in-kind contributions for venue rentals and other additional costs (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:

In the spirit of collaboration and economic development within our diversified communities, it is increasingly important to become “tech savvy” with respect to changes and opportunities in both traditional industries and emerging sectors. Regional leaders and decision-makers are facing competitive pressures for tech-based enterprises and talent retention and attraction. Innovative thinking, entrepreneurial approaches, and lean methodologies are the secret-sauce to resilient and sustainable community building.

(Please attach additional pages as necessary.)

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

Given many similar workshops and industry round-tables that IITA has led or participated in locally and provincially, we have found that increased awareness and engagement with community leaders and decision-makers has a direct correlation with their abilities to directly assist in tech-based ecosystem development and company building. The “Tech Savvy Talk & Leaders Roundtable” will also present brief case studies from Startups that have grown and “stayed” within RDN catchment; representative of local jobs, use of commercial space and investment and talent 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 consider necessary to communicate your project idea.

SIGNATURE	DATE:
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

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

In the spirit of collaboration and economic development within our diversified communities, it is increasingly important to become "tech savvy" with respect to changes and opportunities in both traditional industries and emerging sectors. Regional leaders and decision-makers are facing competitive pressures for tech-based enterprises and talent retention and attraction. Innovative thinking, entrepreneurial approaches, and lean methodologies are the secret-sauce to resilient and sustainable community building.

(Please attach additional pages as necessary.)

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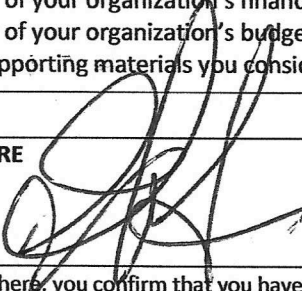
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(Please attach additional pages as necessary.)

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- 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:

Apr. 16 / 2018

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

OFFICE USE ONLY:

DATE RECEIVED:

RECEIVED BY:

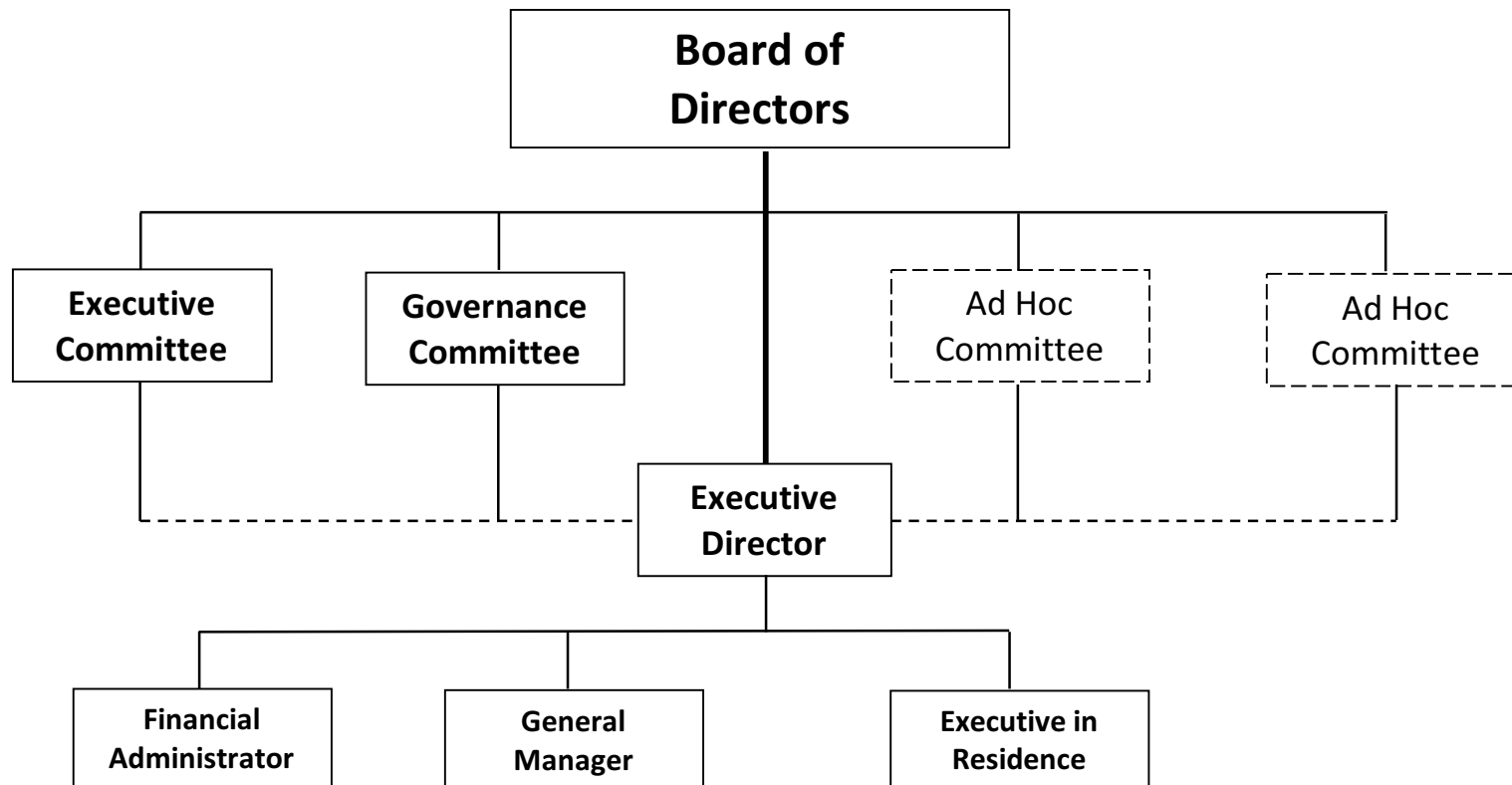
COMMENTS:

FUNDING AWARDED: 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.

Organizational Chart





APPLICATION FORM

Northern Community Economic Development Program 2018

Supporting materials and additional information

About Innovation Island

Based in Nanaimo, Innovation Island Technology Association (IITA), is a registered non-profit organization that plays a key role in developing the regional technology sector. The region served by Innovation Island is the Malahat north to the tip of Vancouver Island, including the Sunshine Coast and Gulf Islands. The mandate of Innovation Island is to accelerate business success through scientific innovation and technology.

As the leading voice for technology entrepreneurship and innovation in the region, Innovation Island's goal is to support entrepreneurs to start successful technology companies and to provide them with the resources, connections and opportunities they need to grow and succeed. As a founding member of the BC Acceleration Network, working under the BC Innovation Council (BCIC), IITA has been delivering the Venture Acceleration Program (VAP) since FY 2014. During this time period VAP clients have achieved remarkable success; attracting over \$11,000,000 of investment, generating over \$10,000,000 of revenue, and creating 139 high-paying tech-sector jobs. In related workshops and events we have delivered value and services to hundreds of tech entrepreneurs and SMB's.

The Innovation Island Board of Directors is made up of successful technology entrepreneurs, community leaders, and academia representatives that have strong entrepreneurial roots within the region. Although Directors are appointed to the Board to bring special expertise or a point of view to Board deliberations, the best interests of the organization are paramount at all times. Directors are elected for terms of two years, which takes place at the Annual General Meeting.

The proposed "Tech Savvy Talk & Leaders Roundtable" will deliver hard-hitting data with deep industry insight and expertise drawn from work in the field and beyond. Our goal is to better educate and support communities' understanding of this dynamic sector and to maximize assets and opportunities. In the Company interview component of the project IITA will engage with selected NCED enterprises to determine key baseline and other data; i.e., why are they here, what keeps them here, what pressures do they face and what do they need going forward.

Thank you for this opportunity to serve.

Attachment 8:

CENTRAL VANCOUVER ISLAND JOB OPPORTUNITIES BUILDING SOCIETY Blade Runners 2018-2019

NCED Summary Evaluation & Recommendation

Project Title: Blade Runners 2018-19 Employment Preparation for youth at risk
Proponent: Central Vancouver Island Job Opportunities Building Society
Amount Requested: \$20,000

Summary: Blade Runners enhances the supply of a trained labour force in District 69 that contributes to the competitiveness of the local economy. CVI Jobs aims to support youth at risk and contribute to economic development across District 69. The program offers training to multi barrier youth from ages 15-30 in life skills, work search skills and essential certifications designed to support the tourism, hospitality, and construction industry.

Project goals:

- 1) Provide a classroom setting for underemployed or unemployed youth to participate in skills development that will service District 69.
- 2) Enhance learner engagement through hands on learning experience targeting specific sectors such as construction, tourism and hospitality. Contextual learning and learner engagement is strengthened with partnerships with employers in District 69.
- 3) To provide support and focus training for participants and develop skills for youth to achieve strong employment in District 69.

Eligibility: CVI Jobs is an eligible organization.
 Eligible costs in the proposal include **Events; Plans and Studies; and Targeted Operating Cost.**

Funding: Funding from Aboriginal Community Career Employment Services Society (ACCESS)

Priority Areas: *Employment and Skills Training*
Economic development
Tourism and Recreation

Evaluation Criteria:

Project Viability:	Yes	No/ NA
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided	✓	
<hr/>		
Financial and Administrative Feasibility:	Yes	No/ NA
Realistic budget with clearly identified capacity to undertake work	✓	
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	
<hr/>		
New and Unique:	Yes	No/ NA
Unique component is evident in the project – the work is not already being attempted	✓	

The proposal does not replicate an existing event, program or project	✓	
Support will not compete with existing businesses or generate unfair competition for small or local businesses	✓	
Economic Benefit:	Yes	No/ NA
Demonstrates quantifiable economic benefits to the participating communities	✓	
Leads to increased economic activity or employment in the participating communities	✓	
Will attract business and investment to the Northern Communities of the RDN	✓	
Community Support:	Yes	No/ NA
Well-articulated community benefit;	✓	
Demonstrates partnership with the community or other organizations	✓	
Addresses priorities identified in the context of a community vision (Official Community Plan, Regional Growth Strategy or Board Strategic Plan)	✓	

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

Assessment	Blade Runners has proposed 2 offerings for 2018-19. This program is proven in District 69 and is popular with small businesses that struggle to find staff that are certified and bring a basic training to build capacity in the tourism, hospitality and construction field of employment. This model is successful as it provides hands on learning that provides opportunities for youth between the ages of 15-30 with barriers to employment. The NCED program benefits from this program as the applicant has the capacity to provide detailed data regarding job creation and economic impact. Also, there are a number of community partnerships and funding, including the Province of BC and Aboriginal Community Career Employment Services Society, which contribute to the success of this program.
Recommendation	Fully fund or partially fund for 2018 with consideration to defer \$10,000 to Spring 2019 funding.

NAME OF ORGANIZATION: Cental Vancouver Island Job Opportunities Building Society (CVIJOBS) (operators of the Career Centre)		AMOUNT REQUESTED: \$20,000
MAILING ADDRESS: Box 1362 110 - 198 East Island Highway Parksville, BC V9P 2H3		
CONTACT PERSON: Cheryl Dill Executive Director	TELEPHONE NUMBER: 250.248.3205 ext 231 FAX NUMBER: 250.248.2287	E-MAIL ADDRESS: cheryl@careercentre.org

PROJECT TITLE: BladeRunners 2018-19: Employment Preparation for Youth at Risk
PROJECT DESCRIPTION: CVIJOBS aims to support youth at risk and contribute to economic development in the Bowser to Nanoose regions through two offerings of BladeRunners in 2018-19. This program will provide training to multi-barriered youth (15-30yrs) in life skills, work search skills and essential certifications designed to facilitate entry into the tourism and hospitality and well as construction related labour force. We aim to offer two programs in 2018-19 because there is a growing group of youth at risk and our local employers are facing workers shortages. The program will include hands-on learning experiences will be included, and program staff will provide customized support to participants to help them secure related employment. The ultimate goal is for participants to gain sufficient skills and experiences that will translate into labour force attachment. Please see the attachments for more information. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): This project applies to all of these areas <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input checked="" type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input checked="" type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: NCED program funding will help to reduce the expenses involved in delivering the BladeRunners program. For each program delivery, the program's expenses amount to \$64,043 and with grant funding confirmed of \$36,000-\$42,000 per delivery, a deficit of at least \$44,086 exists. Funding received from NCED will reduce the financial burden for CVIJOBS towards operational expenses for this project. Please see the attachments for more information. (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: CVIJOBS has received word that funds will be made available from Aboriginal Community Career Employment Services Society (ACCESS) through the Ministry of Advanced Education, Skills and Training. ACCESS has guaranteed CVIJOBS \$72,000 for 24 participants for 2018-19. In addition, ACCESS may reimburse up to \$12,000 (\$500 per participant) of funding for additional certificate training expenses that further reduce barriers for participants in trying to secure employment. (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 program will build the skills, abilities and confidence in 24 "youth-at-risk" who indicate that they wish to attach to the local labour market sectors with hospitality-tourism or construction-related labour support. Providing trained workers, complete with a variety of entry level skills ideal for these labour market sectors, directly benefits employers' abilities to recruit and retain employees. This aligns with the NCED's goal of enhancing economic resilience for the Parksville-Qualicum region and Electoral areas E,F,G and H. Preparing local youth with basic and essential skills for the local workforce is an effective youth retention method, valued employer recruitment initiative and a win for the local economy.
Please see the attachments for more information.

(Please attach additional pages as necessary.)

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

- 1) Enrolment, participation and completion data in the classroom component (4 weeks): This will indicate the level of engagement with unemployed or underemployed youth (15-30years) in our area.
- 2) Hands-on learning experience: For the Hospitality Tourism Focus, we will simulate a café-style experience for contextual learning and enhanced learner engagement. For the construction focus, participants will provide labour support on a community project that helps participants recognize the value of supporting others in need of assistance. Engaging participants through activity is essential for effective learning.
- 3) Employment: Participants engage in work search and achieve labour market attachment

(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:

April 18, 2018

By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.

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

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

**Additional Information to support the
RDN: Northern Community Economic Development Program Application for Funding
From Central Vancouver Island Job Opportunities Building Society (CVIJOBS) – Career Centre
April 18, 2018**

Project Description

The Central Vancouver Island Job Opportunities Building Society (CVIJOBS) endeavours to support youth at risk and contribute to economic development in the Bowser to Nanoose regions through **two offerings** of BladeRunners in 2018-19. This program will provide youth-at-risk with training in life skills, work search skills and essential certifications designed to facilitate entry into the tourism and hospitality fields. Hands-on learning experiences will be coordinated for participants and program staff will support participants with their work search to enhance labour market attachment.

BladeRunners is an award winning employment programⁱ that is recognized nationally and internationally. It targets at-risk youth (15-30 years of age) and provides them with basic training designed to facilitate entry into the labour force.

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

The BladeRunners program is partially funded through provincial and federal funds and the Aboriginal Community Career Employment Services Society (ACCESS) in Vancouver has been successful in receiving a large portion of the funding for distributing to communities in need. ACCESS' program director, Tom Galway, has indicated his support to CVIJOBS for delivery of BladeRunners for 2018-19. CVIJOBS was successful in obtaining funds for four previous deliveries of BladeRunners which took place in 2015, 2016, 2017. These program were full to capacity (12 seats each) and all 48 participants successfully completed. Thirty-three of the 48 participants achieved labour market attachment within months of the program completion 69%.

CVIJOBS is a non-for-profit organization that has been the primary employment services provider within the Nanoose to Bowser area since 1976. CVIJOBS currently delivers employment services at an employment resource centre known as *The Career Centre* and serves approximately 2000-2,200 individuals each year through the Employment Program of British Columbia.ⁱⁱ

The resource-based industries that once dominated the local economy have been surpassed by growth in the retail, sales, tourism, service, wholesale trade, construction, and health and education sectors. The 2016 Census data related to the Parksville-Qualicum agglomeration region indicates that a significant portion employment in the region is in the construction and retail-hospitality tourism sectors. On a provincial level, the WorkBC websiteⁱⁱⁱ indicates that retail-hospitality-tourism and construction related jobs are in the top five occupational categories for job opportunities on Vancouver Island.

The Oceanside area is indeed a hot labour market for hospitality, tourism and construction jobs with many resorts and service organizations supporting visitors and local residents and commercial developments and renovations underway. Graduates from the BladeRunners program will be ready for hire at a time of year when tourism industry is in full force and contractors/roofers/landscaping organizations require entry level employees to support their operations. Many of these employers are open to hiring motivated youth for entry level positions and training them to grow in the organization.

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

Many youth living within the local region are considered at-risk and high-risk because they have many barriers that include high school incompleteness, physical and mental health issues, drug and alcohol challenges, lack of transportation when living in a rural area, and problems in the family home. These youth often find it difficult to secure and maintain employment. BladeRunners, recognized for its ability to re-build confidence, skills and labour market attachment has a far-reaching positive impact to the participants and the region.

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

CVIJOBS intends to deliver BladeRunners in 2017-18 targeting at risk youth (15-30 years of age). The program will consist of:

- 1) Four weeks of classroom training, including life skills and job readiness skills that will help participants build self-esteem and confidence. The training will focus on the essential skills and certifications that participants will require for entry level jobs in the hospitality-tourism sector.
- 2) Hands-on, project-based learning: Café-style experience for contextual learning and enhanced learner engagement.
- 3) Participants would receive a weekly training stipend based on daily participation in the four weeks of the program.
- 4) One month wage subsidy opportunity: Employers hiring a BladeRunners graduate can receive 50% reimbursement for one month of wages for that graduate.

Funds from the NCED Program will help reduce the expenses involved in delivering this BladeRunners project. The success of the program is highly dependent upon expertise to support to participants during recruitment, program delivery and work search. Participant

attachment to the local labour market is the goal; it is essential to ensure that experienced program staff will collaborate with potential employers of BladeRunners graduates.

The project budget below provides details related to the program expenses and funding source:

CVIJOBS BladeRunners Budget	
Revenues	
ACCESS Funding Foundation program (24 participants)	\$ 72,000
ACCESS Funding Enhancement program (for additional certificates)	\$ 12,000
Total Funding from ACCESS	\$ 84,000
Expenses	
Staffing: Coordination, Facilitation, Administration	\$ 53,546
Participant Training Stipend	\$ 9,600
Transportation costs	\$ 2,400
Employer/Participant Wage Subsidy	\$ 26,400
WHMIS training	\$ 1,560
Level 1 First Aid training	\$ 2,400
FoodSafe Training	\$ 960
Serving It Right	\$ 1,320
Cashier Training	\$ 1,800
Barista Training	\$ 1,320
Beyond Customer Service & SuperHost	\$ 1,680
Construction Safety Training Fall Protection Traffic Control	\$ 7,080
Work Clothing & Footwear	\$ 4,800
Guest honoraria	\$ 200
Recognition activity	\$ 480
Breakfasts and Lunches	\$ 5,040
Advertising	\$ 2,000
Insurance	\$ 2,000
Classroom materials and supplies	\$ 3,000
photocopying	\$ 500
Total Expenses	\$ 128,086
Deficit	-\$ 44,086

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

This program builds skills and confidence for 24 participants to better enable their attachment to the local labour market sector of hospitality-tourism. Providing trained workers, complete with a

variety of entry level skills and certifications ideal for these labour markets directly benefits employers' abilities to recruit and retain employees. This aligns with the RDN's goal of **enhancing economic resilience** for the Parksville-Qualicum regions and Electoral areas E, F, G and H. Preparing youth for the local workforce is an excellent **youth retention method** and a win for the local economy.

This project will **facilitate cooperation** between CVIJOBS, local employers, local training organizations, and community organizations such as School District 69 (PASS-Woodwinds), Family Resources Association, and Society of Organized Services who also support youth at risk. Finally, the project addresses the priority area of **employment and skills training** because it serves as a transitional program for unemployed youth.

ⁱ See <http://www.accessfutures.com/bladerunners/>

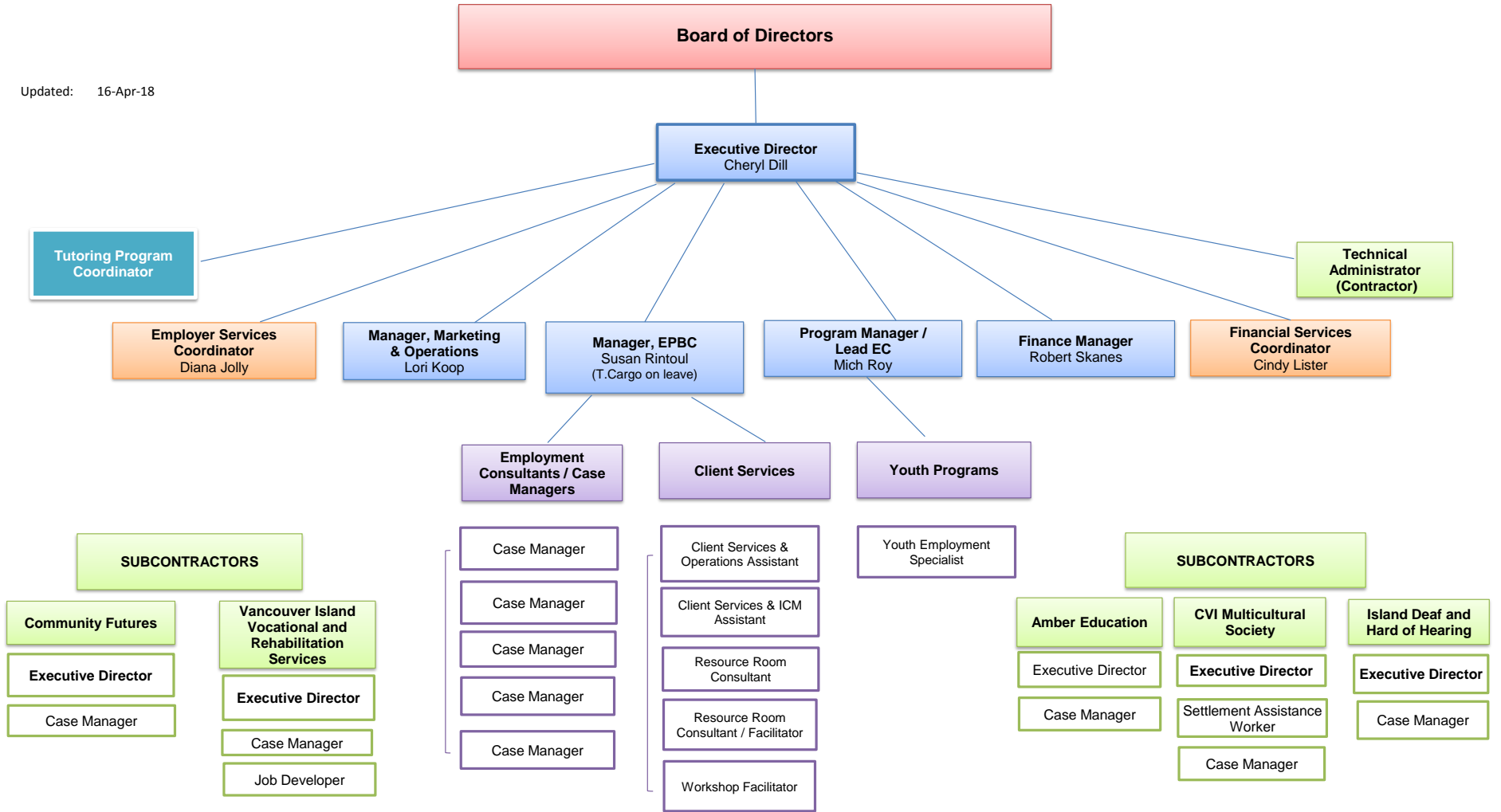
ⁱⁱ See <http://www.careercentre.org/>

ⁱⁱⁱ See <https://www.workbc.ca/Labour-Market-Information/Regional-Profiles/Vancouver-Island-Coast>

CVIJOBS ORGANIZATIONAL CHART

(With the inclusion of Subcontractors)

Updated: 16-Apr-18



Attachment 9:

PARKSVILLE AND DISTRICT CHAMBER OF COMMERCE

Mid Island Tech Attraction Strategy

NCED Summary Evaluation & Recommendation

Project Title: Mid Island Tech Forum
Proponent: Parksville Chamber of Commerce
Amount Requested: \$4,286.00

Summary: The purpose is to undertake the development of a Vancouver Island Technology Attraction Strategy (VITAS). This strategy will support the attraction of technology investment from the United States and potentially some European nations to new markets in District 69. The region’s communities have agreed to work together to implement the strategy. Upon completion to have established mechanisms to finance the implementation of the strategy and to sustain future investor attraction support activities.

Project goals:

- 1) Conduct a SWOT analysis to assess community investment readiness to attract and support technology, inventory of the region’s technology sector and technology-related infrastructure and assets.
- 2) Identify the tools and resources required to enhance the capability and effectiveness of the region to attract foreign direct investment (FDI).
- 3) Identify key regional partnerships within the public and private sectors required to attract and support FDI in the longer term

Funding: The total budget for the development of the strategy is \$30,000. Invest Canada-Community Initiatives has contributed \$15,000. The remaining budget is being financed by the partner communities.

Eligibility: Parksville Chamber of Commerce is an eligible organization. Eligible costs in the proposal includes: ***Events; Plans and Studies; and Targeted Operating Cost.***

Priority Areas: ***Employment and Skills Training
High Tech Sector
Assistance for start ups & self employment***

Evaluation Criteria:

	Yes	No/ NA
<i>Project Viability:</i>		
Clear and well-defined project	✓	
Strong potential for success	✓	
Realistic goals	✓	
Sufficient information provided		✓
<hr/>		
<i>Financial and Administrative Feasibility:</i>		
Realistic budget with clearly identified capacity to undertake work	✓	No/ NA
Evidence that the funds will be well managed	✓	
Demonstration of other funding sources	✓	

<i>New and Unique:</i>	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	✓	
<i>Economic Benefit:</i>	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	✓	
<i>Community Support:</i>	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'

Assessment	<p>A similar proposal came forward in April 2017 and the NCED Select Committee denied funding this proposal. The original request was for \$15,000 and the Parksville Chamber has secured other funders. It is not clear how the goals of the program will translate into demonstrated economic benefit to the general business community as well as the community as a whole.</p> <p>While attracting direct foreign investment is an admirable goal for the community there are a number of variables that create uncertainty in the short term. The NCED goal is about building local capacity with measureable tangible benefits.</p> <p>Some overlap with other applications aimed at attracting technology entrepreneurs.</p> <p>Application is to develop a strategy but the budget is to host an event. Not clear if this is just for the strategy or for implementation of the strategy. As it targets an area much larger than SD 69, this may be a project for an organization serving a larger area.</p>
Recommendation	Not to fund at this time.

NAME OF ORGANIZATION: Parksville & District Chamber of Commerce		AMOUNT REQUESTED: \$4,286.00
MAILING ADDRESS: PO Box 99, Parksville, BC V9P 2G3		
CONTACT PERSON: Kim Burden	TELEPHONE NUMBER: 250 248 3613 FAX NUMBER: 250 248 5210	E-MAIL ADDRESS: kim@parkvillechamber.com

PROJECT TITLE: Mid Island Tech Attraction Strategy
PROJECT DESCRIPTION: The objective of this application is to obtain funding to match funding received through the federal government's Invest Canada-Community Initiatives funding program. This initiative is a partnership of communities working together under the umbrella of the Vancouver Island Coastal Economic Develop Association of which the Parksville & District Chamber of Commerce is a member. The purpose is to undertake the development of a Vancouver Island Technology Attraction Strategy (VITAS). This strategy will support the attraction of technology investment from the United States and potentially some European nations to new markets outside of the capital region (Victoria and surrounding area), in a corridor ranging from the Cowichan region, through the Regional District of Nanaimo, to Port Alberni and north to Campbell River. (Please attach any supporting materials and documents produced as a result of the project.)
PROJECT AREA (SELECT ALL THAT APPLY): <input checked="" type="checkbox"/> PARKSVILLE <input checked="" type="checkbox"/> QUALICUM BEACH <input checked="" type="checkbox"/> EA 'E' <input checked="" type="checkbox"/> EA 'F' <input checked="" type="checkbox"/> EA 'G' <input type="checkbox"/> EA 'H'
DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR: Inventory the region's technology sector businesses and technology-related infrastructure and assets Review and evaluate best practices in technology FDI in regions with small and mid-sized communities Assess community investment readiness to attract and support technology-related FDI through a SWOT analysis Define the region's competitive position and unique value proposition Define target markets for foreign investment in technology Identify the tools and resources required to enhance the capability and effectiveness of the region to attract FDI Identify key regional partnerships within the public and private sectors required to attract and support FDI in the longer term Identify key investment attraction marketing tactics for targeted markets (Please attach additional pages as necessary.)
LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES: \$15,000.00 - Invest Canada-Community Initiatives (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:

High Tech Sector

Promote development within the high tech sector by:

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

(Please attach additional pages as necessary.)

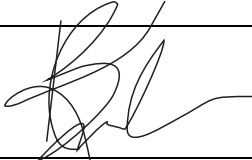
LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

It is our aim following the development of an attraction strategy to attract businesses to the community. The target group pay good wages and will contribute to the local economy by:
 Providing employment to existing tech workers
 Attracting new workers and their families
 Attracting investment to allow existing companies to expand
 Purchasing local goods and services

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

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

SIGNATURE 	DATE: 20/04/2018
By signing here, you confirm that you have read the Program Guide and that you are signing on behalf of an eligible applicant.	

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

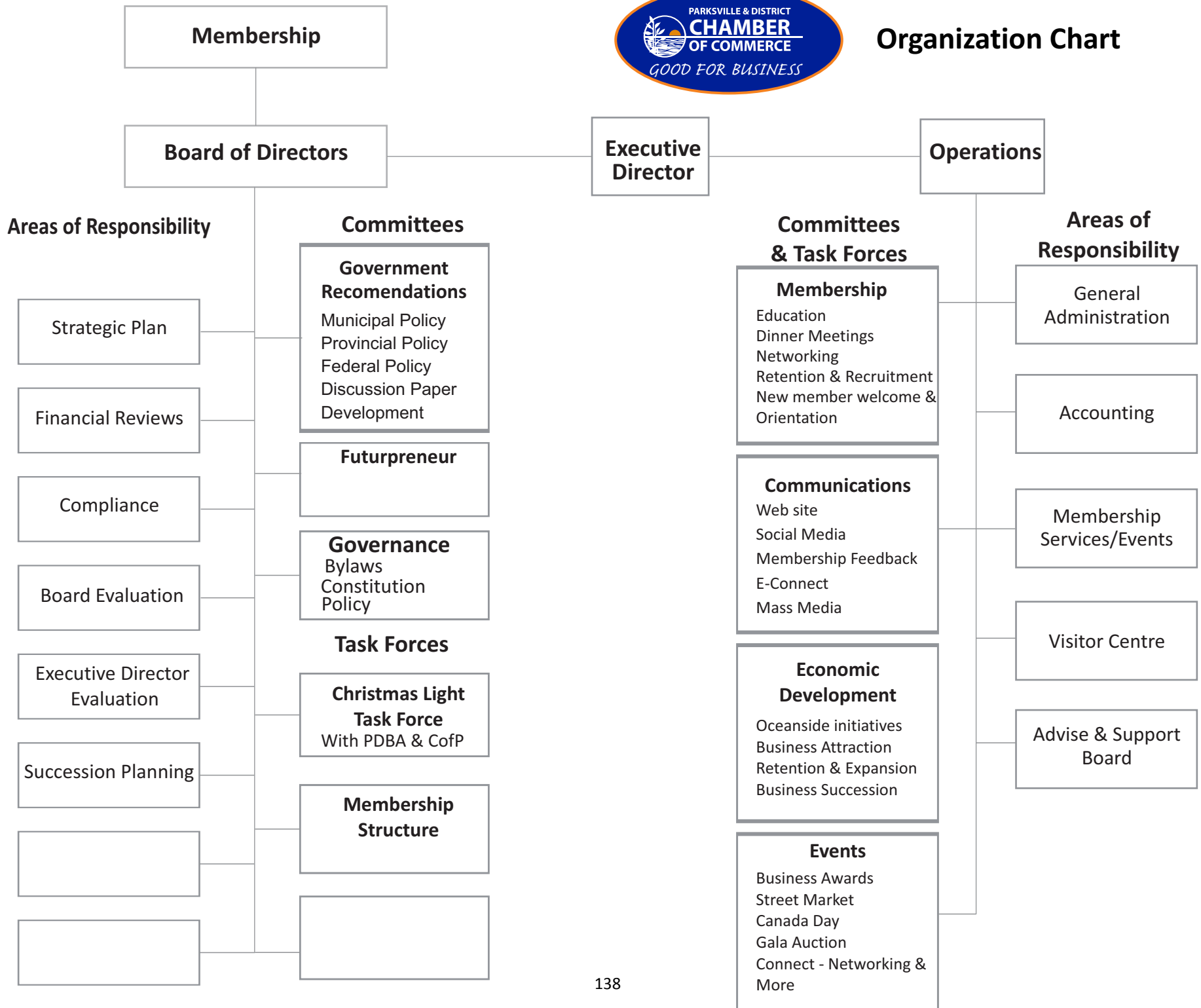
SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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



Organization Chart



Parksville & District Chamber of Commerce Board of Directors 2018/19

Board Position	Name	Company
PRESIDENT	Dave Willie	Black & White Event Rentals
PRESIDENT ELECT	Jeannie Maltesen	Vancouver Island University
VICE PRESIDENT	Andy Lankester	Harris Oceanside Chevrolet Buick GMC
SECRETARY/TREASURER	Terry Kerr	The Kerr Group
PAST PRESIDENT	Bill McKinney	Ideal Images
DIRECTOR	Tricia Korkowski	Coastal Colour Printing
DIRECTOR	Rakaia McCarthy	Mercedes Lane
DIRECTOR	Dee McKinney	Parksville Qualicum Storage
DIRECTOR	Brian McLean	Core Insurance Solutions
DIRECTOR	Phillip Perry	Coyote Coffee
DIRECTOR	Luc Ouellet	SD 69
DIRECTOR	Robynne Shaw	Sunrise Ridge Waterfront Resort
DIRECTOR	Tamara Schmidt	CIBC
DIRECTOR	Meghan Walker	Royal LePage Realty
EXECUTIVE DIRECTOR	Kim Burden	Parksville & District Chamber of Commerce
CITY COUNCIL REP	Sue Powell	The City of Parksville

Proposal to the NCEDC for Funding for a Mid-Island Tech Attraction Strategy

The objective of this application is to obtain funding to match funding received through the federal government's Invest Canada-Community Initiatives funding program. This initiative is a partnership of communities working together under the umbrella of the Vancouver Island Coastal Economic Development Association of which the Parksville & District Chamber of Commerce is a member. The purpose is to undertake the development of a Vancouver Island Technology Attraction Strategy (VITAS). This strategy will support the attraction of technology investment from the United States and potentially some European nations to new markets outside of the capital region (Victoria and surrounding area), in a corridor ranging from the Cowichan region, through the Regional District of Nanaimo, to Port Alberni and north to Campbell River.

The Vancouver Island Coast Economic Development Association (VICEDA), was incorporated under the Societies Act on June 10, 1987. The association serves those organizations and individuals charged with addressing economic development issues in the Vancouver Island/Coast areas of British Columbia. VICEDA's membership meets quarterly to collaborate and discuss current issues related to economic development in communities on Vancouver Island and the Coast.

Some of VICEDA's primary purposes are to:

- Promote and enhance the overall economic development of Vancouver Island/the Coast
- To provide a common voice through consensus on issues affecting Vancouver Island/the Coast
- To undertake projects that will enhance economic development on Vancouver Island/the Coast

Several of VICEDA's member communities recognize the need to work together as a larger investment corridor in order to attract foreign direct investment. Those responsible for economic development activities from these seven communities, which are the City of Campbell River, the City of Port Alberni, the City of Nanaimo, the City of Parksville, Cowichan Valley Regional District, the Comox Valley, and the Town of Qualicum Beach, have united under a common goal. Their objective is to develop a strategy to attract new, direct investment in the technology sector to their regions on Vancouver Island.

This technology attraction strategy will:

- Inventory the region's technology sector businesses and technology-related infrastructure and assets
- Review and evaluate best practices in technology FDI in regions with small and mid-sized communities

- Assess community investment readiness to attract and support technology-related FDI through a SWOT analysis
- Define the region's competitive position and unique value proposition
- Define target markets for foreign investment in technology
- Identify the tools and resources required to enhance the capability and effectiveness of the region to attract FDI
- Identify key regional partnerships within the public and private sectors required to attract and support FDI in the longer term
- Identify key investment attraction marketing tactics for targeted markets

The region's communities have agreed to work together to implement the strategy once it is complete and have already established mechanisms to finance the implementation of the strategy and to sustain future investor attraction support activities.

The total budget for the development of the strategy is \$30,000.00 and ICCI has contributed \$15,000.00. The remaining budget is being financed by the partner communities. The Parksville -Qualicum Beach Region (Northern Communities of the RDN) are being asked to provide \$4,286.00

REVENUES

Sponsorship - 1@2000	\$ 2,000.00
Sponsorship -15@\$650	\$ 9,750.00
tickets - 25@\$450 - 50@\$150 - 50@\$50	\$ 21,250.00
Liquor Sales	\$ 1,500.00
Liquor Returns	\$ 350.00
Bottle Depot	\$ 20.00
TOTAL REVENUE	\$ 34,870.00

EXPENSES

Venue	
Printing	
Rentals	\$ 1,000.00
Bartending Services	\$ 500.00
Entertainment	\$ 600.00
Accomodation/Artists	\$ 3,000.00
Meals/PerDiem/Artists	\$ 2,250.00
Catering	\$ 9,600.00
Transportation	
Advertising/Marketing	
Liquor License and purchases	\$ 1,800.00
TOTAL EXPENSES	\$ 18,750.00

NET PROFIT**\$ 16,120.00**

Full Event Package	
2 Nights Accomodation	\$ 300.00
Saturday Luncheon	\$ 40.00
Saturday Reception	\$ 20.00
Sunday Luncheon	\$ 40.00
Base Ticket Price	\$ 50.00
TOTAL	\$ 450.00

Standard Event Package	
Saturday Luncheon	\$ 40.00
Saturday Reception	\$ 20.00
Sunday Luncheon	\$ 40.00
Base Ticket Price	\$ 50.00
TOTAL	\$ 150.00

Single Day Pass		
Base Ticket Price	\$	50.00
Add Saturday Luncheon	\$	40.00
Add Saturday Reception	\$	20.00
Add Sunday Luncheon	\$	40.00

TO: Northern Community Economic Development Select Committee **MEETING:** May 17, 2018

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

SUBJECT: Northern Community Economic Development Summary Report Update

RECOMMENDATION

That the proposed changes to the Northern Community Economic Development (NCED) Application Form and Summary Report be approved.

SUMMARY

On February 15, 2018 the Northern Community Economic Development (NCED) Select Committee conducted a review of the NCED program. This was the first review to occur since 2012 when the NCED program was established.

Staff was requested to make changes to the Program Guide including revisions to the application form and summary report to require better quantification of the economic impacts of each project that receives funding. Based on input and feedback from the local economic development community, NCED applicants will be requested, through the application process to submit more detailed information and to quantify the economic impact of projects on the local economy.

The committee requested these changes be brought back to a new meeting once the reporting criteria have been developed.

BACKGROUND

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

Since incorporation of the Program has provided grant funding to thirty-five different projects. The committee concluded that the NCED program is a valued funding source by many community based organizations. The NCED program was designed to support the initiatives of local organizations that contribute to strengthening the local economy.

At its February 15, 2018 meeting the Committee made a number of motions for changes to the NCED Program that included recommended changes to the Program Guide. The motions adopted are summarized as follows:

1. To continue with the Northern Community Economic Development Program.
2. That the Northern Community Economic Development Program funding request of a maximum of \$5,000 be removed.
3. That staff evaluate all Northern Community Economic Development Program applications and that all the applications should be presented to the committee.
4. That the Northern Community Economic Development Select Committee continue to hold two funding intakes per year.
5. That the applicants align their proposed project to an economic benefit in the community.
6. That Staff develop reporting criteria.
7. That grant recipients report back to the committee before being allowed to apply for further funding with the Northern Community Economic Development Program.

It was acknowledged by the Committee that the NCED Program has been successful in supporting the initiatives of local organizations. However, the committee would like to see more measureable impacts of the funding and as such directed staff to revise the NCED program guide and update the summary report.

A revised NCED program guide is attached that addresses all the motions and includes proposed changes to the application form and summary report. The changes to the Application Form and Summary Report are based on a review of best practices of other economic development funding agencies such as the Island Coastal Economic Trust and discussions with stakeholders in the economic development community and past recipients of the NCED grants.

In the NCED Program guide the eligibility section states that projects: “must clearly demonstrate economic benefits flowing to the general business community as well as the community as a whole”.¹ To help participants consider economic indicators early in the process, two additional questions have been added to the Application Form. Specifically, question 3 requests performance measures to be identified. Question 4 requests any baseline information that can help to measure the success of the project. These questions help to establish indicators to measure and evaluate success of the project.

The summary report is structured to evaluate projects through requesting information that will assist staff to quantify the direct economic benefits of project funding in SD 69. Applicants are also asked to report on the economic indicators that were identified in their application. This is a direct link between the Application Form and the Summary Report. These changes are designed to improve the NCED application process and for reporting back to the committee. The proposed changes introduce new reporting criteria and NCED applicants will be more aware of quantifying the impacts of their project in terms of employment and goods and services purchased in the Summary Report. Furthermore, the specific request to provide a quantitative value should help to quantify the economic impacts of the projects that are funded through the NCED program.

¹ Northern Community Economic Development (NCED) Program Guide (2018) pp. 4

To ensure applicants are aware of the NCED program requirement to report back to the committee on the economic impact of the grant, this is referenced on page 4 of the Program Guide, under ineligible projects. In addition, this requirement is noted in the Summary Report.

With respect to Motions 2, 3 and 4, the reference to NCED funding limited to \$5,000 has been removed from the Program Guide; staff has provided an evaluation of all nine Northern Community Economic Development Program applications which were received as part of the spring round of NCED funding applications; and two funding intakes per year will continue.

ALTERNATIVES

1. To approve proposed revisions to the NCED Program Guide
2. To recommend other changes to the NCED Program Guide

FINANCIAL IMPLICATIONS

There are no financial implications associated with revising the NCED Program Guide.

STRATEGIC PLAN IMPLICATIONS

The NCED program presents an opportunity to advance the Board's vision of a diverse regional economy that is healthy, diverse and growing; and provides meaningful employment to residents that creates local business opportunities. The proposed changes will allow the RDN to better quantify the economic impacts of projects on District 69.



Sharon Horsburgh
shorsburgh@rdn.bc.ca
May 3, 2018

Reviewed by:

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

Attachments

1. NCED Program Guide

Northern Community Economic Development

Program Guide



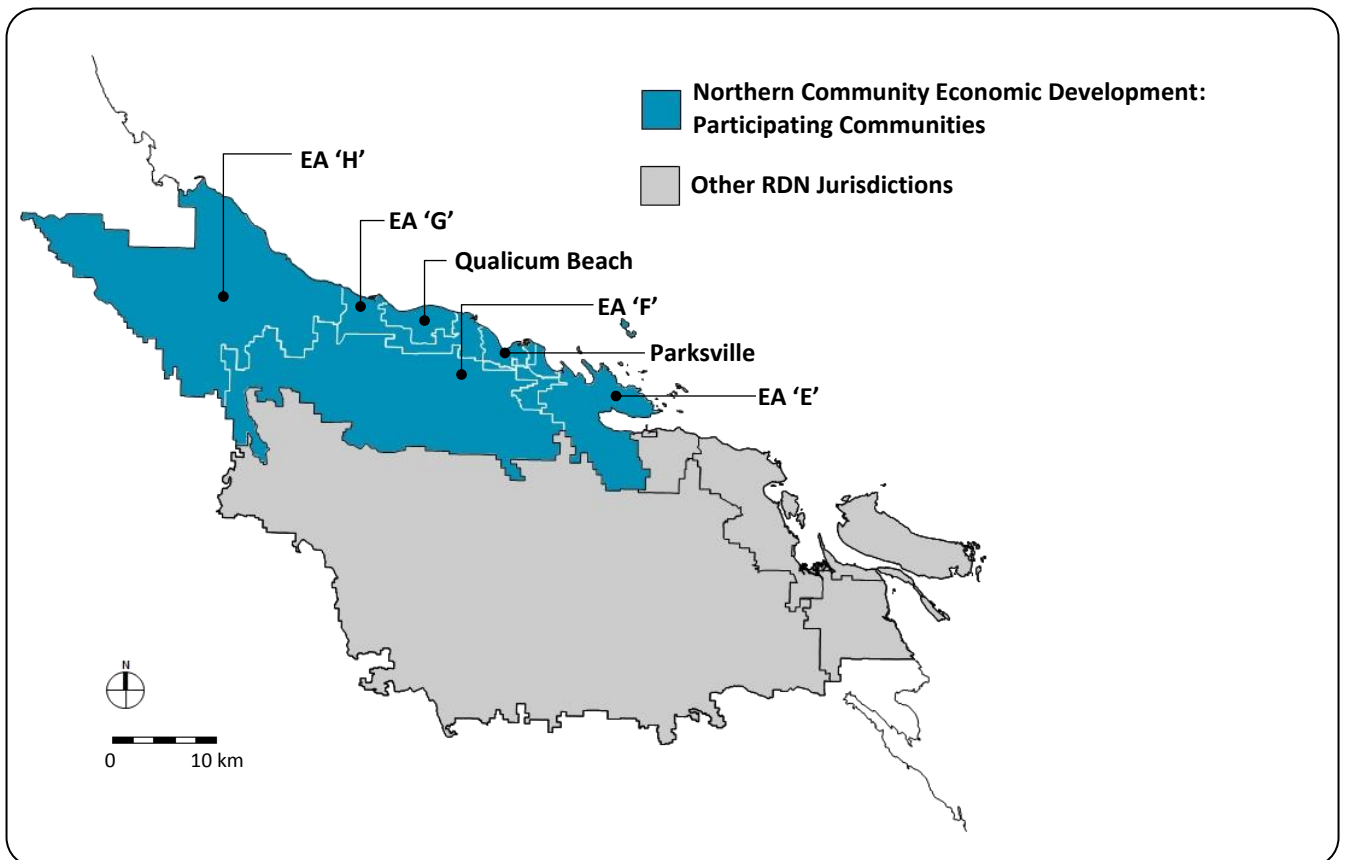
UPDATED - 2018

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Purpose

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



Board Vision: Our Economy

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

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

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

Goal: Enhanced Economic Resilience

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

Principles

Flexibility

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

Foster Diversification

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

Cultivate the Entrepreneurial Spirit

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

Support Innovation in Science and Technology

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

Facilitate Cooperation

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

Create Regional Benefits

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

Priority Areas

Employment and Skills Training

Training to support:

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

Assistance for Start-ups and Self Employment

Programs to assist small businesses with:

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

Arts, Culture and Media

Building cultural institutions in the Region through:

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

Agriculture and Aquaculture

Strengthening the economic viability of agriculture and aquaculture by:

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

Forestry and Fisheries

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

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

Renewable Energy and the Green Economy

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

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

High Tech Sector

Promote development within the high tech sector by:

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

Tourism and Recreation

Attracting more visitors with:

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

Grant Amount

Total annual funding available to be shared across all projects is \$50,000. To maintain flexibility in approving project funding, no maximum dollar amount for an individual project will be set. However, it is the intent of the program to fund the broadest range of projects possible, providing the greatest net economic benefit to the region. Prospective applicants are encouraged to contact RDN staff to discuss project ideas and scope.

Eligibility

Eligible Projects

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

Ineligible Projects

Ineligible projects are those located outside the Service area or that do not provide a direct economic benefit to one or more of the participating communities. In addition, projects that provide direct financial assistance to support business or commercial activities cannot be funded through this Program¹. To ensure eligibility for funding, businesses are encouraged to build partnerships with complementary businesses or organizations to develop eligible projects.

For previous NCED grant recipients, the RDN must be in receipt of any outstanding summary reports associated with previous eligible projects to be considered for any future grant funding.

Eligible Costs

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

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

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

Ineligible Costs

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

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

Evaluation Criteria

Projects will be evaluated against the following criteria:

Project Viability

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

Financial and Administrative Feasibility

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

Economic Benefit

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

New and Unique

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

Community Support

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

Approval and Payment of Grant

Application Deadline

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

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

Digital copies in pdf format can be sent to nced@rdn.bc.ca.

Application Package

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

Awarding of Projects

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

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

Payment of Grant

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

Reporting Outcomes

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

Northern Community Economic Development

Forms:

Application Form

Summary Report

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

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

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

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

(Please attach additional pages as necessary.)

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

(Please attach additional pages as necessary.)

3. DESCRIBE THE PERFORMANCE MEASUREMENT YOU INTEND TO APPLY TO MEASURE YOUR PROJECT'S SUCCESS IN ACHIEVING PROJECT BENEFITS:

(Please attach additional pages as necessary.)

4. IDENTIFY BASELINE INDICATORS THAT WILL BE USED TO MEASURE THE SUCCESS OF YOUR PROJECT:

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

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

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.

SIGNATURE	DATE:
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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 R V9T 6N2

SUBMIT DIGITAL COPIES TO: nced@rdn.bc.ca

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

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

2. PROJECT RATIONALE

2A) PLEASE DESCRIBE THE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT HAVE RESULTED FROM THIS PROJECT:

2B) PLEASE DESCRIBE THE PROGRAM RATIONALE BY EXPLAINING WHAT ISSUE OR OPPORTUNITY YOUR PROJECT ADDRESSES AND WHY THIS IS IMPORTANT TO DISTRICT 69:

(Please attach any supporting information that quantifies the economic benefits of the project.)

3. PROJECT BENEFITS

PLEASE QUANTIFY THE ECONOMIC IMPACTS OF THIS PROJECT ON THE COMMUNITY? THIS WILL ASSIST THE RDN TO MEASURE THE PERFORMANCE OF THE NCED PROGRAM ON THE LOCAL ECONOMY. TO MEASURE ECONOMIC OUTPUT LOCALLY WE HAVE PREPARED THE FOLLOWING QUESTIONS:

3a) ESTIMATE DIRECT TEMPORARY AND PERMANENT POSITIONS:

(i) TEMPORARY POSITIONS _____

(ii) LONG TERM POSITIONS _____

3b) IDENTIFY INCREMENTAL ECONOMIC BENEFITS: *detail all new, incremental economic benefits to SD-69.*

(Please attach additional pages as necessary.)

4. PLEASE OUTLINE THE VALUE OF GOODS AND SERVICES PURCHASED LOCALLY?

(Please attach additional pages as necessary.)

5. ECONOMIC INDICATORS

IN THE NCED APPLICATION FORM APPLICANTS ARE REQUESTED TO IDENTIFY PERFORMANCE MEASURES AND ECONOMIC INDICATORS USED TO MEASURE ECONOMIC IMPACT OF EACH PROJECT. PLEASE CAN YOU REPORT OUT ON THE ECONOMIC BENEFITS OF YOUR PROJECT:

(Please attach additional pages as necessary.)

OFFICE USE ONLY:

DATE RECEIVED:

RECEIVED BY:

POSTED ONLINE:

YES

NO

Please Note:

- Completed Summary Reports will be posted publicly on the Regional District of Nanaimo website.
- To be eligible for future funding Summary Reports must be submitted to the RDN.