

## **Review #3 – Marine Related Services Sector Planning & Marketing Documents**

Documents Reviewed:

- Mobilizing Assets for Targeted Growth in the Boat Building & Marine Related Services Sector – Discovery Centre for Entrepreneurship
- Boat Building Profile - LEDC
- Business Opportunities in the Marine Sector - LEDC

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### **BOAT-BUILDING AND RELATED MARINE MANUFACTURING**

This 2-pager discusses the community and reasons why/how it is business-supportive, i.e. through the now-defunct Economic Development Corporation. The article discusses the natural landscape and how the inner harbour is a highlight for boaters, being naturally protected and provides easy access to the Gulf Islands; OBMG and community marina, government wharf.

### **LADYSMITH: WHERE OPPORTUNITY DOCKS, BUSINESS OPPORTUNITIES IN THE MARINE SECTOR**

Created by the EDC, this single-fold brochure-style document is very similar to the previous article discussing many of the same issues, community benefits, opportunities, and support that the EDC can and will offer to small business/entrepreneurs willing to set up marine shop in Ladysmith.

### **MOBILIZING ASSETS FOR TARGETED GROWTH IN THE BOAT BUILDING & MARINE-RELATED SERVICES SECTOR**

***The goal of this project is to help the Ladysmith EDC look at the community with a “beginner’s eye” so that the team is empowered to create Ladysmith’s socio-economic destiny.”***

This document is community development-centric in terms of what the EDC could achieve in creating a strong marine sector in the Town of Ladysmith. Provided are numerous ready-to-implement strategies to develop the sector ranging from partnerships with nearby communities (i.e. Gabriola Island, Sydney, Anacortes, Granville Island) with strong boating communities and programs/workshops to describing the marketing/communications strategies to attract boat builders to Town, from starting a Harbour Commission/Port Authority to producing a product that creates a message worth spreading.

The report identified five target sectors for examination and development over the “next year”

1. Boat building and marine-related manufacturing
2. Professional services/knowledge-based businesses
3. Tourism infrastructure
4. Food and beverage processing
5. Value-added wood products manufacturing

Discusses Community Economic Development (CED) and guidelines to connect with media and industry. Four hundred industry contacts included in report and a disconnect found between municipal licensing business licence database and number of operators doing business in the community.

Provides direct responses to boat-builders and related suppliers/manufacturers with an article asking if boat builders would consider relocating to Ladysmith or not. Responses indicated Ladysmith was a nice town but asked what is so special about Ladysmith to set up here (i.e. access to supplies and shipping, is the market big enough to provide people that would buy \$3500/4000 kayaks/canoes or \$660,000 yachts?).

Economic Drivers: financial, demographic, product drivers. Lengths of boats purchased, in order to capitalize on these drivers Ladysmith needs to increase community's production capacity, skilled work force development and optimal utilization of land and water lots.

Gap analysis conducted to include what is missing in Ladysmith to be that top-notch desirable location to set up shop here:

1. A fuel dock
2. Haul out facilities
3. Marine chandlery and hardware
4. Public awareness initiatives to let visitors know what marine facilities and services are available

Economic development strategic recommendations provided to include communications, becoming an info-preneur, diversify thinking and the local economy, utilize and maintain industry database, develop marine skills competencies.

Oak Bay Marine Group referenced many times to mention their acting as a catalyst for boat/marine growth (i.e. through development of 60-80' slips).