

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Marine-Sector "Infopreneur" Communications and External Promotion Activities (G2:O1:PG1:p2)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG1: Marine sector attraction
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BRIEF DESCRIPTION OF THE PROJECT:

Engagement in external promotion of Ladysmith for recruitment and attraction by communicating messages through publications and events

ACTION STEPS:

- Establish list of appropriate publications
- Hire professional writer to research and develop stories on the marine sector in Ladysmith
- Seed stories to publications
- Post stories on Town of Ladysmith website
- Engage in trade shows related to marine sector

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Funding for multi-year efforts

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Attraction of one new marine manufacturing operation to the boat building and marine-related manufacturing sector by 2010

TARGET GROUPS:

- Marine-sector businesses outside Ladysmith
- Marine-sector support services outside Ladysmith

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Ladysmith Marina/Oak Bay Marine Group
- Ladysmith Maritime Society
- Existing marine-related businesses in Ladysmith
- CVRD/Cowichan Economic Development Commission

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:
\$16,000 (2008)

MUNICIPAL GOVERNMENT:
\$10,500

EXTERNAL FUNDING:
\$5,500 (CISP 2008)

PROJECT DURATION/TIMEFRAME:

2008-2010

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Target Sector Profile Development for the Professional Services and Knowledge-Based Businesses (G2:O1:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG2: Professional Services and Knowledge-Based Businesses Attraction
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BRIEF DESCRIPTION OF THE PROJECT:

Road map to the attraction of businesses from the professional services and knowledge-based businesses that includes a sector definition and overview as well as assessment of opportunities in Ladysmith and marketing strategies

ACTION STEPS:

- Issue RFP to hire a consultant to undertake the research
- Develop profile and strategies
- Present final report to EDC

SUCCESS ASSUMPTIONS/PREQUISITES:

- CISP Funding

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Road map to recruitment and attraction into the professional services and knowledge-based businesses sector

TARGET GROUPS:

- Potential new businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Existing professional services and knowledge-based businesses

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$9,000	\$4,500	\$4,500 (CISP 2007)

PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Action Planning for Recruitment for Professional Services and Knowledge-Based Businesses (G2:O1:PG2:p2)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG2: Professional Services and Knowledge-Based Businesses Attraction
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BRIEF DESCRIPTION OF THE PROJECT:

Prioritize strategies for the development of a comprehensive action plan to recruit businesses from the professional services and knowledge-based sector

ACTION STEPS:

- Examine strategies detailed in target sector profile
- Develop a list of priorities for engagement
- Implement strategies

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Sufficient information gathered in target sector profile
- Timing of efforts in relations to other target sector marketing

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Attraction of three new businesses to the Professional Services and Knowledge-Based businesses sector, including at least one which would require commercial space and/or have 10 or more employees within 3 years of launch (2011)

TARGET GROUPS:

- Professional Services and Knowledge-Based Businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Building Owners with available space for lease/purchase

OVERALL RESPONSIBILITY:

Economic Development Commission, Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:
TBD

MUNICIPAL GOVERNMENT:
TBD

EXTERNAL FUNDING:
TBD

PROJECT DURATION/TIMEFRAME:

2009

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Recruitment of Major Tourism Attraction (G2:O1:PG3:p1)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG3: Tourism Infrastructure and Amenities Attraction
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BRIEF DESCRIPTION OF THE PROJECT:

ACTION STEPS:

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SUCCESS ASSUMPTIONS/PREREQUISITES:

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EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Attraction of one new major tourist attraction to the tourism infrastructure sector

TARGET GROUPS:

- Potential new investors, developers

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

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OVERALL RESPONSIBILITY:
 Economic Development Commission

IMPLEMENTATION:
 Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
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PROJECT DURATION/TIMEFRAME:

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Recruitment of Non-Waterfront Hotel Attraction (G2:O1:PG3:p2)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG3: Tourism Infrastructure and Amenities Attraction
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BRIEF DESCRIPTION OF THE PROJECT:

Encourage the development of appropriate business-type accommodation option in Ladysmith to increase overnight stays

ACTION STEPS:

- Engage with private sector in developing opportunities to locate a hotel in Ladysmith
- Follow Investor Response Strategy in exploring opportunities with private sector

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Appropriate land is available for development

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Recruitment of two hotels to the tourism infrastructure sector

TARGET GROUPS:

- Potential new investors, developers

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Local investors

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: RV Park and Camping Facilities Attraction (G2:O1:PG3:p3)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG3: Tourism Infrastructure and Amenities Attraction
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BRIEF DESCRIPTION OF THE PROJECT:

Attract a provider of RV and camping facilities to the Ladysmith and immediate surrounding area

ACTION STEPS:

- Explore options for locations appropriate for RV and camping facilities
- Develop partnerships to explore options
- Engage with private sector to undertake opportunity

SUCCESS ASSUMPTIONS/PREQUISITES:

- Appropriate land is available

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Attraction of a camping and/or RV facility to tourism infrastructure sector

TARGET GROUPS:

- Short-term and long-term visitors (tourists)

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Chemainus First Nations
- Private Developer/Investor

OVERALL RESPONSIBILITY:

Economic Development Commission, Tourism Advisory Committee

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
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PROJECT DURATION/TIMEFRAME:

2011

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Target Sector Profiles Development for Value-Added Wood Manufacturing, Food and Beverage Processing and Other Sectors (G2:O1:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG4: Value-added wood products, food and beverage processing and other target sector attraction
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BRIEF DESCRIPTION OF THE PROJECT:

Development of profiles that provide details on the target sectors as well as an overview of opportunities and marketing strategies to undertake recruitment within the value-added wood manufacturing, food and beverage processing and other sectors.

ACTION STEPS:

- Establish partnerships with other communities to research opportunities in sectors
- Develop RFP to engage consultant to undertake research
- Share findings with partners

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Target sectors are still viable for recruitment efforts
- Changes in the economy

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Road map to engaging in business recruitment for these sectors

TARGET GROUPS:

- Potential new businesses and investors in these target sectors

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Existing businesses in related sectors
- Cowichan Valley Regional District / Cowichan Economic Development Commission
- City of Nanaimo

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$20,000	\$10,000	\$10,000 (CISP-2011)

PROJECT DURATION/TIMEFRAME:

2011

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

<p>PROJECT TITLE: Action planning for Recruitment into Target Sectors, including partnership possibilities (G2:O1:PG2:p2)</p>	<p>RELEVANCE TO STRATEGY PROGRAM: G2:O1: Recruit and attract businesses in strategic target economic sectors to compliment, diversify and strengthen the economy G2:O1:PG4: Value-added wood products, food and beverage processing and other target sector attraction</p>
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BRIEF DESCRIPTION OF THE PROJECT:

Development of priority activities and implementation in the recruitment of target sectors businesses and the development of regional partnerships to leverage resources and increase successful completion

ACTION STEPS:

- Gather potential partners
- Developing an action plan (priority setting)
- Implementing strategies

SUCCESS ASSUMPTIONS/PREQUISITES:

- Interest by regional partners

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Attraction of two value-added wood products firms or attraction of additional investment partners to help existing wood products businesses expand and diversify the value-added wood sector
- Attraction of one new food processing operation

TARGET GROUPS:

- Value-added wood manufacturers
- Food and beverage processing businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- CVRD/Cowichan EDC
- City of Nanaimo
- Private Sector

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

TBD

MUNICIPAL GOVERNMENT:

TBD

EXTERNAL FUNDING:

TBD

PROJECT DURATION/TIMEFRAME:

2012

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Engagement with Mayor and Council In Regular Communications on the Waterfront (G2:O2:PG1:p1)	RELEVANCE TO STRATEGY PROGRAM: G2:O2: Engage In the comprehensive and strategic development of the waterfront assets of the community G2:O2:PG1: Waterfront Development Support
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BRIEF DESCRIPTION OF THE PROJECT:

Regular briefing on progress made in the in the development of the waterfront to ensure ability to add value to the process in the short and long term

ACTION STEPS:

- EDC Chair hold regular informal conversation with Mayor
- EDC invite Mayor and City Manager to present periodically at EDC meetings

SUCCESS ASSUMPTIONS/PREQUISITES:

- Appropriate timing for dialogue
- Development of an avenue for communication

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Improved communications
- Improved advisory capacity by the EDC to Council

TARGET GROUPS:

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POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- EDC/Council

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

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EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Waterfront Request for Proposal Process Input Provision (G2:O2:PG1:p2)	RELEVANCE TO STRATEGY PROGRAM: G2:O2: Engage in the comprehensive and strategic development of the waterfront assets of the community G2:O2:PG1: Waterfront Development Support
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BRIEF DESCRIPTION OF THE PROJECT:

Development of added-value and information to the preparation of the request for proposal for the waterfront

ACTION STEPS:

- Engage with Mayor and Council to provide input
- Develop key economic development messages for use in the RFP

SUCCESS ASSUMPTIONS/PREQUISITES:

- Appropriate timing for dialogue
- Development of an avenue for communication

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Added-value to waterfront RFP process

TARGET GROUPS:

-

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Mayor and Council

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

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EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

TBD

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Delivery of Investor Response Activities (G2:O3:PG1:p1)	RELEVANCE TO STRATEGY PROGRAM: G2:O3: Respond to potential investors and engage in activities which increase the attraction of external investment into the community G2:O3:PG1: Investor Response Strategy
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BRIEF DESCRIPTION OF THE PROJECT:

Ongoing delivery of activities and communication with investors as a response to inquiries or requests for information

ACTION STEPS:

- Engage with potential investors
- Provide information as requested
- Engage "A" team and Technical team as required

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Adherence to the Investor Response Strategy

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Successful completion of business attraction efforts
- Measurables in each target sector is achieved

TARGET GROUPS:

- New investors
- Leads and prospects (depending on stage of activity)

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- "A" Team (EDC, Council, etc)
- Technical Team (Development Services, Engineering, Public Works)

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

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EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Provision of Municipal Film Coordination Services (G2:O3:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G2:O3: Respond to potential investors and engage in activities which increase the attraction of external investment into the community G2:O3:PG2: Municipal Film Coordination
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BRIEF DESCRIPTION OF THE PROJECT:

Providing coordination services for filming in Ladysmith as well as providing film companies with the necessary permits to operate

ACTION STEPS:

- First point of contact for filming in community
- Coordination with Film Cowichan on overall service delivery
- Coordination of municipal services for film company
- Communication with affected residents and businesses (unless undertaken by film company)
- Issuance of film permit

SUCCESS ASSUMPTIONS/PREQUISITES:

- Coordination support from Film Cowichan

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Successful coordination of filming activity

TARGET GROUPS:

- Film production companies

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Film Cowichan
- Local business community

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
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PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Ladysmith Film Permit Package Review (G2:O3:PG2:p2)	RELEVANCE TO STRATEGY PROGRAM: G2:O3: Respond to potential investors and engage in activities which increase the attraction of external investment into the community G2:O3:PG2: Municipal Film Coordination
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BRIEF DESCRIPTION OF THE PROJECT:

Updating the current film package so as to reflect the changing needs and conditions of the community as well as to match it with other film packages being used in the Cowichan Region

ACTION STEPS:

- Research and analyze other film permit packages issued within the Cowichan Region
- Prepare draft changes for Council resolution
- Post new film permit package on Town website

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Permit package is in line with rest of Cowichan region

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Updated Film Permit Package

TARGET GROUPS:

- Film production companies

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Film Cowichan

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

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EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 2: DIVERSIFIED BUSINESS

PROJECT TITLE: Local Business Education on Working with Film Companies (G2:O3:PG2:p3)	RELEVANCE TO STRATEGY PROGRAM: G2:O3: Respond to potential investors and engage in activities which increase the attraction of external investment into the community G2:O3:PG2: Municipal Film Coordination
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BRIEF DESCRIPTION OF THE PROJECT:

Local businesses have indicated a need to be better prepared in advance of film production, especially in regards to negotiating terms, establishing value of disruption and evaluating benefits

ACTION STEPS:

- Coordinate with Film Cowichan to deliver workshop in Ladysmith
- Communicate with interested businesses about the workshop
- Follow-up as necessary

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Private sector participation

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Workshop is delivered

TARGET GROUPS:

- Local businesses most often affected by filming
- Interested businesses and residents in understanding how the film business works

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Film Cowichan
- Ladysmith Downtown Business Association
- Ladysmith Chamber of Commerce

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer, Film Cowichan

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Available Industrial and Commercial Land and Building Database (G3:O1:PG1:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O1: Identify and maintain Ladysmith's community assets and resources impacting economic development G3:O1:PG1: Community Assets Mapping
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BRIEF DESCRIPTION OF THE PROJECT:

Development of a comprehensive database of land and buildings available for purchase or lease for both industrial and commercial uses. This database is an effective tool in communicating to investors what is available in Ladysmith

ACTION STEPS:

- Establish research parameters
- Engage coop-student, intern, or consultant to undertake research
- Engage software designer to develop Access database to record information
- Prepare an economic development investment profile
- Post on the Town website
- Communicate results to local business groups

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Funding for research and database assistance
- Database upkeep and maintenance over time

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Understanding of available land and buildings
- At your fingertips information for investors

TARGET GROUPS:

- Potential investors

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Corporate Services Department
- Development Services Department
- Ladysmith Chamber of Commerce
- Ladysmith Downtown Business Association
- Private land and building owners

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer, Coop-Student/Consultant

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$10,000	\$7,000	\$3,000 (CISP 2008)

PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Community And Economic Development Readiness Assessment (G3:O1: PG1:p2)	RELEVANCE TO STRATEGY PROGRAM: G3:O1: Identify and maintain Ladysmith's community assets and resources impacting economic development G3:O1:PG1: Community Assets Mapping
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BRIEF DESCRIPTION OF THE PROJECT:

Analysis of the community's assets in terms of baseline, civic, economic development, and community development capacity.

ACTION STEPS:

- Examine baseline capacity: services without which the community can't function well such as water, sewer, telecommunications, utilities, emergency services, healthcare
- Examine civic capacity: community vision, strategic plans, leadership, functional organizations, partnerships and collaboration
- Examine economic development capacity: infrastructure, facilities and program contributing to economic development including industrial sites, market realities, transportation Infrastructure
- Examine community development capacity: facilities, programs, attitudes and ordinances that contribute to quality of life and community development

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Collaboration from other Town departments
- Adherence to best practices (Assessment: 2001 Oregon Economic and Community Development Department)

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Comprehensive assessment of community assets
- Action plan to improve upon existing assets

TARGET GROUPS:

- Existing businesses
- New businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Ladysmith Downtown Business Association
- Ladysmith Chamber of Commerce
- Development Services Department, Engineering, Public Works, Parks Recreation and Culture

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

TBD

MUNICIPAL GOVERNMENT:

TBD

EXTERNAL FUNDING:

TBD

PROJECT DURATION/TIMEFRAME:

2009

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: GIS Mapping for Economic Development (G3:O1: PG1:p3)	RELEVANCE TO STRATEGY PROGRAM: G3:O1: Identify and maintain Ladysmith's community assets and resources impacting economic development G3:O1:PG1: Community Assets Mapping
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BRIEF DESCRIPTION OF THE PROJECT:

Development of components directly related to economic development as part of the overall design of the GIS system for Ladysmith

ACTION STEPS:

- Identification of necessary information from land and building database
- Translation of information into GIS data
- Training on use of GIS software
- Development of maps and supporting materials for economic development

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Dependent on development of GIS by other Town departments

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Ability to produce maps for investors on available properties
- Mapping capability for community profile and other resources

TARGET GROUPS:

- Town of Ladysmith Staff
- External Users

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Development Services Department, Engineering, Public Works

OVERALL RESPONSIBILITY:

Development Services Department

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

TBD

MUNICIPAL GOVERNMENT:

TBD

EXTERNAL FUNDING:

TBD

PROJECT DURATION/TIMEFRAME:

TBD

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Downtown Banner Project (G3:O1:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O1: Identify and maintain Ladysmith's community assets and resources impacting economic development G3:O1:PG2: Aesthetic Improvements and Maintenance
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BRIEF DESCRIPTION OF THE PROJECT:

Design and selection of new banners for light standards in downtown area

ACTION STEPS:

- Determine number of banners to be replaced
- Assure consistency of style and colours
- Order banners

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Coordination between various banner programs

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- New banners are erected

TARGET GROUPS:

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POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Ladysmith Downtown Business Association
- Ladysmith Chamber of Commerce

OVERALL RESPONSIBILITY:

Development Services Department

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:
TBD

MUNICIPAL GOVERNMENT:
TBD

EXTERNAL FUNDING:
TBD

PROJECT DURATION/TIMEFRAME:

2010

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Engagement of Existing Land Owners Development of Industrial Park (G3:O2:PG1:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O2: Develop further industrial and business park opportunities for strategic development G3:O2:PG1: Rocky Creek Industrial Park Development
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BRIEF DESCRIPTION OF THE PROJECT:

Connecting with present landowners of industrial zoned property within the Rocky Creek Industrial Park to both make more land available for development as well as ensure that it is done in the most appropriate fashion for the healthy growth of the community

ACTION STEPS:

- Develop a comprehensive list of landowners in Rocky Creek Industrial Park
- Develop key messages on value of land for economic development
- Engage in communications with land owners

SUCCESS ASSUMPTIONS/PREQUISITES:

- Completion of Land and Building Database

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Communication flow on changes to existing land base

TARGET GROUPS:

- Land owners in Rocky Creek Industrial Park

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- CVRD/Cowichan EDC

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission, Economic Development Officer

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

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EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

2009

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: South Ladysmith Industrial Park Status Upgrade (G3:O2:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O2: Develop further industrial and business park opportunities for strategic development G3:O2:PG2: South Ladysmith Industrial Park Development
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BRIEF DESCRIPTION OF THE PROJECT:

Outside of the remaining land in the Rocky Creek Industrial Park, the South Ladysmith Industrial Park represents the most likely outlet for development once it is released and/or marketed by the Crown.

ACTION STEPS:

- Keep informed of changes to status
- Encourage private-first nations partnership in development of land
- Engage with Province on upgrading status of land

SUCCESS ASSUMPTIONS/PREQUISITES:

- Completion of negotiations with Province in Waterfront Development

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Crown Land available for purchase or lease in the South Ladysmith Industrial Park

TARGET GROUPS:

- Province

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Potential new businesses

OVERALL RESPONSIBILITY:

Economic Development Commission, Council

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

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MUNICIPAL GOVERNMENT:

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EXTERNAL FUNDING:

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PROJECT DURATION/TIMEFRAME:

TBD

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Implementation of Local Harbour Management Governing Body (G3:O3:PG1:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O3: Support local community groups in developing infrastructure strategies that enhance economic development G3:O3:PG1: Local Harbour Management
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BRIEF DESCRIPTION OF THE PROJECT:

The EDC sub-committee on local harbour management has conducted research on both the present harbour assets as well as models for effective harbour management for future implementation in Ladysmith.

ACTION STEPS:

- Receive a final report on the work of the Local Harbour Management Committee
- Develop an action plan for implementation
- Establish necessary partnerships for implementation

SUCCESS ASSUMPTIONS/PREQUISITES:

- Political will to engage in establishing a harbour management body

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Operating local harbour management body

TARGET GROUPS:

- Marine-related operators
- Boaters
- Commercial marine industry

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Ladysmith Maritime Society

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission

PROJECT BUDGET:

TOTAL:

TBD

MUNICIPAL GOVERNMENT:

TBD

EXTERNAL FUNDING:

TBD

PROJECT DURATION/TIMEFRAME:

2009

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Mid-Island Transportation Task Force Participation (G3:O3:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O3: Support local community groups in developing Infrastructure strategies that enhance economic development G3:O3:PG2: Strategic Transportation Advocacy
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BRIEF DESCRIPTION OF THE PROJECT:

Regional partnership to examine common transportation issues, study challenges and develop solutions on a mid-island basis

ACTION STEPS:

- Participate in discussions with Task Force
- Engage in regional studies in regards to transportation

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Priorities set by Task Force

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Regional support for transportation-related issues

TARGET GROUPS:

- Transportation companies
- Commuters

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Task Force Members

OVERALL RESPONSIBILITY:

Economic Development Commission, Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
-	-	-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Yearly Update of the Ladysmith Community Profile (G3:O4:PG1:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG1:Community Information Materials
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BRIEF DESCRIPTION OF THE PROJECT:

Ladysmith's Community Profile requires updating on an annual basis depending on the information available from Census data, BC stats and municipal data

ACTION STEPS:

- Gather community and business-focus statistical data
- Analysis of information
- Development of maps and supporting graphics
- Design of document for print and web publication
- Printing and electronic posting
- Distribution

SUCCESS ASSUMPTIONS/PREQUISITES:

- Availability of data (by publication date)

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Annual update published (print and website)

TARGET GROUPS:

- Potential new businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

-

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$2,500 (yearly)	\$2,500 (yearly)	

PROJECT DURATION/TIMEFRAME:

Q2 every year

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Participation in the Enterprise Edition (G3:O4:PG1:p2)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG1:Community Information Materials
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BRIEF DESCRIPTION OF THE PROJECT:

Take 5 launched the first "Enterprise Edition" in 2007 which details ongoing economic development efforts, recent and proposed developments as well as business profiles. The publication has a 2 year shelf life.

ACTION STEPS:

- Prepare advertising materials for publication
- Provide Take 5 with resource materials such as statistics and maps
- Encourage development of stories in line with key EDC messages
- Engage in distribution of publication to potential investors

SUCCESS ASSUMPTIONS/PREQUISITES:

- Effectiveness of use of publication
- Private sector support for publication

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Promotion of economic development efforts

TARGET GROUPS:

- Existing businesses
- Potential new businesses
- Local residents

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Take 5 Magazine

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$1,500 per year	\$1,500 per year	

PROJECT DURATION/TIMEFRAME:

2009, 2011 (every second year)

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Development and Update of Ladysmith Community Investment Profile (G3:O4:PG1:p3)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG1:Community Information Materials
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BRIEF DESCRIPTION OF THE PROJECT:

This profile is strictly related to the business environment and is an addition to the more broad based community profile for use in business recruitment and attraction.

ACTION STEPS:

- Develop model for profile
- Determine level of information
- Gather business-focused data
- Analyze land and building database data for inclusion in profile
- Design profile
- Post profile in Town website
- Maintain and update data as necessary

SUCCESS ASSUMPTIONS/PREQUISITES:

- Separation of business data from community profile

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Publication of the Ladysmith Community Investment Profile

TARGET GROUPS:

- Potential new businesses
- Potential new investors

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Town of Ladysmith departments
- Ladysmith Chamber of Commerce
- Ladysmith Downtown Business Association
- Local realtors and brokers

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$1,000	\$1,000	-

PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Marketing Materials for Investment Attraction and Business Retention and Expansion (G3:O4:PG1:p4)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG1:Community Information Materials
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BRIEF DESCRIPTION OF THE PROJECT:

Development of materials for the use in attracting and retaining businesses which addresses the key messages for the community as well as speaks directly to business needs, both locally as well as in promotion efforts such as in trade shows

ACTION STEPS:

- Evaluation of existing materials
- Examination of the types of materials needed
- Development of key messages to address the gaps
- Design of appropriate materials
- Post materials as electronic versions on Town website
- Production of materials
- Distribution to key audiences
- Update of materials as necessary

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Materials are designed with longer shelf life and need little updating year to year

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Production of materials for promotion

TARGET GROUPS:

- Potential new businesses
- Targeted businesses for recruitment
- Existing businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Private Sector partners (profiling in publications)

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:
\$5,000 (2008)

MUNICIPAL GOVERNMENT:
\$5,000 (2008)

EXTERNAL FUNDING:

PROJECT DURATION/TIMEFRAME:

2008-2012

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Biz Pal Services Development (G3:O4:PG2:p1)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG2:Business Development Information
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BRIEF DESCRIPTION OF THE PROJECT:

Development of Ladysmith information for the permits and license database

ACTION STEPS:

- Gathering of permits and licenses information
- Completion of mapping
- Review of information following soft-launch
- L-framing for hard launch on Town website

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Up to date inventory of permits and licenses

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Soft-launch of Ladysmith BizPal information on BizPal.ca website
- Hard-launch of BizPal on Town of Ladysmith website

TARGET GROUPS:

- New businesses
- Potential new businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Ministry of Economic Development
- Ministry of Revenue and Small Businesses
- Development Services, Engineering, By-Law Enforcement, Finance

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:
\$500

MUNICIPAL GOVERNMENT:
\$500

EXTERNAL FUNDING:
-

PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Business License Bylaw Update (G3:O4:PG2:p2)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG2:Business Development Information
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BRIEF DESCRIPTION OF THE PROJECT:

The existing business license bylaw needs to be updated to reflect changes in the ways of doing business and to clarify portions that have proven to be confusing to new and existing businesses including home-based industries

ACTION STEPS:

- Review of existing bylaw
- Research and analyze bylaws from neighbouring communities
- Drafting of bylaw update
- Review and approval by Council

SUCCESS ASSUMPTIONS/PREQUISITES:

- Coordination between departments

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Update bylaw

TARGET GROUPS:

- Business License Holders

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Finance Department
- Corporate Services Department

OVERALL RESPONSIBILITY:

Corporate Services Department

IMPLEMENTATION:

Economic Development Officer, Corporate Services Manager

PROJECT BUDGET:

TOTAL:

-

MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

-

PROJECT DURATION/TIMEFRAME:

2008

STRATEGIC GOAL NO. 3: COMMUNITY ASSETS

PROJECT TITLE: Cost of Doing Business Research (G3:O4:PG2:p3)	RELEVANCE TO STRATEGY PROGRAM: G3:O4: Develop and maintain necessary resource and communication materials for internal and external promotion of economic development G3:O4:PG2:Business Development Information
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BRIEF DESCRIPTION OF THE PROJECT:

Research into some of the fixed and variable costs which are incurred by businesses in Ladysmith which affect the overall business climate, including commercial and property taxes

ACTION STEPS:

- Decide on what elements of the cost of doing business will be research
- Undertake a review of existing information
- Gather data from federal, provincial and other municipal sources
- Develop a template for reporting
- Present recommendations to Council as necessary

SUCCESS ASSUMPTIONS/PREQUISITES:

- Business Enabling Environment Audit is completed

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Understanding of the true costs of doing business in Ladysmith
- Changes to existing taxation structure for businesses

TARGET GROUPS:

- Existing Businesses
- Potential New Businesses

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Ladysmith Chamber of Commerce
- Downtown Business Association
- Coronation Mall Merchants' Association
- Private industry

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:	MUNICIPAL GOVERNMENT:	EXTERNAL FUNDING:
\$10,000	\$5,000	\$5,000

PROJECT DURATION/TIMEFRAME:

2010

STRATEGIC GOAL NO. 4: STRATEGIC PARTNERSHIPS

ACTIVITIES TITLE: Internal Cross Department Linkages (G4:O1:A1)	RELEVANCE TO STRATEGY PROGRAM: G4:O1: Enhance internal municipal capacity to provide economic development support programs and services
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BRIEF DESCRIPTION OF THE ACTIVITIES:

Development of greater interconnectivity with other Town departments in reaching economic development goals

ACTION STEPS:

- Develop mechanisms to engage other departments in economic development
- Increase overall knowledge about economic development

SUCCESS ASSUMPTIONS/PREQUISITES:

- Collaboration from other Town departments

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Improved capacity to respond to economic development issues
- Improved capacity to respond to business needs

TARGET GROUPS:

- Development Services Department
- Finance Department
- Public Works Department
- Engineering Department

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Development Services Department
- Finance Department
- Public Works Department
- Engineering Department

OVERALL RESPONSIBILITY:

Economic Development Officer

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:

-

MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 4: STRATEGIC PARTNERSHIPS

ACTIVITY TITLE: Community Networking (G4:O2:A1)	RELEVANCE TO STRATEGY PROGRAM: G4:O2: Establish good working relationships amongst local stakeholder groups addressing issues dealing with economic development
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BRIEF DESCRIPTION OF THE ACTIVITY:

The development and nurturing of good working relationships with community groups enhances the knowledge and delivery of economic development activities and allows for the building of partnerships to reach common goals

ACTION STEPS:

- Develop working relationships with community groups
- Attend regular meetings and engage in planning activities
- Present on economic development issues as appropriate
- Provide assistance and knowledge sharing as needed

SUCCESS ASSUMPTIONS/PREQUISITES:

-

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Partnership building
- Knowledge sharing

TARGET GROUPS:

- Ladysmith Chamber of Commerce
- Ladysmith Downtown Business Association
- Coronation Mall Merchants' Association
- Leadership BC Ladysmith
- Ladysmith Maritime Society
- Local Business Owners
- Women's Business Network

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

-

OVERALL RESPONSIBILITY:

Economic Development Commission, Economic Development Officer

IMPLEMENTATION:

Economic Development Commission, Economic Development Officer

PROJECT BUDGET:

TOTAL:

\$500 per year

MUNICIPAL GOVERNMENT:

\$500 per year

EXTERNAL FUNDING:

-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 4: STRATEGIC PARTNERSHIPS

ACTIVITY TITLE: Local Socio-Economic Services Activities (G4:O2:A2)	RELEVANCE TO STRATEGY PROGRAM: G4:O2: Establish good working relationships amongst local stakeholder groups addressing issues dealing with economic development
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BRIEF DESCRIPTION OF THE PROJECT:

Knowledge-building of issues related to the local socio-economic picture which affect, are affected by, economic development

ACTION STEPS:

- Support and advocacy on affordable/attainable housing
- Inventory and analysis of senior-focused good and services
- Support, advocacy and assistance in recruiting medical service providers

SUCCESS ASSUMPTIONS/PREREQUISITES:

- EDC member engagement in issues outside of economic development

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Awareness building of environment/community issues
- Support capacity to other community efforts

TARGET GROUPS:

- Low-income residents
- Seniors
- Medical service providers/recipients

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Affordable Housing Task Force

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission

PROJECT BUDGET:

TOTAL:

-

MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 4: STRATEGIC PARTNERSHIPS

ACTIVITY TITLE: Regional Collaboration (G4.O3.A1)	RELEVANCE TO STRATEGY PROGRAM: G4.O3: Collaborate on a regional basis in efforts which leverage the community's resources and strengths
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BRIEF DESCRIPTION OF THE ACTIVITY:

Building of regional partnerships and knowledge sharing to enhance and leverage resources and assets.

ACTION STEPS:

- Attendance at regional meetings and conferences
- Holding executive position on the Board to increase exposure and knowledge building

SUCCESS ASSUMPTIONS/PREREQUISITES:

-

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Partnership building and knowledge sharing

TARGET GROUPS:

- Vancouver Island Economic Developers Association
- Vancouver Island Economic Alliance
- Cowichan Valley Regional District/ Cowichan Economic Development Commission
- Community Futures – Central Island
- Community Futures – Cowichan
- Tourism Vancouver Island
- Tourism Cowichan
- City of Nanaimo

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

-

OVERALL RESPONSIBILITY:

Economic Development Officer, Economic Development Commission

IMPLEMENTATION:

Economic Development Officer

PROJECT BUDGET:

TOTAL:
\$1,500 per year

MUNICIPAL GOVERNMENT:
\$,500 per year

EXTERNAL FUNDING:
-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 4: STRATEGIC PARTNERSHIPS

ACTIVITY TITLE: Cheminus First Nations Relationship Building (G4:O3:A2)	RELEVANCE TO STRATEGY PROGRAM: G4.O3: Collaborate on a regional basis in efforts which leverage the community's resources and strengths
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BRIEF DESCRIPTION OF THE ACTIVITY:

Development of a working relationship and knowledge-sharing between the EDC and Cheminus First Nations on matters related to economic development

ACTION STEPS:

- Undertake regular communications
- Develop working relationship and information sharing

SUCCESS ASSUMPTIONS/PREREQUISITES:

- Mutual relationship building

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Regular Communications
- Collaboration on joint initiatives

TARGET GROUPS:

- Cheminus First Nations (Economic Development Staff and Council)

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Council

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission, Economic Development Officer

PROJECT BUDGET:

TOTAL:

-

MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 4: INTERNAL RESOURCES

ACTIVITIES TITLE: EDC-Council Relations (G5:O1:A1)	RELEVANCE TO STRATEGY PROGRAM: G5:O1: Develop two-way communications and advisory capacity between EDC and Council
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BRIEF DESCRIPTION OF THE ACTIVITIES:

The Economic Development Commission is established by Council in an advisory capacity and therefore the two must interact in a manner that provides value to the process

ACTION STEPS:

- Quarterly report to Council by Chair of the EDC
- Continuous interaction and advisory function with Council
- Review and adherence to the Terms of Reference

SUCCESS ASSUMPTIONS/PREQUISITES:

-

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Added-Value to advisory function

TARGET GROUPS:

- EDC
- Council

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

-

OVERALL RESPONSIBILITY:

Economic Development Commission, Council

IMPLEMENTATION:

Economic Development Commission, Council

PROJECT BUDGET:

TOTAL:

-

MUNICIPAL GOVERNMENT:

-

EXTERNAL FUNDING:

-

PROJECT DURATION/TIMEFRAME:

Ongoing

STRATEGIC GOAL NO. 4: INTERNAL RESOURCES

ACTIVITY TITLE: Strategic Plan Evaluation (G5:02:A1)	RELEVANCE TO STRATEGY PROGRAM: G5:02: Undertake capacity building efforts to enhance ability to achieve 5-year objectives
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BRIEF DESCRIPTION OF THE ACTIVITY:

The 5-year strategic plan is based on knowledge and vision at the time of writing, however, in a fast changing economy and growing community, periodic evaluation is necessary to determine the best direction

ACTION STEPS:

- Yearly review of overall strategic plan
- Quarterly review of ongoing activities

SUCCESS ASSUMPTIONS/PREREQUISITES:

-

EXPECTED OUTCOME/RESULTS/MEASURABLES:

- Goals and objectives are aligned
- Programs and projects reflect present needs

TARGET GROUPS:

-

POSSIBLE STAKEHOLDERS/PARTNERSHIPS:

- Council
- Ladysmith Chamber of Commerce
- Ladysmith Downtown Business Association
- Coronation Mall Merchants' Association

OVERALL RESPONSIBILITY:

Economic Development Commission

IMPLEMENTATION:

Economic Development Commission

PROJECT BUDGET:

TOTAL:

MUNICIPAL GOVERNMENT:

EXTERNAL FUNDING:

PROJECT DURATION/TIMEFRAME:

Ongoing