

March 31, 2011 | 10:00am – 11:30am PST



### Amenity-Based Rural Development

Where most rural areas are struggling to keep their population base, others appear to be attracting new residents who are motivated by the quality of life in rural areas. Amenity-based rural development (ABRD) has been emerging as a new approach to rural revitalization both internationally and in the Canadian context. In short, the approach advocates for the identification and use of natural and cultural amenities within a region to attract people, ideas and investment. This infusion of human, intellectual and financial capital is a new economic and social development driver in rural British Columbia. Where former approaches to rural development focused on the extraction and exportation of natural resources **from** rural areas, ABRD relies on the protection, promotion and valorization of natural and cultural amenities to attract people (and financial resources) **into** rural areas. New imperatives and opportunities for economic development emerge within the amenity based rural economy.

Join this webinar to learn more about the amenity based rural development approach including:

1. Which BC rural amenities can be used in ABRD;
2. How economies can be created from the use and conservation of amenities;
3. Potential impacts of ABRD in rural areas;
4. The role of regional planning and collaboration;
5. Lessons learned from regions that are involved in ABRD.
6. Application of economic development strategies to emerging rural economies

Join online



at no cost

#### Speakers will include:

- Dr. Nicole L. Vaugeois, BC Regional Innovation Chair in Tourism and Sustainable Rural Development at Vancouver Island University
- Michael C. McLaughlin, Lead Economist, Rural Futures Associates

### Register today at:

<http://www.ruralbc.gov.bc.ca/webinars/index.html>

Registration Deadline: March 28, 2011