

REGIONAL DISTRICT OF KITIMAT-STIKINE

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# ECONOMIC DEVELOPMENT



Regional District of  
**Kitimat-Stikine**

# OUTLINE

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STRUCTURE

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VISION

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STRATEGIC AREAS

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ACTION ITEMS

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IMPLEMENTATION

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SUCCESSSES

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EVALUATION


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WHAT'S NEXT?



## **RDKS ECONOMIC DEVELOPMENT**

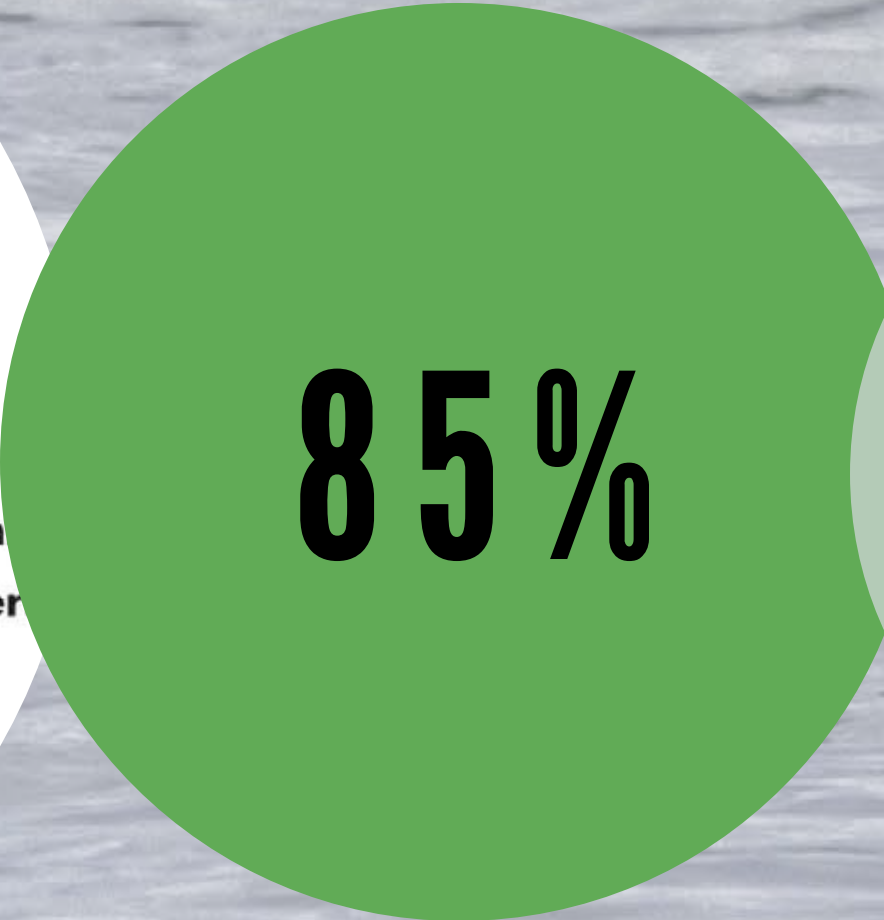
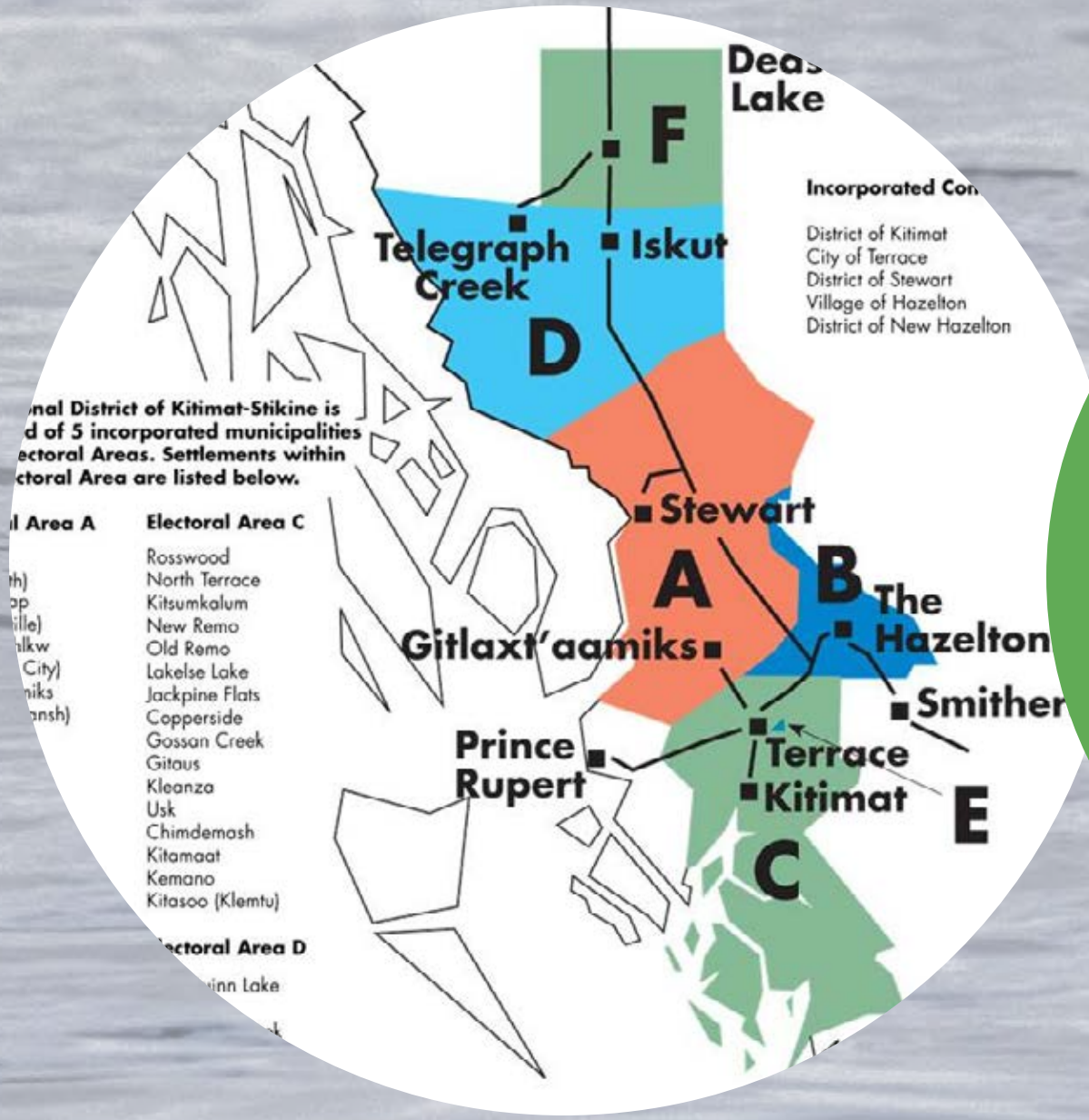
The Economic Development Commission was created in 1980 to promote economic development in the region. In 2008, the Commission's continued function was converted to a service and changed to include the municipalities of Hazelton, New Hazelton, Stewart and the Electoral Areas. A separate general government function, Regional Economic Development, includes all member municipalities and electoral areas.



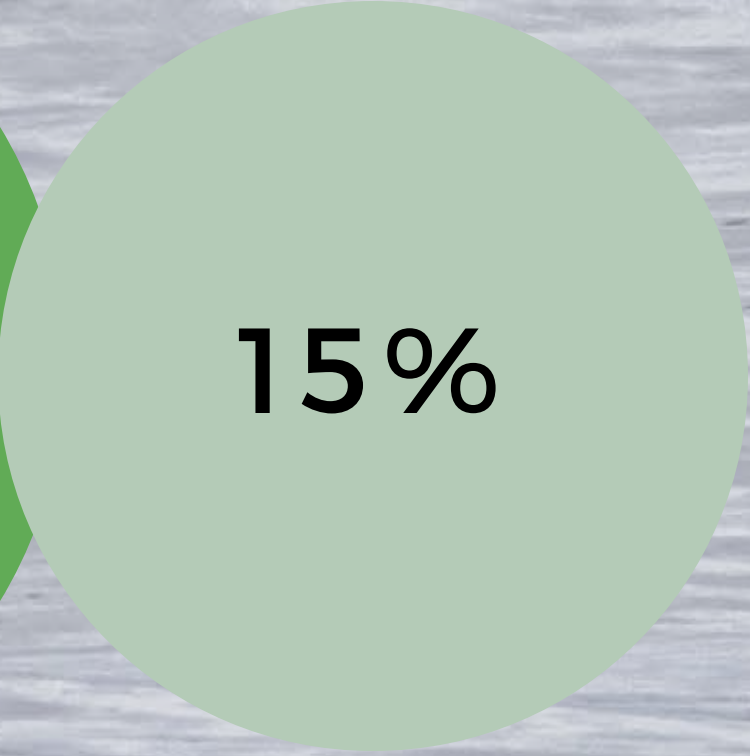
"The Regional District is hereby empowered and authorized to undertake and carry out or cause to be carried out the service of providing the promotion of economic development in and for the service area and to do all things necessary in connection therewith."

**BYLAWS 107, 236, 552**

# ALLOTMENT OF STAFF TIME



Economic  
Development  
Commission



Regional  
Economic  
Development

# REGIONAL ECONOMIC DEVELOPMENT

- Aimed at all member municipalities and electoral areas
  - Guided by Board priorities
  - No strategic plan
  - No separate meetings (part of Board meetings)
  - Typical activities: investment attraction, mining, LNG, general support and engagement
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# ECONOMIC DEVELOPMENT COMMISSION

- Encompasses Hazelton, New Hazelton, Stewart and electoral areas
- Strategic plan created from Commission vision
- Monthly meetings (typically coinciding with Friday Board meetings)
- EDO: monthly updates, reports project-dependent
- Commission: gives guidance, approval, support, community advocacy

# VISION

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**THE REGIONAL DISTRICT IS A COLLABORATIVE CONSORTIUM OF COMMUNITIES THAT WORK TOGETHER TO PRESERVE THE NATURAL BEAUTY THAT SURROUNDS US AND IMPROVE UPON THE NORTHERN SPIRIT OF LIFE THE REGION OFFERS BY FOSTERING THE GROWTH OF SMALL BUSINESSES, MARKETING THE REGION'S BEAUTY, RETAINING SUSTAINABLE RESOURCE-BASED ENTERPRISES AND ATTRACTING VALUE-ADDED AND INNOVATIVE BUSINESSES TO MAKE THE REGION'S COMMUNITIES A RECOGNIZED DESTINATION TO INVEST, LIVE AND EXPLORE.**

# STRATEGIC AREAS

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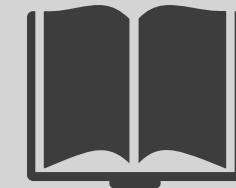
Workforce/Resident  
Attraction



Community  
Infrastructure



Business Retention  
and Expansion



Skills  
Training



Tourism  
Marketing



# DETERMINING ACTION ITEMS

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Once the strategic areas were determined, an exhaustive list of potential action items were developed according to each strategic area. From this, an evaluation matrix (feasibility, complexity, benefits) was given to the directors to rank each item. The scores of the items were averaged and the priority of each action item was determined. In the plan, a caveat was added, identifying that should a lower priority present itself as a "quick win" or be essential for a higher priority's success, it would end up being acted upon sooner.





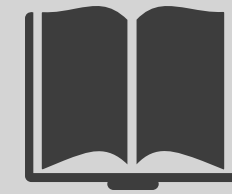
### Workforce/Resident Attraction



### Community Infrastructure



### Business Retention and Expansion



### Skills Training



### Tourism Marketing

- Promote high-speed internet and pursue where lacking
- Target healthcare professionals
- Target educational professionals
- Target retirees
- Create content

- Advocate for essential services
- Murals and beautification
- Wayfinding and signage
- Investigate opportunities for suitable housing
- Investigate possibilities of: business space, high-speed internet, childcare facilities, cell service

- Business walks
- Need-specific business walk follow-up
- Promote shopping local
- Regional business retention strategy
- Assist agricultural businesses
- Assist with marijuana-related opportunities

- Help increase essential courses in local schools
- Help with distance education facilities/equipment
- Investigate possibilities for local campuses, training facilities
- Help increase access to adult ed
- Labor market study

- Promote: hiking, fishing, winter sports, leisure activities, festivals, target sports
- Target overseas markets, travel trade
- Integrate translation in marketing
- Help promote region to film industry
- Investigate regional partnerships

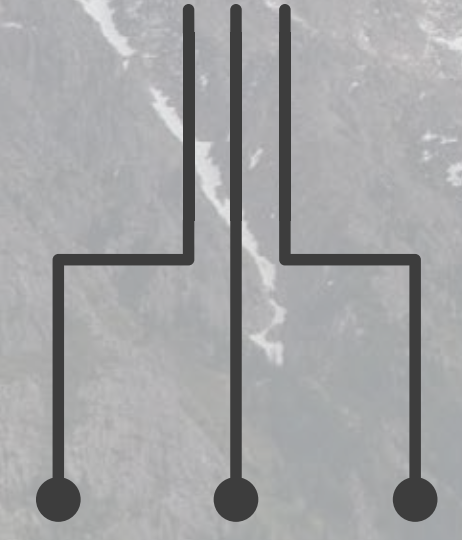
**STRATEGIC  
AREAS**



**ACTION  
ITEMS**



**RESEARCH AND/OR  
ENGAGEMENT**



**FEASIBLE  
OPTION(S)**

**COMMISSION  
INPUT**



**INDIVIDUAL  
TACTIC/ACTION**

**STRATEGIC  
AREA PLANS**

Most strategic areas within the strategic plan are new to the Economic Development Commission, and are therefore unstructured. Strategic Area Plans give more structure by identifying how staff will operate and determine the best operational strategies to take in order to achieve the action item under the strategic area. This improves long-term efficiency.



"Live by the ~~sword~~  
numbers, die by the  
~~sword~~ numbers"

- Ec Dev take on Greek Proverb

# IMPLEMENTATION PLAN

The implementation plan lays out reasonable measurements, high-level methods and reporting, and the "best case" indicator target.

## IMPLEMENTATION PLAN

*The Implementation Plan is meant to be a digestible document to help internal and external partners capitalize on shared priorities and work with the Economic Development department on different action items throughout the term. It identifies a general method to each item and what indicators will be used to track effectiveness of each initiative. Key stakeholders will be identified and engaged on a case-by-case basis. Research and planning will be performed internally to help identify individual tactics to implement to complete each action item. Reporting on individual tactics is to occur as identified in the Implementation Plan, and monthly status updates will also be given to the Commission.*

	Indicator	Data source	Rationale	Responsibility	Methodology	Audience	Reporting	Baseline	Target	
Workforce and Resident Attraction	Video Creation	Projects	EDO	Essential for other action items	EDO	Record # of videos created	Organizations	Annual		
	Healthcare Professionals	Public sector's participation in program delivery	Organizations	Creating useful tools for organizations attracting staff	EDO	Number of program elements made available to and used by organizations will be recorded. User satisfaction to be surveyed.	Organizations	Record quantity of program elements organizations engage with; record at end of phases/projects	Start of project	100% Utility/engagement
	Educational Professionals	Public sector's participation in program delivery	Organizations	Creating useful tools for organizations attracting staff	EDO	Number of program elements made available to and used by organizations will be recorded. User satisfaction to be surveyed.	Organizations	Record quantity of program elements organizations engage with; record at end of phases/projects	Start of project	100% Utility/engagement
	Retirees	Businesses', individual's participation in program delivery	Businesses	Creating useful tools for businesses that would patron to retirees	EDO	Number of program elements made available to and used by organizations will be recorded. User satisfaction to be surveyed.	Businesses	Record quantity of program elements organizations engage with; record at end of phases/projects	Start of project	100% Utility/engagement

# SUCCESSES POST-STRATEGIC PLAN

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WORKFORCE  
AND RESIDENT  
ATTRACTION

TOURISM  
MARKETING

BUSINESS  
RETENTION AND  
EXPANSION

# WORKFORCE AND RESIDENT ATTRACTION



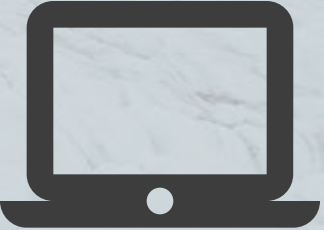
## PARTNERS:



# TOURISM MARKETING



Market Research  
and  
Marketing Plan



Regional  
Website



Content  
Creation



Targeted  
Marketing

CURRENT  
PARTNERS:





# BUSINESS RETENTION AND EXPANSION

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2

Business  
Development  
Workshops



3

Business  
Walks

\$293,000

Proposed Project to  
Address Declining  
Workforce

# EVALUATION PLAN

The evaluation plan hasn't been implemented yet, but when it is, it will provide great insights into external and internal challenges and opportunities.

## Evaluation Plan

### BACKGROUND

The following Evaluation Plan identifies how the Economic Development Commission intends to perform a high-level evaluation of success in order to make changes to the Plan, if necessary. The questions below will help frame the monitoring of progress made within each strategic area and will help frame the evaluation of efforts made to complete action items identified in the Plan. This Evaluation Plan can be enacted at any time; for efficiency, it is the intent to evaluate annually within the 5-year plan to allow for enough data to be collected and help identify need for change, if any.

<i>Strategic Area</i>	<i>Evaluation Question</i>	<i>Information Source</i>	<i>Method</i>	<i>Responsibility</i>
<i>Workforce and Resident Attraction</i>	<i>What is the status of this strategic area and activities?</i>	EDO/Implementation Plan	Review status of individual action items	EDO
	<i>What have been some of the benefits so far?</i>	Partners, Project Reporting	Project report includes partner survey	EDO
	<i>Have there been any challenges?</i>	EDO/Partners	Project report includes partner survey	EDO
	<i>What changes, if any, are needed to ensure success?</i>	EDO/Partners	Analyse reporting, suggest changes	EDO
<i>Community Infrastructure</i>	<i>What is the status of this strategic area and activities?</i>	EDO/Implementation Plan	Review status of individual action items	EDO
	<i>What have been some of the benefits so far?</i>	Communities	Project reporting to include benefits	EDO

# WHAT'S NEXT?

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Prioritize



Engage  
Stakeholders



Finalize  
Priorities



Budgeting



Questions?

**Thank you!**