Open for Business Award Winner

Small Business Week
October 2019
Small Businesses are the economic engine of our community.
Key elements in the Gibsons’ approach to support small businesses

Operational Efficiencies
- Getting our house in order
- Updated Policies
- Working in Teams

Financial Sustainability
- Fair pricing of utilities
- New revenue opportunities (land, leases)
- Community Forest Agreement

Brand Value
- Beyond the Beachcombers
Key elements in the Gibsons’ approach to support small businesses

Reliable services and infrastructure
- Water and sewer capacity
- Fibre optics (Telus)

Improved Development Processes
- Timelines
- Project Coordination
- Requirements
Team Sunshine Coast
A regional approach is working

Sunshine Coast Tourism

- Hotel Tax (MRDT)
- Coordinated message
- Year to year growth

SCREDO

- Work Hubs
- Regional data
- Capacity building

Political Leadership

- Housing, Child-Care and Water plans
- Mobile Business License (Coast-wide)
The Value of Partnerships

The Gibsons Public Market

Embodies a lot of our approaches

- No debt obligations
- No financial responsibilities for operations

- Operated by a NFP Society, under a Service Agreement and at arms-length from the Town

- Investments in land and building (39%)
- Provided charitable tax receipts to community donours
The Value of Partnerships

Gibsons Public Market

Anchor to Gibsons Harbour and the landing area

- 52 new jobs
- 8 new businesses
- 80,000 visitors

2017 ED Study:

- 400 direct and indirect jobs
- 49 million in annual revenues

Since 2017 – 185 new businesses opened in Gibsons
Thank you

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