

# 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

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## 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 donors

# 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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