Amenity Based Rural Development Webinar
10:00-11:30pm PST, March 31\textsuperscript{th}, 2011
Presented to you by:

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Presenters

Dr. Nicole L. Vaugeois, BC Regional Innovation Chair in Tourism and Sustainable Rural Development at Vancouver Island University

Dr. Michael C. McLaughlin, Lead Economist, Rural Futures Associates

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# Webinar Agenda

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<td>1. <strong>Introduction</strong></td>
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<td>2. <strong>Amenity Based Rural Development</strong>: What is it? How does it work? Is it for us?</td>
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<td>3. <strong>Cluster in the Woods</strong>: Development of the amenity based rural economy</td>
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Amenity-based rural development

What is it?
How does it work?
Is it for us?

Nicole L. Vaugeois, PhD
BC Regional Innovation Chair
in Tourism and Sustainable Rural Development
Vancouver Island University

Presentation for the Rural BC Secretariat Webinar, March 31, 2011
What is ABRD?
Where does this approach come from AND, how does it differ from other approaches?
What are rural amenities?
Who are the audiences for ABRD?
What strategies are used in ABRD?
What are the potential impacts of ABRD?
What are the dominant agendas in rural development policy?

- Repopulation of areas
  - Attracting young families
  - Immigrants
- Managing the pace of growth and nature of changes
- Attracting investment
  - Enhancing climate for small business success
- Addressing aging infrastructure and services
Paradigm shift in rural development

FROM
- Sectoral approach
- Subsidies
- Places of production (resources)
- Export goods

TO
- Territorial approach
- Investments
- Places of consumption (amenities)
- Import people, ideas and investment
Why are we looking for other approaches to rural development?

Rural areas are not homogeneous.

Despite overall trend of decline – some are growing...

This growth is highly correlated to the presence of amenities which are speculated to drive rural development.
Amenities refer to the hedonic or pleasurable aspects associated to natural and cultural features of rural areas. These make rural areas attractive places to visit, play, live and prosper.
Amenity-based rural development

The use of these attractive aspects of rural areas and the corresponding values derived from them as “resources” for the development of rural areas.
Amenities may be valued differently by these audiences:

- Amenity based rural development attracts new people and ideas to rural communities
  - Visitors
  - Residents
  - Business investment
    - Directly from the amenity
    - Indirectly from the presence of the amenity
How does tourism link to this bigger picture?

- It is the front door to most economic development efforts...
- People visit a place first, form an impression and consider **relocating or investing**...
- This is often not fully recognized by stakeholders in rural development
Typology of Canada’s rural amenities

What amenities are in Canada’s rural areas that could support ABRD?
Natural amenities

Amenities that are based on the natural attributes of rural areas including climate, air quality, land and water and which provide the scenic settings and materials for work and leisure pursuits of residents.
Cultural amenities

Amenities based in the cultural context of rural areas including heritage, recreation and sports, arts, work and community and which serve to enhance quality of life in rural regions.
System amenities

Amenities that enable the development of natural and cultural amenities including infrastructure, services and connectivity.

These enable and support rural areas to realize and manage impacts from in-migration, enterprise development or tourism activity.
Example – use of natural and community amenity to drive population settlement

108 Mile Ranch Community Association
Box 85, 108 Mile Ranch, BC, Canada V0K 2Z0

Maintaining the original ideal: that human development can sustain a viable partnership with nature.
Example – use of natural amenity to attract visitors

Known for epic dry, deep powder the ski operators along the POWDER HIGHWAY in British Columbia are plentyful... take a look!
Example – natural and cultural amenities to visitors, residents and businesses

Golden and Kicking Horse Country is your source for mountain living, work and play opportunities! Situated in the heart of six of Canada’s National Parks, we are proud of our authentic mountain community, our renowned outdoor-adventure activities, and, friendly, safe communities.

Welcome – to Golden, BC and Kicking Horse Country!
Amenity-based migration

- Induces a range of impacts to the landscape *(positive and negative)*
  - Environmental
  - Economic
  - Social/cultural

Use of amenities to attract people, ideas and investments requires foresight and appropriate planning supports
“Rural communities are not yet equipped to deal with the planning consequences of amenity-led rural development. The explosion of impacts has caught many rural areas unprepared.”

Need for balance in promotion, protection and valorization.
What amenities exist in regions? How are they being promoted, protected and valorized? How are they valued, by whom? Who is involved in promoting, protecting and creating economy from them? What planning supports are in place to balance and maintain their value over time? How are we addressing conflicts in the way different audiences value them? Whose values are a priority?
• ABRD showing promise as an approach to rural development;
• It emphasizes the attractive value of natural and cultural amenities in rural areas and the ability of this attractiveness to drive rural development;
• It can produce a range of impacts and requires the use of planning supports to ensure amenity value is promoted, protected and valorized over the long term.
Visioning a future for rural Canada
Cluster in the Woods: development of the amenity based rural economy
ABRD: Direct Economic Benefits

- Value added to natural landscapes: guide outfitters to ski resorts
- Tourism, recreation, health, retreats/conferences, homes
- Direct economic benefits: derived from use of natural amenities
- ED is focused on amenity management:
  - Conservation of landscapes, balanced with
  - Support for amenity dependent enterprise
ABRD: Secondary Economic Benefits

- derived from migrant enterprises: EAM
  - many AM have portable businesses: a migration enabler
- natural amenities and Q of L are the reason for re-locating, but economic benefits are from non-amenity based enterprise
- ED is focused on business development
  - attraction of new enterprises
  - support of new sector growth
- an opportunity for rural areas: most places are competing
not completely new, either
Milestones in Understanding Amenity Migration

- “amenity migration” labelled c. 1987
- **THIS IS GREAT:** researchers show links between landscape conservation and community wealth
- **WAIT A MINUTE:** communities experience economic and social shock; landscapes lose value
- Communities incorporate amenity migration in planning: Canmore AB
- Researchers identify the many factors involved in attracting residents and businesses to rural areas
- Researchers identify a few patterns in amenity driven rural development
Enterprise Re-location Enablers

- research reveals a cohort of self-employed among amenity migrants: “EAM”
- enabled by ability to provide professional, technical and sales services from anywhere with high speed internet
- global business models have changed
  - your market is everywhere
  - outsourcing is common
  - professional associations are freely formed
- demographic impetus: affluent boomers; entrepreneurial, technologically skilled 30-somethings
Now What Do We Do?

- They are here: a new form of rural economy is emerging
- Do we know how to assist that economy?
- What economic development models and practices can be adapted to grow this emerging small business economy?
- Do we need innovation in assisting this new rural economy?
Clustering Advantages

- attract the services they need to produce, market and sell products/services
- use each other’s services
- combine services to increase business reach and competitiveness
- social and professional connections
- typical bricks and mortar, proximate clusters are auto and aircraft construction, pharmaceuticals, information technology, film making
several hundred businesses exporting services around the world

engineering, architecture, marketing, book publishing, graphic design, information technology, wellness and counselling, financial management, more

small footprint: few inputs, few outputs, low energy, low carbon
create a virtual cluster from virtual businesses

adapt social media technology to a business use: a portal

exclusive membership: businesses that fit the cluster type

provide all of the advantages of bricks and mortar clusters to boost competitiveness
Economic Benefits

- $\$$ retention
  - members use local services
  - local consumers use local services
- new $\$$
  - increased revenues from services combinations
  - increased use of services following marketing
- economic growth
  - attract new businesses of the ISC type
87 businesses joined: 30 were not cluster type

getting word to this group of businesses is difficult

story in newspaper generated 40 memberships in three days

dozens of glowing accolades

publicity campaign just initiated
Economic Development Goals

- grow the cluster to minimum 100 members
- track use and value to members
- market the Sunshine Coast for its amenities and business advantages
- market the Cluster locally and across Canada as one-stop shopping for professional and technological services
What Else?

- advocate for fibre optic nodes on Sunshine Coast
- create an Office for Business Innovation
- changes to rural zoning by-laws that allow commerce
- rural business licenses??
- measure and monitor the economics of the Cluster
- a green business cluster?
- improve transportation links to Greater Vancouver Area
- youth attraction and retention strategy
new forms of rural commerce offer opportunity
natural and lifestyle amenities are your capital
economic development practice needs to re-recognize emerging economies and their enablers
proven practices and innovation are required
take advantage of synergies between direct and indirect forms of ABRD

= economic diversification
Discussion/Questions

- Which regions in BC have been using amenity based strategies for development?
- Are all rural areas suitable for ABRD?
- How can community leaders support amenity based rural development?
- What types of economic activity are directly derived from natural and cultural amenities?
- What types of economic activity are indirectly derived from natural and cultural amenities?
- How can regions use their amenities to attract and support business investment?
- How do you measure the vitality of your emerging, amenity-based economy?
- What factors in addition to natural amenities are important for ABRD?
- What are the risks and challenges of ABRD?
- What can a rural community or region do to attract amenity seeking entrepreneurs?
- How does tourism development fit into and support amenity based rural development?
- Do I need to read the whole guide?
- Is there a common starting place for all communities?
- Is there RBCS support to help guide us through this?
- I am one of a number of elected officials in this area. How do I get others to read and adopt this type of strategic CED approach?
THANK YOU

for your participation in this webinar
Contacts

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## Resources

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<tr>
<td>Sunshine Coast Intelligence Services Cluster Network,</td>
<td><a href="http://www.coastisc.net">www.coastisc.net</a></td>
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