

PORT ALICE

ECONOMIC DEVELOPMENT STRATEGY

December 14, 2015



What are we doing today?

- Review the draft Economic Development Strategy: ***Port of Potential***
- WHY?....HOW?
- Get your feedback on the Strategy
- Talk about implementation



Why make a plan?

“We know what we need to do!”

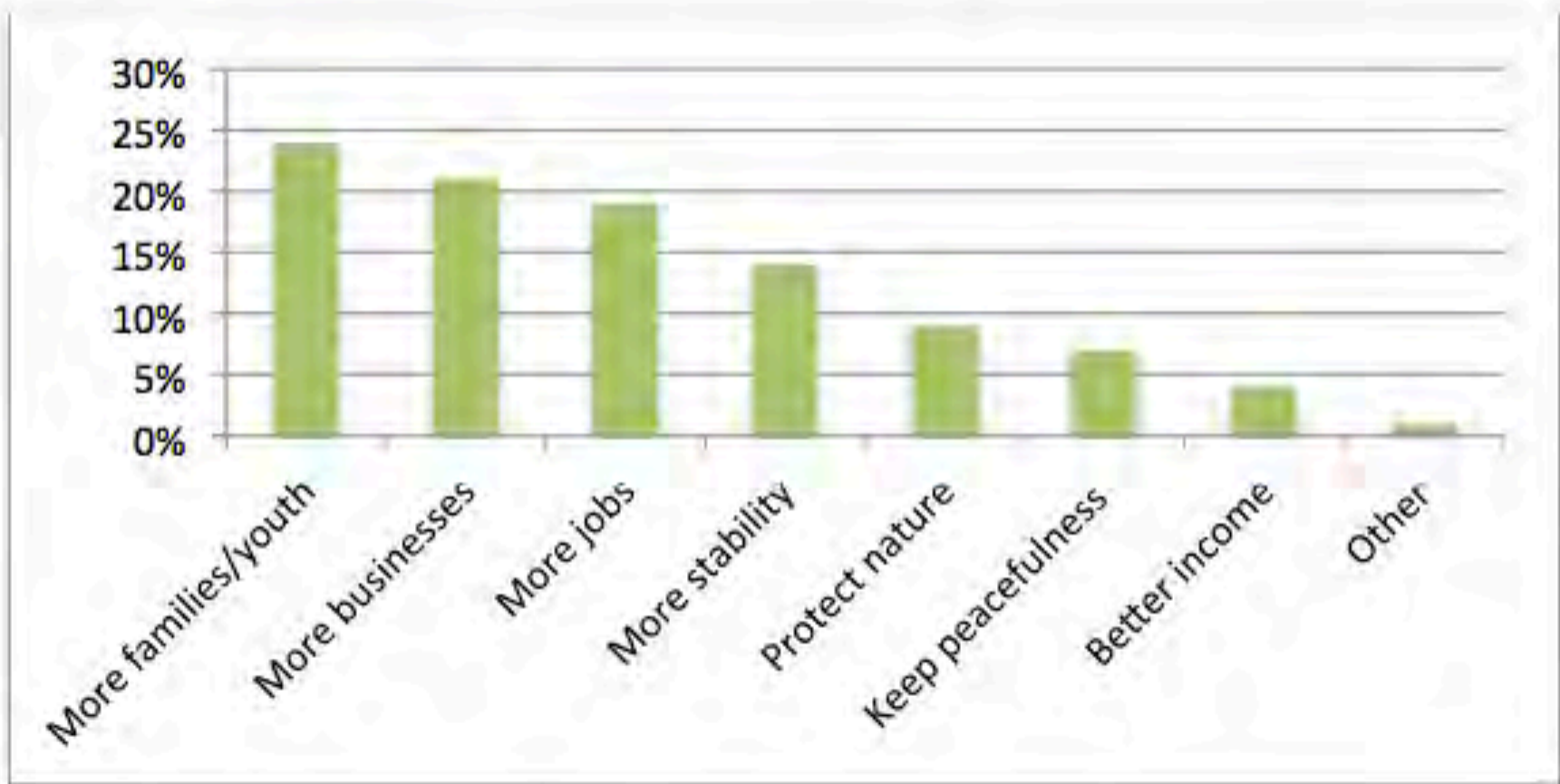
“Let’s just get started!”

- Lots of ideas, things to do, lots of goals
 - Is it realistic?
 - Where do we start?
 - Who is going to do it?
 - How much resources do we have to work with?

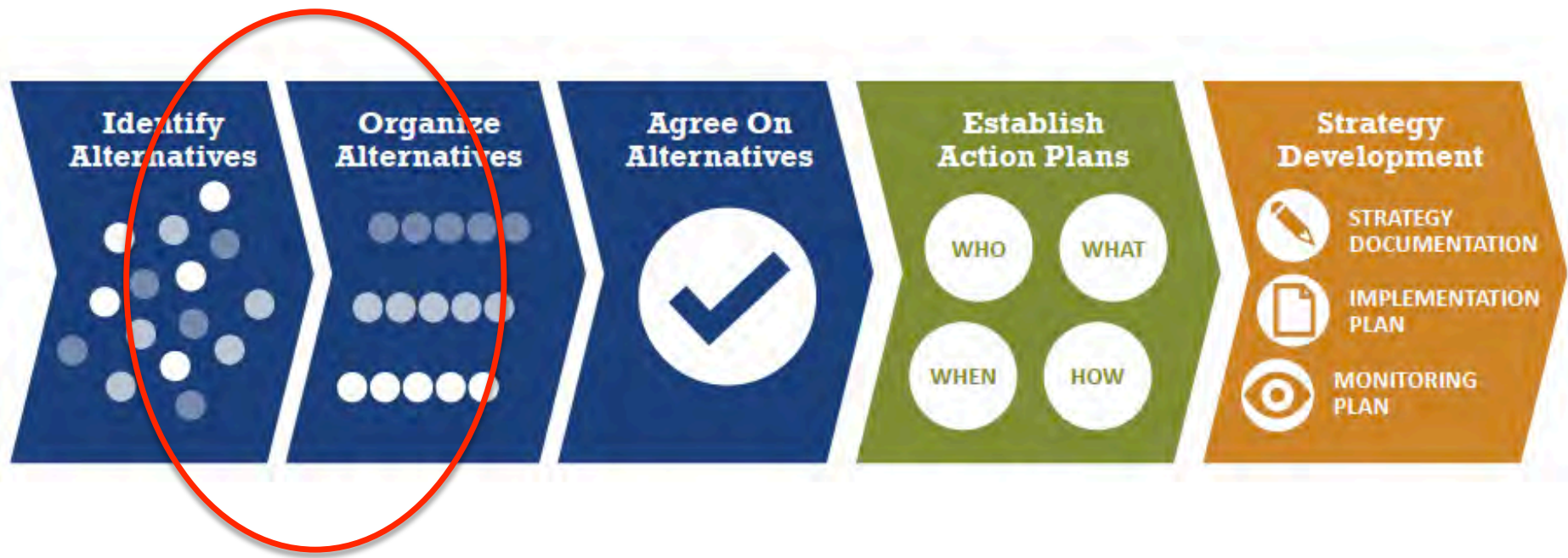
A community generated plan

- Dozens of interviews
- Community meeting (~70 attendees)
- Surveys (44 responses)
- 100+ people, hundreds of comments/ideas
- Listening: *VALUES, ISSUES, CONTEXT*

Objectives: WHY do you want economic development?



The process of making the plan



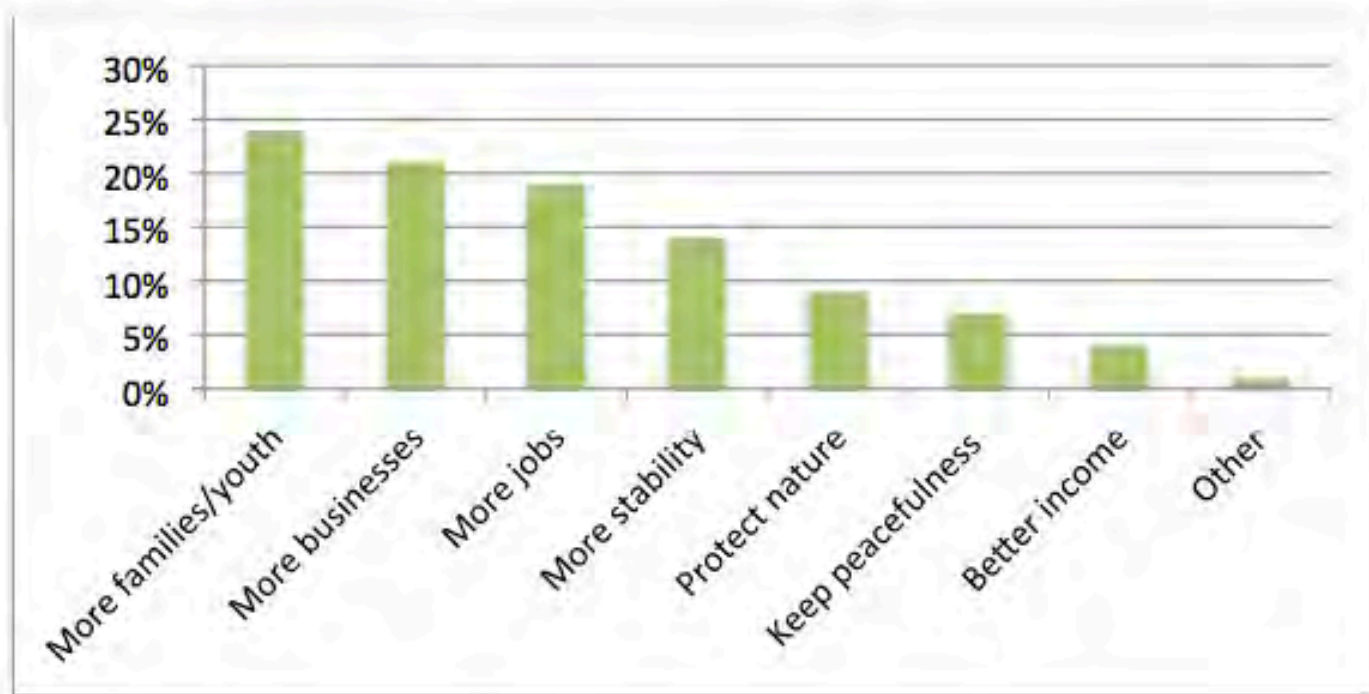
How were actions evaluated?

1) Basic feasibility

- Community led
- Not practical
-Moved to 'not being pursued'

How were actions evaluated?

2) Ability to meet community objectives



How were actions evaluated?

PART 1 SCREENING: BY OBJECTIVE										
	More families/ youth	More businesses	More jobs	More stability (i.e. diversification)	Protect nature	Keep peacefulness	Positively impacts resident's quality of life	Better Income (i.e. well paying jobs)	Total (out of 5)	
Weight:	8	7	6	5	4	3	2	1		
Action Name	Scale:	1-No impact 5-Big impact	1-No impact 5-Big impact	1 - 0 jobs 2 - 1-5 new jobs 3 - 6-10 new jobs 4 - 10-20 new jobs 5 - 21+ new	1 - Less diversification 3 - No change 5 - High diversification	1 - Degrades nature 3 -No impact 5 - Restores nature	1 - Degrades peacefulness 3 - No impact 5-Improves peacefulness	1 - Negative impact on residents' QoL 3- No impact 5 - Positive impact	1 -Worse than before, low paying jobs 3 - No change or unknown 5 - Improved incomes	
Support new B&Bs		1.0	3.0	2.0	4.0	3.0	3.0	3.0	3.0	2.5

How were actions evaluated?

3) Analysis of practical concerns

- Implementation cost
- Resource availability
- Likelihood of success
- Community support

How were actions evaluated?

PART 2 SCREENING: PRACTICAL CONCERNS					
	Implementation Cost (time and effort)	Resource availability	Likelihood of success	Community Support	SCORE ON PRACTICAL CONCERNS (out of 5)
Weight:	1	1	1	1	
Scale:	1- Higher cost (>20,000) 3 - Medium cost (10,000-20,000) 5- No/low cost (<10,000)	1=No funding/resources available 5 = All funding/resources would be easy to access	1-Long shot 5-Sure bet	1- Very unpopular 3- Neutral/unknown 5 - Very popular	
Support new B&Bs	4.0	5.0	3.0	3.0	3.8

How were actions evaluated?

4) Steering Committee and Council Review

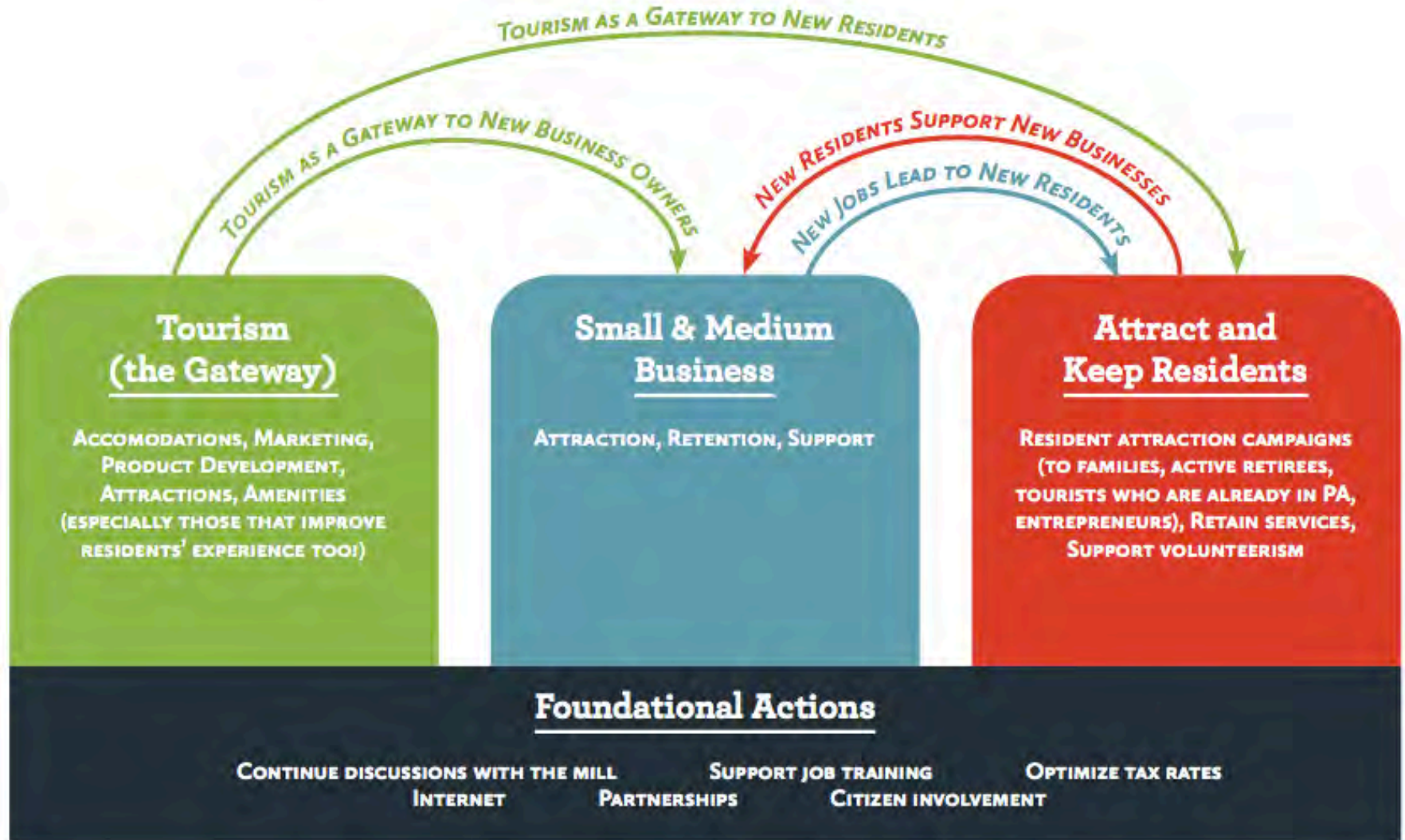
- Reviewed and discussed scores
- Constraints
- H, M, L priorities

- EcoPlan compiled the scores
- Eliminated the lowest priority ones
- 'Non-priority list'

The process of making the plan

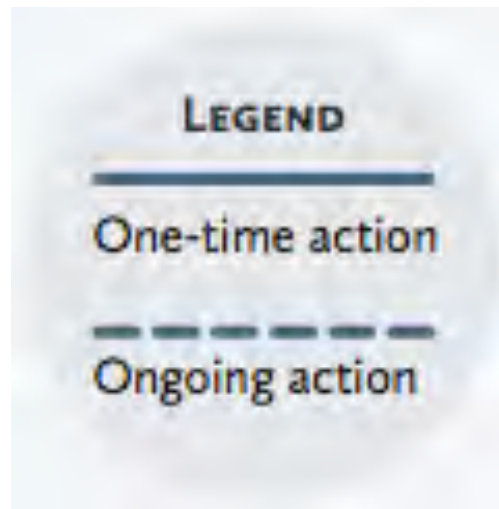


The Strategy



Time frames

- First 100 days
- Short term (0-2 years)
- Medium – Long Term (3-5+ years)



“We can always start with the smaller inexpensive actions to get the ball rolling. Any activity usually leads to more. I know that expanding the marina has brought a lot of new homeowners to Port Alice. Even implementing one small thing could have a ripple effect.”

– Port Alice Resident



The process of making the plan



Key Points about the Strategy

- It's shouldn't changed based on the mill
- No silver bullet
- It's interconnected
- It won't necessarily be easy
- It's *dependent* on community participation

Let's check it out!

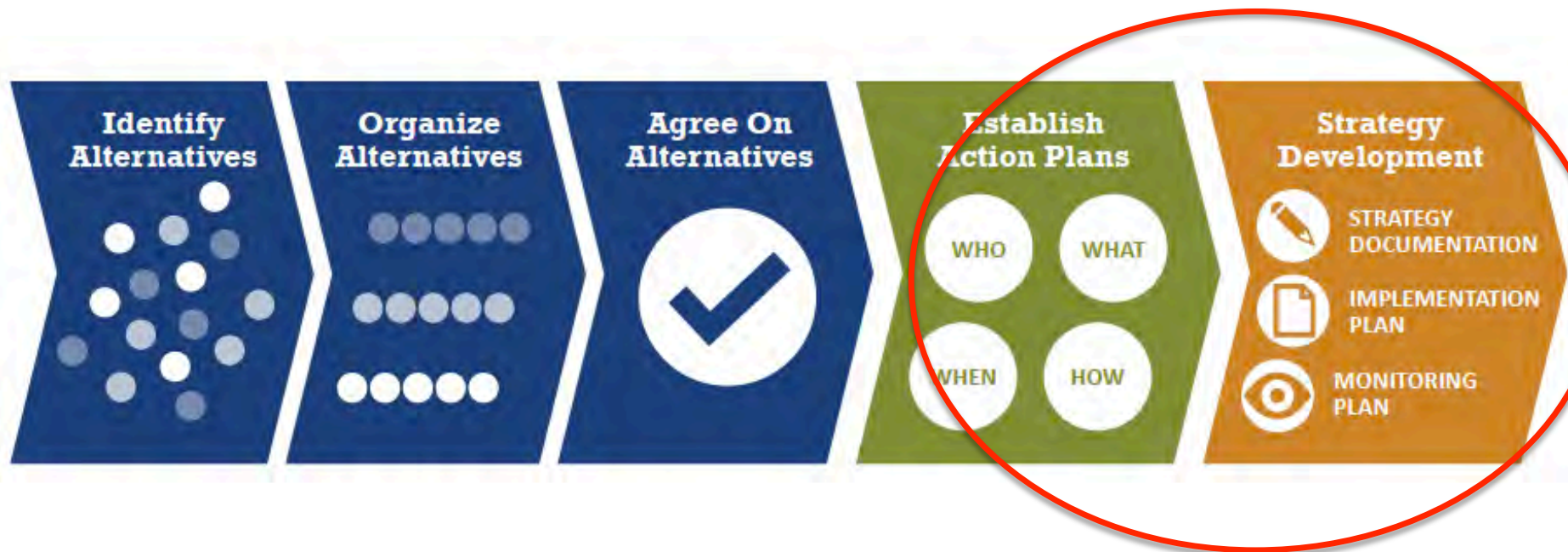
More comments? colleen@ecoplan.ca by this Friday



Implementation



The process of making the plan



Partners for Implementation

Port Alice cannot go it alone

- Quatsino First Nation
- The other communities of the North Island
- The Province
- Community Futures, VINT, etc.
- Funding agencies

What do you think?

Community involvement

- Municipalities have limited resources
- Community members *can* make a big difference
- Examples from elsewhere:



Community involvement in Port Alice

- Ideas so far:
 - Civic volunteer group
 - Tourism committee
 - Citizens implementation committee (by sector?)
 - Regular progress updates
 - “Everyone is a town ambassador” program



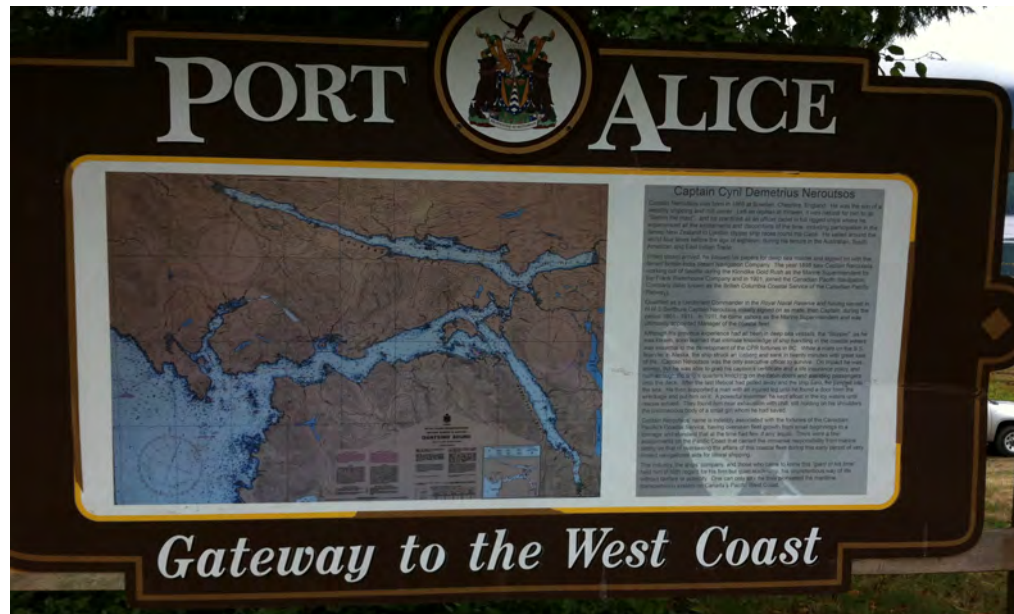
Community involvement in Port Alice

- ID'd many actions that could be led by community members
 - Starting a business
 - Community gardens
 - Summer markets
 - Buy local
 - Business collaboration
 - Other?



Worksheet

- A few minutes



Next steps



Thanks!

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