



Report to Regional District of Nanaimo from Gabriola Island Chamber of Commerce

Period: November 1, 2017 to March 31, 2018
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Overview

With the signing of the Southern Community Economic Development Service Agreement for Electoral Area B (Economic Development Services, 2017 – 2020) the Gabriola Island Chamber of Commerce (GICC) determined its priorities as follows:

1. Completed the work outlined in the Tourism Plan being financed through the Tourism Related Services Agreement with the Regional District of Nanaimo (RDN).
2. Applied to Island Coastal Economic Trust (ICET) for matching funds (\$5000) to assist with the governance work required for the creation of the Economic Development Advisory Group and the hiring of a Community Economic Development Officer (CEDO).
3. Applied for a \$100,000 grant from the province's Rural Dividend Fund for the implementation of the Gabriola Island/ Electoral Area B Economic Development Strategic Plan.
4. Began implementation of the Strategic Plan.

Project 07-2017 (Tourism Related Services \$18,525)

Opening balance November 1, 2017:	\$6,875
Closing balance March 31, 2018:	\$6,791
Balance remaining:	\$84

Note: This balance will be journaled over to project 08-2017 to close out this account.

Progress:

The final work under this agreement, which was completed during this period, was the development of a video and photograph library of local businesses, festivals and iconic Gabriola images.

A summary of the Tourism Marketing Plan associated with this Service Agreement shows that the vast majority of the work has been accomplished as planned.

AHOY BC Website Community Profile	Completed
Facebook Boost Ads	Completed
Photograph Library Development	Completed
Marketing Contest Trip to Gabriola	Completed
Instagram FB Scavenger Hunt	Incomplete
Insta Meet	Completed
Video Library Development	Completed
Radio Campaign	Completed
Fam Trip for Meeting Planners	Completed
Posters	Completed
Postcards	Incomplete
Banner Stand	Completed
Souder Advertising	Completed
Nanaimo Voyageur Magazine Advert.	Completed

Project 08-2018 (Economic Development Services \$29,925)

Opening balance November 1, 2017:	\$ 0.00
Closing balance March 31, 2018:	\$ 7,988.26
Balance remaining:	\$ 21,936.74

Progress:

Social Media Marketing Completed

- Continued month by month Social Media Marketing contract.

Attend Tourism Van. Is. Conference Completed

Monthly Tourism Van. Is. meetings Incomplete

- Ec Dev Officer to take this on when meetings resume after summer break.

Apply for Destination BC Co-op funding Completed

- The Chamber partnered with Mt Washington Alpine Resort, Cumberland, Campbell River, Hornby, Tourism Mt Washington, and Tourism Mt Washington
- \$5000 from each location was pooled and leveraged for matching dollars from Destination BC making a total marketing budget for this campaign of \$60,000.

- Vancouver Island is known for its mountain biking and has in recent years become increasingly recognised as a mountain biking destination. The focus of this campaign is on bringing people to the island via Nanaimo and extending their trip by providing them with options to ride year-round. We are setting ourselves apart from the other destinations by attracting families and women riders as they are found to spend more money, stay longer and travel in bigger groups.

Branding Incomplete

- This process was postponed as ICET preferred to see the governance work done and Economic Dev Officer in place before considering any funding request.
- Once the Ec Dev Officer is in place, we will begin preparing the grant application to do this work.

Governance Structure In Progress

- Upon the signing of the two-year Economic Development Service Agreement with the RDN, we applied for and were successful in receiving a grant of \$5000 towards the total project budget of \$10,000 for all of the governance work needed to create the foundation of the economic development department, including the formalization of the Economic Development Advisory Group (EDAG) and hiring of the Community Economic Development Officer (CEDO). This grant was awarded by the Island Coastal Economic Trust (ICET).
- Wave Consulting, a Gabriola firm, was awarded the contract to do this work.
- The scope of the work completed to the end of March includes:
 - Terms of Reference and Skills & Sector Representation Matrix for the EDAG,
 - The first official EDAG meeting was held in January 2018,
 - Human Resource and Finance Committees struck,
 - Terms of Reference for the Human Resource Committee, and Job Description for CEDO,
 - Hiring process begun.

Project 02-2018 (Regional District Service Agreement FY 2018/2019 \$65,000)

Opening balance November 1, 2017:	\$ 0.00
Closing balance March 31, 2018:	\$ 3,500.00
Balance remaining:	\$ 61,500.00

Progress:

The RDN has committed to a grant of \$65,000 for their current fiscal year. This money will not be received until early August after property taxes are received by the RDN. The GICC needs to have other funds to cover the cash flow associated with this project from April through July. The salary of the CEDO will be the major expense for this project.

Other dollars will be focused on:

- setting up the structure of the Economic Development department and
- leveraging funds to achieve the Strategic Plan.

In December 2017 the Chamber contracted Community Futures to assist in the writing of a Rural Dividend Grant Application.

In March 2018 the Gabriola Island Chamber of Commerce was awarded, a \$100,000 grant from the province's Rural Dividend Fund for the implementation of the Strategic Plan.