

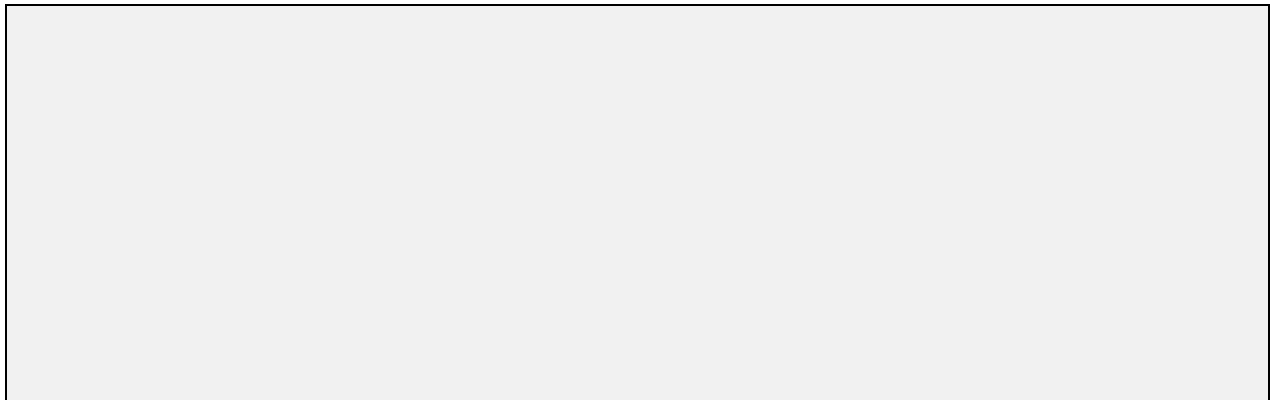
**COLLABORATION for Economic Readiness  
& Growth**  
**WORKSHOP PREPARATION**

On October 13 & 14, Board members and staff will get together to identify topics of interest to discuss with CVEDS for inclusion in its 2021 workplan.

**Please browse the attached two project/recommendation lists to identify items of interest to you for the Board's consideration in selecting topics to discuss with CVEDS for its 2021 workplan.**



**Please think about your expectations for a successful economic development function.**



Please bring this sheet to the session.

Thanks, Gordon McIntosh  
Workshop Facilitator

# Economic Recovery Task Force

## Industry Advisor Business Case Action Plan – Submissions Summary Report

Legend:     Recommendations for Local Governments;     Recommendations for the CVRD to consider with CVEDS;     Actions for the consideration of the Task Force;   
*“White”* Currently ongoing via CVEDS;

### SECTOR: Business, Development, and Partner Organizations

Submission (linked)	Recommended Actions
<a href="#">Business Development Bank of Canada</a>	<span style="background-color: green;"> Explore a partnership with the Innovation Island Technology Association for an increased focus in the Comox Valley via their <a href="#">Digital Economy Restart, Recover, Reimagine Program (DER3)</a>. DER3 provides one-to-one business &amp; technical expertise for companies that need to consider changes to their business models, or action plans to better engage with the digital economy.</span>
	<span style="background-color: yellow;"> Request Comox Valley CAO’s to investigate capacity and potential for their IT to provide a meaningful contribution, such as support for workshops.</span>
	<span style="background-color: green;"> Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies referring to business retention and attraction.</span>
	<span style="background-color: cyan;"> Request further information from the Comox Valley Developers and Construction Association and the Vancouver Island Construction Association.</span>
	<span style="background-color: yellow;"> Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies referring to business retention and attraction.</span>
	<span style="background-color: yellow;"> Refer to the Town of Comox for further consideration in future strategic planning sessions - <i>Note that a broader submission is expected from the Marine Tourism industry and Comox Valley Harbour Authority.</i></span>
	<span style="background-color: yellow;"> Request CVRD Parks input on this potential and other partners and agencies that may need to be involved (ie. BC Parks, Mount Washington Alpine Resort, forestry companies).</span>
	<span style="background-color: yellow;"> Request an update on transportation planning from the CVRD.</span>
	<span style="background-color: yellow;"> Refer road closure request to City of Courtenay and Village of Cumberland.</span>
	<a href="#">Community Futures Strathcona</a>
<span style="background-color: green;"> See above.</span>	
<span style="background-color: green;"> Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies referring to entrepreneurship and services to business.</span>	
<a href="#">Comox Valley Chamber of Commerce</a>	<span style="background-color: yellow;"> The Economic Recovery Task Force (ERTF) Steering Committee was establish to recognize and address the critical economic issues facing small business in the Comox Valley. Request CVRD and local government staff to work with CVEDS to support increased local government communication on the ERTF process.</span>
	<span style="background-color: cyan;"> ERTF to send a letter of support to the City of Courtenay recognizing the importance of the OCP process to the business community and to long term economic recovery.</span>
<a href="#">Comox Business In Action (BIA)</a>	<span style="background-color: white;"> Included as part of MRDT 5 year business planning process.</span>

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Submission (linked)	Recommended Actions
	Refer to the Comox Valley Chamber of Commerce for input and comment.
<a href="#">Cumberland Economic Development</a>	<p>Refer/advocate for provincial support of PPE supply chain.</p> <p>Utilize communications to identify and connect businesses with local PPE manufacturers/ distributors.</p> <p>Recommend the incorporation of COVID-19 health measures within existing event permitting processes (i.e. street markets) to ensure public safety and increased consumer confidence in visiting local commercial areas.</p> <p>Recommend that public health/safety signage is provided within all high traffic commercial areas.</p> <p>Ensure a consistent communication of, and access to, provincial/federal relief benefit information.</p>
<a href="#">Comox Valley Airport Commission</a>	<p>Request further information from the CVAC that can be circulated to local governments and Provincial MLA’s.</p> <p>Refer to the Town of Comox and provide a letter of support that recognizes the importance of the Comox Valley Airport expansion in economic recovery.</p> <p>CVEDS to work with the CV Airport Commission on provincial and federal advocacy requirements and provide further recommendations for ways local governments can engage in advocacy of these initiatives</p> <p>See above.</p> <p>See above.</p>
<a href="#">Puntledge Business Area</a>	<p>Refer to the City of Courtenay.</p> <p>Add Business Improvement Association business plan to CVEDS 2021 work plan discussions.</p> <p>Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies including entrepreneurship and business attraction.</p> <p>See above.</p> <p>See above.</p> <p>Request CVEDS to explore the steps required to create a Business Improvement Association.</p> <p>Refer to the City of Courtenay.</p> <p>Refer to the City of Courtenay.</p>

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### SECTOR: Agriculture

Submission (linked)		Recommended Actions
<a href="#">Mid Island Farmers Institute</a>		<p>That the CVRD be asked to prioritize the review of agriculture sector strategies completed during the Innovate 2030 Master Plan, and consider a request to the Province and other granting bodies for funding to support implementation of the specific recommendations.</p>
<a href="#">Comox Valley Farmers' Institute</a>		<p>Request the CVRD to consider a long-term, forward looking update of the Comox Valley Agricultural Plan which would contemplate and incorporate the recommendations from the agriculture sector and take into consideration the impacts of Covid-19 pandemic on the industry.</p> <p>Included in updated Agricultural Plan process.</p> <p>Included in updated Agricultural Plan process.</p> <p>Included in Innovate 2030 Master Plan implementation.</p> <p>ERTF to support, encourage and advocate for local food procurement policy for institutions and organizations.</p> <p>Included in Innovate 2030 Master Plan implementation.</p> <p>Refer to the Young Agrarians Organization for additional information on potential solutions.</p> <p>Refer to CVRD to engage with all farm groups on the concept of an agriculture facility that would suit the needs of the sector, and not affect or impact the Agricultural Land Reserve.</p>
<a href="#">Comox Valley Farmers' Market</a>		<p>ERTF to refer CVEDS to work with the Farmers' Market, local governments, and the private sector to arrive at temporary or permanent solution for the coming winter.</p> <p>Included in the updated agriculture plan process. Note that commercial options for small scale meat processing, cold storage and commercial kitchen space are occurring. Demand continues to increase for added value processing within the Valley and region.</p>
<a href="#">Comox Valley Exhibition Society</a>		<p>Refer to local government.</p>

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### SECTOR: Arts & Culture

Submission (linked)	Recommended Actions
<a href="#">Comox Valley Community Arts Council</a>	
	<span style="background-color: yellow;">Refer to local governments with facilities and venues that are capable of accommodating events to consider immediate options for fall/winter.</span>
	<span style="background-color: yellow;">Refer to CVRD with a request to consider if micro-grants are an option for the Grant-In-Aid program.</span>
	<span style="background-color: yellow;">ERTF to request that a meeting be convened of local government staff responsible for Arts, Culture and Heritage facilities and programs to discuss and explore options for indoor and outdoor gathering spaces during COVID-19, until the pandemic is over.</span>
	<span style="background-color: yellow;">Refer to the CVRD to consider a potential framework for regional Arts, Culture and Heritage funding where new programs, services and special events that support regional goals and deliver benefits to the entire region receive funding from the CVRD as part of the 2021-2025 financial planning process.</span>
	<span style="background-color: yellow;">Refer recommendations #5 - 11 to local governments to determine options for flexibility in events on public property or in public facilities during the pandemic.</span>
	<span style="background-color: yellow;">See above.</span>
	<span style="background-color: yellow;">See above.</span>
	<span style="background-color: yellow;">See above.</span>
	<span style="background-color: yellow;">See above.</span>
	<span style="background-color: yellow;">See above.</span>
<span style="background-color: yellow;">See above.</span>	
<span style="background-color: yellow;">See recommendation #1 in IITA re technology strategies.</span>	
<span style="background-color: cyan;">Steering Committee to respond with letter CVCAC acknowledging the request.</span>	
<a href="#">Sid Williams Theatre Society</a>	
	<span style="background-color: white;">Ongoing via provincial associations and CVEDS.</span>
	<span style="background-color: cyan;">ERTF to request information from the BC Gaming Grants on application deadlines during the pandemic.</span>
	<span style="background-color: cyan;">ERTF to send a letter to appropriate Federal Government ministry.</span>
	<span style="background-color: cyan;">Same as above.</span>
	<span style="background-color: yellow;">Refer to recommendation #3 in CVCAC to convene a meeting, and/or report, to discuss a regional funding framework.</span>
	<span style="background-color: yellow;">See above.</span>
	<span style="background-color: yellow;">See above.</span>
<span style="background-color: green;">CVEDS to include a review of work hubs (maker space/ co-location work spaces) in 2021 work plan.</span>	
<span style="background-color: yellow;">Refer to local government.</span>	

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Refer to City of Courtenay.
Refer to local government.
Refer to local government.
Refer to local government.

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### SECTOR: Aviation / Aerospace

Submission (linked)	Recommended Actions
<a href="#">Courtenay Airpark Association</a>	
	CVEDS to work with the City of Courtenay and local governments to improve online awareness of the Airpark.
	CVEDS to include the Airpark in the update of the 5 year MRDT renewal plan.

### SECTOR: Childcare

Submission (linked)	Recommended Actions
<a href="#">Comox Valley Children’s Day Care Society</a>	
	For discussion and direction.
	Forward request to Chamber of Commerce.
	ERTF to refer to CVRD and request a letter be crafted to go to UBCM.
	Same as above.
	Same as above.
	Same as above.
	Forward to local governments.
	Forward to local governments.
Forward to local governments.	
Forward to CVRD with request to craft letter to Provincial and Federal Government.	

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### SECTOR: International Education

Submission (linked)	Recommended Actions
<a href="#">North Island College</a>	Refer to CVEDS for 2021 work plan for consideration.
	See above.
	Refer to the BC Hotel Association for consideration and input.
	ERTF to provide letter of support to Hon. Melanie Mark, Ministry of Advanced Education, Skills and Training supporting the economic importance of international education to the Comox Valley.
	Refer to the School District 71 for further input.
	Refer to CVRD with a request to write a letter to applicable provincial and federal ministries.
	Refer to CVRD with a request to write and send a letter of support for the expansion of student hiring programs to applicable Provincial and Federal ministries.

### SECTOR: Technology

Submission (linked)	Recommended Actions
<a href="#">Innovation Island Technology Association</a>	CVEDS to provide a summary report of the recent regional and local technology strategies to local government, and include specific recommendations for increased digital technology adoption within local government and economic development programs.
	Request to CAO's to prepare joint briefing note on limitations on tax break assistance to business.
	Request more information from the IITA.
	ERTF to endorse and refer to SD71.



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**SECTOR: Tourism – CVEDS is currently in the process of updating the 5 year MRDT long term marketing plan with a COVID - 19 lens. CVEDS to consider initiatives below in this process.**

Submission (linked)	Recommended Actions
<a href="#">Bed &amp; Breakfasts</a>	Refer above to recommendation #2 in Technology sector.
	Refer to recommendation #1 from Comox BIA.
	CVEDS to work with Tourism industry in understanding MRDT applicability.
<a href="#">Beverage</a>	CVEDS to forward to Chamber of Commerce for consideration of running a buy local campaign.
	Refer above to recommendation #2 in Technology sector.
	Refer above to recommendation #5 in Agriculture sector (CVFI); ERTF to support, encourage and advocate for local food procurement policy for institutions and organizations.
	ERTF to approve and refer to local government planning departments.
	Not applicable as federal government has transitioned program EI.
	Refer above to recommendation #2 in Technology sector.
	Provincial and Federal mandate.
	Direct CVEDS to review recommendations 8-13 in conjunction with appropriate provincial ministries, jurisdictions and report back.
	Forward to CVRD with a request to create and send a letter to applicable Federal and Provincial ministries and/or agencies.
	Forward to CVRD with direction to seek clarity on PST regulations relating to the beverage industry, and have CVEDS engage with the provincial industries associations including the BCRFA, ABLE BC, BC Craft Brewers, BC Wine Institute for feedback.
	As directed by ERTF Steering Committee.
	Request CVRD to send letter to applicable ministries.
	For information only.
<a href="#">Festivals &amp; Events</a>	Refer to recommendation #3 in CVCAC to convene a meeting and/or report to discuss a regional funding framework.
	See above.
<a href="#">Mountain Biking</a>	Included as part of MRDT 5 year business planning process.
	Forward to local government.
	Forward to CVRD for consideration in CVEDS work plan and direction to explore options for a destination development mountain bike plan with UROC and the Mountain Bike Tourism Association of BC.
	Forward to CVRD for consideration and direction to CVEDS to work with BC Parks and CVRD staff to determine options and capabilities.

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<a href="#">Restaurants</a>	
	Refer to BC Restaurant and Foodservices Association to determine alignment with Provincial and Federal advocacy initiatives.
	Refer to recommendation #1 from Comox BIA.
<a href="#">BC Restaurant &amp; Foodservices</a>	
	Refer to August 26, 2020 letter submitted to BC municipalities by the BC Restaurant and Foodservices Association, Alliance of Beverage Licensees, and BC Craft Brewers Guild.
	Same as above.
	Same as above.

# Aerospace and Defense: Initiatives

- Aerospace business attraction including instructional, specialized manufacturing, consulting, design and technical services
- Develop investment ready airport lands by attracting key companies such as manufacturers, knowledge based companies, bonded warehouses for relocation
- Support development of aerospace firms by highlight procurement and partnership opportunities with 19 Wing
- Build on the success of FWSAR by maintaining the technical project committee to explore and assist with securing future federal investments
- Work with post-secondary to develop and enhance skills training and research and development funding

# Agrifood, Seafood & Beverage: Initiatives

- Expand existing and new Food & Beverage processing capacity
- Support efforts to secure greater market success
- Increased production through industry development
- Support increased utilization of Technology and Innovation
- Establishment of a Baynes Sound Institute for Marine Health
- Encourage & Increase Tenure and ALR utilization
- Expand Food Processing Waste Utilization Capacity

# Construction and Materials: Initiatives

- Create opportunities for investment in industrial construction sector activities
- Support local firms' construction and development investments for new residential and commercial development
- Align and support new sustainable material development
- Attract research and development in wood products innovation and new technologies
- Comox Valley is recognized as a leader in Green Construction
- Support and promote the indigenous construction sector

# Professional Services and Research: Initiatives

- Create a solo entrepreneur(s) opportunity network
- Develop a talent repatriation campaign; bring our best and brightest home
- Continue to support small business in expanding business-to-business and group-to-group networking within Comox Valley
- Encourage the development of co-location work spaces
- Assist residents or want-to-be residents who want or need to commute on a semi-regular basis to Vancouver

# Technology and Innovation: Initiatives

- Create a branded “Tech & Innovation Mindset” in the Comox Valley that comprises a mix of people, organizations, entrepreneurs, mentors/advisors, incubators/accelerators and investors with supporting government programs and policies
- Ensure resources are in place by local governments and economic development to foster an altruistic spirit, acceptance of failure, openness to newcomers, an embracing of diversity, and to build inter-community connections
- Develop a focus (by local government) on fostering a start-up and innovation ecosystem by creating a stable, predictable, and supportive regulatory environment for entrepreneurs and investors

# Tourism, Arts, and Culture: Initiatives

- Support and promote healthy and vibrant downtowns and settlement nodes throughout the region
- Support ongoing funding for the arts and culture sector
- Build a new performing arts venue and gallery that is also a hub for the region's arts sector and supports improved event hosting capacity
- Complete economic impact studies of the sector on a regular basis
- Drive an increase in overnight and multi-night stays with expanded event hosting
- Work with municipal governments to facilitate small-scale tourism-related activities on rural lands and agriculture lands where complementary to the primary agriculture use
- Treat tourism business attraction like any other strategic sector of interest
- Enhance the experience of visitors to the region through exceptional customer service and by curating and promoting tourism experiences