

CEDC ACTION PLAN 2015

| | Project | 2015 Actions | 2015 Planned Outcomes | Potential Partners | 2018 Goal |
|----------------|--|---|---|---|---|
| Tourism | | | | | |
| 1. | Coordination of tourism-related activities | <ul style="list-style-type: none"> • Fold Tourism Co-ordination Committee into Chamber committee • Strengthen ties to Tourism Victoria, SGI • Build more SSI-specific data | More effective marketing of SSI | Sectors include: <ul style="list-style-type: none"> • Arts • Wellness • Accommodation • Agriculture/Food • Ocean Activities • Trails/Nature • Restaurants/Retail • Heritage | Develop a funded tourist marketing organization that promotes year-round visits and SSI's unique "green" features |
| 2 | <i>Experience the Gulf Islands program</i> | <ul style="list-style-type: none"> • Build community support • Advocate for regional/provincial funding • Annual meeting with SGI | <ul style="list-style-type: none"> • Development and approval of biking & hiking core trail network • Development of more detailed materials • More funds from region/province | <ul style="list-style-type: none"> • CRD PARC & Transportation Commissions • SGI counterparts • CRD Regional Parks • Tourism, trail, ocean adventure & biking groups • First Nations | <ul style="list-style-type: none"> • Trail network expanding • ETGI experience marketed effectively and attracting new visitors |
| 3 | Shoulder and winter visitation. | <ul style="list-style-type: none"> • Support development of new programs that have long term potential and community support | More off-season visits | <ul style="list-style-type: none"> • Initiative proponents • Chamber Tourism committee | More year-round jobs |

CEDC ACTION PLAN 2015

| | Project | 2015 Actions | 2015 Planned Outcomes | Potential Partners | 2018 Goal |
|----------------------------------|--|--|---|--|--|
| Agriculture & Food | | | | | |
| 4 | Area Farm Plan | Support development of community agriculture facilities and of farm-based industry | More local farmers, higher farm incomes | Agricultural Alliance, CRD, Islands Trust. | Continued growth in agricultural production. |
| 5 | Interaction between farm & other sectors | Support initiatives that foster inter-sector collaboration eg ETGI, off-island marketing | More income for farmers and other sectors | Agricultural Alliance, Farmers Institute, Chamber, SGI, ETGI | More synergy between agriculture & other sectors |
| Ganges and other Villages | | | | | |
| 6 | Village beautification | Hold competition to award grants to best community beautification proposals | Two beautification projects launched | Community and ad hoc groups interested in the appearance of villages | Sustained community program to keep villages looking attractive |
| 7 | Village enhancement | Support village improvement projects | Faster action to upgrade villages | Harbour Authority, Islands Trust, Chamber, CRD, MOTI. | Creation of a permanent organization to advance village revitalization |
| Research | | | | | |
| 8 | Attracting entrepreneurs | Develop and implement pilot program | Program underway, coordinated with other marketing programs | Chamber Tourism committee, Digital SSI | Successful ongoing program to attract digital and other entrepreneurs |
| 9 | Public sector employment | Develop and implement a strategy to provide more services from SSI | One or more proposals presented to local or provincial agencies | CRD, Trust, SD64, local & provincial agencies, Chamber, Lady Minto | Permanent increase in on-island public sector jobs |

CEDC ACTION PLAN 2015

| | Project | 2015 Actions | 2015 Planned Outcomes | Potential Partners | 2018 Goal |
|-------------------------|---|--|--|--|---|
| 10 | Diversifying the economy | Seek partners to research opportunities in <ul style="list-style-type: none"> • Education/research • Services to seniors • “green” industry (water, waste, energy, recycling) | One or more new research projects completed | Transitions, Social Services, SS Foundation, local community groups and individuals, universities, Island Health | More year round jobs in identified sectors |
| 11 | Resources for economic development | Research use of grant writers, fund raisers, post-graduate students, philanthropists | Identify at least one new funding source | CRD, grant writers, government agencies, universities, philanthropists. | 20% funding for CEDC projects from non-CRD sources |
| Business Support | | | | | |
| 12 | Training/mentoring for employees and entrepreneurs. | Provide support for programs available to multiple businesses | Businesses more effective & productive | Chamber, volunteer business mentors, universities. | Ongoing investment by local organizations in training & mentoring |
| 13 | Off-island marketing | Provide support for joint new initiatives to market SSI products off-island | More off-island marketing by local entrepreneurs | Chamber, ad hoc groups of entrepreneurs | Well established off-island venues/initiatives to market SSI products |

CEDC ACTION PLAN 2015

| | Project | 2015 Actions | 2015 Planned Outcomes | Potential Partners | 2018 Goal |
|--------------------------------------|---------------------|--|--|--|--|
| Communications & Advocacy | | | | | |
| 14 | Community dialogue | <ul style="list-style-type: none"> • Host regular quarterly forums, with off-island experts, focusing on long term sustainability and village revitalization • Implement print/social media communications program | <ul style="list-style-type: none"> • Increased understanding of community development issues & opportunities • development of sustainability plan underway | CRD, Islands Trust, Chamber, universities, Driftwood, Exchange, other groups involved with infrastructure & long term planning | <ul style="list-style-type: none"> • Ongoing, well-informed community dialogue on economic development • Sustainability plan, including infrastructure investment strategy, complete • New OCP guidelines for villages in place |
| 15 | Off-island advocacy | Top priorities: <ul style="list-style-type: none"> • Ferry strategy • Rural designation • Collaboration with SGI | <ul style="list-style-type: none"> • Long & short term ferry strategies in place • Trust area achieves rural designation • One new project with SGI | CRD, Trust, SGI, Ferry Advisory Committee, SSI Ferry Action Alliance | <ul style="list-style-type: none"> • Provincial ferries policy reflects SSI/SGI needs • SSI & SGI qualify for all federal & provincial rural programs |