

Progress Board Meeting

Fall 2008



October 29, 2008

Creating the climate, attitude and infrastructure that welcomes
business success and makes the economy prosper.

Who we are

Gibsons Community Initiatives Association is the economic development office for Gibsons, Elphinstone and West Howe Sound.

We provide business stats and information, help identify business opportunities and business resources, and articulate the voice of business.

We work to make Gibsons and the Sunshine Coast welcoming to visitors, to newcomers and to business.



What we do

Mission

- GCIA works in harmony with the whole community to achieve sustainable economic development that respects our social, environmental and cultural way of life
- GCIA works to create the climate, the attitude and the infrastructure that will welcome business success and make the community prosper



Our Supporters

GCIA is supported by the Town of Gibsons, and Areas E & F (Elphinstone and West Howe Sound) of the Sunshine Coast Regional District, as well as a number of businesses in the Gibsons Area.

Local government and about two dozen businesses each contribute about half of GCIA's budget.



Current Board of Directors

Bob Hoy – Chair

Owner, IGA Marketplace

Shelley McDade – Vice Chair

COO, SCCU

Chris Reid, CA – Treasurer

Owner, Acuma Financial Services

Joan Beck – Past Chair

Education administrator (ret'd)

Ken Fiedler

Owner, Fiedler Brothers Contracting

Marj Knive

Living Places.ca, RE/MAX Top 20 Realty

Jurgen Kowalewski

Businessman

Judy Spears

Owner, Soames Point B&B



History of Ec Dev in Gibsons

- 1999 GEDP established
- 2000 revitalized Gibsons historic harbourfront, awarded Community Project of the Year (Bank of Montreal/ EDABC award)
- 2001 completed Winegarden Park
- 2004 facilitated economic development summit, commissioned Gibsons E & F Economic Development Strategy
- 2005 Gibsons Community Initiatives Association created with funding from Town, E & F and local business
- 2006 hired first EDO and opened office



GCIA Goals and Strategies

Data & Research

- maintain current economic data and provide fact based research on economic development issues

Communications

- establish regular, useful communications with clients, stakeholders, supporters and the public

Business retention, expansion, attraction

- confirm Gibsons & Area as the principal business, service and commercial centre on the Coast

Infrastructure and development

- support infrastructure improvements and development that produce economic benefits



The First Three Years

Data & Research

- Regular updating of economic data on SCORE website
- First annual survey of local business in December 2007
- Impact research on WalMart, Hwy 101 by-pass & improvements, BC Ferry fares
- Survey of business response to Ministry of Transportation's plans for safety improvements to Gibsons Way
- Feasibility study (done by John Hayes) on a transportation link between Upper and Lower Gibsons



The First Three Years

Communications

Facilitated workshops

- business climate conference with local government and business
- local government Coast-wide approach to ICET
- BC150 Years pre-announcement briefing
- Gibsons business taxes
- local government support for DMO

Progress Board meetings

- October 2006, February 2007 (AGM)
March 2008 (AGM) and October 29 2008



The First Three Years

Communications (cont'd)

Newsletters

- Spring & Fall 2006, 2007
- e-newsletters June & Sept 2008
- AGM reports Feb 2007, Mar 2008

E-mail news items

- Shoal Bay (7 reports)
- Parkland Subdivision in Upper Gibsons (4)
- Gospel Rock
- Coastal Link Ferries
- MOT & Gibsons Way (2)
- Small Business BC Videoconferences
- BC Explorer film shoot
- Capilano University municipal process info session



The First Three Years

Communications (cont'd)

Advertising

Just Business Magazine, Trade & Commerce Magazine, BC Advantage, Coast Reporter Tourist Guide 2007 and 08, Coast Reporter Small Business Week edition

Speaking

Rotary Clubs, CFDC AGM, Travel Ambassadors

Pre-election questions for all candidates on economic development issues

Transition of website from GEDP to gcia.ca
(by year end)



The First Three Years

Retention Expansion Attraction

Service excellence training through SuperHost (with Gibsons Chamber and GLBA)

Business mentoring directory (with Community Futures)

Retail expansion - update gap analysis

Tourism

- Sunshine Coast Tourism – DMO
- Ministry of Economic Development – BC Explorer

Hillside Industrial Park

– revisit strategy, develop new plan



The First Three Years

RE&A businesses worked with/assisted

- Alex Lebreque
- Boston Pizza
- Canadian Linen
- Coastal Link Ferries
- Colliers International
- Fiedler Brothers
- G Harris Diesel Services
- Gibsons Cinema
- Gibsons Medical Clinic
- Howe Sound Pharmacy
- Howe Sound Pulp & Paper
- K Fuerniss Enterprises
- M&M Meat Shops
- Metz Appliances
- Molnar Group
- New View Trading (Pty) Ltd
- Sports Traders
- Target Developments
- Wesbild Holdings Ltd



The First Three Years

Infrastructure & development

➤ *Gibsons Waterfront*

- identified need for leadership to create a coherent overall plan
- assisted in presentation of public information session on three projects; Gibsons Tugboat Landing, Shoal Bay and Harbour expansion
- encouraged foot passenger ferry

➤ *Upper Gibsons*

- identified revitalization of Upper Gibsons' commercial areas as a priority
- Parkland subdivision
- highway safety improvement project survey

➤ Increased ferry service 2010

➤ Sechelt-Gibsons Airport expansion



Going Forward

- GCIA will continue to promote local business success - we know it drives economic development. We will continue to work with our many partners to reach the potential we can all see for our region.
- As with any new business or organization, mistakes have been made, however the resolve of the Board has never been more solid in our commitment to provide the leadership necessary to move economic development forward in our community.
- Even in these uncertain times, we have paved the way for some substantial investment into our community over the next four years. Relationships with developers off-Coast have been built and our reputation as a forward thinking, hard working organization is growing.



Going Forward

Contract with Local Government

GCIA is working to show clearly defined deliverables to all of our stakeholders. We will

- provide a clear business attraction package for industry and retail
- work to provide a business retention and expansion package to strengthen the businesses we have
- continue to provide non-political, research-based factual information as requested by our stakeholders
- work with Sunshine Coast Tourism (our new DMO) to strengthen Gibsons & Area's position in Coast wide tourism marketing
- make Hillside Industrial Park a priority, assisting in the marketing strategy and overall business plan for this valuable under-used asset



Going Forward

Funding opportunities

There has been virtually no federal or provincial economic development funding for projects on the Sunshine Coast for the past three years. This situation looks like it will improve, as this list indicates.

- Federal West Coast Community Adjustment program aimed at helping coastal communities dependent on fishing
 - \$8 million, \$250,000 contributions, 60% of costs
- ICET has announced \$400,000 for Vancouver Island & Sunshine Coast tourism to create awareness related to 2010 Olympic opportunities
- Community Futures has proposed two \$3 million programs related to skill development
- Conservative government has promised \$300 million for regional economic development



Conclusion

- GCIA's EDO is retiring at the end of the year.
- The recruiting process to find a successor is just about complete.
- The successful candidate will be an experienced economic development professional
- GCIA will have more resources to work with.
- Thank you for your support over the past three years. We look forward to working with you for the next four.



Presentations



Questions

