
MEETING TYPE: Regular Council Meeting
MEETING DATE: March 7, 2023
AUTHOR: Ruth Sulentich, Economic Development and Public Engagement Specialist
DEPARTMENT: Finance & Administration
ITEM TITLE: Economic Development & Tourism Strategy
DESCRIPTION: Adoption of the Five-Year Economic Development & Tourism Strategy

QUESTION

Does Council support endorsing and directing staff to implement the Economic Development & Tourism strategy that spans from 2023-2027?

OPTIONS

- A. THAT the Economic Development & Tourism Strategy 2023 to 2027 dated February 2023, attached to the report to Council dated March 7, 2023, be adopted.
- B. THAT the Economic Development & Tourism Strategy 2023 to 2027 dated February 2023, attached to the report to Council dated March 7, 2023, be referred back to staff with the following direction from Council.

EXECUTIVE SUMMARY

Beginning in 2021 staff has been collaborating with the Economic Development & Tourism committee to scope and eventually shape the proposed Economic Development & Tourism Strategy. The strategy has evolved over the past two years into a document that is achievable within a limited budget and one part-time staff member to facilitate and implement the plan.

KEY INFORMATION

Development of the Economic Development & Tourism strategy is a [Council Strategic Priority](#) that includes:

- *Support Opportunities to Diversify Lake Country's Tax Base.*
- *Implement the Agricultural Plan.*
- *Encourage Growth of the Downtown Core.*

Throughout the strategy Council's priorities are addressed by way of tactics. Several of the tactics have already started and will continue until completion. Targets and goals have been established to align with the following plans:

- [Official Community Plan](#)
- [Mobility Master Plan](#)
- [Agriculture Plan](#)

DESIRED BENEFIT

- Support Opportunities to Diversify Lake Country's Tax Base by supporting and assisting with the Lake Country Business Park.
- Support Implementation of the Agricultural Plan.
- Encourage Growth of the Downtown Core and connection of Main Street to the Woodsdale neighbourhood through grant funding.

STRATEGIC RELEVANCE AND COMMUNITY SUSTAINABILITY

Environmental programs have been identified and meant to enhance the quality of life for those working and living in the community while assisting businesses to further their commitments and targets towards environmental stewardship.

UNINTENDED OUTCOMES

Tactics within the strategy not implemented by 2027 or Council makes the decision that the Economic Development & Tourism is no longer a strategic priority.

IMPACT ON STAFF CAPACITY AND FINANCIAL RESOURCES

Tactics that require funding will either come from grants that Council supports applying for in the future or through future budget requests. Implementation of the strategy will be facilitated by the Economic Development Specialist.

COMMENTS FROM EXTERNAL AGENCIES, COMMITTEES AND STAKEHOLDERS

Economic Development & Tourism Committee assisted with crafting the strategy. Through discussions the committee has endorsed and will continue to support the strategy over the next five-years.

CONSULTATION AND COMMUNICATION

If Council approves the strategy, it will be made published and easy to access through lakecountry.bc.ca. The Economic Development & Tourism Committee will have a standing agenda item recommending that the committee reviews the strategy to evaluate progress and determine where support is required and if modifications are required to achieve success.

Respectfully Submitted,

Ruth Sulentich, Economic Development and Public Engagement Specialist

Report Approval Details

Document Title:	Economic Development and Tourism Strategy .docx
Attachments:	- Economic Development and Tourism Strategy 2023-2027.pdf
Final Approval Date:	Mar 1, 2023

This report and all of its attachments were approved and signed as outlined below:

Trevor James, CFO, Director of Finance & Administration - Mar 1, 2023 - 10:16 AM

Reyna Seabrook, Director of Corporate Services - Mar 1, 2023 - 12:40 PM

No Signature - Task assigned to Tanya Garost, Chief Administrative Officer was completed by assistant Kelly McIntosh, Executive Coordinator

Tanya Garost, Chief Administrative Officer - Mar 1, 2023 - 12:43 PM

No Signature found

Matt Vader, Director Parks, Recreation and Culture - Mar 1, 2023 - 12:57 PM