

RURAL BUSINESS AND COMMUNITY RECOVERY PROGRAM – Approved projects 2021

City of Port Alberni: *Small Business Support Specialists (2) - \$62,000*

Working in partnership with the Alberni Valley Chamber of Commerce, Community Futures Alberni Clayoquot and other Recovery Taskforce members, these two part time positions will provide direct, one-on-one outreach and support to every business, social enterprise and non-profit in the Port Alberni area. This will include information and support to ensure organizations are taking advantage of available funding opportunities, targeted assistance with the transition to digital sales, platforms and marketing, referrals to specialized service providers for assistance with longer-term business transition, adaptation and sustainability and ensuring that the Recovery Task Force has the most accurate information to build a more resilient economy.

City of Powell River: *Community Development Officer - \$50,000*

Over the next 2 years, with additional funding support from the City, this new position will undertake recovery-focused initiatives, supporting economic diversification, continued resiliency of existing businesses, expansion of industry sectors and the creation of new opportunities in the region. This will include initiatives related to airport and related aerospace sector development, support of the Creative Economy Strategy and related business development, new economic uses for City-owned lands, Farm Sector and Food Hub initiatives, as well as other relevant community development priorities.

Community Futures Central Island: *Rural Recovery Coaches (2) - \$70,000*

These two part-time positions will provide direct, one-on-one, recovery-focused advisory services for eligible rural communities and businesses in the Community Futures Central Island service area. This includes Parksville, Qualicum Beach, Ladysmith, Gabriola Island, Coombs, Errington and other Regional District of Nanaimo rural areas. One position will focus on providing direct support services to eligible rural businesses, while the other will support the development and alignment of community recovery efforts with available programming, funding and other opportunities.

Cortes Community EDA: *Community Recovery Coordinator/Liaison (2) - \$46,000*

These two part-time positions will provide one-on-one, community-based business recovery and advisory services. The position will also support broader implementation of community or regional economic recovery strategies, support supply chain management and coordination for local businesses as well as the development of new digital tools and services.

District of Lantzville: *Economic Development Officer-Recovery - \$62,000*

This position will support the implementation of key foundational economic development initiatives from the District's recent Economic Development Strategy, particularly those highlighted as priorities for economic recovery. The position will also provide direct outreach and engagement with local businesses, provide targeted economic recovery information and assistance and support the development of a business improvement association.

District of Port Hardy: *Economic Development Recovery Officer - \$70,000*

Over the next 18 months, with additional funding from the District, this new position will support post-pandemic economic recovery by providing direct assistance to local businesses and developing strategies and initiatives to support community and business adaptation. This includes tourism sector recovery programs, the planning and preparation of shovel ready economic diversification projects and community economic development activities to address and mitigate reduced resource sector activity.

Ditidaht Development Corporation: *Recovery and Resiliency Officer - \$54,000*

This Recovery and Resiliency Officer will provide direct, one-on-one support to local tourism businesses affected by pandemic-related closures and help identify new opportunities for business adaptation, online services and new business development. The position will also help with community development, training and capacity building.

Economic Development Cowichan: *Economic Development Analyst* - \$70,000

This part-time position will coordinate delivery of direct business recovery supports in the rural areas of the Cowichan Valley Regional District. This will also include work with stakeholders and groups to implement sub-regional economic recovery initiatives and support to advance recently completed community economic development plans, such as those in Shawnigan Lake, Cowichan Bay and Cobble Hill.

Gwa'sala 'Nakwaxda'xw: *Digital Marketing Coordinator* - \$50,000

This full-time position will support the implementation of an enhanced and integrated digital marketing strategy to support the Nation's brand as a premier Indigenous tourism destination provider. As the region's tourism related businesses seek to regain market position after pandemic related curtailments, the Coordinator will engage the region and community to identify opportunities, develop new digital capacity and tools, and ensure local and regional marketing efforts are aligned with other economic drivers and maximize potential for market expansion and growth.

Hornby Island Community Economic Enhancement: *Business Ambassador* - \$17,000

This part-time position will provide one-on-one assistance and information to support local business economic recovery and adaptation, sustainable tourism industry restart and visitor welcome initiatives. The position will also help local businesses, artists, musicians, farmers and non-profit groups extend their season and market their goods, services and venues year-round.

Huu-ay-aht First Nation: *Tourism Marketing Coordinator* - \$20,000

This full-time position will support the implementation of the HFN Hospitality LP's Tourism Destination Plan, as the Bamfield area reopens to visitor markets. Through the development of a well-defined marketing strategy, the Coordinator will help carry out market research and development, including the promotional campaigns and marketing packages for existing Tourism Industry businesses.

Ka:'yu:'k't'h'/Che:k:ties7et'h' First Nations: *Economic Development Coordinator* - \$60,000

This new full-time position will play a central role in coordinating KCFN community economic development, helping build resilience and supporting the expansion of business potential at a regional level. This includes implementing the priorities of the newly completed community economic development strategy, working in partnership with other regional stakeholders and identifying new business development, acquisition and partnership opportunities.

Kwiḡwāsut'inuḡw Haxwa'mis First Nation: *Community Development Coordinator* - \$42,000

This part-time, remote, position will support the Nation's development and capacity-building by providing targeted advice and referral to resources, implementing community and regional economic recovery strategies and securing much needed project and program funding.

Ladysmith Chamber of Commerce: *Economic Recovery Specialist* - \$50,000

This full-time Economic Recovery Specialist will be responsible for developing programs and services to support immediate stabilization and recovery for business, including personalized one-on-one coaching and referrals. The Specialist will also be responsible for business retention and expansion information gathering, as well as the development of the response and supports to address both challenges and economic growth opportunities.

Malahat Nation: *Economic Development Officer* - \$65,000

This Economic Development Officer position will support the development and implementation of a strategy to attract a range of business opportunities to Malahat Nation-owned lands. This will include work to develop a proposed film studio and other film sector related business and employment opportunities. The position will also support community and business economic recovery needs and new business development, ensuring the growth, development and employment of Malahat Nation members is maximized in all economic development ventures.

Salt Spring Chamber of Commerce: *Economic Vibrancy Coordinator* - \$49,000

In partnership with Salt Spring Island stakeholders, this position will support the development of creative and collaborative solutions to improve the capacity and resilience of the Island economy. This will include providing individualized support and resources for Salt Spring Island merchants, restaurateurs, hospitality providers and other small businesses and artisans impacted by pandemic restrictions. It will also support Ganges Village community stakeholders to coordinate joint capital improvement, vibrancy and recovery initiatives.

Sointula Resource Centre Society: *Community Economic Development /Tourism Development (2)*- \$45,000

These two part-time positions will support the development and sustainability of the Malcolm Island economy. The Community Economic Development Officer will support individual business recovery, capacity and growth. The position will also identify community development projects, support food security, local markets and farms and identify and access funding opportunities. The Tourism Development Coordinator position will support local business digital skill building, digital tools, development of new visitor experiences and stronger collective marketing tools.

Stz'uminus First Nation: *Business Recovery Advisor* - \$50,000

This part-time position will support the Coast Salish Development Corporation (CSDC) group of businesses to reimagine and adapt their business models and strategies to address the challenges and opportunities of the post-pandemic business landscape. This will include an increased focus on digital delivery, domestic procurement and market diversification.

Tourism Bowen Island Association: *Tourism Recovery Coordinator* - \$36,000

This part-time position will collaborate with local businesses, stakeholders and industry representatives to implement economic recovery initiatives. The position will also enable the community to “build back better” through key economic strategies, such as developing a year-round economy, fostering shoulder and off-season

visitation, increasing sustainable visitation experiences and developing new markets to build lasting economic resiliency.

Town of Port McNeill: *Manager of Economic Development - \$70,000*

The full-time Manager of Economic Development will be primarily responsible for identifying and providing key community resources to help in near and short-term economic recovery initiatives. This new position will also implement the community economic development strategy and its key priorities. This includes support for current industry and business economic drivers, exploring new non-resource-based opportunities to support economic diversification and new technology related business opportunities, and a wide range of activities to support the growth of Port McNeill as a strategic business and service centre for northern Vancouver Island.

Uchucklesaht Tribe Government: *Community Economic Development Coordinator- \$70,000*

This new full-time position will support the development of economic development opportunities both on and off Uchucklesaht Lands. This will include innovative approaches to economic recovery and resiliency, with a specific focus on pandemic recovery. The position will also support longer-term strategic economic development planning, implementation of identified market-focused strategies for Uchucklesaht's businesses, creating new markets for under-utilized resources, developing new tourism related business plans as well as strategies for citizen employment and increased economic self-reliance.

Village of Gold River: *Economic Recovery and Resiliency Coordinator - \$50,000*

This new position will provide individualized advisory services to businesses, non-profits and other eligible individuals to access economic recovery funding and supports. The position will also support the Gold River Economic Development Committee with the implementation of its recently completed economic development strategy, as well as oversee targeted tourism initiatives.

Village of Port Alice: *Economic Development Officer* - \$39,000

This new part-time Economic Development Officer position will oversee a range of local community economic recovery activities. This will include direct support to community businesses and support for the development of shovel-ready economic diversification initiatives. The Officer will also work with Vancouver Island North Tourism to create a tourism recovery program strategy and to develop appropriate digital marketing assets.

Village of Tahsis: *Tourism Recovery Specialist* - \$61,000

In partnership with Tourism Vancouver Island, the Village of Tahsis will address community economic recovery by expanding and promoting the growing eco-tourism economy. This full-time position will support the development of the eco-tourism sector, develop digital marketing assets and support the region's tourism operators with targeted restart, recovery and digital marketing assistance. This work will also include the development of collaborative tourism initiatives and promotion of the region's rich cultural and historical significance in partnership with the region's Indigenous communities.

Wei Wai Kum First Nation: *Economic Recovery Coordinator* - \$65,000

This full-time position will provide a range of support within the Wei Wai Kum business community to maintain sustainable economic growth and foster future opportunities. This includes supporting Nation and member businesses to develop recovery plans, support access to financial recovery programs and grants, as well as transition to digital operations or other strategies to remain relevant in the current economy. The Coordinator will also support the Nation's broader economic development strategies, initiatives and new member or Nation business development.

WorkLink Employment Society: *Rural Economic Development Officer* - \$41,000

In partnership with other region stakeholders, this position will address capacity challenges and create new employment opportunities in the Port Renfrew area. Key initiatives will include the implementation of the community-based Business Retention and Recovery Plan, development of sustainable tourism initiatives with the

Pacheedaht First Nation and development of new opportunities aligned with emerging trends and economic drivers.

Rural Islands Economic Partnership: *Shared Business Services Coordinator* - \$30,000

The part-time Shared Business Services Coordinator will manage community-based delivery of business services to the micro and small businesses of the region's rural islands through a newly formed shared services cooperative. This will include a wide range of supports, including intake, information and referrals, client research, direct assistance, workshop development and marketing helpline.

SCREDO: *Small Business Manager* - \$62,000

The Small Business Program Manager will have primary responsibility for implementing and managing a suite of initiatives under the shared banner of the Sunshine Coast Business Recovery Centre, a cooperative undertaking of the region's Business and Economic Recovery Task Force. This will include one-on-one advisory and recovery-focused services for business, facilitating business reinvention, access to new markets or other expansion opportunities, as well as community development initiatives focused on a just economic recovery for all.

Southern Gulf Islands CRC Society: *Community Economic Development Director* - \$70,000

This position will oversee all planning and development initiatives that improve the SGI communities' socioeconomic and business development. This includes the implementation of the SGI2020 and Covid-19 economic recovery plans, consulting and advising businesses, organizations and investors, mobilizing resources for implementation of key initiatives, developing new partnerships and promoting the region's opportunities.

Sunshine Coast Tourism: *Tourism Recovery Specialist* - \$45,000

These two part-time positions will support tourism sector recovery and help elevate the Sunshine Coast's competitiveness as a preferred travel destination both nationally and internationally. This will include support for the implementation of community-based recovery projects and developing new digital and mobile service offerings

to support the many small communities of the Sunshine Coast, such as Gibsons, Roberts Creek, Sechelt, Halfmoon Bay, Pender Harbour and Egmont.

Tourism Association of Vancouver Island: *Community Tourism Officer* - \$63,000

This new position will provide customized support to rural and remote communities, particularly those with no dedicated tourism destination management organizations. This will include the development and implementation of tourism sector recovery strategies, support with the development of new tourism-related capital projects, identification of partnerships and tourism experience development opportunities and other recovery initiatives.

Ucluelet Chamber of Commerce: *Regional Digital Marketplace Manager* - \$50,000

This position will support the development of a multi-vendor online marketplace supporting artisans, non-profits and small businesses in the 9 west coast communities of the Alberni Clayoquot Regional District. This will include help to set-up their e-commerce store, increase business sales and/or launch a new business entirely. This position will also help move the market into phase 2, expanding to include service providers and new geographic areas.