

## **COUNCIL REPORT**

**To:** Mayor and Council

**From:** Administration

**Date:** December 11, 2023

**Subject:** Business Walks 2023 Results

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### **RECOMMENDATION:**

THAT Council receives this report for information.

### **BACKGROUND:**

The District of Mackenzie has developed a roadmap for creating a diverse, vibrant local economy. The Community Economic Development Strategy, created in 2021, outlines actions and strategies towards building an environmentally and financially sustainable local economy centred on diversity and inclusion. A key part of moving the strategy forward is ongoing community engagement; hearing from local businesses is an important part of this.

This year, in partnership with WorkBC, Northern Development Initiative Trust, the Mackenzie Chamber of Commerce, the College of New Caledonia, as well as Community Futures Fraser-Fort George, the District completed the annual Business Walks exercise by meeting with local business to facilitate the exchange of business support resources and enhance communication between the District of Mackenzie and the local business community. The results of the 2023 Business Walks have been attached to this report.

### **COUNCIL PRIORITIES:**

#### **Community and Social Development**

- Our investment in the municipality's services and infrastructure, our commitment to principles of social equity and well-being, and our belief in the value of resident engagement, creates a healthy community in which everyone feels valued and enjoys a high quality of life.

#### **Economic Vitality**

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong
- business sector and new investment are key to our economic vitality.



**RESPECTFULLY SUBMITTED:**

Rachelle Dumoulin, Economic Development Clerk

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer