

## **COUNCIL REPORT**

**To:** Mayor and Council

**From:** Administration

**Date:** April 23, 2025

**Subject:** Grant Resolutions of Support - Strategic Marketing Initiatives Plan

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### **RECOMMENDATION:**

#### **Resolution #1 – Northern Development Initiative Trust Grant**

THAT Council supports the District of Mackenzie's application to the Northern Development Initiative Trust's Marketing Initiatives grant program for funding towards the Strategic Marketing Initiatives Plan project.

#### **Resolution #2 – South Peace Mackenzie Trust**

THAT Council supports the District of Mackenzie's application to South Peace Mackenzie Trust for funding towards the Strategic Marketing Initiatives Plan project.

### **BACKGROUND:**

Staff have identified the need for a proactive approach to attracting new residents, workforce, investment, and visitors to support the community's long-term economic sustainability. Several of the District's strategic plans already emphasize the importance of growing the population, strengthening the workforce, diversifying the economy, and enhancing tourism, reinforcing the need for a dedicated marketing program to increase Mackenzie's visibility and appeal.

Currently, aside from the regional tourism marketing campaigns the District is member of with Destination BC and Northern BC Tourism, community or investment promotional efforts have been broad based and one-off initiatives, rather than part of a longer-term marketing program. With the changing economic landscape and opportunities in the region, to address this gap, based on discussions with other communities and grant funders, staff are proposing the development of a comprehensive 3- to 5-year strategic marketing plan — a foundational tool that will guide future campaigns and inform investment, workforce, and tourism attraction efforts.

## **Strategic Marketing Initiatives Plan**

This plan will define goals, target audiences, brand messaging, and key selling points for Mackenzie, supported by clear tactics such as digital ads, a dedicated web presence, social media campaigns, email marketing, and community ambassador programs. Once finalized, the plan may be supported with implementation assistance, including performance tracking, creative development, content execution, and recommendations for continuous improvement based on real-time results. Additionally, the plan will provide the necessary framework to allocate limited municipal resources strategically, cost-effectively, and ensure every marketing dollar is spent with purpose. This strategy will guide decision-making, prioritize high-impact tactics, and focus efforts where they will yield the greatest return—maximizing outcomes for investment attraction, tourism growth, workforce development, and resident recruitment.

If approved for funding, the plan would be scheduled for completion by fall 2025. This timeline has been selected to align with the anticipated intake periods for key grant programs, including the Rural Economic Diversification and Infrastructure Program (REDIP) and CanExport Community Investments. By finalizing the strategy in advance of these funding cycles, it will strengthen our applications for implementation funding by demonstrating a proactive, evidence-based approach to economic development, workforce attraction, and investment readiness. Completing the strategy in this timeframe ensures we can move quickly into the execution phase and access external resources to amplify our reach and impact.

### **BUDGETARY IMPACT:**

If both grant applications are approved, there will be no budgetary impact. If unsuccessful, alternative funding sources will be considered or the project will move to 2026 and be included in the General Government operating budget. The total project budget is estimated to be ~\$37,000 based on quotes received to-date.

### **COUNCIL PRIORITIES:**

#### **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 Richman, Economic Development Coordinator

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer