

COUNCIL REPORT

To: Mayor and Council

From: Administration

Date: May 8, 2023

Subject: Resolution of Support – NDIT and SPMT Grants – Relocation Materials

RECOMMENDATION # 1:

THAT Council supports the District's application to NDIT's Marketing Initiatives grant program for up to \$20,000 in funding towards the Relocation Materials project.

RECOMMENDATION # 2:

THAT Council supports the District's application to South Peace Mackenzie Trust grant program for up to \$20,000 in funding towards the Relocation Materials project.

BACKGROUND:

The District's 2021 – 2026 Mackenzie 2.0 Community Economic Development Plan (CED) identified seven strategy areas to guide how Mackenzie will pursue economic development. These are listed in order of where the most impact will be made, as identified by the community.

1. Industry supports
2. Local business and entrepreneurship
3. Quality of life
4. Local food economy
5. Resident attraction and retention
6. District revenue generation
7. Collaboration and partnerships

Each Strategy Area is made up of a number of local economic development Actions (projects, programs, policies). The Actions are phased and prioritized according to when they commence: Already Underway, Quick Win, Simple, Complex, and Foundational. A total of 35 Actions are outlined in this Strategy, a synopsis of those actions has been attached to this report.

This project would complement previous investment attraction projects completed by the District by focusing and going a bit deeper on resident attraction and retention.

Projected benefits to the local/regional economy include more accurate, informative, accessible, and engaging marketing materials promoting the benefits of relocating into the community. The materials will be available publicly and shared with our other investment attraction partners such as the Province of BC and the Mackenzie Chamber of Commerce.

Key deliverables of the project:

- Relocation Brochure
- Website Update
- Video

A great example of what staff is hoping to achieve with this project is similar to the [Move Up Here | City of Fort St. John \(fortstjohn.ca\)](http://fortstjohn.ca).

BUDGETARY IMPACT:

The cost estimates for the project are approximately \$13,000.

Staff are looking to apply to the Northern Development Initiatives Trust Marketing Initiatives grant program for up to \$6,500 to cover 50% of the required project costs.

Staff are also looking to apply to the South Peace Mackenzie Trust for up to \$9,750 to cover the remaining cost of the project, thus eliminating any cost to the District.

If the grant applications are unsuccessful, staff will re-evaluate the scope of the project.

COUNCIL PRIORITIES:

Economic Vitality

- The District is a leader in 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



Approved for Submission to Council