



CENTRAL COAST REGIONAL DISTRICT

DATE: October 2, 2014

TO: Board Chair Reginald Moody and Board Members

FROM: Krista Ediger, Local Government Management Intern

SUBJECT: **Small Town Love**

RECOMMENDATION

That the Board of Directors of the Central Coast Regional District request the CCRD administration submit an application to Northern Development Initiative Trust for 2015 Small Town Love Marketing Initiative program, in time to meet the November 2014 deadline.

STRATEGIC PLAN

Goal 3 – An enhanced and strengthened region
 Strategy 7 – We will continuously monitor potential opportunities and disseminate information accordingly (e.g. BCGH, Improvement Districts, School Districts and other applicable organizations)

BACKGROUND

The Board at their September 11, 2014 meeting discussed participation in the Small Town Love program.

CONSULTATION

N/A

BUDGET/FINANCIAL IMPLICATIONS

Within current approved budget:	N/A
Requires further budget consideration	Yes, from 2015 onwards

RISK MANAGEMENT

Administration has evaluated potential risks with the proposal and assessed these as negligible with no requirements for controls.

DISCUSSION

CCRD administration is seeking Board support to submit an application to Northern Development Initiative Trust 2015 Small Town Love Marketing Initiative program, with a closing deadline of November 14th, 2014.

Board Meeting
 OCT 09 2014
 CCRD ITEM c(d)(ii)

Small Town Love is an online program that was developed to promote spending at independent local businesses. The program is a partnership between Northern Development Initiative Trust (NDIT), Amy Quarry (founder and entrepreneur of Small Town Love) and communities in NDIT region with a population under 5,000. The online presents for Small Town Love are a web portal and a Facebook page.

Each community that participates in Small Town Love receive their own brand, own web portal and Facebook page. The web portal includes a search bar, a directory of business including categories and a map function which shows where businesses are located in the community. Examples of categories on the web portal include agriculture & food production, apparel & accessories, food & beverage, and Tourism, Travel & Lodge amongst other categories. Participating communities receive ongoing program planning and implementation support from NDIT.

Branding for the region as a whole would be "Love Central Coast". This brand of "Love Central Coast" would have a cost to the Regional District of yearly fee of \$600. This fee is to host and maintain the web portal. Maintenance of the web portal is done by an outside source and does not require CCRD administrative staffs attention. "Love Central Coast" web portal would have an additional drop down menu. This menu would allow searching for businesses in a certain location (i.e. Denny Island, Bella Bella, Ocean Falls, and Bella Coola Valley).

If the Regional District were to have a brand for each individual community it would be "Love Denny Island", "Love Bella Bella", "Love Ocean Falls" and "Love Bella Coola Valley". Each individual community would have its own web portal, which would have a cost to the Regional District a yearly fee of \$2400 (\$600 for each community).

Small Town Love program is open to retail goods and service style businesses that are independently owned (including home business) and are not part of a franchise. The cost to businesses in to participate is substantially low. Each business pays a one-time fee of \$100 which in return each business receives numerous benefits including:

- Online exposure for their business
- Detailed online profile written by a professional writer
- Professional photo shoot and package of photos that can be used for the own marketing purposes
- Ability to post upcoming events and special promotions on their Small Town Love profile page, and on the Small Town Love Facebook page
- Promotional tools that can be downloaded and use for their business
- Builds stronger connection with other business owners in their community.

CONCLUSION


Applications are now open to the NDIT Small Town Love Marketing Initiative Program for 2015. The closing date for applications is November 14, 2014.

Partaking in Small Town Love would provide realistic and achievable economic development to our region.

CCRD administration staff recommends that the Board endorse "Love Central Coast" branding. The yearly cost of \$600 to partake in Small Town Love with the branding of "Love Central Coast" should be seen as an investment to economic development for our community.

It is recommended that the Board of Directors of the Central Coast Regional District request the CCRD administration submit an application to Northern Development Initiative Trust for 2015 Small Town Love Marketing Initiative program, in time to meet the November 2014 deadline.

Respectfully submitted



Krista Ediger

Local Government Management Intern