



## CENTRAL COAST REGIONAL DISTRICT

DATE: November 5, 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 postpone the decision to put forth an application to Northern Development Initiative Trust for 2015 Small Town Love Marketing Initiative program at this time.**

### 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 October 9, 2014 meeting approved the CCRD staff to submit an application to Northern Development Initiative Trust for 2015 Small Town Love Marketing Initiative program.

### CONSULTATION

N/A

### BUDGET/FINANCIAL IMPLICATIONS

Within current approved budget:	N/A
Requires further budget consideration	No

### 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 postpone the application to Northern Development Initiative Trust 2015 Small Town Love Marketing Initiative program at this time.

On October 28<sup>th</sup> Chief Administrative Officer and Local Government Management Intern had a conference call with Northern Development Initiative Trust (NDIT) discussing Small Town Love and further requirements from the CCRD.

**Board Meeting**  
NOV 13 2014  
CCRD ITEM C(d)(ii)

The CCRD would need a permanent staff member to act as the community champion for the Small Town Love program. The community champion would provide ongoing support and promotion for the program and business; maintaining and updating the Facebook page; and take part in a quarterly call with other community champions amongst other requirements. During the implementation of the program the community champion goes and talks with businesses about the program, and helps them to sign up. There is a need for a minimum of 20 businesses to sign up before the program could be launched.

The CCRD would be in charge of collecting the \$100 fee from each business. The fees collected would stay with the CCRD and are used towards hosting a launch party or promotion of the program.

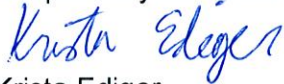
During the conference call NDIT advised that the branding of Small Town Love works better when it is tied to a single location rather than a region. NDIT suggest that Love Central Coast is too vague, and the brand would need to be a single location for the region i.e. Love Bella Coola, Love Bella Bella, Love Denny Island, etc.

## **CONCLUSION**

After the discussion with NDIT on October 28, the commitment by CCRD staff for the Small Town Love program is greater than originally thought. With the current human resource capacity it is not feasible to take on this program currently. As well more time would be needed to discuss a brand that would work for our region as a whole.

It is recommended that the Board of Directors of the Central Coast Regional District postpone the decision to put forth an application to Northern Development Initiative Trust for 2015 Small Town Love Marketing Initiative program at this time.

Respectfully submitted



Krista Ediger

**Local Government Management Intern**