



CENTRAL COAST REGIONAL DISTRICT

DATE: June 4, 2015

TO: Board Chair Reginald Moody and Board Members

FROM: Tanis Shedden, Community Economic Development Officer

SUBJECT: **Economic Overview**

Since beginning employment on May 19, 2015, I have been working to familiarize myself with the CCRD and its economic history. In an effort to speed the process of understanding along, an updated Regional Profile has been completed. Active community members from the individual electoral areas/communities will be asked to provide input regarding the creation of individual community profiles that will consist of specific, relevant and up-to-date information. Through this process, information that will drive collaboration and economic development will emerge. This information will assist in the creation of working lists which acknowledge; active societies (and associated projects/objectives), businesses, skills available, skills needed, recreational services, barriers to entry, and opportunities for economies of scale.

An engaged and invested community is a strong foundation that future economic development should be based on. Relationship building will take time and is an active process. Communication is essential when working to engage community members in the development process. To achieve a higher rate of engagement and knowledge exchange amongst regional residents/visitors the website, regional newspapers, open houses, business walks, and surveys should be used regularly to bring information forward. Often times, the community has the answer but may not realize it.

Progress will be slow.

Many ideas and plans for economic development have been put forward over the years and now is the time to establish realistic goals. Moving forward, it is my belief that for economic development to be sustainable in the CCRD the communities must come on-board in a unified manner. Acknowledging and supporting development in all areas of the CCRD, whether one is directly impacted or not, must become common place. Economic development is an involved and long-process, there are no overnight fixes. To avoid getting overwhelmed with the task ahead we must celebrate the little wins. Keep moving forward.

Respectfully Submitted

Tanis Shedden
Community Economic Development Officer

