

Original signed by: Byron Johnson, CAO

City Staff Report

Report Date: October 20, 2020**Meeting Date:** October 27, 2020**To:** City Manager**From:** Community Development Coordinator**Subject:** NDIT Façade Grant and Marketing Initiatives Applications

Purpose

The purpose of this report is to seek Council's approval to submit grant application to Northern Development Initiative Trust under the Marketing Initiatives stream and Building Façade Improvement stream.

Summary

Marketing Initiatives

1. Explore Cariboo – This project will add new value to the Explore Cariboo website and to enhance the region's online presence with new photo and video assets and written content using three unique themed adventures. Social media ad campaigns will be paired with each theme.

This project is in partnership with Cariboo Regional District, District of Wells, City of Williams Lake, Williams Lake Indian Band, and District of 100 Mile House. The City of Quesnel administers the project on behalf of the consortium, with approximately \$13,000 towards administration in the overall project budget. Additional funds are also expected from each of the partners and Destination BC towards this project.

2. Workforce Attraction Video Campaign – This project will see the creation of four short videos, each featuring a Quesnel resident in their work environment and enjoying a balanced lifestyle. The campaign will be targeting residents from Alberta, Saskatchewan, and Ontario, as key demographics from the 2020 Regional Labour Market Study.

Building Façade Improvements

The City applies for this grant each year and has successful campaigns each year. The goal of the program is to enhance economic development by promoting private sector investment in business façade improvements.

Recommendation

Recommendation #1

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a grant up to \$20,000 for the Explore Cariboo project from the Cariboo-Chilcotin Lillooet Regional Account;

AND THAT Council approves the use of \$5,000 from the 2021 operating budget to cover the City's contribution.

Recommendation #2

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a grant up to \$20,000 for the Workforce Attraction Video Campaign from the Cariboo-Chilcotin Lillooet Regional Account.



Recommendation #3

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a grant up to \$20,000 for the Business Façade Improvements Program.

Council Policy

N/A

Strategic Objective

7.3.1 Continue Explore Quesnel social media campaigns, newsletter, website, “What’s Happening Quesnel” project, and Spirit Center development.

Financial Implications

	City of Quesnel	Northern Development Initiative Trust	Other	Total
MI-Explore Cariboo	\$5,000	\$20,000	\$15,000	\$40,000
MI-Workforce Attraction Video Campaign		\$20,000	\$20,000 (Rural Dividend)	\$40,000
Building Façade Improvement		\$20,000		\$20,000
Total	\$5,000	\$60,000	\$35,000	\$100,000

Background

Business Façade Improvement - This \$20,000 grant allows the City of Quesnel to offer commercial businesses and non-profit organizations in the Downtown Core, West Quesnel, South Quesnel Highway, North Quesnel Highway or Residential-Commercial Transition Area a 50% rebate on business façade improvements. The maximum rebate offered is \$5,000, and the façade project must have a minimum total cost of \$2,000.

The City submits and application annually for this program and have success and positive feedback from the community. Past façade improvement projects through this grant include the Quesnel Bakery, Booster Juice, and Eagle Building Supplies.

Marketing Initiatives – This grant program provides funding to support new campaigns or projects that promote and/or position a community or region to take advantage of opportunities that support economic vitality and diversification.

Concurrence

Manager of Economic Development and Tourism

Director of Development Services