



# Shuswap Economic Development Society

Established. Oct 2020

## "2024 Work Plan"

### **ECONOMIC DEVELOPMENT**

- the iterative process of building the present  
to support the future.....



# Land acknowledgement

*We're grateful to be Living and Working on the Traditional,  
Ancestral & Unceded Lands of the Skw'lax te Secwepemculecw*

## Vision

- Balanced development that supports a sustainable, four-season local economy and protects what we love about our Shuswap home.



# Strategy Areas

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: *types* of actions we're taking

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Improve community services and infrastructure.

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Support local businesses and employment.

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Grow healthy local food systems.

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Improve active transportation, mobility and healthcare.

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Promote year-round tourism.

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Inclusive and attractive housing and development.

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Recreational programming and spaces for all.

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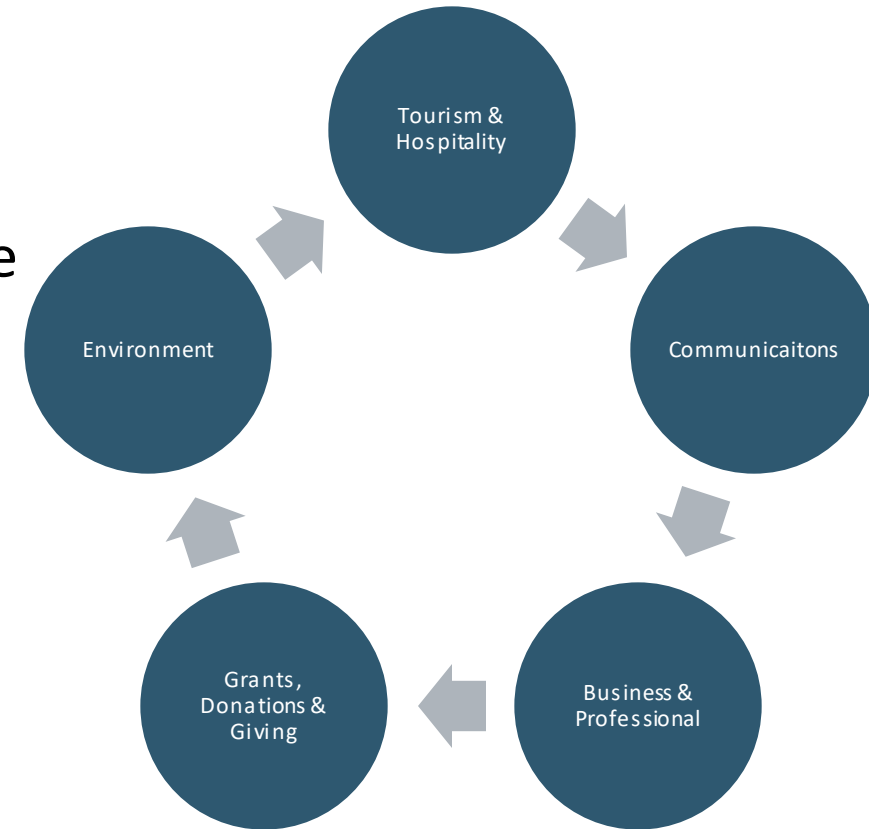
# Indigenous inclusion strategy

*: collaboration through transparent & clear dialogue,  
inclusion & engagement*

- Guidance provided by Skw'lax te Secwepemculecw on how to incorporate indigenous inclusion throughout the SEDS organization
- Cultural sensitivity training scheduled 1<sup>st</sup> quarter 2024
- Signed MOU, as lead indigenous partner for Shuswap Broadband Cooperative
- Ongoing dialogue on tourism, technology, housing & infrastructure projects

# Shuswap Economic Recovery Taskforce (SERT)

- Spearheaded & launched Aug. 2023
- Representation from Colliers and all levels of industry, Non-profits & government
- Governance and subcommittee structure in place & active
- Industry-led by community leaders
- \$50,000 grant intake from Dec. 1-Jan. 31, '24 to support N. Shuswap businesses
- Business advisors available through the CFDC DREAI (Disaster Recovery Economic Adjustment Initiative) Program
- For more information <https://shuswapecdev.ca/our-region/wildfire-relief-and-resources/>



DID THE WILDFIRES IN THE  
SHUSWAP AFFECT YOUR  
BUSINESS?



SCAN ME

We are here to help.

IN PARTNERSHIP WITH:



# Shuswap Economic Recovery Taskforce (SERT)

- **SERT Chairs & Subcommittee Chairs**
- **SERT Chairs-** Sue McCrae, John Reed
- **Grants & Donations –** Karen Brown, Rob Marshall
- **Tourism & Hospitality-** Morgen Matheson
- **Environment-** Barbra Fairclough
- **Communications-** Debbie Seymour
- **Business & Professional-** Debbie Seymour

# 2024 Business course series

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## Background

- 17 courses delivered in 2023
- Total participants - 169

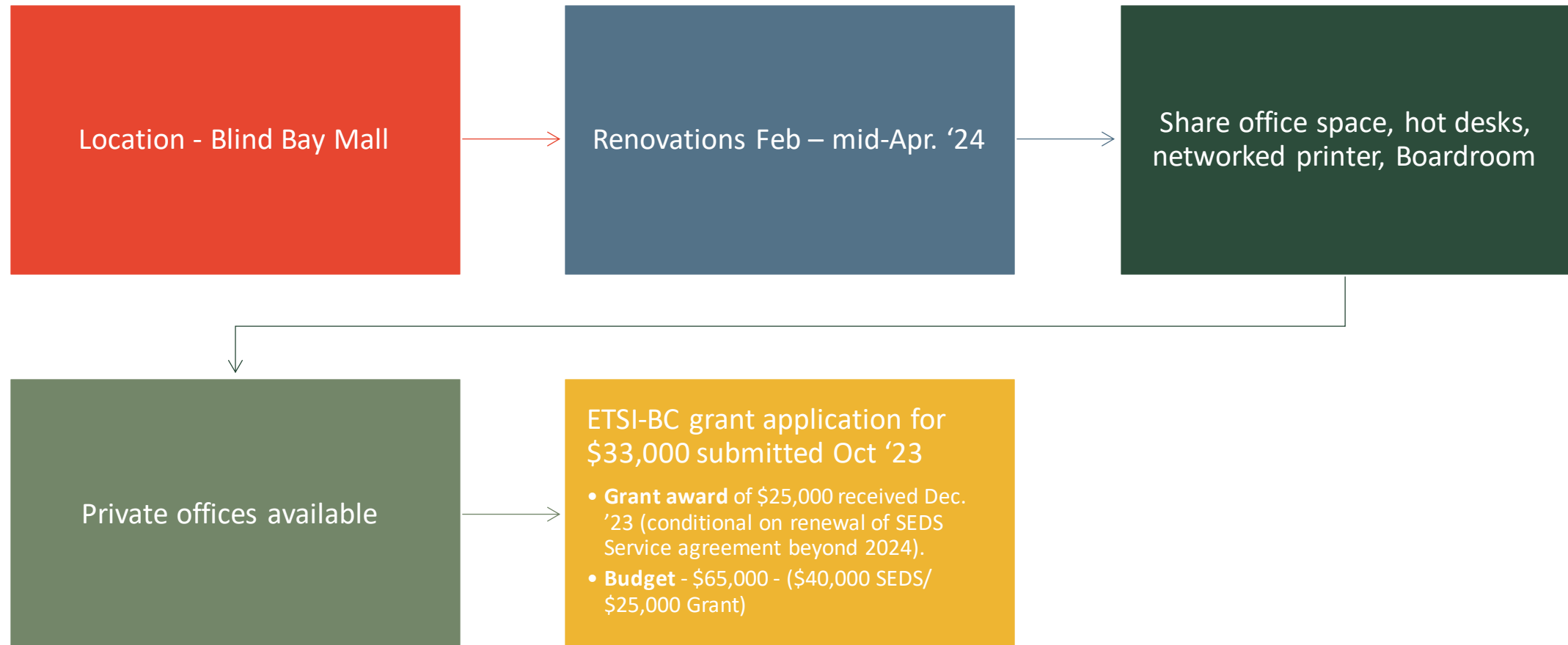
## Continuance in 2024

- Finance
- Business planning
- Digital Marketing
- Leadership
- Grant writing
- Emergency Preparedness & Insurance





# SEDS new office and Workhub



# Board Governance Training



- A review of where we started & where we are now.
- Ongoing commitment to constant improvement.
- Focus on organizational evolution & growth.
- Active engagement through participation in Taskforce & Standing committees.
- Starting Feb. 1<sup>st</sup> with Deb McClelland from onboard training.



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# Rural Shuswap Housing Society

- Formerly South Shuswap Housing Society
- The name changed to Rural Shuswap Housing Society
- Represents and serves CSRD Electoral Areas C,G,D, F
- 3 SEDS Directors and SEDS Executive Director serve on the Board of 9
  - Sue McCrae, Cynthia Bentley, Syd Loepky, John Reed
- Mandate – design, build and operate
- Actively pursuing projects in all SEDS areas
- MOU signed with Shuswap Lake Estates for 1<sup>st</sup> project and pre-feasibility study grant application submitted





## Improve Community Services & Infrastructure- Healthcare

- Increase community viability by building the capacity of healthcare infrastructure
- Achieved through working with local Healthcare organizations (i.e. South Shuswap Healthcare Society) & government
- Determine strategies to offer, advocacy, assistance & support



# Investment & Attraction Strategy (I & A)

"80% of new investment comes from the existing business network"

## I & A Strategy goals

- Identify the areas competitive advantage
- Complete a retail sector Gap analysis
- Analyze potential target industries & businesses
- Develop a Short-list of Investment & Attraction opportunities
- Identify existing and future investment ready sites
- Establish area's investment brand identity and metrics to include in relocation guide

## Timeline & budget – Oct. 2023-Mar 2024

- REDIP Grant of \$48,000 received + SEDS contribution (\$4000 cash, \$4000 in-kind)

## Rural Economic Development Infrastructure Program

- Rynic Communications awarded contract
- Public engagement - Nov. 2023 and Feb. 1, 2024
- Targeted completion date end Mar. 2024

# Relocation Guide

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- Following the completion of the Investment & Attraction strategy
- Position the Shuswap as one of the top places in Western Canada to relocate to & Invest in
- Print and e-versions
- Integral to SEDS marketing plan
- Complimentary to SEDS existing video assets (developed 22/2023)



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# Business Façade Program Expansion 2024

## Background & Proof of Value

- The pilot was completed in Scotch Creek in partnership the North Shuswap Chamber (NSC) of Commerce & ETSI-BC in 2023.
- \$18,000 made available to businesses for Façade improvements.
- 50/50 business match requirement.
- 5 applications were approved. All funds allocated.
- \$36,000 of Façade improvements by Scotch Creek businesses.

2024 plan - Expand throughout all SEDS areas.



# Shuswap Broadband Cooperative Ready, set, go!

## Project timeline & milestones

- Project start June 2022
- Grant application submitted Mar. 2023 to Connected Communities BC (CCBC)
- **Total project amount-** \$30M **Grant amount-** \$27M **Balance-** BMO financing
- Signed MoU with Skw'lax te Secwepemculecw in 2023 (lead indigenous partner)
- Governance structure and founding documents in place
- Cooperatives First consulted on structure & governance
- Open access community-owned network
- 3 RFI (requests for information) received from CCBC
- Expected outcome 1st-2nd quarter 2024



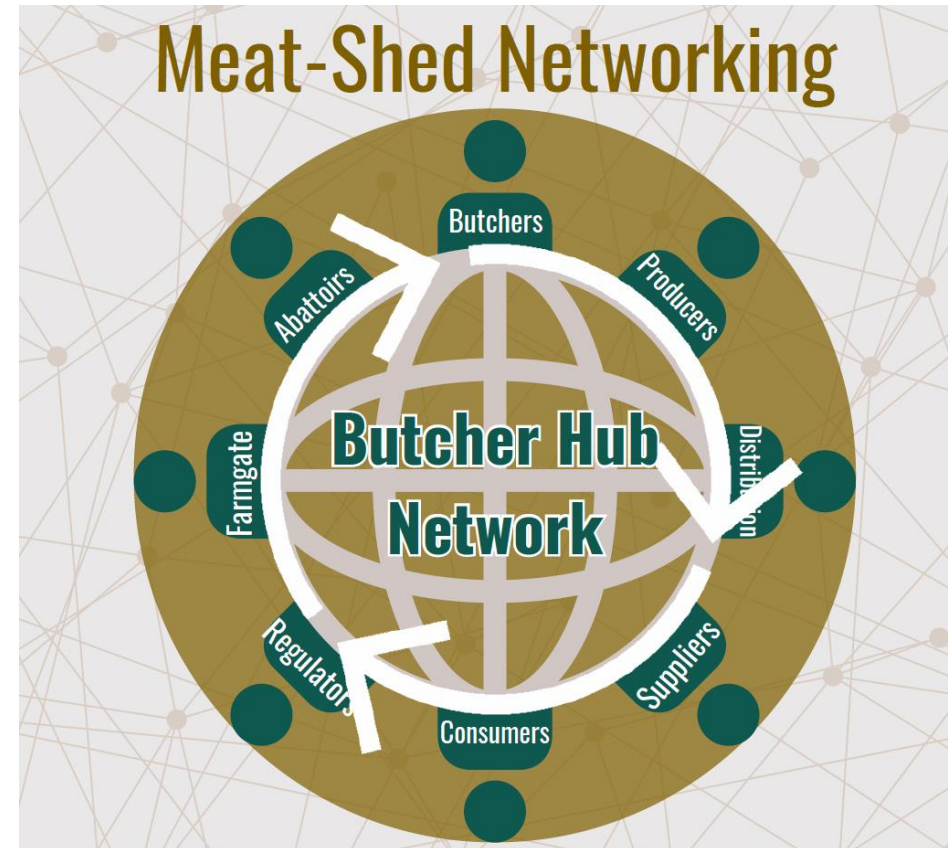
# 2024 Shuswap Butcher Hub Network


## Background

- A Pre-feasibility study was conducted in 2023 to assess the need to start an Abattoir in our area

## Key findings/ recommendations

- support existing Abattoirs – Keenan Family Farms & Yankee Flats Meats
- connect local meat producers with high-end markets to build Shuswap brand
- monitor government supports
- host a Butcher Hub Network presentation with BCSSMPA (BC Small Scale Meat Producers Assn.)





# Pre-feasibility study for Shuswap Agri- foods Coop

## Vision

- Unite and support the Shuswap agriculture supply chain and become the leading provider of Shuswap dairy, produce, and food products and services for all members.
- Increase the viability, sustainability and profitability of all members.
- Collaborate and assist in positioning the Shuswap Agrifoods experience, as a major drawing card & economic generator for the area.

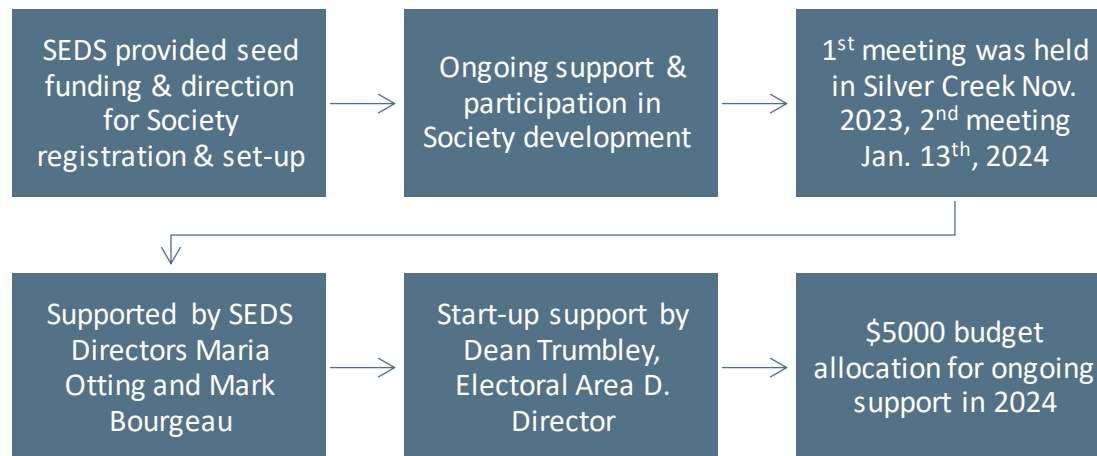




### Salmon River Valley Business Society

**Purpose** – to represent, promote and advocate for the business and Non-profit network found throughout the Salmon River Valley, and to position the vibrant communities within the area, as an integral part of the overall attractiveness and experience offered in the Shuswap.

**Communities served** – Falkland, Silver Creek, Salmon Valley, Deep Creek, Gardom Lake, Rancho.



# Promote Year-round Tourism

**Continue to support year-round tourism through collaborative participation and strategic funding support for initiatives led by:**

- South Shuswap Chamber of Commerce
- North Shuswap Chamber of Commerce
- Salmon River Valley Business Association
  
- Determine regional priorities through a review of partner Strategic plans, work plans, and guidance from Tourism Shuswap.

# Brand equity and partnerships

Columbia Shuswap  
Regional District

Skw'lax te  
Secwepemculecw

MLA office

MP's office

Workforce BC

Community  
Futures Shuswap

Sicamous  
Economic  
Development

Salmon Arm  
Economic  
Development

North Shuswap  
Chamber of  
Commerce

South Shuswap  
Chamber of  
Commerce

TOTA (Thompson  
Okanagan Tourism  
Association)

Ministry Jobs,  
Economic  
Development &  
Innovation (JEDI)

Economic Trust of  
the Southern  
Interior of BC  
(ETSI-BC)

Salmon Valley  
Business  
Association

# 2025 & Beyond

## **Strategy Areas**

- Activate Village centres through pedestrian friendly design, densification, wayfinding & signage
- Continue attracting Investment that will support Yr. Round employment
- Advocate expanded public and greener transportation options
- Expand the Shuswap Broadband Co-op
- Continue to focus on Indigenous led and SEDS supported infrastructure projects



# Shuswap Economic Development Society

Advocate, Lead and Support

## Thank you!

**For more information,** please visit [www.shuswapecdev.ca](http://www.shuswapecdev.ca)

**Contact:** John Reed, Executive Director e [john.reed@shuswapecdev.ca](mailto:john.reed@shuswapecdev.ca)

*Economic development*

*- the iterative process of building the present to support the future.....*