COLUMBIA VALLEY COMMUNITY ECONOMIC DEVELOPMENT WORKPLAN – 2020/21 –

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SUMMARY

Project	Budget	Budget Spent	Start/End Date	Planned Results	Comment/Decision
Tech Strategy	$14,375		31-May-20 to 1-Mar-21	Development of CV strategy to determine niche and direct activities to develop tech industry.	Request and receive three (3) written quotes for Tech Strategy.
Tech Ecosystem Analysis	$3,750		9-Jul-20 to 30-Nov-20	Analysis & report of current state and future opportunities.	Contract KAST to complete Tech Ecosystem Analysis for the Columbia Valley, after Tech Strategy consultant has been selected.
Tech Cluster Brand & Communication	$14,375		30-Sep-20 to 15-Feb-21	The Tech Strategy will be materialized online and in events.	Request and receive three (3) quotes for Tech Strategy Brand & Communications.
Tech Cluster Signs	$50,000		15-Oct-20 to TBD	The design and construction of two tech cluster signs will be executed, publicly identifying tech cluster areas through signs visible from streets.	Wait for guidance flowing from Tech Strategy consultant. Then initiate procurement for design & construction.
Digital Kiosk & Vending	$19,000		30-Jun-20 to 31-Oct-20	The kiosks will be located in Radium and Canal Flats and will be updated with pertinent information via online interface. Will provide up to date information on the CV.	Create service agreement from RDEK for Valley Visitor Services for $19,000 of $65,000 first year pilot project.
Tech Talent Development	$33,750		30 –Nov-20 to 15-Aug-21	Tech talent development gaps and initiatives will be analyzed and identified.	Determine which programs to support in the short term (Summer/Fall) and allocated budget.
Tech Cluster Enablers	$9,250		16-Jul-20 to 15-Jan-21	Pre-requisites to the development of tech cluster will be analyzed and	Allocate $7,000 for Columbia Valley Events Strategy - Phase 1 and begin

			actioned upon. These items currently include broadband and the CV Events Strategy	RFQ process.
Agri-Food Innovation Hub	TBD		31-Oct-20 to 1-Aug-21	An inventory/gap analysis or agricultural production plan will be developed to support the development of this sector.	None yet, as the producers & processors are using a new funding program. (See detail below.)
Columbia Valley Identity Extension	$253,417		07-May-20 to 1-Aug-21	Develop highway pull out and gateway signage for the CV. Celebration and integration of Indigenous cultural content.	Project underway without any currently identified risks.
Workforce Development	$31,000	$21,000	20-Dec-19 to 22-Jun-20	Development and delivery of two workforce development courses within the CV, educating 25-30 individuals from two sectors. $20,000 has been spent on Alacrity Digital Marketing Course and a guest speaker for the CV Job Fair.	Receive feedback from CVCEDAC re: Passive Home Design Course next steps.
LiveColumbiaValley Website Refresh - Content	$4,000		4-Jun-20 to 25-Sep-20	Develop content to promote CVCED to residents, businesses and visitors.	Sole source contract to Rynic for website content.
LiveColumbiaValley Website Refresh - Development	$4,000		17-Jul-20 to 9-Oct-20	Develop content to promote CVCED to residents, businesses and visitors.	Draft RFQ and request quotes from local, qualified web design firms.

General Guidelines

To assure equality and best value in the Regional District's purchasing activities, staff shall request at least three quotations for goods or services valued more than $5,000. Where the estimated cost is greater than $25,000, the quotes shall be in writing. Sole source purchases are exempt from this requirement.

Procurement documentation, where required, must be in place before any goods or services can be ordered.

Please refer to the RDEK Purchasing Policy No. 40296 and RDEK Purchasing Guidelines documents for more detailed info.

COLUMBIA VALLEY TECH STRATEGY & DEVELOPMENT

TECH STRATEGY

Description: A Tech Strategy will be created, supported and built out for the Columbia Valley. The Tech Strategy will inform stakeholders what the Columbia Valley niche will be in tech for the next 2-3 years. With this strategy, we can prioritize subsequent actions and resource allocation to improve technology adoption, integration and prosperity for all.

Funding: $14,375

Completed Actions:

Action	Completion Date
CVCEDAC Tech Working Group presents Tech Strategy Direction	15-Jan-20
Research Tech Strategies including: Campbell River, Nelson, Cranbrook/Kimberley	31-May-20

Next Steps:

Action	Est. Completion Date
Tech Strategy - Draft RFQ	07-Jul-20
Tech Strategy - Publish RFQ	24-Jul-20
Tech Strategy - Receive & review quotes & select consultant.	31-Jul-20
Tech Strategy - Contract consultant	07-Aug-20
Tech Strategy - Project Kick-off Meeting	12-Aug-20
Tech Strategy - Consultant engages in tech sector interviews, public events, data collection and analysis	02-Oct-20
Tech Strategy - Consultant develops tech strategy	31-Oct-20
Tech Strategy - Plan is presented to CVCEDO	15-Nov-20
Tech Strategy - Recommendations and plan is implemented.	01-Mar-21

DECISION/REQUEST FOR ADVICE: Request and receive three (3) written quotes for Tech Strategy.

TECH ECOSYSTM ANALYSIS

Description: The tech ecosystem of the Columbia Valley will be analyzed and compared to the Kootenays. The analysis will determine strengths and weaknesses our current tech infrastructure and community enablers. We will determine what tech enablers currently exist in the Columbia Valley and where the gaps are to inform future investment of the resources required to improve the local economy. Current State - Future Opportunities.

Funding: $3,750

Completed Actions:

Action	Completion Date
Completed Tech Dev 101 ecosystem analysis (Capaciti Consulting)	08-Jun-18
Liaised with KAST on Tech Ecosystem Analysis project	05-May-20

Next Steps:

Action	Est. Completion Date
Tech Ecosystem Analysis - Draft TORs and scope statement with KAST and their Selkirk College Intern, and the Tech Strategy consultant	09-Jul-20
Tech Ecosystem Analysis - Contract KAST and their Selkirk College Intern	20-Jul-20
Tech Ecosystem Analysis - Selkirk College intern engages in tech sector interviews, public events, data collection and analysis	30-Sep-20
Tech Ecosystem Analysis - Selkirk College intern develops tech ecosystem analysis	15-Oct-20
Tech Ecosystem Analysis - Integrate into Tech Strategy	31-Oct-20
Tech Ecosystem Analysis - Project Close-out	30-Nov-20

DECISION/REQUEST FOR ADVICE: Contract KAST to complete Tech Ecosystem Analysis for the Columbia Valley, after Tech Strategy consultant has been selected.

CV TECH CLUSTER BRAND & COMMUNICATION

Description: The brand of the Tech Cluster will be developed and the communications strategy will be determined and executed. The Tech Strategy will be materialized online and in events.

Funding: $14,375

Completed Actions:

Action	Completion Date
CVCEDAC Tech Working Group presents Tech Strategy Direction	15-Jan-20
Research Tech Strategies including: Campbell River, Nelson, Cranbrook/Kimberley	31-May-20

Next Steps:

Action	Est. Completion Date
CV Tech Cluster Brand & Communications - Draft RFQ	30-Sep-20
CV Tech Cluster Brand & Communications - Publish RFQ.	15-Oct-20
CV Tech Cluster Brand & Communications - Receive & review quotes & select consultant	23-Oct-20
CV Tech Cluster Brand & Communications - Contract	06-Nov-20
CV Tech Cluster Brand & Communications - Project Kick-off	13-Nov-20
CV Tech Cluster Brand & Communications - Consultant integrates tech strategy into marketing media	31-Dec-20
CV Tech Cluster Brand & Communications - Present to CVCEDO	29-Jan-21
CV Tech Cluster Brand & Communications - Project Close-out	15-Feb-21

DECISION/REQUEST FOR ADVICE: Request and receive three (3) quotes for Tech Strategy Brand & Communications.

CV TECH CLUSTER SIGNS

Description: The design and construction of two tech cluster signs will be executed, publicly identifying tech cluster areas through signs visible from streets. The Tech Cluster Sign project will be informed by the Tech Strategy and Tech Cluster Brand & Communications projects.

Funding: $50,000 ($10,000 for design, $40,000 for construction & installation)

Completed Actions:

Action	Completion Date
Researched Tech Cluster Sign examples	30-Nov-20
Consulted with MoTI	30- Jan-20

Next Steps:

Action	Est. Completion Date
CV Tech Cluster Signs - Design - Draft RFQ	15-Oct-20
CV Tech Cluster Signs - Design - Receive & review quotes & select contractor	
CV Tech Cluster Signs - Design - Receive & review quotes & select consultant	
CV Tech Cluster Signs - Design – Contract executed	
CV Tech Cluster Signs - Design - Project Kick-off Meeting	
CV Tech Cluster Signs - Design - Consultant develops design concepts	
CV Tech Cluster Signs - Design - MOTI application (if needed)	
CV Tech Cluster Signs - Design - Construction drawings complete	
CV Tech Cluster Signs - Construction & Installation - Draft RFQ	30-Jan-21
CV Tech Cluster Signs - Construction & Installation - Publish RFQ	
CV Tech Cluster Signs - Construction & Installation – Receive and review quotes & select contractor	
CV Tech Cluster Signs – Construction & Installation – Contract executed	
CV Tech Cluster Signs – Construction & Installation – Construct	
CV Tech Cluster Signs – Construction & Installation - Install	
CV Tech Cluster Signs – Close Project	30-Jul-21

DECISION/REQUEST FOR ADVICE: Wait for guidance flowing from Tech Strategy consultant.

DIGITAL INFO & VENDING KIOSK

Description: Asset mapping, web content and supplier relationships will be available to residents and visitors of the Columbia Valley through digital kiosks. The kiosks will be located in Radium and Canal Flats and will be updated with pertinent information via online interface.

Funding: $19,000

Completed Actions:

Action	Completion Date
Researched Digital Kiosks	30-Oct-19
Worked with local team to draft project brief & budget	09-Jun-20

Next Steps:

Action	Est. Completion Date
Digital Kiosk - Draft Scope Statement, budget, partners and processes	30-Jun-20
Digital Kiosk - Allocation of funds to Valley Visitor Services	
Digital Kiosk - RDEK sends funds to Valley Visitor Services.	
Digital Kiosk - Project Updates with Radium Chamber leading	
Digital Kiosk - Project Close-out	31-Oct-20

DECISION/REQUEST FOR ADVICE: Create service agreement from RDEK for Valley Visitor Services for $19,000 of $65,000 first year pilot project.

TECH TALENT DEVELOPMENT

Description: Pursuant to the Tech Strategy, tech talent development initiatives will be analyzed. Those required to further the Tech Strategy will be identified and a plan to support will be executed. It will be imperative to determine which initiatives are currently not supported by other programs (e.g. WorkBC, COTR, KAST).

Funding: $33,750

Completed Actions:

Action	Completion Date
Researched workforce needs and other workforce-supporting organizations offerings.	30-May-20

Next Steps:

Action	Est. Completion Date
Tech Talent Development - Draft Scope Statement, Determine tech workforce need and fit for talent development opportunities	30-Nov-20
Tech Talent Development - Direct Award to key tech skill providers	31-Dec-20
Tech Talent Development - Contract workforce development provider	01-May-21
Tech Talent Development - Consultant executes training, workshops and talent development initiatives	30-Jul-21
Tech Talent Development - Results presented	30-Jul-21
Tech Talent Development - Project Close-out	15-Aug-21

DECISION/REQUEST FOR ADVICE: Determine which programs to support in the short term (Summer/Fall) and allocated budget.

TECH CLUSTER ENABLERS

Description: Pursuant to the Tech Strategy, pre-requisites to the development of tech cluster will be analyzed and actioned upon. These tech cluster enablers currently include broadband projects prioritization and the CV Events Strategy, which will attract customers (corporate, family, sport, etc.) to the Columbia Valley and therein support existing event organizers, venues, and businesses. Upon presentation of the CV Events Strategy, the CVCEDAC will determine next steps to execute as per the information provided.

Funding: $9,250 ($2,250 for Broadband and $7,000 for CV Events Strategy)

Completed Actions:

Action	Completion Date
Researched anecdotal impacts of COVID-19 on CV event organization community	30-May-20
Draft project overview with local event experts	30-May-20

Next Steps:

Action	Est. Completion Date
Columbia Valley Events Strategy - Draft RFQ	16-Jul-20
Columbia Valley Events Strategy - Publish RFQ	24-Jul-20
Columbia Valley Events Strategy - Review quotes	21-Aug-20
Columbia Valley Events Strategy - Contract consultant	28-Aug-20
Columbia Valley Events Strategy - Project Kick-off	11-Sep-20
Columbia Valley Events Strategy - Consultant conducts events analysis and develops strategy	30-Nov-20
Columbia Valley Events Strategy - presentation of strategy	21-Dec-20
Columbia Valley Events Strategy - Project Close-out	31-Dec-20
Columbia Valley Events Strategy - Phase 2 scope and budgeting	15-Jan-21
Broadband Project Prioritization - fixed line & wireless - Learn of Plan from RDEK	
Broadband Project Prioritization – fixed line & wireless – Determine how to utilize remaining grant funding ($2,250)	

DECISION/REQUEST FOR ADVICE: Allocate $7,000 for Columbia Valley Events Strategy **-** Phase 1 and begin RFQ process.

AGRI-FOOD SECTOR DEVELOPMENT

AGRI-FOOD INNOVATION HUB – INVERMERE/COLUMBIA VALLEY

Description: Coordinate Food Hub Working Group meetings and facilitate planning to develop the Columbia Valley Agri-Food Innovation Hub, stimulating the local agriculture industry. An inventory/gap analysis or agricultural production plan will be developed to support the development of this sector.

Funding: TBD, available from CBT if needed.

Completed Actions:

Action	Completion Date
Completed CV Food Hub Model Feasibility Study	24-Mar-20
Reviewed COVID-19 impacts and opportunities for local food producers and processors	01-Jun-20

Next Steps:

Action	Est. Completion Date
CV Agri-Business Inventory Gap Analysis	31-Oct-20
Determine what type of innovation facility would best serve the agricultural and food production sector to grow (sector needs assessment study)	30-Dec-20
Reconciliation & Indigenous Partnerships: Participation by SIB & AFN in Agri-food Innovation Hub	01-Aug-21

DECISION/REQUEST FOR ADVICE: None yet. Is there sufficient support and direction for a CV Agri-Business Inventory Gap Analysis? Scope out project and make request for funding from CBT.

Is there sufficient support from the agri-food community to proceed to a Food Hub Business Plan? That will be learned in the fall from local producer and processor participation in the BC Ministry of Agriculture's Strategic Business Planning program, which Farm Food Drink is coordinating on their own.

COLUMBIA VALLEY IDENTITY EXTENSION

Description: The CV Identity Extension project consists of CV Highway Pullout Kiosk design & construction, and CV Gateway design & construction, unifying the CV and providing directional signage to visitors and residents.

Funding: $253,417

Completed Actions:

Action	Completion Date
CV Highway Pullout Kiosk - Design - Draft RFQ	07-May-20
CV Highway Pullout Kiosk - Design - Publish RFQ	29-May-20
CV Highway Pullout Kiosk - Design - Receive & review quotes & select consultant	05-Jun-20
CV Highway Pullout Kiosk - Design - Contract consultant	12-Jun-20
CV Highway Pullout Kiosk - Design - Project Kick-off Meeting	12-Jun-20
CV Highway Pullout Kiosk - Design - Consultant develops designs and estimate prices for concepts	16-Jun-20

Next Steps:

Action	Est. Completion Date
Reconciliation & Indigenous Partnerships: Highway Pull-Out Signs	21-Jun-20
Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage - Design - Draft Service Agreement between RDEK & AFN, RDEK & SIB	22-Jun-20
Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage - Design - Sign Service Agreement between RDEK & SIB	30-Jun-20
Reconciliation & Indigenous Partnerships: CV Indigenous Culture Research for Sign Projects	01-Jul-20
Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage - Design - Project Kick-off	10-Jul-20
CV Highway Pullout Kiosk - Design - Construction drawings are completed for selected design	22-Jul-20
CV Highway Pullout Kiosk – Construction - Initiated	31-Jul-20
Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage – Design	01-Aug-20
CV Highway Pullout Kiosk - Design - MOTI design and location approval	03-Aug-20
CV Gateway Sign - Design - Determine locations	07-Aug-20
CV Gateway Sign - Design - Reallocate budget	17-Aug-20
Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage - Design - AFN & SIB create content for sign panel.	31-Aug-20

Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage - Construction	01-Sep-20
Reconciliation & Indigenous Partnerships: Relationship & Reconciliation Signage - Design - AFN & SIB create content for sign panel.	30-Sep-20
CV Highway Pullout Kiosk – Construction - Completed & installation	15-Oct-20
CV Highway Pullout Kiosk - Construction - Inspection	31-Oct-20
CV Highway Pullout Kiosk - Construction - Project Close-out	30-Nov-20
CV Gateway Sign - Design	01-Aug-21
CV Gateway Sign - Construction	01-Aug-21

DECISION/REQUEST FOR ADVICE: None. Finalize service agreement with Shuswap Indian Band and Akisqnuk First Nation for Highway Pullout Sign Kiosk Content (1 panel/kiosk). Review kiosk design concepts. Select design. Move to construction phase.

WORKFORCE DEVELOPENT & BUSINESS ATTRACTION

REGIONAL WORKFORCE TRAINING & DEVELOPMENT

WORKFORCE DEVELOPMENT

Description: Within the Workforce Development project, two courses will be conducted within the CV. The Alacrity Digital Marketing course, executed within the Columbia Valley, was completed. Ten people successfully participated, increasing the number of individuals within the CV with Digital Marketing expertise.

The course was completed on April 3, 2020 with 10 successful participants – some of which have started or grown their own businesses.

The Passive Home Design course will educate 15-20 people within the Columbia Valley. The course supports builders and is a differentiator within the CV.

Funding: $31,000 ($20,000 for Alacrity Digital Marketing, $10,000 for Passive Home Design, $1,000 Columbia Valley Job & Entrepreneurship Fair Guest Speaker

Completed Actions:

Action	Completion Date
Alacrity Digital Marketing Course marketed	20-Dec-19
Alacrity Digital Marketing Course started	06-Jan-19
Columbia Valley Job & Entrepreneurship Fair – Guest Speaker	20-Feb-20
Alacrity Digital Marketing Course completed	03-Apr-20
Initiate meetings on Passive Home Design course	18-Mar-20
Research Passive Home Design courses	15-May-20

Next Steps:

Action	Est. Completion Date
Receive verbal approval to execute on Passive Home Design Course	22-Jun-20

DECISION/REQUEST FOR ADVICE: Request approval to partially fund, develop and execute Passive Home Design Course leveraging industry experts within the Columbia Valley.

COMMUNICATION & ADMINISTRATION

COMMUNICATION

LIVECOLUMBIAVALLEY WEBSITE REFRESH - CONTENT

Description: Develop refreshed content (imagery and written information) for LiveColumbiaValley Website to effectively communicate CVCED information to residents and stakeholders, including vision, current projects and history.

Funding: $4,000

Completed Actions:

Action	Completion Date
Identified preferred vendor (Rynic)	04-Jun-20

Next Steps:

Action	Est. Completion Date
LiveColumbiaValley Website Refresh - Content - Draft Scope Statement	19-Jun-20
LiveColumbiaValley Website Refresh - Content - Direct Award	29-Jun-20
LiveColumbiaValley Website Refresh - Content - Contract consultant	05-Jul-20
LiveColumbiaValley Website Refresh - Content - Project Kick-off	10-Jul-20
LiveColumbiaValley Website Refresh - Content - Consultant develops content.	15-Aug-20
LiveColumbiaValley Website Refresh - Content - Consultant presents content to CVCEDO.	14-Aug-20
LiveColumbiaValley Website Refresh - Content - Consultant hands off content to web developer.	20-Aug-20
LiveColumbiaValley Website Refresh - Content - Consultant QAs content refreshed website.	18-Sep-20
LiveColumbiaValley Website Refresh – Content – Project Close-out	25-Sep-20

DECISION/REQUEST FOR ADVICE: Sole source contract to Rynic for website content.

LIVECOLUMBIAVALLEY WEBSITE REFRESH – WEB DEVELOPMENT

Description: A vendor will develop the website and publish the content (from the LiveColumbiaValley Website Content project).

Funding: $4,000

Completed Actions:

Action	Completion Date
Hold exploratory discussions with local web developers	15-May-2020

Next Steps:

Action	Est. Completion Date
LiveColumbiaValley Website Refresh - Web Development - Draft Scope Statement	17-Jul-20
LiveColumbiaValley Website Refresh - Web Development - Direct Award	25-Jul-20
LiveColumbiaValley Website Refresh - Web Development - Contract consultant	30-Jul-20
LiveColumbiaValley Website Refresh - Web Development - Project Kick-off	08-Aug-20
LiveColumbiaValley Website Refresh - Web Development - Consultant interprets and publishes content from Content Consultant.	18-Sep-20
LiveColumbiaValley Website Refresh - Web Development - QA and maintenance plan engaged.	25-Sep-20
LiveColumbiaValley Website Refresh - Web Development - Project Close-out	09-Oct-20

DECISION/REQUEST FOR ADVICE: Draft RFQ and request quotes from local, qualified web design firms.