



City of Port Alberni

2010 Draft Budget – Economic Development

January 20, 2010





City of Port Alberni 2010 Draft Budget – Economic Development

2010

\$160,668 proposed in 2009 5-year plan

- \$18,000 cut for new budget target

• \$18,000 in new revenue

\$124,668 CPA

\$ 36,000 A-CRD / PAPA ?



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ITEM	PERCENT OF BUDGET
• Salary / Benefits	• 64.3
• Advertising/Marketing	• 14.3
• Contract Services	• 13.7
• Memberships/Subscriptions	• 2.9
• Supplies	• 1.8
• Public Receptions	• 1.6
• Utilities	• 1.4



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2009 KEY ACCOMPLISHMENTS

- \$450,000 Runners Trail
- \$250,000 Harbour Quay
- \$151,000 Plywood Plant site investigations
- \$ 10,000 Integrated Resource Recovery Study
- Rural BC Secretariat Agreement
- PA site for Pacific Coast University
- Plan for dry land log sort
- AV Film footage
- Attract attention of RV Park developer
- Retain Junior Prep Camp



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2010 Draft Budget – Economic Development

GOALS

- ✓ Jobs for Residents
- ✓ Tax Revenue for City
- ✓ Profitable Businesses
- ✓ Sustainable Community

MANDATE

- Business Retention
- Business Attraction
- Business Expansion
- Investment Attraction

STRATEGIES

- ❖ Partner
- ❖ Seek ‘Outside’ Funding
- ❖ Market
- ❖ Leverage Assets
- ❖ Diversify Economy
- ❖ Attract Residents



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2010 Initiatives (Jobs / Tax Revenue)

- Marine Industrial Park / Shipbuilding Centre
- Fishermen's Harbour Improvements
- Alberni Valley Airport
- Pacific Coast University
- Trails
- RV Park
- Food Production
- New Forest Economy
- Attract Residents / Visitors



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2010 Initiatives

- Arts District
- Sports Academies
- Culture of Wood Institute
- Integrated Resource Recovery Study
- Community Engagement Series
- 'The Questions'
- Agricultural Trade Show
- Address Social Issues