



Economic Development

City of Port Alberni Council Brief
Draft Budget

December 5, 2019

OVERVIEW

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- **Issues, Risks & Opportunities**
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MISSION & SERVICES

To assist in business retention, expansion & attraction, and further the diversification of our economy.

Core services include:

- marketing development opportunities
- promoting Port Alberni
- responding to requests & offering assistance
- business licensing
- grant applications



STRATEGIC PROJECTS

1

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Respond to demographic change/improve quality of life

2

—

Enable the new economy

3

—

Provide and maintain quality services

4

—

Champion environmental leadership

5

—

Foster a complete community

- Attract New Investment
 - No New \$
- Review Existing Plans
 - No New \$

- Participate in Multi-Modal Pathways
 - No New \$
- MRDT
 - No New \$
- Focus on Small Business
 - No New \$

- Apply for brownfield renewal grants as needed
 - No New \$

- Apply for grants to improve trail connectivity & signage as needed
 - No New \$



ISSUES, RISKS & OPPORTUNITIES

Service	Issues	Risks	Opportunities
Business Retention	<ul style="list-style-type: none"> • Rising costs • Changing economy • Changing habits of buyers • People choosing to live elsewhere • Impact of crime • Slow growth 	<p>Business closures</p> <p>Leakage & loss of income</p> <p>More empty storefronts</p>	<p>Reduce barriers i.e. Langford</p> <p>Invest in lifestyle & beautification</p> <p>Grow population</p>
Business Licensing	<ul style="list-style-type: none"> • Cost, Time & Effort to process 	Do business from home	Reform BL bylaw and zoning



ISSUES, RISKS & OPPORTUNITIES

Service	Issues	Risks	Opportunities
Business, Resident, Visitor & Investor Attraction Marketing	Poverty/Crime/Addiction	Fail to convert; Turn people off; Residents leaving	Enlist help of all governments & address it head on
	Neglected look of buildings	“	Stick & Carrot approach
	Concrete & Asphalt	Barren look; Drive on by; Heat retention	Trees, flowers Kinetic sculptures
	Avalanche of Social Media	Money wasted	Mentor residents

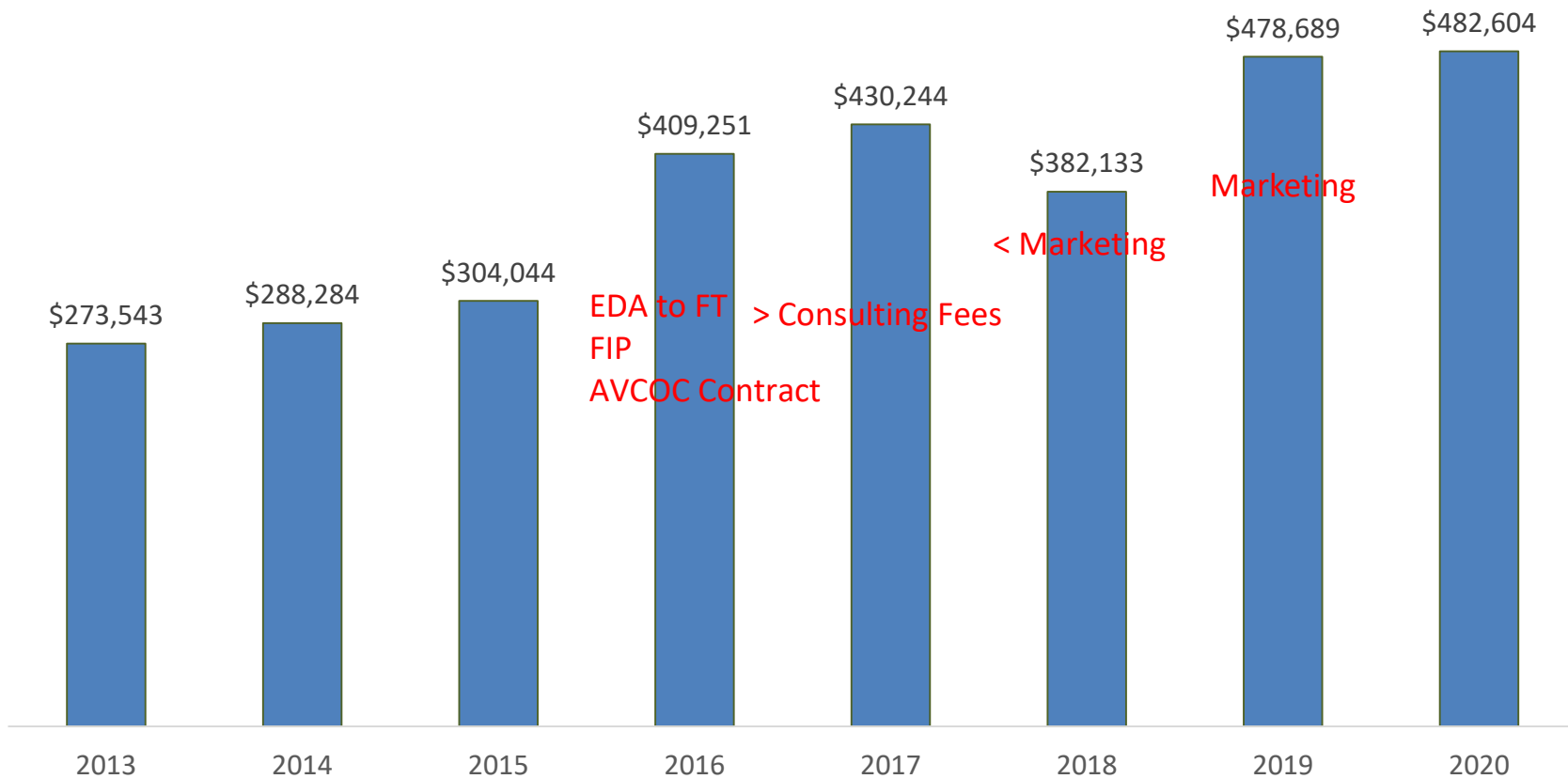


ISSUES, RISKS & OPPORTUNITIES

Service	Issues	Risks	Opportunities
Grants	Capacity not always in place to deliver	City's reputation	Many grant programs ACRD collaboration



BUDGET HISTORY

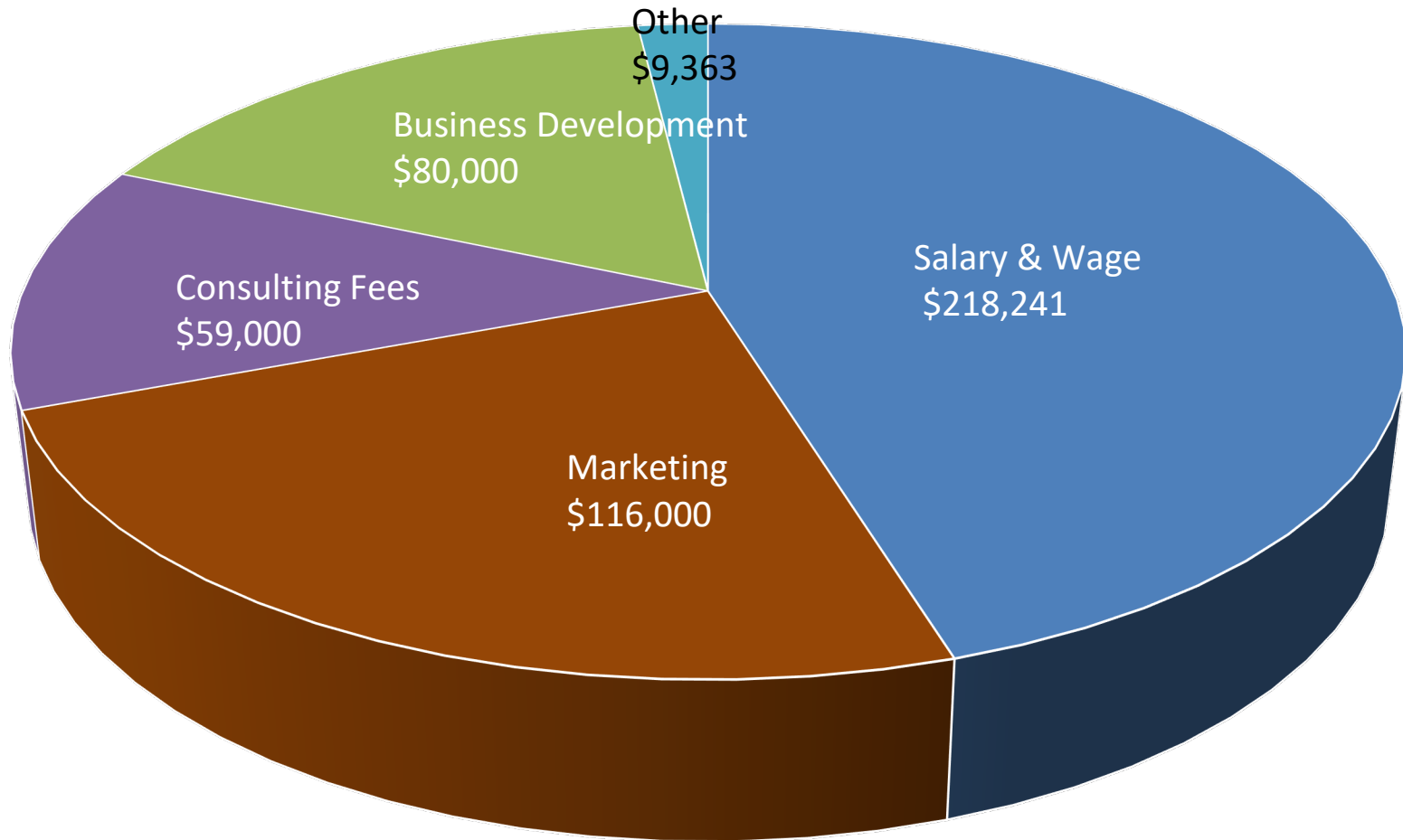


GRANTS SECURED 2018 & 2019

PROJECT	AMOUNT	YEAR	CPA Cash	CPA In-Kind	CPA Other
Food Hub	\$750,000	2019			Y
Housing Needs Assessment	\$30,000	2019	\$2,975*	\$7,500	Y
Resident & Worker Attraction	\$100,000	2019	\$12,500	\$12,500	Y
Cruise Line Workers Training w/ NIC	\$98,167	2019	(\$5,000)		Y
Age-Friendly Assessment w/ Akira	\$25,000	2018			Y
Volunteer Engagement	\$28,800	2018	\$3,600	\$3,600	Y
Industrial Land Strategy	\$30,000	2018	\$30,000		Y
Investment Attraction Hub	\$22,500	2018	\$22,500		Y
Forested Ravine Trail Loop	\$9,900	2018	\$6,600	\$1,500	Y
TOTALS	\$1,094,367		\$73,175	\$25,100	y



DRAFT EXPENDITURES BY TYPE





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