



AGENDA
for the
Budget Meeting of Council



Thursday
January 19, 2017
Regional District of Bulkley Nechako
6:00 pm

"The Village of Burns Lake is a diverse community where residents enjoy a high quality of life, supported by economic and environmental sustainability, and a vibrant community spirit."

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2017 MUNICIPAL OBJECTIVES

The Village will work to strengthen the local economy, support the growth of our existing businesses and increase our economic diversity.

- The Village will form a task force that will assess impact to Burns Lake and surrounding areas of a reduction in timber supply.
 - i. The Village will seek funding for a resource to lead task force work.
- The Village will continue implementation of the 2017 - 2018 Economic Development Strategic Plan
 - i. Conduct New Business Survey
 - ii. Improve Village Investment Readiness
 - iii. Survey Consumer Spending
 - iv. Select Economic Measures and Establish a Baseline
(e.g. number of businesses by type, local employment rates, employment by industry)

The Village will maintain and improve municipal infrastructure and services.

- The Village will continue to pursue funding for the replacement of the water tower, and will undertake necessary preparations to ensure the water tower is replaced before the end of its useful life.
- The Village will continue to repair streets in a fiscally responsible manner.
- The Village will continue to pursue grant funding for major infrastructure projects.
- The Village will review downtown revitalization priorities for safety, traffic flow, parking and economic development.

The Village will manage its revenues and expenses responsibly.

- The Village will set three year targets for the infrastructure deficit.

The Village will provide and support recreation, healthy living and cultural opportunities.

- The Village will create a Village Recreation Master Plan and use this plan to manage Village investments in recreation and programs that are offered.
- After the master plan has been created, the Village will consider a variety of subsidization levels for recreation, and the associated growth or decline in programming
- Prior to 2018 budget planning, the Village will set a subsidization target for 2018

AGENDA

Budget Meeting of Council for the Corporation of the Village of Burns Lake, held in Regional District of Bulkley Nechako Board Chambers on January 19, 2017 at 6:00 p.m.

TOPIC	PAGE
1. CALL TO ORDER	
2. APPROVAL OF AGENDA	
3. PUBLIC COMMENT <i>When recognized by the presiding member during the Public Comment portion of any regular or special meeting of Council, and only after giving their names and addresses, persons from the audience may address Council on any matter for not more than 2 minutes.</i>	
4. NEW BUSINESS	
a) 2017 Departmental Budgets	
I. Economic Development	4
b) 2017 Provisional Budget	13
c) RDBN Lakes Economic Development Budget	14
d) LEDS Funding Criteria	15
5. REPORTS	
6. PUBLIC COMMENT	
7. ADJOURN	



Economic Development 2017 Budget Presentation

2016 ACCOMPLISHMENTS

Burns Lake and District Economic Development Plan – completed

Burns Lake Signage Strategy – completed

Official Community Plan – final draft

Maintained the VBL Economic Development portal

- **Business Retention and Expansion**
 - Continued to provide the following programs that support the business community:
 - Love Burns Lake
 - Total of 36 business on the site. Rebranding of Small Town Love was completed in the fall of 2016. The rebranded website was launched October 31.
 - 5 businesses are pending and will be uploaded to the site once a photographer is hired. Staff stopped recruitment until a new photographer is hired in early January 2017.
 - Public Works staff installed 3 new signs showcasing the revised Love Burns Lake brand. Two signs were purchased locally and one was provided by NDI.
 - Staff increased involvement on the Love Burns Lake facebook page. First posts in the fall were reaching 150, the highest reached was 2,441, with an average of 400 reached.
 - Staff launched the first Plaid Friday celebration. Website and Selfie contests were run in conjunction with Plaid Friday and were successful. The website contest had 52 entries and the Selfie contest had 98. Some businesses reported increased sales over “other Black Fridays” and businesses that didn’t believe



their sales were up, said the day was fun and support continuing Plaid Friday in 2017.

- **Business Facade Improvement Program**
 - Full subscription in 2016 with 5 building owners receiving \$19,598 in reimbursements. The application guide was revised.
 - 2017 Business Facade application was submitted November 13, 2016 to NDIT and will be approved or denied January 13, 2017.

- **First Nations Economic Development**
 - There has been strong participation by First Nations organizations in recent tourism and economic development initiatives. This level of involvement is expected to continue.
 - The mountain bike tour (Aug 2017) is looking for Aboriginal Tourism opportunities, staff will contact the bands to see what can be offered.

- **Business Walks**
 - Organized the 2016 Business Walks with the Chamber of Commerce to gauge the confidence of business in the community and understand some of their successes, challenges and ideas. The Business Walks started in the Industrial Site and will be completed in January. As of December 31, 2016 the following were surveyed:

47 retail businesses within Burns Lake
5 Industrial Park Businesses
12 Area B
2 Area E

- **Continued Updating of Online Investment Data**
 - Invest Northwest may become part of NDI's Supply Chain Connector in 2017, it was decided to hold off on updates until this decision is made.
 - The new census data will be released in stages, starting in February. Staff will send updates to websites once the most important census data is released.
 - BC Trade Council and Invest Northwest sites require the most updates.

- **Grant Writing Support**
 - The grant application to the Strategic Priorities Fund was approved for the construction of two water towers (application was completed in part by the previous EDO).
 - In the fall of 2016, staff completed 5 grant applications for the Village:
 - NDI Business Facade - \$20,000;



- NDI Capacity Building and Collaborative - \$50,000 – approved;
- Rural Dividend Fund – Economic Diversification \$79,850 - pending;
 - The proposed project will assist the department to complete several components of the 2017 work plan, and will potentially reduce the financial contribution by the VBL to complete 2017 projects.
- RDBN- LEDS function - \$6,000 (leverage \$ for Rural Dividend Fund)
- UBCM – Seniors Housing Study \$10,500 - approved
 - The Housing Study was not on the work plan; however, there was an opportunity for 100% funding of the study. The study will address a subject that is increasing in importance in the community.
 - Attended the Northern Interior Housing Conference at the request of Council
- **Grant Writing for community organizations:**
 - Burns Lake & District Health-care Auxiliary – NKDF \$40,000 (approved)
 - Burns Lake & District Health-care Auxiliary – Vanderhoof Co-op - \$5,000 (approved)
 - BLMBA – NDI - \$45,000 (pending)
 - Burns Lake & District Health-care Auxiliary – RDBN \$17,000 (pending)
- **Participation in Regional Initiatives**
 - Member of the Strategic Workforce Opportunities Team
 - The project stalled in 2016 due to funding, and is now moving ahead due to the securing of a grant to hire a consultant to deliver study recommendations. Expecting collaborative projects will arise in 2017 and 2018 from this initiative.
 - Member of the New Gold Blackwater Community Liaison Committee
 - Attended the October meeting, it was a good opportunity to find out what is happening in communities east of Burns Lake. Burns Lake is in the area designated by New Gold as local. New Gold is working with several First Nations businesses.
 - Regional Tourism Working Group – Current EDO has not had the opportunity to attend a meeting.



- Northern BC Mountain Bike Tourism Strategy (NBCMB).
 - Have been actively involved in the NBCMB branding exercise. Have provided feedback and forwarded information to the branding consultant to be used to assist the graphic designer in developing a NBCMB logo.
 - Attended 3 conference calls since September with NBCMB, Tourism PG, Terrace and Smithers representatives.

- **Value of Tourism Study with RDBN completion spring 2017**
 - In 2016, the Regional District of Bulkley-Nechako applied to the Destination BC Co-Operative Marketing Program to complete a "Value of Tourism Study", VBL's contribution was \$1,000.
 - In October, staff contacted tourism providers to encourage their participation. The participation rate has reached 50%, so the VBL will be receiving its own set of data later this year.

- **EDABC and the Province of BC– Economic Building Blocks – Nov. 2**
 - Fifteen attendees, 2 Provincial Ministry Staff and 2 BCEDA representatives participated in the seminar. Staff collaborated with the Chamber of Commerce to organize the event. Positive feedback was received. Participants included business owners, economic development organizations (BLNDC and YLP) and local government (VBL and RDBN).

- **Northern BC Tourism Initiatives**
 - Attended the annual Northern BC Tourism (NBCT) Symposium in Prince George. The conference highlighted well developed tourism options in northern BC.
 - Destination BC is changing the look and feel of tourism promotion in BC. Their focus on the look of photos and increasing the use of social media to showcase "remarkable experiences".
 - Collaborated with NBCT and the Chamber to deliver two meetings with tourism providers in the area to promote the Remarkable Experiences program. (fall 2016)
 - Started working with Tyler from Northern BC Tourism (located in Terrace) in 2016. Due to the promotion by the Chamber and VBL, we were able to secure hosting the first seminar in Remarkable Experiences series in Burns Lake, January 18 & 19 at the Omineca Ski Club. Staff will attend.



PROJECTS FOR COMPLETION 2017

Implementation of Economic Development Strategic Plan for 2016-2018.

- Implementation of the Strategic Plan began in the fall of 2016. Some projects that were slated to be finished by December 2016 were not completed, and have been moved to 2017.
- The scope of the projects completed in 2017 will be dependent on funding from the Rural Dividend Fund. If funded, the RDF project will add to the Economic Development

Work Plan, as well as increase the scope of Business and Resident attraction. If funding is not received staff will seek other funding options for projects identified in the RDF proposal.

Projects for 2017 using the 4 pillars of the Economic Development Strategic Plan

1. Business Retention and Expansion

- **Business Walks:** Staff will complete formal bi-annual Business Walks to continue tracking the mood of the business community and to determine assistance that the Ec Dev department can provide. Staff will also make unscheduled visits to businesses during the year.
- **Love Burns Lake:** Continued recruitment and promotion of the site and facebook page.
- **Façade Improvement:**
 - Staff applied to Northern Development for the 2017 Business Façade Improvement program. The program has been offered since 2013.
 - One inquiry for the 2017 program has been received.
- **Workshops:** Organized by staff to build capacity of the business community, workshop ideas will come from 2016 Business Walks. Funding level is dependent upon RDF funding. Staff will work with the Chamber of Commerce to deliver the workshops.
- **Leakage survey:** Staff and the Chamber of Commerce will work together to complete the report. Staff will contact the Community Development Institute (CDI) for direction.
- **Revitalization Tax Exemption:** Staff will complete the investigation into implementation of a RTE bylaw and report findings to Council.
- **Replacement of Industrial Park Sign:** The Industrial Park sign needs to be replaced in the near future. The Village Sign Strategy has recommendations for a replacement sign. If RDF is received, and with the deletion of Business Success stories from the work plan,



there will likely be enough funds to leverage grant organization(s) to install a new sign. This project could be completed in 2017, if funding is secured in a timely manner.

- **2017 RDBN Business Form:** Staff is a member of the RDBN organizing committee. The forum will be hosted in Burns Lake, September 19 & 20. A consultant will be hired by the RDBN to organize the forum.

Staff will continue to stay current with LNG projects and development at the Port of Prince Rupert. Port development affects the area, and there is potential for some businesses in Burns Lake to benefit.

2. Business and Residents Readiness and Attraction

- **Seniors Housing Assessment and Needs Report**– not currently in the work plan. Develop survey questions. Survey will be available on paper or online.
 - On December 9, funding of the report was approved. An RFP will be issued to hire a consultant to write the report. Staff will administer the survey, gather the data and forward the information to the consultant.
 - In 2016, survey questions were developed by staff and were reviewed by UNBC's Community Development Institute (2016). Staff will kick-off the survey campaign on Jan. 24 at the Seniors Housing Seminar at the Seniors Luncheon. The survey (hardcopy and online) is for residents of the Lakes District who are 50+. Staff will engage community members to complete the survey and forward results to the consultant. The final report will be completed in late spring.
 - Staff will work to engage First Nations 55+ in the survey process. Staff will also contact bands to determine the housing they provide for seniors, which will be included in the report.
- **Recruitment and Retention Plan**
 - If Rural Dividend Funding is received, the Investor and Resident Attraction piece of the Strategic Plan will become more comprehensive. Staff may leverage RDF funds to access other grant opportunities to fund 2017 projects.
 - In 2016, staff contacted Northern Health and SD #91, and they are struggling with recruitment and are interested in participating in this project. Other organizations will be contacted in early 2017.



3. Tourism Sector Development

▪ **Tourism Support**

- The Village of Burns Lake has a strong working relationship with the VIC and Northern BC Tourism. NBC Tourism was impressed with the level of participation of Burns Lake tourism operators in the Remarkable Experiences meetings.
- Several First Nations bands are starting tourism initiatives. Staff will keep in contact with these organizations and continue to invite these groups to tourism initiatives. With six bands in close proximity to the community and a level of cooperation, Aboriginal Tourism could become a huge draw for the community.
- All though not directly in the work plan, staff believes the VBL should increase the level of support for community events that bring participants into town. Support could be as simple as promotion support, including printing of larger posters and putting them up around town.
- If RDF funding is received, there will be an increase in the budget figure to support tourism.
- Collaborate with resorts to promote fishing and other uses for the areas lakes.
- **Workshops:** Staff will collaborate with the VIC to offer tourism support through capacity building. Use of social media has been identified as training tourism providers are looking for.
- **First Nations Economic Development Initiatives**
Staff will continue to invite First Nations to business and tourism training sessions. Staff will meet with representatives from each band to discuss upcoming projects.

• **Tourism Funding Model**

- Staff will report to council regarding a new taxation or funding model for tourism promotion in the Lakes District.

• **Community Events**

- Staff will contact organizers of larger community events and ask them to forward information as to where participants and spectators are coming from. An informal "straw poll" will make it easy for organizations to track. VBL will provide the tracking document. Participant registrations will provide accurate location information.



▪ **Mountain Bike Tourism Initiatives**

- The Boer Mtn. Park is a strong tourism asset for the area.
- Staff is sitting on an informal committee for the development of a Northern BC Mountain Bike (NBCMB) logo and brand strategy. This project is in its early stages.
- Continue working with NBCMB tourism to bring a tour group of 60 riders from Europe, Canada and USA to stop at facilities from Williams Lake to Terrace. They are considering trying to fit the Big Pig in; otherwise it will be a couple of days of riding on Boer Mtn. Staff contacted BLMBA to determine their level of support, initially they are supportive and we are awaiting an update mid January to determine what will be expected from BLMBA and the community.

4. Agriculture Sector Development

- Contact the Lakes District Cattleman's Association, the Community Garden and the Farmer's Market to determine how the VBL can support the industry. On a regional level, staff will become familiar with Beyond the Market and RDBN agricultural initiatives.
- Staff will assist the Community Garden board to secure funding for their 2017 projects.
- Speak with restaurant owners to find out the limitations to using foods produced locally and if there are viable options to use local.
- Increase the presences of the VBL at the Fall Fair. This is the largest gathering in Burns Lake and the Village should capitalize on this opportunity. There are many out-of-town competitors and spectators. It is a prime opportunity to gather information from residents and visitors. An outside booth is recommended.

OCP Review and Regulatory Bylaw Review:

- Once passed by Council, the OCP will go through a public and First Nations review process and be finalized by June 2017.
- The RDBN Planning Department will complete the technical review of regulatory bylaws including the Zoning Bylaw, the Development and Subdivision Bylaw, the Development Procedures Bylaw and others that may be identified. Review will be complete by late spring 2017.



2017 Work Plan – Changes for Consideration

1. Removal of Business Success Stories from the work plan. The budget figure for the success stories could be redirected to use for leveraging to fund the replacement of the Industrial Park sign. The current sign does not give the impression that the Industrial Park is thriving. The Village Sign Strategy will give direction to the look of the new sign.
2. Removal of the “Develop a step by step guide for prospective entrepreneurs to follow when they open up a business”. There are many good sites out there that have this information (Province of BC, Community Futures). VBL could link to these sites from the EC Dev portal and reduce the budget for this item. If a paper copy is required we could revise the website listings handed out during the business walks. For example: www.gov.bc.ca, click on RESOURCES, for information from starting a business to exporting.
3. Discuss RDF project options for early start.
4. Include financial and staff time to support/promote community events, with the goal of increasing in town and out-of-town participation.
5. Addition of Seniors Housing Assessment and Needs Study to work plan.
6. Increased presence at the Fall Fair, one suggestion from the Rec Direct Committee is to have a VBL lead booth with spots for recreation organizations to let the public know about their organization. A recreation fair without having to organize a separate event.

DEPARTMENTAL NEEDS FOR 2017

- **Office 365** is in the Administration budget; however the purchase of updated software important to this department.
- **Northern Development Intern for May 2018** – NDI’s Local Government Intern application deadline is November 30, 2017



Account No.	DEPARTMENTS Account Name	2013 Actual	2014 Actual	2015 Actual	2016 Actual (to Dec31)	2016 Budget	2017 Provisional Budget
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ECONOMIC DEVELOPMENT REVENUE

01-1-115-44	VISITOR INFORMATION	-54,144	-56,144	-56,144	-56,144	-56,144	-56,144
01-1-117-73	ECONOMIC DEVELOPMENT GRANTS	-58,002	-94,950	-139,700	-32,200	-116,500	-220,050
		-112,146	-151,094	-195,844	-88,344	-172,644	-276,194

ECONOMIC DEVELOPMENT EXPENSES

01-2-223-20	EC DEV WAGES/BENEFITS	40,573	66,960	70,727	56,684	71,806	71,512
01-2-223-21	EC DEV - PROJECTS	13,157	7,612	28,876	6,949	24,894	131,238
01-2-223-22	EC DEV - COLLABORATIVE PROJECTS	0	2,762	5,000	5,000	5,000	5,000
01-2-223-23	EC DEV - ADMIN INTERFUND	3,300	3,300	3,300	3,300	3,300	3,300
01-2-223-24	EC DEV - TRAVEL & TRAINING	2,560	2,424	2,724	3,615	3,500	4,000
01-2-223-26	EC DEV - SUPPLIES & EQUIPMENT	836	304	500	648	500	500
01-2-223-27	EC DEV - ADVERTISING & PROMOTION	1,420	3,482	6,159	3,308	6,500	3,500
01-2-223-28	EC DEV - DUES & MEMBERSHIPS	1,273	906	401	386	500	500
01-2-223-29	EC DEV - WEBSITE & COMPUTER	454	0	3,181	654	500	500
01-2-223-30	COMMUNITY PROJECTS	9,292	24,212	19,000	112,556	0	0
01-2-223-50	VISITOR INFORMATION	59,823	56,144	56,144	51,465	56,144	56,144
		132,688	168,106	196,012	244,565	172,644	276,194

(Surplus) Deficit	20,542	17,012	168	156,221	0	0
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ECONOMIC DEVELOPMENT GRANTS

Regional District - annual	66,500
NDIT -annual - Economic Development	45,000
NDIT - Collaborative Funding	5,000
Small Town Love	1,200
2017 Age Friendly	10,500
Rural Dividend Fund	79,850
LEDS - Rural Div Fund (from 2016 budget)	6,000
Transfer from reserves - Rural Div Fund (from 2016 budget)	6,000
	220,050

**REGIONAL DISTRICT OF BULKLEY-NECHAKO
LAKES ECONOMIC DEVELOPMENT**

(2100)

2014 Actual 2015 Actual 2016 Budget 2016 Estimate Five Year Financial Plan:
2017 2018 2019 2020 2021

REVENUE:

Taxation

400004 Electoral Areas "B"										
400005 Village of Burns Lake										
Converted Hospital Assessments (Completed Roll)	33,422,326	33,473,348	34,128,998		35,448,613					
Estimated Residential Tax Rate (cents per \$1,000)	0.3324	0.2916	0.2860		0.2753					

Improvements Only	111,083	97,593	97,593	97,593	97,593	112,644	112,644	112,644	112,644	112,644
Bylaw 1415, 2006, tax limit \$250,000 per annum										
446001 Grants in lieu of taxes	1,051	982	1,000	1,168	1,000	1,000	1,000	1,000	1,000	1,000
499999 Prior Year's Surplus	85,319	94,809	66,111	66,111	59,442					

TOTAL REVENUE.....

197,453	193,384	164,704	164,872	158,035	113,644	113,644	113,644	113,644	113,644
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EXPENDITURE:

5

612220 Monthly Grant to Lakes Economic Development Assoc.

612240 Grant to Village of Burns Lake (for Info Centre)	47,144	47,144	47,144	47,144	47,144	47,144	47,144	47,144	47,144	47,144
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Village of Burns Lake Economic Development Program			116,500		116,500		116,500		116,500	
NDIT EC Dev Grant			-45,000		-45,000		-45,000		-45,000	
NDIT Collaborative Grant			-5,000		-5,000		-5,000		-5,000	
612241 Grant to Village of Burns Lake (For EDO)	51,500	66,500	66,500	45,000	66,500	66,500	66,500	66,500	66,500	66,500

612801 Special Projects

605999 Project Contingency

4,000	13,629	51,060	13,286	44,391						
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607001 Legal

799999 Prior Year's Deficit

TOTAL EXPENDITURE.....

102,644	127,273	164,704	105,430	158,035	113,644	113,644	113,644	113,644	113,644
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Revenues minus Expenditures

94,809	66,111	-	59,442	-	-	-	-	-	-
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LAKES DISTRICT ECONOMIC DEVELOPMENT Applying for funding



Lakes District Economic Development Funding is available for projects that have an economic benefit to the communities of the Village of Burns Lake and Regional District of Bulkley-Nechako, Electoral Area 'B', Burns Lake Rural.

Local Government and Non Profit Organizations are eligible to apply for grant funding. Businesses are eligible to apply to provide service for a fee.

To apply for the funding, submit a short proposal (maximum two (2) pages, with no more than two (2) attachments accepted) including the mandatory information:

- Contact Information
- Organization Information
- Project Details
- Economic Development Benefits
- Community Benefits
- Deliverables

Further information may be requested before the proposal is considered.

The Electoral Area B, Burns Lake Rural and Mayor of the Village of Burns Lake will review the proposals and determine eligibility. They will then request that the proposal is considered by the Regional District of Bulkley-Nechako Board of Directors.

If approved and upon completion of the Economic Development project, a final report (maximum 2 pages, attachments accepted) will be required. Report must include:

- Project details (include changes to the project that may have occurred)
- Success and benefits of the project (economic development and community)
- Deliverables
- Any issues that arose while completing the project
- Feedback received from community members
- Project budget with invoices
- Pictures

Submit a copy of the proposal* to:

Regional District of Bulkley-Nechako

Attention: Corrine Swenson, Regional Strategic Development Analyst

Fax: 250-692-3305

Mail: Box 820

Burns Lake, BC V0J 1E0

In person: 37 3rd Ave, Burns Lake

Email: corrine.swenson@rdbn.bc.ca

* It is the applicant's responsibility to ensure the proposal has been received by the RDBN.