

HBDS

Economic Development & Tourism

**2021
ANNUAL
REPORT**

OUR BOARD

Tina Pizar *Board Chair*

Gina Bennet *Secretary*

Monica Florence

Lynne Marvell

Rod Peters

Margaret Stubson

Dusty Smith

Craig Traun

Past *2021*

Mark Glentworth

Scott Medlock

OUR VISION

Leading economic development in a vibrant community with an exceptional quality of life

OUR MISSION

Guide/influence development by attracting new residents, visitors and investors through tourism and outreach. Collaborate on local initiatives that focus on asset development, workforce development, business retention and expansion, and economic opportunities.

OUR VALUES

- Pride in community
- Positive/progressive approach to change and innovation
- Leadership and building partnerships
- Trust/integrity

STAFF AND CONTRACTORS

Current

Shannon Jones *Executive Director*

Sarah Brown *Visitor Centre Operations Manager and Museum Curator*

Brian McKinney *Visitor Centre Team Lead*

Tracy Paynter *Retail Manager*

Connect Media *Social Media and Website Design*

Past 2021

Chantal Ouellette *Economic Development Officer*

Summer Students

Kara Toop

Jayden Johnston

2021 WORKPLAN PRIORITIES

ECONOMIC DEVELOPMENT

Website Development

- New economic development website at hopebc.ca
- New image bank

Community Competitiveness

- Develop and track key performance indicators
- Quality of life initiatives
 - BC Green Initiative (campaign with BC Hydro)
 - Support Food Collective and Farmers Market
 - Support volunteer efforts with giveaway at Earth Day event in April 2021
- Monthly meetings with TransMountain
- Creation of Hope Business & Development Alliance

Workforce Development

- Partner with go2HR to deliver two free business support training webinars
 - Responding to Challenging Conversations while Providing Positive Customer Experiences
 - Employee Recruitment & Retention During a Pandemic
 - Recordings available at hopebc.ca



Economic Development

2021 WORKPLAN PRIORITIES

ECONOMIC DEVELOPMENT

Future Employment Land

- Supported the District of Hope's housing needs assessment

Downtown Development

- "Downtown Hope" campaign in development including landing page and video creation

Branding and Communication

- Development of Investor Package materials
- Fraser Valley Alliance meetings
- Manage and promote "Proud to" campaign

Investment Opportunity Preparedness

- Creation of an informal land inventory

Educational Institution

- Attendance at UFV Community Engagement Session
- Advocate for affordable student housing

2021 WORKPLAN PRIORITIES

ECONOMIC DEVELOPMENT

Real Estate

- Development of communications plan to determine the best way to work with realtors and developers

Neighbourhood Development

- Mapping available on new website

Agriculture Plan

- Attend Hope Food Collective AGM
- Support implementation of Agriculture Plan
- Inventory available agriculture land

Business Walk

- Held in conjunction with the Hope and District Chamber of Commerce in October 2021



Economic Development

2021 WORKPLAN PRIORITIES

TOURISM

Build Awareness of Hope, Cascades & Canyons as an Overnight Destination

- Enhancements to website – now at tourismhcc.ca
- Social media campaigns
- New photography and video for image bank
- Co-operative marketing grant through Destination BC with Manning Park, REO Rafting Resort, Yale Historic Site, the Hope Mountain Centre for Outdoor Learning and Popkum Motor Park
- Episode of Still Standing featuring Hope filmed in July 2021
- Two “Shop Local” campaigns – May and December to support businesses impacted by public health and travel restrictions
- Promotion of five geographical neighbourhoods with boundaries
 - Silver Creek & Floods
 - Kawkawa Lake & Thacker
 - Downtown Hope
 - The Junction: Hope Princeton Way/Coquihalla
 - North Ridge

2021 WORKPLAN PRIORITIES

TOURISM

Invest in Shoulder Season Events

- “Hope for the Holidays” campaign November 12 – January 31
 - Includes the winter Support Local campaign
 - Hope Holiday Fest planned including Christmas tree lighting and Grinch carving unveiling
 - Downtown Celebration planned with a public skate, movie night and sidewalk sale on Wallace Street
 - “Stuff the Cruiser” event and Kal Tire Food Drive
 - Mountainview Brewing Co. Holiday Market
- Creation of shoulder season event promotion package/landing page

Sports Tourism Promotion

- Creation of sports tourism promotion package/landing page

Partnership Marketing

- BC Route 7
- Fraser Valley Group
- Gold Rush Trail

2021 WORKPLAN PRIORITIES

TOURISM

Visitor Services

- Visitor Centre was open to curbside visitor service throughout 2021
- 1636 Operating Hours, 14,889 Visitors
- Mobile visitor services were provided at the Othello Tunnels in the summer (9,821 visitors assisted)
- Insert printed for the Visitor Guide to showcase attractions that were open in 2021
- Promote local events such as the Chainsaw Carving Competition
 - Speed carving demo held at the Visitor Centre the day before the competition started
 - Programs given out from the Visitor Centre
- Collect and report visitor statistics
- The Visitor Centre continues to support regional transit initiatives by serving as an Ebus stop
- Visitor Centre served as a staging area for disaster response during the summer wildfires and atmospheric river event

GRANTS

- Canada Summer Jobs – \$3,882
- Young Canada Works - \$4,282
- Destination BC Co-operative Marketing Program - \$27,850. We apply for this funding annually to support marketing efforts in the Hope, Cascades & Canyons region.
- Targeted Regional Tourism Development Initiative - In early 2021, Northern BC Tourism Association received \$2.3 million to invest in regional tourism development. As part of the Province's Stronger BC economic recovery plan B.C.'s six tourism regions will receive a total of \$13.6 million to create employment opportunities, attract new businesses and spur economic diversification within communities. Hope, Cascades & Canyons received \$500,000 of this funding as a result of working on the steering committee which was designated to support the implementation of highway signage throughout the Fraser Canyon. The funds were then directed to the Fraser Canyon Destination Development Committee, which is in the process of developing the highway signage and preparing for installation.
- Community Adaptation Funding - With this funding we were able to acquire a professional photographer/videographer which resulted in 140 fully edited business photos and 6 promotional tourism activity provider videos including Hope's downtown core and local businesses throughout the Hope and the Fraser Canyon supporting the economic recovery efforts in Hope's service industry, as well as our own advertising goals for the region. The funding approved for this grant was \$16,500.



GRANTS



- Fraser Canyon content development funding - This was additional funding granted to us by Destination BC in response to COVID recovery and the need to drive economic growth in the Canyon. These funds were used to elevate our Fraser Canyon marketing efforts and increase our landing page to a full website and social media alliance. This funding was \$20,799.
- Community Economic Recovery Infrastructure Program - Under the Community Economic Recovery Infrastructure Program (CERIP), the province is committing up to \$90 million to support community economic resilience, tourism, heritage, and urban and rural economic development projects. The projects will help communities impacted by COVID-19 and support B.C.'s post-pandemic economic recovery. Hope Business & Development Society received \$375,000 (the full amount requested) to implement Phase Two & Three of the Hope Community Signage Plan. This project is currently underway.
- Shop Local Grant – BC Chamber of Commerce - Funded by the Government of Canada and delivered through provincial and territorial chambers of commerce, the Shop Local initiative provides grants for programs and campaigns that encourage Canadians to shop local to help businesses navigate through and beyond the pandemic. The BC Chamber of Commerce received 88 applications seeking over \$5 million in requests to support Shop Local initiatives across the province. Funds have been distributed to 75 applicants across all seven economic regions. We received \$20,000 of this funding to implement our #SupportLocalHopeBC Campaign. With this funding we were able to create the Support Local contest during our Hope for the Holidays event. We were able to increase our image and video bank with marketing tools for ourselves as well as our local business at no cost to the partnering business, and we were able to create a thank you video to some of the businesses whose efforts on the ground were a huge reason that roads and infrastructure were attended to so quickly and that we as a province have the ability to welcome visitors back this spring, summer and fall.

METRICS AND STATISTICS



One of the greatest challenges faced by small communities in terms of measuring the success of any economic development initiative is lack of data.

Economic development does not have standardized performance measurement indicators, and federal and provincial statistical data tends to skew toward larger urban centres.

The following pages illustrate statistical data that were determined to be part of our larger Economic Development Strategy. This will provide a snapshot of where the community is sitting at the end of 2021.

- Population Growth that is able to sustain the service needs of residents and the labour market needs of the economy.

2006: 6,185

2011: 5,969

2016: 6,181

2021: 6,686

- A base of sustainable jobs that will allow residents to earn a reasonable living within the community. Business Licenses issued by the District of Hope:

2006: 375

2019: 426

2021: 429

METRICS AND STATISTICS



- A diversified economic base that is able to meet the local budget needs and improve District finances.

The top 5 key business sectors in Hope, as classified by the North American Industry Classification System (NAICS2012) and represented as a percentage of the labour force. This data was collected by Statistics Canada in 2016.

15% Health Care and Social Assistance

14% Retail Trade

11% Accommodation and Food Services

10% Construction

7% Transportation and Warehousing

- Promoting a business-friendly atmosphere that fosters growth and development, helping to balance the municipal tax load.

Number of building permits:

2015: 61

2017: 119

2019: 88

2021: 113

Value of building permits:

2015: \$6,912,900

2017: \$21,314,901

2019: \$44,850,440

2021: \$18,770,733

METRICS AND STATISTICS



- Becoming recognized as a provincial tourism destination, increasing sources of sustainable revenue to the community.

Hope is receiving increasing recognition as a tourism destination in its own right. Despite many challenges over the past few years, the Visitor Centre is maintaining strong visitor numbers, and we hope that the boost in tourism marketing funding that comes with collecting MRDT will allow this to increase even further in the coming years.

14,889 visitors greeted at the Visitor Centre

\$92,481.47 tourism marketing program

MRDT collected: **\$157,833.09**