



CORMORANT ISLAND

Our Economic Development Plan



Diversity, Inclusion and P2 in Tides of Change



Today:

1. Inclusive P2 in the development of the plan - Colleen, Planner, EcoPlan
2. How inclusive P2 has influenced implementation - Justin, CAO, Village of Alert Bay







1976



2006



A joint plan
was needed.
But...

The challenge:
developing
objectives and
actions that
reflected the
needs of *both*
communities



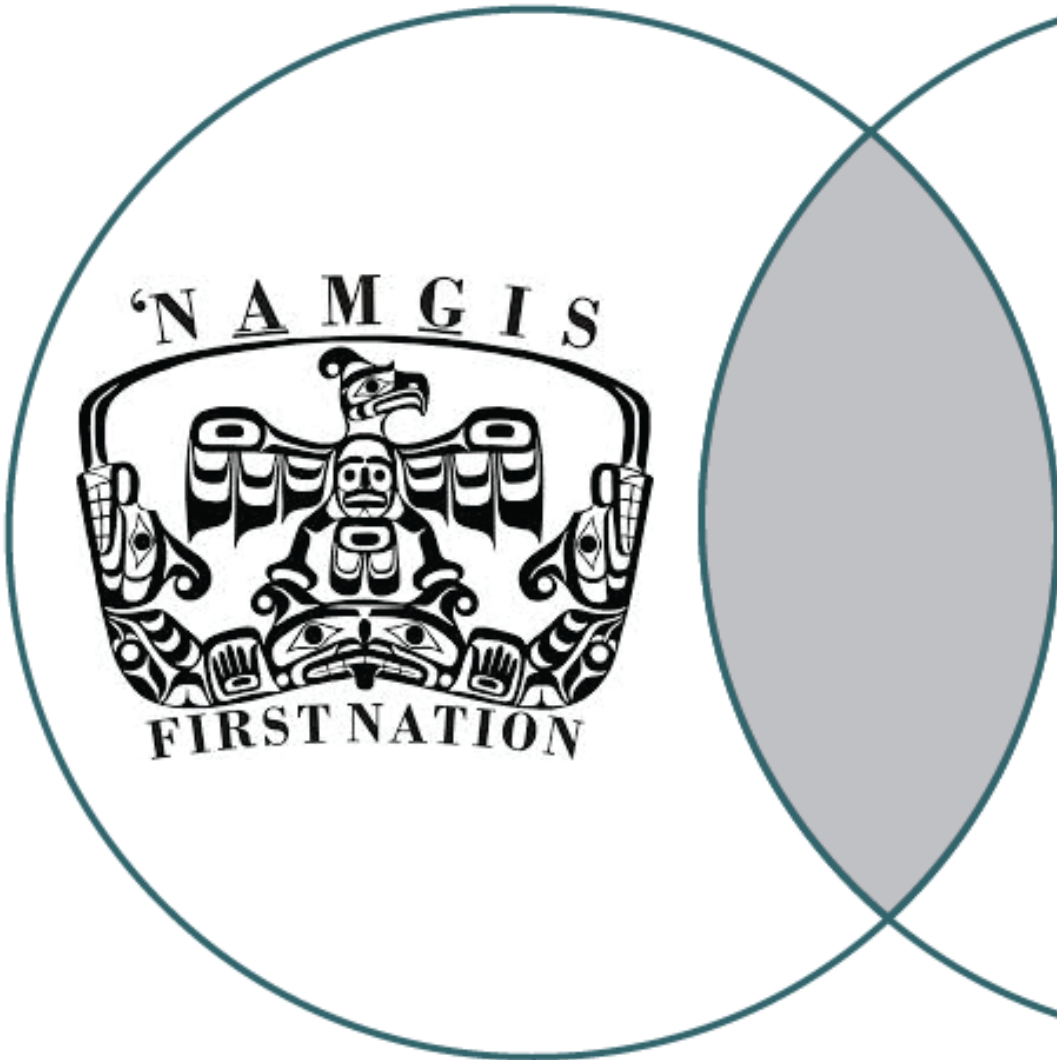
The solution? Public participation
from the get go - to build trust,
discover common values, get
buy-in for implementation.



Making the engagement strategy



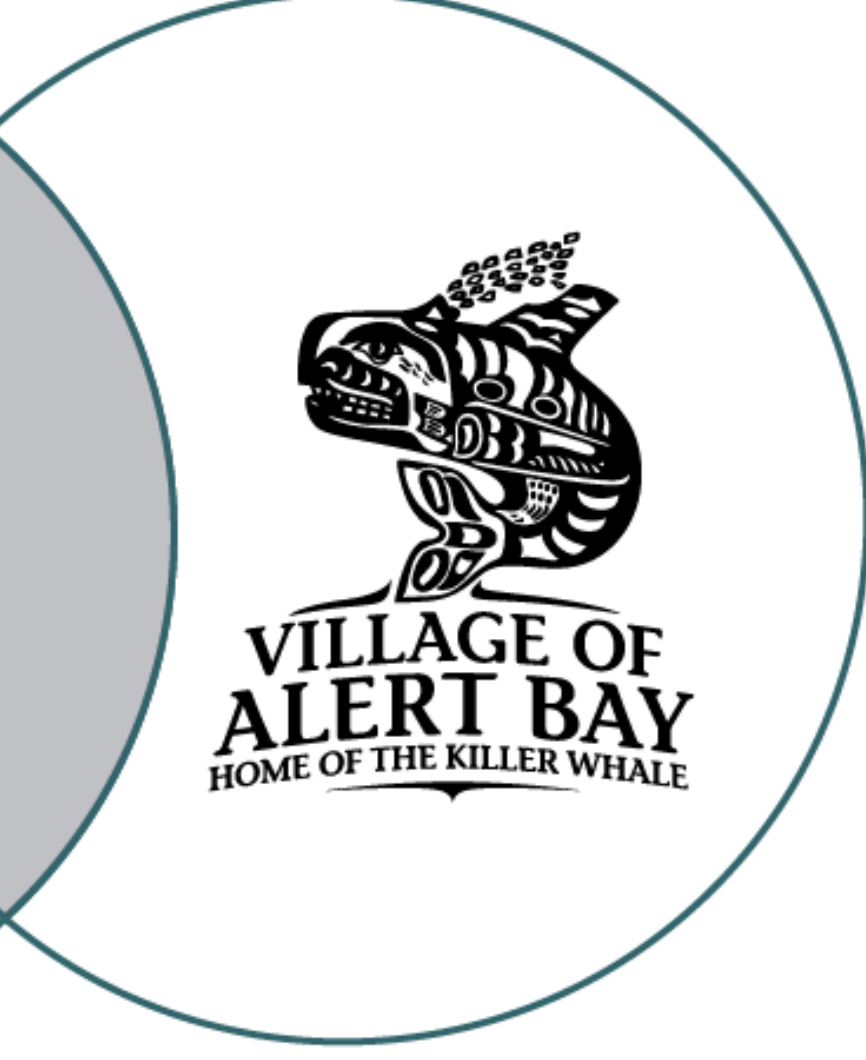
- Two engagement contexts
- Hitting the streets
- Joint steering committee



'N A M G I S



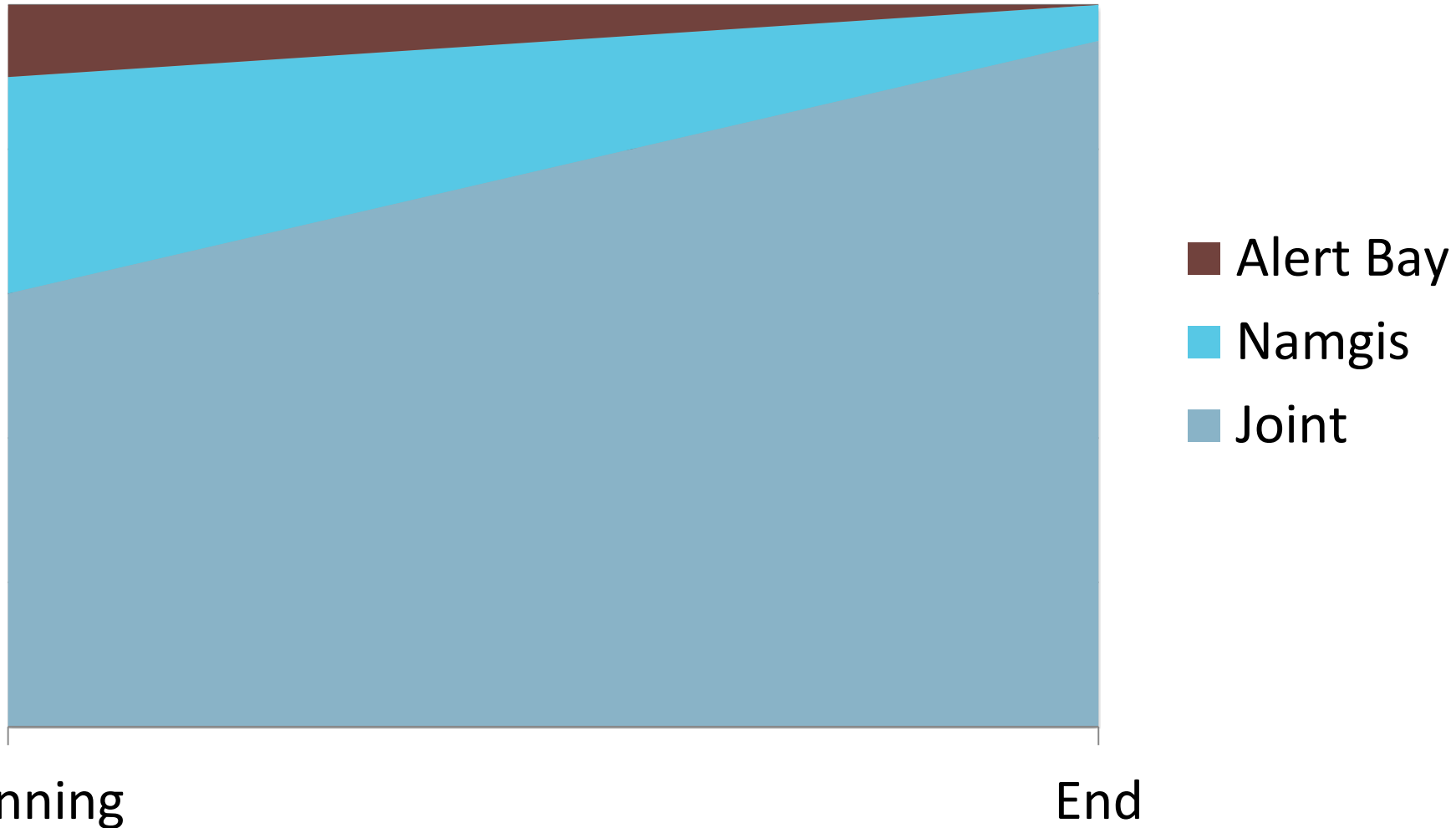
FIRST NATION



VILLAGE OF
ALERT BAY
HOME OF THE KILLER WHALE



Engagement activities



P2 for diversity and inclusion



1. Ownership: This is *your* plan

- “Name that plan” competition
- Using quotes (a lot!)
- Celebrating past joint successes
- Linking feedback to process



2. Facts and values

- Common understanding of the *facts*
- Differentiating between disagreements about facts, and disagreements about values
- Finding common values

Are you interested in the future of Cormorant Island?

This poster shows some interesting facts about our people and our local economy.

Did you know?

OUR POPULATION IS SHRINKING

— Cormorant Island ••• Namgis First Nation Reserve --- Village of Alert Bay

Year	Cormorant Island	Namgis First Nation Reserve	Village of Alert Bay
1971	1400	600	700
1976	1150	550	650
1981	1250	600	650
1986	1350	650	650
1991	1250	600	600
1996	1250	600	600
2001	1250	650	600
2006	1100	600	550
2011	1050	550	500
2014	1000	500	500

WE ARE AGING

45 Namgis First Nation
50 Village of Alert Bay
42 BC province

And we are getting older fast as people move away for work and...

Proportion of people on the island...

Year	Proportion of people on the island
1996	5%
2012	18%

OUR BIGGEST EMPLOYER IS GOVERNMENT

8 full time employees plus seasonal positions

About 30 employees

126 full time employees and 11 in casual positions

About 38 people commute daily to work off-island

FISHING AND AQUACULTURE IS A SMALL PORTION OF LOCAL EMPLOYMENT

There are likely less than 50 people employed in commercial fishing in the community (almost all of which are 'Namgis'). Past studies indicated that there were 222 people employed on the island in fishing in 1996 (about 40% of employment).

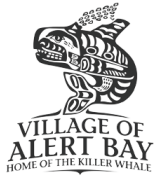
3. Meeting people where they are at

- Business drop-ins
- Intercept interviews
- Unstructured interviews
- Door to door surveys



4. Building on existing networks of trust

- Youth ambassadors
- Partnering with community organizations
- Social media (of course!)



TIDES OF CHANGE

Our Economic Development Strategy



This summary is a 'snapshot' of the whole strategy. Everything on this summary page is described in more detail in the full report, along with details on implementation.

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■ LONG-TERM ECONOMIC VISION

Through coordinated investment, promotion and development, Cormorant Island will build on the existing economy, culture, history and infrastructure by leveraging resource-based, value-added opportunities, seasonal tourism and marine commerce.

These efforts will improve the business environment and create a solid base for entrepreneurs and small businesses to succeed, thus improving island vibrancy that will in turn attract new businesses and investment leading to a stronger year-round economy based on community values.

■ OBJECTIVES

Why?

- | | | |
|--------------------------|---|--|
| 1. Attract new business | 2. Create good jobs | 3. Increase the number of entrepreneurs & managers (skills, resources, etc.) |
| 4. Diversify the economy | 5. Attract/retain residents (build permanent economic base) | 6. Increase personal self sufficiency |

■ ACTIONS





HARBOUR DEVELOPMENT

- Additional marina space for recreational boaters
- Support fuel dock
- Could include ice plant, processing etc.



BUSINESS SUPPORT AND ENTREPRENEURSHIP

- Entrepreneurship workshops
- Review tax structure
- Business incubator
- Support for artists
- Business networking
- Others



QUALITY OF LIFE

- Retain and expand core businesses and services
- Local seafood
- Assisted living
- Others



DOWNTOWN REVITALIZATION

- Litter control
- Historical signage
- Farmers market
- Retail space
- Others



TOURISM

- Branding
- Promotion
- Tourism strategy
- Cruise ship attraction
- Others

Implementation



Credit union opens in Alert Bay



Quick start projects



Business incubator success stories



Alert Bay
Seafoods
@alertbayseafoods



Hair By Natasha
Pittman ✓
@hair.natasha



Alert Bay Pizza
@alertbaypizza





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Final thoughts and lessons learned

- Deep local knowledge
- *Inclusive* P2 was critical for
 - Building trust and relationships at all levels
 - Finding common values upon which to build
 - Funding
- Economic reconciliation through actions

Thanks!

