

Economic Development & Tourism Strategy

The Village has received grant funding to complete an Economic Development and Tourism Strategy from Northern Development Initiative Trust. Economic development and tourism go hand in hand, tourism can play an important role in economic and social well-being of a community. The more visitor friendly a community is, the more likely it is to create opportunities for visitors to do more, stay longer and visit again, thereby boosting the community's economy. For Ashcroft one of the main questions is "how do we attract the travelling public off the highway and in to Ashcroft?" This question will be one of the items addressed in the strategy.



Diversification is the root of sustainability, this strategy will identify opportunities for tourism, economic growth, industry, investment and resident attraction.

All that said, we need your help to develop a strategy that is implementable. Below is a link to a community survey, please take 5 minutes to complete the survey and share your thoughts with us. If you prefer the personal approach, we are hosting community engagement sessions at the Community Hall on Tuesday October 1st at 3 and 7 pm.

You may wonder why local governments "waste" so much time and money developing strategies and plans? This question has been asked time and time again, the answer is simple, plans provide continuity and direction for Council and Staff and if we need grant funding or Provincial support we have to have a plan to support our request.

We invite you to participate with us, if you are a business owner or volunteer for a non profit organization, please join the relevant Focus Group session and of course everyone is invited to attend one of the community engagement sessions.

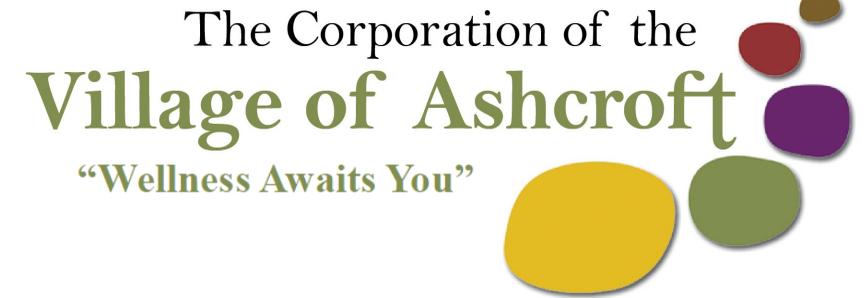
Survey Link is open October 1—21, 2019.

<https://www.surveymonkey.com/r/AshcroftSurvey>

Focus Group Sessions	Date	Time	Location
Tourism	Tuesday October 1	9:00	Community Hall
Non-Profit	Tuesday October 1	11:00 AM	Community Hall
Community Engagement	Tuesday October 1	3:00 PM	Community Hall
Community Engagement	Tuesday October 1	7:00 PM	Community Hall
Commercial	Wednesday October 2	1:00 PM	Community Hall
Industry	Wednesday October 2	3:00 PM	Community Hall

Your Mayor and Council:

Mayor: Barbara Roden; Councillors: Marilyn Anderson—Jonah Anstett—Nadine Davenport—Deb Tuohey
 Village of Ashcroft (www.ashcroftbc.ca)
 PO Box 129, 601 Bancroft Street, Ashcroft, BC V0K 1A0
 Phone: (250) 453-9161 Fax: (250) 453-9664 Email: admin@ashcroftbc.ca



September 2019 Newsletter



*"Autumn, the season that teaches us, that **change** can be **Beautiful!**"*

Community Update

Mayor Roden and Council would like to take a few minutes of your time to tell you about a number of things they have been working on as well as some past community events:

- Council welcomed Anne Yanciw to Ashcroft as the new Chief Administrative Officer
- Council approved the Ashcroft Cache Creek Rotary Club request for free facility use, assistance with chairs at Heritage Park, and Bus costs for the Oct. 5 Japanese / Canadian Mosaic Unveiling Celebration.
- Council adopted a Policy to regulate Audio and Video Recordings of Council Meetings.
- Council resolved to enter into a contract with EDCD Consulting Inc. for the purpose of developing an Economic Development & Tourism Strategy
- Council received a quote from WSP Consulting to complete a site investigation of the Old Cariboo Rd. CN Rail crossing
- Council adopted the Dog Control and Pound Operations Bylaw No. 832, 2019.
- Council adopted the Consolidated Fees and Charges Bylaw No. 833, 2019.
- Council endorsed the CAO to submit an application to the UBCM Scholarship fund.
- Council resolved to send a letter of support to Yellowhead Community Services to establish a licensed daycare facility in Ashcroft.
- Council approved Koppers request for free arena use to host the annual Halloween Skate.
- Council resolved to send 3 representatives to the Community Wildfire Resilience Planning Workshop in Kelowna on October 25th.
- Council directed staff to schedule a meeting with members of the Curling Club to discuss facility use.
- Council approved the temporary closure of Railway Ave. between 2nd and 3rd Street

Upcoming Community Events and Notices

Sept. 30—Committee of the Whole 5:00—8:00 pm

Oct. 1—**Economic Development & Tourism Strategy** Community Engagement. Community Hall, afternoon session: 3:00 pm, evening session: 7:00 pm

Oct. 9—Drylands Arena Opens

Oct. 11-14 — 6th Annual Black Powder Shoot—Desert Rendezvous. Visitors and participants welcome. Call Ken Brown for info: 250-453-9415

Oct. 15 — Council Planning Session

Oct. 27—Koppers Annual Halloween Skate 2:15—3:45

Oct 28 — Committee of the Whole 6:00 pm

Oct. 28 — Regular Meeting of Council 7:00 pm

Union of BC Municipalities (UBCM) Convention 2019

Mayor and Council were in Vancouver at the UBCM Convention lobbying for issues near and dear to the hearts of residents during the week of Sept. 23-27. Council met with the Minister of Health, the Minister of Transportation and Infrastructure and BC Assessment and attended sessions such as keynote speakers, workshops, plenary sessions and forums. UBCM brings Elected Officials and senior staff across the Province together to network, share ideas, celebrate successes and lobby other levels of government to meet the needs of their community. The mornings are early and the nights end late and at the end of the week convention participants are usually exhausted but come home excited and rejuvenated with new ideas and connections.

Some of the clinics on this years agenda include: Resiliency and Change in BC Forests, Enhancing Resiliency through Connectivity, Planning for Resilient Communities, Strong Community Infrastructure;

The Southern Interior Local Government Association, of which Ashcroft is a member community sponsored 4 youth to attend the UBCM Convention. Ashcroft was one of the communities fortunate enough to receive the sponsorship and Vivian McLean was able to attend the convention with Council. Vivian was able to experience first hand how local and provincial governments interact.



**RESILIENCY
+ CHANGE** UBCM
2019