



# Village of McBride Economic Development Action Plan 2018-2022

## “At a Glance”



In March of 2018, Village Council approved the Village of McBride Economic Development Action Plan, to be implemented over the next 5 years with a focus on meaningful change in the local economy. There was extensive public engagement which helped shape the Action Plan goals, strategies and initiatives.

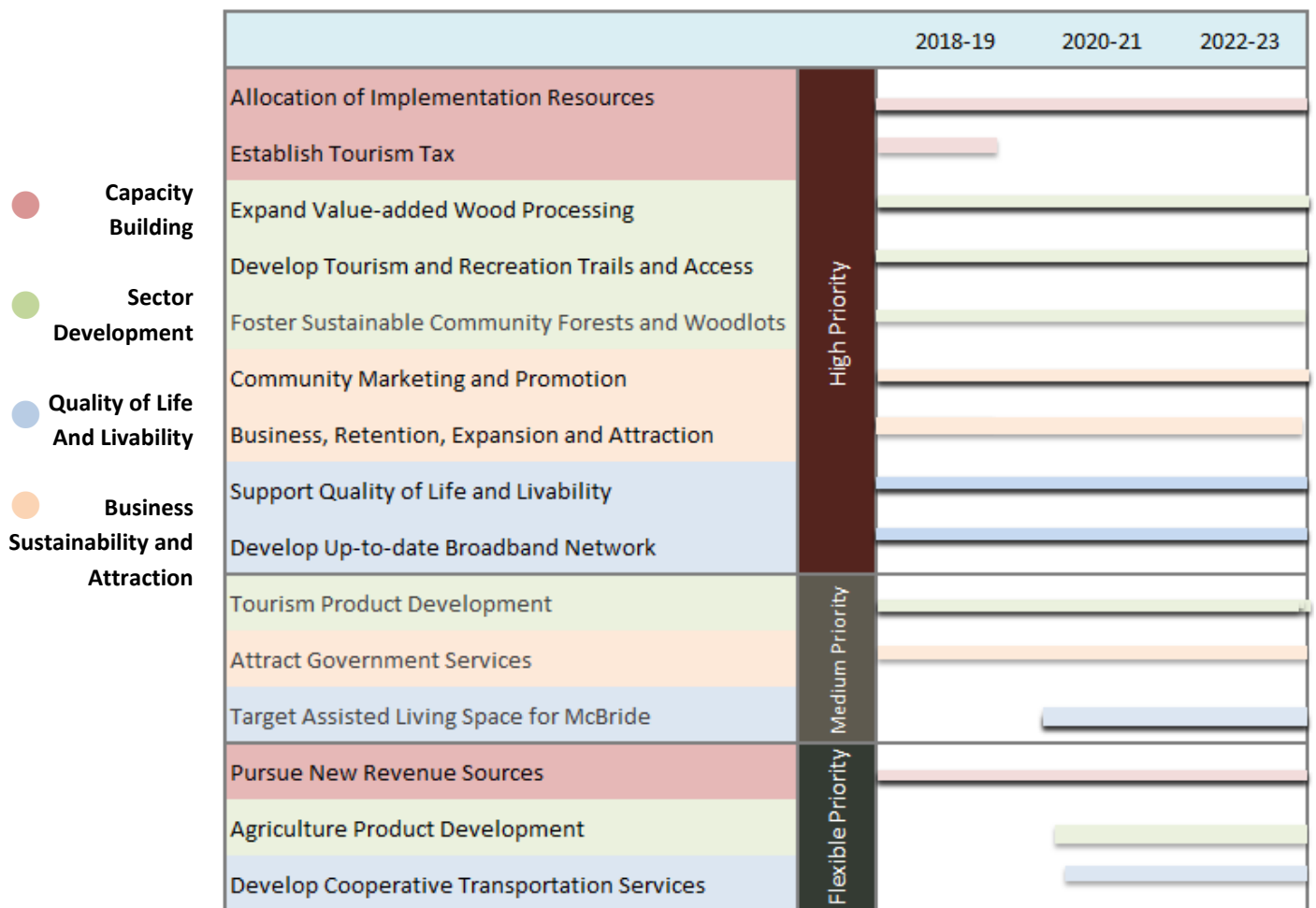
The Plan has **six main goals** that will guide implementation over the next five years:

- 1 Quality employment that supports families
- 2 A diverse economic base, with value-added production
- 3 Expanded local tax base
- 4 Reasonable and sustainable population growth
- 5 Enhanced public services that encourages residency
- 6 A connected, collaborative, confident community with a strong sense of place

The Plan outlines 15 strategies grouped into **four themes**:

Capacity Building	Sector Development
Business Sustainability and Attraction	Quality of Life and Local Services

The Plan establishes a timeline for implementation of the **15 economic development strategies:**



**2018 activities included:**

- 1 day *Youth Career Fair* that drew high school aged students from Valemount and McBride to visit 30+ businesses showcasing career opportunities in the Robson Valley.
- 2 days of *SuperHost "Foundations of Service Quality"* courses for over 30 front line customer service workers in McBride.
- Sponsored a new *Entrepreneurial and Marketing Program* at McBride Centennial Elementary that saw grades 5/6/7 students conduct market research, design, produce and sell seed paper.
- *Business Façade Improvement Program* – saw 2 Main Street businesses update their exteriors.
- Partnered with the Chamber of Commerce, McBride Library, Community Futures and others to host a *Small Business is Big Business* in McBride event during Small Business Week in October.
- Worked with Community Futures to provide regular *small business training* throughout 2018 in McBride. In 2019, the first workshop is scheduled for February 21, "Leadership is Everyone's Business".
- Successfully secured "*Gateway to the Ancient Forest*" as an Official Mark through Canada's Trademark Act. New signs designed and installed on McBride's Welcome arch the Highway 16 pull out signs east and west of town. "Gateway to the Ancient Forest" is available to local businesses to use for mechanizing and marketing purposes (t-shirts, stickers, mugs, etc.) for a small annual fee.
- McBride capitalized on its *2018 SnoRiders Sledtown Showdown Championship* with signage on the Village's Welcome arch and by partnering with local non-profits to purchase print/web advertising with SnoRiders magazine in early and late 2018 celebrating the win and promoting McBride as a snowmobile destination.
- The Village of McBride, Village of Valemount and Regional District of Fraser-Fort George partner in the Robson Valley Region (RVR) Program, an investment and resident attraction program.