

Boundary Economic Development Committee Work Plan for 2010							
Sector	Core Project	BEDC Plays Lead Role or is an Advocate	Why	How	Outcomes	Achieved in Fiscal Year - Yes/No	Why or Why Not
TOURISM/CULTURAL							
	Branding the Boundary	Lead Role	Increase Tourism and overall exposure of the Region/Create a Common Regional Identity	Identify Funds, Develop RFP, Work with chosen team to develop brand.	Brand is developed by March 2011		
	Marketing/Communications Plan (For Brand and BEDC)	Lead Role	To ensure that the Regional brand is effectively promoted. To identify opportunities and strategies for promotion	Identify funds, Develop RFP, Work with chosen team to develop plan.	Plan is developed by March 2011		
	Regional Tourism Guide for the Boundary	Lead Role	Increase tourism and overall exposure of the Boundary Region.	Work with Visitors Choice to fund and develop the guide for 2011.	Guide is developed by March 2011		
	Heritage Development	Support Role	The BEDC recognizes the history of our region as an important economic driver. The BEDC will support regional initiatives that seek to assess, restore and respectfully utilize these assets for the benefit of the region.	The BEDC will work with the following projects: A) Community Futures/Selkirk College's application for Heritage Restoration Training Program B) the RDKB's assessment of heritage assets throughout the region	Heritage restoration and revitalization is noticeably improved in the region. Heritage assets play a role in Boundary Tourism		
	Regional Chamber of Commerce	Support Role	A lack of financial and human resources have challenged Chamber efficiencies. The BEDC will propose the concept of a Regional Chamber to stakeholders for the purposes of sharing resources and improved efficiencies.	The BEDC will facilitate two meetings to assess the appetite for a regional chamber. If there is a desire, the BEDC will seek out individuals from each organization to continue efforts.	Two meetings are facilitated and attended by BEDC personnel.		
	Regional Tourism Action Plan	Support Role	A Regional Tourism Action Plan offers a detailed outline of the Boundary's commitment to tourism in the coming years.	The BEDC will support the efforts of other stakeholders in the region to develop a regional plan, will offer input and do all possible to support the plan.	Attendance at key meeting, feedback and input as requested.		
	Signage	Lead	Regional and/or cultural signage will provide tourists with wayfinding opportunities	Wayfinding signage will increase interest in the region and will positively impact tourism	A signage plan will be developed on completion of the branding process once funding has been identified.		

Sector	Core Project	BEDC Plays Lead Role or is an Advocate	Why	How	Outcomes	Achieved in Fiscal Year - Yes/No	Why or Why Not
Social Well Being							
	Support Role to Local Government on issues relating to seniors, families and the social well being of Boundary residents	Support	By supporting key stakeholders mandated to work on the social well being of the region we help create a healthier and more vibrant Boundary.	Offer support at municipal, and stakeholder tables for projects focused on social development (ie. Vital Signs).	The BEDC actively responds to requests for involvement in social issues.		
BUSINESS RETENTION/EXPANSION AND ATTRACTION							
	Rail Issue	Support Role	It is imperative that all possible is done to maintain rail service to the Boundary Region to maintain and grow industry in the region	As needed, the BEDC will offer resources and support the City of Grand Forks in their effort to save the rail line.	BEDC is present at all stakeholder meetings		
	Invest Kootenay	Lead Role - Ongoing	To ensure the Boundary Region is actively participating in the Invest Kootenay program.	Continue to seek out and promote new investment opportunities and participate in advisory committee.	3 new Boundary opportunities listed and full participation in all advisory committee meetings.		
AGRICULTURAL DEVELOPMENT							
	Boundary Regional Agricultural Plan/Agriculture Advisory Committee	Lead Role	To identify issues around the agricultural in the Boundary and to offer potential solutions. To develop a Boundary Agricultural Advisory Committee (AAC).	The BEDC will continue to support the development of the Plan and the AAC.	Chair and staff person from the BEDC will attend all meetings. Admin and research support will be offered. Plan will be completed by September 2010		
	Farmers Market	Support Role	Farmers Markets help to cultivate a local sustainable food system and boost local producers sales.	The BEDC will support the efforts of all Boundary markets via a vie information on funding opportunities and assistance with marketing and promotion.	A schedule of Boundary markets is developed and assistance is offered with potential funding sources and other opportunities is made available.		
	Regional Water Supply	Support Role	To ensure adequate water supply in the Boundary Region for sustainability and development purposes.	The BEDC will support the RDKB's efforts to ensure adequate water supply in the Boundary	The BEDC will form Water Committee which will focus on research and development to support the RDKB's efforts to secure funding for a Kettle Valley Watershed Study.		
	Agricultural Fairground in Grand Forks - Grand Forks Fall Fair Society	Support Role	The BEDC will support the efforts of the Grand Forks Fall Fair Society to seek out and secure a permanent space which will enable the Fair to develop further and provide opportunity for other revenue.	The BEDC will support the efforts of the Grand Forks Fall Fair Society as requested.	The BEDC will touch base with the Society to determine how they can assist.		

Sector	Core Project	BEDC Plays Lead Role or is an Advocate	Why	How	Outcomes	Achieved in Fiscal Year - Yes/No	Why or Why Not
INNOVATION/NEW TECHNOLOGY							
	BEDC Website	Lead Role	To increase awareness of the BEDC and to offer a space where all BEDC documentation is housed for easy access	Funds identified and web developer will be hired.	Site will be developed and up and running by March 2010.		
	Tech Fair(s)	Lead Role	To present cutting edge technology and opportunities for the advancement of cellular and internet technologies to all communities throughout the Boundary.	Two separate events will be coordinated - one in the West Boundary and one in the East	Two Events take place. Increase usage of new technologies to communities/residents currently underserved		
COMMUNICATIONS PUBLIC AWARENESS							
	Liasion with and report to the Region	Lead Role - Ongoing	To ensure public awareness and support of BEDC's work.	Regular press releases/newsletters and other media communications.	Increased awareness of BEDC's work		
	The Futures Game	Lead Role	The Futures Game as an interactive learning tool which seeks to build capacity in community organizations and local government. A game is now available for use by the	The BEDC will market and promote the Game to the region, train additional facilitators, develop a fee schedule for bookings and solicit bookings by other stakeholders	The Game is played by a minimum of 3 stakeholders from the region. Boundary Region stakeholders have increased awareness of the		