

Industry Advisor Business Case Action Plan – Submissions Summary Report

Legend: Recommendations for Local Governments; Recommendations for the CVRD to consider with CVEDS; Actions for the consideration of the Task Force; *“White”* Currently ongoing via CVEDS;

SECTOR: Business, Development, and Partner Organizations

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|--|--|
| Business Development Bank of Canada | Immediate - Advocacy | |
| | 1. Encouraging entrepreneurs to future proof their business by adopting more efficient operational practices and digitizing their operations. | Explore a partnership with the Innovation Island Technology Association for an increased focus in the Comox Valley via their Digital Economy Restart, Recover, Reimagine Program (DER3) . DER3 provides one-to-one business & technical expertise for companies that need to consider changes to their business models, or action plans to better engage with the digital economy. |
| | 2. Dedicating municipal staff time, or employing 3rd party contractors, to assist local businesses with digitizing their businesses. | Request Comox Valley CAO's to investigate capacity and potential for their IT to provide a meaningful contribution, such as support for workshops. |
| | 3. Helping older entrepreneurs transition their businesses to a younger generation. | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies referring to business retention and attraction. |
| | 4. The Valley as a whole needs to review its process of property development and redevelopment so that the process can be streamlined and more business owners can be incentivised to invest in the community. | Request further information from the Comox Valley Developers and Construction Association and the Vancouver Island Construction Association. |
| | 5. Dedicating resources to help younger entrepreneurs form businesses. | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies referring to business retention and attraction. |
| | Long Term – Funding | |
| | 6. Expand the Comox Valley Marina to enable more boats. | Refer to the Town of Comox for further consideration in future strategic planning sessions - <i>Note that a broader submission is expected from the Marine Tourism industry and Comox Valley Harbour Authority.</i> |
| | 7. Build a number of backcountry cabins for ski touring, bike-packing and hiking. | Request CVRD Parks input on this potential and other partners and agencies that may need to be involved (ie. BC Parks, Mount Washington Alpine Resort, forestry companies). |
| | Long Term – Advocacy | |
| 8. Look at transportation issues in the Comox Valley and encourage more use of public transit, biking, and walking. | Request an update on transportation planning from the CVRD. | |
| 9. Please consider closing 5th street in Courtenay to motor vehicle traffic and Dunsmuir Ave in Cumberland. | Refer road closure request to City of Courtenay and Village of Cumberland. | |

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| Community Futures Strathcona | Immediate – Marketing | |
| | 1. Help with promoting to shop local. | Request CVEDS to explore options for increased support and partnership with Small Business BC (SBBC) on their BC Small Business Marketplace . |
| | 2. Create a Shop Comox Valley/Campbell River/etc. rather than each individual business trying to set up online. | See above. |
| | Long Term – Advocacy | |
| | 3. Assistance with business start-up and development process information, and support for entrepreneurs. | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies referring to entrepreneurship and services to business. |
| Comox Valley Chamber of Commerce | Immediate – Advocacy | |
| | 1. Governments to acknowledge that businesses are still falling through the cracks. | The Economic Recovery Task Force (ERTF) Steering Committee was establish to recognize and address the critical economic issues facing small business in the Comox Valley. Request CVRD and local government staff to work with CVEDS to support increased local government communication on the ERTF process. |
| | Long Term – Advocacy | |
| | 2. City of Courtenay’s OCP is a very important step in this process. Continuation of the OCP process still needs to happen, we need to keep moving forward. | ERTF to send a letter of support to the City of Courtenay recognizing the importance of the OCP process to the business community and to long term economic recovery. |
| Comox Business In Action (BIA) | Immediate – Marketing | |
| | 1. Staycation packages for our locals to enjoy the tourism businesses that we have to offer in the Valley, as well as marketing campaigns to larger areas such as Vancouver and Victoria to come vacation in the Comox Valley. | Included as part of MRDT 5 year business planning process. |
| | Immediate – Advocacy | |
| | 2. Create a larger voice from all Small Businesses in the Comox Valley area that have not been able to receive any support. Have the team write letters or make phone calls to our MP to communicate that more support may be needed. | Refer to the Comox Valley Chamber of Commerce for input and comment. |
| Cumberland Economic Development | Immediate – Advocacy | |
| | 1. Support in securing supply chain of PPE and/or cleaning supplies. | Refer/advocate for provincial support of PPE supply chain. Utilize communications to identify and connect businesses with local PPE manufacturers/distributors. |
| | 2. Support in creating additional space for consumers within commercial areas. | Recommend the incorporation of COVID-19 health measures within existing event permitting processes (i.e. street markets) to ensure public safety and increased consumer confidence in visiting local commercial areas. |
| | 3. Improved COVID-19 related public health signage and messaging. | Recommend that public health/safety signage is provided within all high traffic commercial areas. |
| | 4. Certainty in availability of relief benefits (rent / employment support). | Ensure a consistent communication of, and access to, provincial/federal relief benefit information. |

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| Comox Valley Airport Commission | Immediate – Advocacy | |
| | 1. Provincial governments need to work with each other using the advice of their public health experts to determine when travel between provinces is considered safe. They should also ensure that a public statement outlining plans for the eventual elimination of travel restrictions is included in the published phased recovery. | Request further information from the CVAC that can be circulated to local governments and Provincial MLA’s. |
| | Long Term – Advocacy | |
| | 2. YQQ acquisition of adjacent property; need assistance in completing the purchase (permission for subdivision). | Refer to the Town of Comox and provide a letter of support that recognizes the importance of the Comox Valley Airport expansion in economic recovery. |
| | 3. Increase to BC government Air Access Program funding. | CVEDS to work with the CV Airport Commission on provincial and federal advocacy requirements and provide further recommendations for ways local governments can engage in advocacy of these initiatives |
| | 4. Federal Government needs to define a clear set of health standards and procedures that align with internationally recognized protocols. | See above. |
| 5. Federal government should also increase the funding of the Airport Capital Improvement Program. | See above. | |
| Puntledge Business Area | Immediate – Funding | |
| | 1. Traffic light at the corner (Puntledge / 5 th). | Refer to the City of Courtenay. |
| | Immediate – Marketing | |
| | 2. Marketing campaign to drive customers to the area. | Add Business Improvement Association business plan to CVEDS 2021 work plan discussions. |
| | Immediate – Advocacy | |
| | 3. Need incentives for new businesses to come to the area; need to market available space (e.g. old Blockbuster building, Red Cross space). | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies including entrepreneurship and business attraction. |
| | Long Term – Marketing | |
| | 4. Bring the Puntledge Days back; all the business used to have a “Customer Appreciation Day”; with music, raffles, food and a customer’s passport. | See above. |
| | 5. Have a “Meet the Businesses Poster”; all the businesses interested will create poster with their information and have it displayed in every store involved in the promotion. | See above. |
| | Long Term – Advocacy | |
| 6. Puntledge area needs a structured, practical way of presenting a united voice to City Hall. | Request CVEDS to explore the steps required to create a Business Improvement Association. | |
| 7. Floodplain risk needs to be addressed. | Refer to the City of Courtenay. | |
| 8. The City should turn the empty lot, where the Courtenay Hotel used to be, into a parking lot. | Refer to the City of Courtenay. | |

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SECTOR: Agriculture

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|--|---|
| | Long Term - Funding | |
| Mid Island Farmers Institute | <ol style="list-style-type: none"> 1. The sector needs to come together with processors and other buyers to: <ol style="list-style-type: none"> a) Make better connections between demand and supply; b) See where the gaps in infrastructure lie, and; c) Organize on a systems level. d) Additionally, coordination of local food aggregation and distribution is also needed. e) Estimated \$10,000 cost. | That the CVRD be asked to prioritize the review of agriculture sector strategies completed during the Innovate 2030 Master Plan, and consider a request to the Province and other granting bodies for funding to support implementation of the specific recommendations. |
| | Long Term – Advocacy | |
| Comox Valley Farmers’ Institute | <ol style="list-style-type: none"> 1. Grow and improve the agri-food value chain; a unified, representative, forward looking agriculture strategy should be in place for the Valley. 2. Local government needs access to independent, non-political professionals, who are knowledgeable about the larger picture, agriculturally trained, connected locally and who understand the complexities of the agri-food chain, as well as the regulatory environment that farmers and processors are expected to work within. 3. Agri-food incubator; allow for the testing and refining of small batches of new value-added products. 4. Explore with partners options for food storage and food storage/aggregation infrastructure within the Valley. 5. Explore with partners options for local food procurement policy for institutions and organizations. 6. Explore with partners the planning and development of a regional food hub. 7. Explore how to open up agricultural land and how to attract/keep a younger generation of farmers. 8. Engage with CVFI, CVEX and the CV Multiplex Association on the concept of a Comox Valley Agri-plex, which could potentially house some of the infrastructure around incubators, food storage and processing needed. | <p>Request the CVRD to consider a long-term, forward looking update of the Comox Valley Agricultural Plan which would contemplate and incorporate the recommendations from the agriculture sector and take into consideration the impacts of Covid-19 pandemic on the industry.</p> <p>Included in updated Agricultural Plan process.</p> <p>Included in updated Agricultural Plan process.</p> <p>Included in Innovate 2030 Master Plan implementation.</p> <p>ERTF to support, encourage and advocate for local food procurement policy for institutions and organizations.</p> <p>Included in Innovate 2030 Master Plan implementation.</p> <p>Refer to the Young Agrarians Organization for additional information on potential solutions.</p> <p>Refer to CVRD to engage with all farm groups on the concept of an agriculture facility that would suit the needs of the sector, and not affect or impact the Agricultural Land Reserve.</p> |

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|---|---|--|
| Comox Valley Farmers’ Market | Immediate – Advocacy | |
| | 1. The biggest immediate concern for the Farmers’ Market is an adequate indoor space to accommodate physical distancing and other COVID-19 measures during the fall and winter months when we are unable to be outside. | ERTF to refer CVEDS to work with the Farmers’ Market, local governments, and the private sector to arrive at temporary or permanent solution for the coming winter. |
| Comox Valley Exhibition Society | Long Term – Advocacy | |
| | 2. Collaboration between farmers, labourers, processors and buyers to ensure that the food is harvested, processed and distributed in a timely manner. Of immediate importance for our region is: <ul style="list-style-type: none"> a) Increase in meat processing and packaging; b) Increased storage (cold and dry); c) Need for commercial kitchen space; d) Need for more farm labour; e) Need availability of supplies for producers (seed, amendments, fertilizers and farming supplies). | Included in the updated agriculture plan process. Note that commercial options for small scale meat processing, cold storage and commercial kitchen space are occurring. Demand continues to increase for added value processing within the Valley and region. |
| Comox Valley Exhibition Society | Immediate - Advocacy | |
| | 1. CVEX requests exemption from the municipal grant application deadline. | Refer to local government. |

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SECTOR: Arts & Culture

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|--|--|
| Comox Valley Community Arts Council | Immediate - Funding | |
| | 1. Mortgage/tax/rent relief for commercially zoned venues & facilities so they can continue to be used, or continue to exist, until things change. | Refer to local governments with facilities and venues that are capable of accommodating events to consider immediate options for fall/winter. |
| | 2. Micro-grants for artists & organizations to support transition to digital (equipment, training & tech acquisition). | Refer to CVRD with a request to consider if micro-grants are an option for the Grant-In-Aid program. |
| | Immediate - Advocacy | |
| | 3. Adapted rules for gathering in outdoor spaces to allow more flexibility. | ERTF to request that a meeting be convened of local government staff responsible for Arts, Culture and Heritage facilities and programs to discuss and explore options for indoor and outdoor gathering spaces during COVID-19, until the pandemic is over. |
| | Long Term - Marketing | |
| | 4. Promotional support: assistance with joint promotions and marketing and/or coordinated promotional initiatives around Arts & Culture. | Refer to the CVRD to consider a potential framework for regional Arts, Culture and Heritage funding where new programs, services and special events that support regional goals and deliver benefits to the entire region receive funding from the CVRD as part of the 2021-2025 financial planning process. |
| | Long Term - Advocacy | |
| | 5. Mitigation of public liability insurance costs or underwriting liability for events on public property. | Refer recommendations #5 - 11 to local governments to determine options for flexibility in events on public property or in public facilities during the pandemic. |
| | 6. Major overhaul to funding processes and limitations to allow for ongoing fluidity and nimble response to major events. | See above. |
| | 7. Reduced or free use of public facilities to present my/our work. | See above. |
| | 8. Regular street closures to allow for easy creator markets in dense neighbourhoods or downtowns. | See above. |
| | 9. Partnerships for special events. | See above. |
| 10. Community Access Programs to local theatre. | See above. | |
| 11. Creating a tax credit for buying Canadian artworks (any genre) to stimulate sales. | See above. | |
| 12. Access to reliable, affordable, high-capacity internet is a significant barrier. Any way that government can mandate/encourage/incentivize providers to increase service and affordability would be a huge benefit to the entire community. | See recommendation #1 in IITA re technology strategies. | |
| 13. Overall, the creative community would like to be acknowledged as a priority and be recognized for the contribution they make to our economy, our community wellness, and our exceptional quality of life. | Steering Committee to respond with letter CVCAC acknowledging the request. | |

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|---|--|---|
| Sid Williams Theatre Society | Immediate - Advocacy | |
| | 1. Assist with timely delivery of information on new emergency/special funding programs from other levels of government and major foundations. | Ongoing via provincial associations and CVEDS. |
| | 2. BC Gaming grant timelines currently do not aid our sector in responding to the pandemic. The Community Gaming Grant deadline was very early in the pandemic (April) when many Arts and Culture organizations had not had time to assess their needs. More responsive timelines are needed from the Gaming Branch. | ERTF to request information from the BC Gaming Grants on application deadlines during the pandemic. |
| | 3. Because the Theatre/Live-Performance sector is especially hard hit by the public health restriction on mass gatherings, it is important that programs like CEWS/CERB are extended for members of this sector as long as possible until the virus is no longer a threat. | ERTF to send a letter to appropriate Federal Government ministry. |
| | 4. Perhaps if CEBA loans could be used for equipment purchases (so that the loan was attached to an asset) rather than just “non-deferrable operating expenses”, more groups would make use of it. | Same as above. |
| | Long Term - Funding | |
| | 5. Create a local/regional cultural granting program to assist local organizations. | Refer to recommendation #3 in CVCAC to convene a meeting, and/or report, to discuss a regional funding framework. |
| | 6. Increase subsidies for use of public spaces/facilities by local non-profit organizations | See above. |
| | Long Term - Marketing | |
| | 7. Support marketing/communication efforts by local performing-arts venues/producers. | See above. |
| | Long Term - Advocacy | |
| | 8. Create opportunities for work hubs to share resources and expertise. | CVEDS to include a review of work hubs (maker space/ co-location work spaces) in 2021 work plan. |
| | 9. Modernize outdated/restrictive signage bylaws to allow local organizations that operate venues to install contemporary digital signage with advertising revenue potential. | Refer to local government. |
| 10. Expand the Street Entertainer Program, and share application (audition?) information with live-event organizers looking for performers (e.g. opening acts). | Refer to City of Courtenay. | |
| 11. Consider tax incentives for local businesses that sponsor live-performances/festivals, etc. | Refer to local government. | |
| 12. Create opportunities for local youth “work-learn-earn” in local live performance industry. | Refer to local government. | |
| 13. Work with other levels of government and local businesses to create incentives for local youth to volunteer in our community (rec passes, gift cards, course credit). | Refer to local government. | |

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SECTOR: Aviation / Aerospace

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|--|--|
| Courtenay Airpark Association | Long Term - Marketing | |
| | 1. The City of Courtenay should mention the Airpark on their website. | CVEDS to work with the City of Courtenay and local governments to improve online awareness of the Airpark. |
| | Long Term - Advocacy | |
| | 2. Need advocacy to Tourism Vancouver Island and Destination BC for inclusion in visitors guides to the Comox Valley and websites to include the Airpark information and all it has to offer; currently the Airpark is underutilized/valued. | CVEDS to include the Airpark in the update of the 5 year MRDT renewal plan. |

SECTOR: Childcare

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|---|--|
| Comox Valley Children’s Day Care Society | Immediate - Marketing | |
| | 1. Raising the awareness to Valley employers that they will need to be flexible with their staff who have young children. | For discussion and direction. |
| | Immediate - Advocacy | |
| | 2. Encouraging suppliers to offer /sell cleaning supplies to child care programs. | Forward request to Chamber of Commerce. |
| | 3. Consider expanding permissive tax exemptions to the child care sector. | ERTF to refer to CVRD and request a letter be crafted to go to UBCM. |
| | 4. Create a child care pandemic response team within the UBCM. | Same as above. |
| | 5. Increase wages of front-line workers. | Same as above. |
| | 6. Work with the sector to develop more specific health and safety guidelines. | Same as above. |
| | Long Term - Funding | |
| | 7. Create municipal pandemic response grants for child care. | Forward to local governments. |
| Long Term - Marketing | | |
| 8. Raising public awareness about the need for increased and sustained funding for child care. | Forward to local governments. | |
| Long Term - Advocacy | | |
| 9. We are very grateful to the Comox Valley Community Foundation who were able to arrange for a large supply of hand sanitizer from Wayward Distillery – so supporting initiatives such as this would be helpful. | Forward to local governments. | |
| 10. Senior government advocacy; \$10/Day Child Care Plan, fully funded National Pandemic Response Plan for child care, National Child Care Plan, timely release of federal transfer payments to the Province to meet local needs. | Forward to CVRD with request to craft letter to Provincial and Federal Government. | |

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SECTOR: International Education

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|--|--|
| North Island College | Immediate - Marketing | |
| | 1. Consider ‘open CV’ campaign for 2021 social media etc. | Refer to CVEDS for 2021 work plan for consideration. |
| | 2. Consider a branding system that welcomes newcomers/students. | See above. |
| | Immediate - Advocacy | |
| | 3. Support for accommodation providers providing quarantine options for arriving students that align with provincial health guidelines. | Refer to the BC Hotel Association for consideration and input. |
| | 4. Encouraging province/feds to ease travel restrictions where appropriate to allow for ‘country bubble’ movement. | ERTF to provide letter of support to Hon. Melanie Mark, Ministry of Advanced Education, Skills and Training supporting the economic importance of international education to the Comox Valley. |
| | 5. Relaxation of on-line content policy at Ministry of Education level for K - 12 sector. | Refer to the School District 71 for further input. |
| | Long Term - Advocacy | |
| | 6. Consider supports for international tourism sector as they may apply to international education. | Refer to CVRD with a request to write a letter to applicable provincial and federal ministries. |
| 7. Student employment support (post-secondary). | Refer to CVRD with a request to write and send a letter of support for the expansion of student hiring programs to applicable Provincial and Federal ministries. | |

SECTOR: Technology

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|--|---|---|
| Innovation Island Technology Association | Immediate - Advocacy | |
| | 1. Greater emphasis should be placed toward digital technology adoption. | CVEDS to provide a summary report of the recent regional and local technology strategies to local government, and include specific recommendations for increased digital technology adoption within local government and economic development programs. |
| | 2. Changes to business models should be encouraged and supported with respect to tax breaks, zoning or rent assistance. | Request to CAO’s to prepare joint briefing note on limitations on tax break assistance to business. |
| | Long Term - Advocacy | |
| | 3. Regional solutions should be considered to address regional challenges. | Request more information from the IITA. |
| 4. Digital literacy programs should be enhanced within district schools to increase a wider base of knowledge with all grade 12 graduates. | ERTF to endorse and refer to SD71. | |

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SECTOR: Tourism – CVEDS is currently in the process of updating the 5 year MRDT long term marketing plan with a COVID - 19 lens. CVEDS to consider initiatives below in this process.

| Submission (linked) | Submitted Recommendations | Recommended Actions |
|---|---|---|
| Accom. (Hotels / MRDT Properties) | Immediate - Funding | |
| | 1. Need a flexible MRDT budget/plan to reallocate funds differently during the pandemic, especially as traditional events/festivals are cancelled or modified. | CVEDS to include in 5 year MRDT renewal plan. |
| | Immediate - Marketing | |
| | 2. Promote local travel and ‘staycations’. | Refer to CVEDS for 2021 work plan for consideration. |
| | 3. Target Canadian visitors with safe messaging. | Refer to CVEDS for 2021 work plan for consideration. |
| | Immediate - Advocacy | |
| | 4. The city is currently developing regulations for short-term accommodation rentals, and they need to engage with the Comox Valley MRDT contributing hotel group before anything is finalized. Restricted Air B& B measures. | Refer to local government. |
| | 5. Schedule more BC Ferry sailings – can’t survive on island residents only and to promote distancing on sailings. | CVEDS to provide feedback to Tourism Vancouver Island as part of ongoing COVID-19 industry leadership meeting feedback process. |
| | 6. Don’t penalize for not paying all taxes by Sept 30th – implement a tiered payment plan. Currently taxes calculated on a fixed expense (number of rooms) regardless of how many rooms are sold. Give a tax relief. | Refer above to recommendation #2 in Technology sector. |
| | Long Term - Marketing | |
| | 7. Post covid, continue to use festivals like BC Seafood Festival to promote the valley to new tourists. | Refer to CVEDS for 2021 work plan for consideration. |
| 8. Promote culinary & adventure based tours. | Refer to CVEDS for 2021 work plan for consideration. | |
| 9. Sport tourism and event hosting in Comox Valley. | Refer to CVEDS for 2021 work plan for consideration. | |
| Long Term - Advocacy | | |
| 10. New subsidized daycare options. | Noted in the Comox Valley Children’s Day Care Society’s submission and specifically in recommendations 8 and 10. | |
| 11. New employee housing opportunities. | Refer to local government. | |

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| Bed & Breakfasts | Immediate - Funding | |
| | 1. Funding for tourism businesses, including (but not limited to) tax relief. | Refer above to recommendation #2 in Technology sector. |
| | Immediate - Marketing | |
| | 2. More ads to either "staycation" or visit the Comox Valley (for BC residents). | Refer to recommendation #1 from Comox BIA. |
| | Immediate - Advocacy | |
| | 3. There are so many choices that won't ask a traveler to spend an additional 16% (5 + 8 + 3), such as home exchanges or other jurisdictions, so many will choose to go elsewhere. I don't disagree with MRDT in the long run, but not in a year of recovery. | CVEDS to work with Tourism industry in understanding MRDT applicability. |
| Beverage | Immediate - Funding | |
| | 1. Grant/incentives to buy local. | CVEDS to forward to Chamber of Commerce for consideration of running a buy local campaign. |
| | 2. Lower taxes to stimulate economy. | Refer above to recommendation #2 in Technology sector. |
| | Immediate - Advocacy | |
| | 3. Ensure all government purchases, contracts and tenders buy local first, region second, then province, then other provinces and territories. | Refer above to recommendation #5 in Agriculture sector (CVFI); ERTF to support, encourage and advocate for local food procurement policy for institutions and organizations. |
| | 4. Extended patios and off-sales should continue. | ERTF to approve and refer to local government planning departments. |
| | 5. Incentives to employees to get off CERB and get back to work. | Not applicable as federal government has transitioned program EI. |
| | 6. Wave property taxes, rather than defer. | Refer above to recommendation #2 in Technology sector. |
| | Long Term - Marketing | |
| | 7. Need a strong marketing campaign to buy Canadian. | Provincial and Federal mandate. |
| | Long Term - Advocacy | |
| | 8. Liquor Distribution Branch to have an appeal board. Stop changing the terms and conditions with no warning or rationale. LDB should only exist for government stores. | Direct CVEDS to review recommendations 8-13 in conjunction with appropriate provincial ministries, jurisdictions and report back. |
| | 9. Stop increasing minimum wage. Allow a farm wage. | Forward to CVRD with a request to create and send a letter to applicable Federal and Provincial ministries and/or agencies. |
| 10. PST reform, too many bulletins that don't make any sense. | Forward to CVRD with direction to seek clarity on PST regulations relating to the beverage industry, and have CVEDS engage with the provincial industries associations including the BCRFA, ABLE BC, BC Craft Brewers, BC Wine Institute for feedback. | |
| 11. Federal government should take control of trade between provinces and allow free movement. | As directed by ERTF Steering Committee. | |
| 12. Excise tax reform - there should not be excise tax on spirits made in Canada. Unable to compete with import spirits in your own country. | Request CVRD to send letter to applicable ministries. | |
| 13. Get rid of carbon tax in Canada, and charge on imported items only. | For information only. | |

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| Festivals & Events | Long Term - Funding | |
| | 1. Support “arts” with a dedicated funding strategy. | Refer to recommendation #3 in CVCAC to convene a meeting and/or report to discuss a regional funding framework. |
| | 2. Budget line in local/regional budget; dollars used to develop new or enhance existing events/organizations. | See above. |
| Marine Tourism (Including the CV Harbour Authority) | Immediate - Funding | |
| | 1. Provide financial relief to the commercial fishing fleet similar to what is offered to farmers during years of reduced opportunities. | Provincial and Federal mandate. |
| | 2. Provide funding for harbour authorities to replace income lost due to the reduction in tourism revenues. | Federal mandate. |
| | Immediate - Marketing | |
| | 3. Operators need a marine industry safe reopening plan and marketing campaign - early spring in advance of 2021 booking windows. | Refer to CVEDS for 2021 work plan for consideration. |
| | 4. Local governments should be advocating for marine (all) businesses and the fact that they are open via their websites and social media channels. | CVEDS to work with local governments to increase awareness of the Marine sector and related businesses. |
| | Immediate - Advocacy | |
| | 5. Support for rapid development of the proposed Union Bay Marina, to be able to operate in 2021. | Forward to CVRD planning department. |
| | Long Term - Funding | |
| | 6. Establish a plan and funding for environmentally safe dredging of the river. | Refer to the City of Courtenay and K’omoks First Nation. |
| | 7. Support initiatives and provide funding for increased focus on the clean-up of pollution in Baynes sound that will support the development of supporting food systems such as seaweed, dive industries, oyster farming etc. | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan for strategies such as establishing a Baynes Sound Institute for Marine Health. |
| Long Term - Advocacy | | |
| 8. Long term harbour expansion plan established and costed by Town of Comox, including options for new fixed/floating breakwaters, use of the federal wharf (19 Wing Comox), covered moorage, and year round float plane service, etc. | Refer to the Town of Comox. | |
| 9. Support K’ómoks First Nation in development of a new commercial marina and/or marine services within their lands and/or via joint venture. | Refer to CVRD and K’omoks First Nation for further consideration in future strategic planning sessions. | |
| 10. Improvements to the existing sail buildings to enable winter outdoor usage and increased protection from southeast winds and inclement weather. | Refer to the Town of Comox. | |
| 11. Include in the Town’s capital projects plan the replacement of the existing rotary building/leased space for Compass Adventure/ marina office, gear storage, muster station etc. | Included in the recent Community Economic Recovery Infrastructure program application submitted by the Town of Comox. | |

Industry Advisor Business Case Action Plan – Submissions Summary Report

Legend: Recommendations for Local Governments; Recommendations for the CVRD to consider with CVEDS; Actions for the consideration of the Task Force; *“White”* Currently ongoing via CVEDS;

| | |
|---|--|
| 12. Permanent floating marine tourism adventure centre to accommodate business, town marina offices, and related facilities including a permanent funded visitor kiosk that can also serve as a payment and control kiosk for ramp usage. | Refer to the Town of Comox. |
| 13. Improvements to Comox Marina to enable an opening of the main docks to public while keeping finger piers closed. | Refer to Comox Harbour stakeholders including the Town of Comox, CV Harbour Authority and Comox Valley Marina. |
| 14. Provide non-boating public with better signage on parking, ticketing, and for working marine industry etiquette for public including safety-related behaviour. | Refer to the Town of Comox. |
| 15. Encourage additional permanent and transient moorage within the harbour and the Comox Valley at Union Bay, Fanny Bay, Comox Bay Marina, Town Marina, Harbour Authority and Pacific Playground. | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan. |
| 16. Place a focus on attracting boat pullout services – haul out, marine mechanical and repair (site fixed vs. mobile). | Add to CVEDS 2021 work plan discussions and review Innovate 2030 Economic Development Master Plan. |
| 17. Provide public fishing access areas within Courtenay and Comox harbours, and designated fishing docks away from swim areas and other users. | Refer to CVRD |
| 18. Establish a local government funded water taxi services as part of the transit system between Comox marina and Courtenay to Fanny Bay, Union Bay, Denman, Hornby, Texada, Savory, etc. | Forward to local governments. |
| 19. Enhanced summer ocean marine family adventures and services, including designated and safe areas for watersports, floats, infrastructure for kids (rope swings, safe dive structures, etc.). | Add to CVEDS 2021 work plan discussions. |
| 20. Consider increased use of Marina Park during winter via temporary covered areas, services and winter ice rink. | Refer to the Town of Comox. |
| 21. Ensure that a top priority is increased availability of commercial marine moorage/slips. | Refer to the Town of Comox. |
| 22. Continue to make enhancements to public services available in the Comox Marina area and park such as fishing and vessel signage, additional washrooms, changing areas, parking on west side of walkway – move food tucks, removal of planter in west parking lot, changing to garbage locations, etc. | Refer to the Town of Comox. |
| 23. Boat ramp redevelopment in Marina Park is critical in the long term. Short term improvements for next season should be made, including new block walls on both sides of ramp that would allow for ramp widening, a centre dock with separate load in/out lanes, red and green light for boaters, and conversion of the paid kiosk to a staffed kiosk in summer. | Refer to the Town of Comox. |
| 24. Upland vacant lots should be considered for increased parking in summer via purchase or short term lease of parking space for trailers. | Refer to the Town of Comox. |
| 25. Lobby Provincial and Federal Governments to move forward with removal of derelict and sunken vessels in Baynes Sound and removal of all navigational hazards. | Refer to CVRD with a request to write a letter to applicable provincial and federal ministries. |

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| Submission (linked) | Submitted Recommendations | Recommended Actions |
|--|---|---|
| Mountain Biking | Immediate - Advocacy | |
| | 1. Expanding or renewing partnerships with the Mountain Bike Tourism Association of BC. | Included as part of MRDT 5 year business planning process. |
| | Long Term - Funding | |
| | 2. Local investments into capital projects, such as multi-use pathways, would be a major asset to the community and create important tourism infrastructure. | Forward to local government. |
| | Long Term - Marketing | |
| 3. A specific mountain biking tourism strategy that supports and promotes local, regional, and provincial tourism within BC. | Forward to CVRD for consideration in CVEDS work plan and direction to explore options for a destination development mountain bike plan with UROC and the Mountain Bike Tourism Association of BC. | |
| 4. Support from local agencies to lobby the Province of BC to waive permit fees for 2020 Park and Crown Land Permits. | Forward to CVRD for consideration and direction to CVEDS to work with BC Parks and CVRD staff to determine options and capabilities. | |
| Restaurants | Immediate - Advocacy | |
| | 1. Flexible, innovative & expedited patio permitting is essential. | Refer to BC Restaurant and Foodservices Association to determine alignment with Provincial and Federal advocacy initiatives. |
| | Immediate - Marketing | |
| | 2. Destination Marketing to unite all Vancouver Island residences and local visitors to “tour local, stay local, stay safe”. | Refer to recommendation #1 from Comox BIA. |
| | Long Term - Advocacy | |
| 3. CECRA - Advocate to introduce a tier system for those business that are 60% or 50%, etc. down to be included in the program. | | |
| 4. Food sovereignty and food security: We seek government assistance in facilitating our food supply locally, provincially and federally. Our food chain system needs to unify and collaborate with other sectors. | Refer to Agricultural Plan recommendation #1 as noted in Agriculture sector (CVFI) recommendations. | |
| BC Restaurant & Foodservices | Immediate - Advocacy | |
| | 1. Expediting applications for businesses to winterize patios in public and private spaces to provide operators with the opportunity to capitalize on the confidence of outdoor space. | Refer to August 26, 2020 letter submitted to BC municipalities by the BC Restaurant and Foodservices Association, Alliance of Beverage Licensees, and BC Craft Brewers Guild. |
| | 2. Approving temporary patios for summer 2021 now, so operators are able to plan ahead. | Same as above. |
| | 3. Creating a program for designated pick-up zones so that businesses enhance contactless curbside pick-up in the fall and winter months. | Same as above. |