

# Economic Development Capacity Building Activities in the Bridge River Valley

Status Report – May 31, 2015

The following economic development capacity building activities have been undertaken in the Bridge River Valley (Squamish Lillooet Regional District – Area A communities of Gold Bridge, Bralorne, Gun Lake, Tyaughton Lake and Marshall Lake):

## Brand Identity/Comprehensive Signage Assessment

In 2014 a comprehensive assessment of signage in the Bridge River Valley was undertaken including an inventory of existing signs, identification of signage requiring repair/replacement, investigation into inconsistent and conflicting road names and an inventory of missing signs. Funds from the economic development capacity building rebate were invested to finalize this project and develop a set of immediate priorities and next steps related to signage.

In the course of this review, it was determined that before significant investments were made in signage, there was a need to review the brand identity/logo of the region particularly from a visitor/tourist perspective. A Request for Proposal for graphic design services was issued and a contract awarded to Execution Media/Holly Fraser. Holly has worked with the Economic Development Committee and the community to create a new identity for the Bridge River Valley that captures the area's unique experiences, 360 degrees of wilderness, blue skies, majestic mountains and sense of freedom and adventure. This new identity was showcased at the opening of the Haylmore Heritage Site on the May long weekend and feedback received from residents was incorporated into this final version below:



## Purchasing Patterns/Leakage Assessment

Economic development capacity building funds were utilized to develop a purchasing survey for residents and second homeowners in order to assess local purchase habits,

value/nature of purchasing leakage and reasons why purchasing does not occur locally when goods and services are available.

The survey of residents and second homeowners drew 61 responses – the majority (33 surveys) from second homeowners followed by completed by residents (23 surveys). A small number of visitors also completed the survey (8 surveys). Second homeowners were largely (63%) from the Lower Mainland. For most, visitation was year round (67%). The vast majority of respondents bring virtually everything with them when they visit the Bridge River Valley including canned/dry goods, dairy, fruits/vegetables, meats, bread/baked goods, alcohol and fuel. These purchases appear to be supplemented with local purchasing, however with less frequency. Reasons given for not purchasing locally are led by cost and followed by quality and hours of service.

Service business opportunities are focused on specific trade skills including auto/truck/recreational vehicle mechanic, electrician, plumber.

Winner of the \$50 gift certificate at Tyax Lodge is XXXXXXXXXXXX

### **Context for Economic Development**

A summary analysis of all existing activities that provide opportunity or potentially limit economic development has been completed. This context for economic development in the Bridge River Valley considers the following:

- South Chilcotin Park Draft Management Plan
- Exclusive and Non-exclusive Commercial Recreation Tenures in place
- Guide Outfitters' License
- Forestry Tenures/Licenses
- Range Licenses
- Angling Guide Licenses
- Mineral Exploration
- First Nations' traditional territories/negotiated treaty areas

This context document will serve as a reference tool to assess potential economic opportunities.

### **Statistical Model for High Non-Resident Population Areas**

A statistical model capturing key information unique to high non-resident population areas has been developed populated with SLRD Area A data. This model is intended to serve as a tool for discussions with all levels of government regarding the unique challenges of a rural area having low permanent resident population but high usage by second homeowners and visitors.