

# City Staff Report

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Original signed by: City Manager Johnson

**Report Date:** February 5, 2019  
**Meeting Date:** February 19, 2019

**To:** City Manager  
**From:** Economic Development Officer  
**Subject:** Northern Development Initiative Trust—February 2019 Grant Intake

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## Purpose

The purpose of this report is to confirm Council approval of grants submitted to the February 8 Northern Development Initiative Trust intake:

- Marketing Initiatives: Quesnel & District Museum and Archives Website
- Marketing Initiatives: Photography, Itinerary Builder, and Trail Map
- Marketing Initiatives: Explore Cariboo 2019-2020
- Capital Investment Analysis: Shiraoi House Utilization
- Community Halls and Recreation Facilities: South Hills Park Trail Development
- Community Halls and Recreation Facilities: West Fraser Centre Air Conditioning

## Summary

### Marketing Initiatives: Quesnel & District Museum and Archives Website

This project is a continuation of the City's re-branding initiative. This project will reconstruct the Museum website, making it align with the City's website and become more user-friendly and mobile-friendly.

### Marketing Initiatives: Photography, Itinerary Builder and Trail map

This project will include hiring a photographer to capture the diversity of our community for use in marketing materials, City websites and social media, making our tourism website more interactive, and will provide new marketing material for North Cariboo Trails to replace the existing out of date trail guide.

### Marketing Initiatives: Explore Cariboo 2019-2020

This project is a continuation of 2017 and 2018 Explore Cariboo projects, working with the Cariboo Regional District, City of Williams Lake, District of Wells, District of 100 Mile House, Williams Lake Indian Band, Quesnel Chamber of Commerce and Williams Lake Chamber of Commerce. The project will include social media promotion of the region and tourism video development with a focus on shoulder season activities.

### Capital Investment Analysis: Shiraoi House Utilization

There is an opportunity to better utilize Shiraoi House. The Quesnel Shiraoi Twinning Society, who currently manages the facility, has expressed their interest in turning the management of the building over to the City. As Shiraoi House neighbours attractions like the new Hosting Precinct, LeBourdais Park, and the Museum, there is an opportunity to increase its utilization and accessibility to the public. This project will allow for a consultant to determine the best possible use for Shiraoi House, and any required capital improvements.

### Community Halls and Recreation Facilities: South Hills Park Trail Development

This project will create a new 1 to 1.5 Km trail network in the South Hills neighbourhood that will connect with the trail constructed by students from the College of New Caledonia. The project will also include a



Pump Track, which will create a safe environment for families and individuals wanting to learn how to maneuver mountainous terrain.

### **Community Halls and Recreation Facilities: West Fraser Centre Air Conditioning**

Installation of air conditioning in the West Fraser Centre to maximize use in summer months, making the facility a more desirable location to host large scale events, such as trade shows, concerts, graduation ceremonies, and any indoor sporting events.

### **Recommendation**

#### **Recommendation #1**

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a Marketing Initiatives grant for the Quesnel & District Museum and Archives Website project

AND THAT Quesnel City Council approves \$9,500 of Council Initiatives funds to be used for this project.

#### **Recommendation #2**

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a Marketing Initiatives grant for the Photography, Itinerary Builder, and Trail Map project.

#### **Recommendation #3**

THAT Quesnel City Council supports the application to the Northern Development Initiative Trust for a Marketing Initiatives grant for the Explore Cariboo 2019-2020 project.

#### **Recommendation #4**

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a Capital Investment Analysis grant for the Shiraoi House Utilization project

AND THAT Quesnel City Council approves up to \$10,000 of Council Initiatives funds to be used for this project.

#### **Recommendation #5**

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a Community Halls and Recreation Facilities grant up to \$30,000 for the South Hill Park Trail Development project.

#### **Recommendation #6**

THAT Quesnel City Council supports the application to Northern Development Initiative Trust for a Community Halls and Recreation Facilities grant up to \$15,000 for the West Fraser Centre Air Conditioning project.

### **Strategic Objective**

Focus on multi-use trail development utilizing Quesnel as the starting/stopping point to drive tourism to new clientele.

Continue to maximize access to funds through Northern Development Initiative Trust, Cariboo Strong and BC Rural Dividend.

Continue to implement the City brand through resident recruitment, marketing and way finding initiatives.

Economic Development and Community Development projects: Upgrade the Arena Precinct to improve event hosting capacity.



## Financial Implications

These projects do require additional funds from the City of Quesnel.

NDIT Grants	NDIT grant contribution	Council Initiatives contribution	Other funding (in budget/grant)	Total Project Budget
MI: Quesnel & District Museum & Archives	\$9,500	\$9,500		\$19,000
MI: Photos, Itinerary Builder & Trail Map	\$17,320		\$17,320	\$34,640
MI: Explore Cariboo	\$20,000		\$33,000	\$53,000
CIA: Shiraoi House Utilization	\$10,000	\$10,000		\$20,000
CHRF: South Hills Park Trail	\$30,000		\$17,000*	\$47,000
CHRF: West Fraser Centre AC	\$30,000		\$61,029*	\$91,029
	\$116,820	\$19,500	\$128,349	\$264,669

\*Additional funds were allocated in the capital budget and NCRP budget.

## Background

These applications have been submitted to the current quarterly intake for Northern Development Initiative Trust funding. This intake closed on February 8, 2019.

Funding Terms of Northern Development Initiative Trust Grants:

Marketing Initiatives: Up to \$20,000 in grant funding to a maximum of 50% of the eligible project budget.

Capital Investment Analysis: Up to \$10,000 in grant funding to a maximum of 50% of the eligible project budget.

Community Halls and Recreation Facilities: Up to \$30,000 in grant funding to a maximum of 70% of the eligible project budget. Previously funded facilities are limited to a maximum \$15,000 grant.

## Concurrence

Director of Community Services  
Museum and Heritage Manager  
Project Coordinator/Grant Writer