



**SUPPLEMENTAL INFORMATION
FOR THE COMMITTEE OF THE WHOLE MEETING
TUESDAY, SEPTEMBER 12, 2023**

COMMITTEE OF THE WHOLE

Page 03 Report – District of Kitimat
Economic Development Strategic
Plan (2023-2028) – 3rd Report

Kitimat Economic Development Strategy
Consultant Presentation Slides.

3 key challenges ADD

1) DOWNTOWN
it repeats and repeats as the most transformative positive impact on perception / attraction.

2) WORKFORCE ATTRACTION
we need to work together.

3) COMMUNITY - BUILDING we need to accelerate community development initiatives that enhance attractiveness to workforce and entrepreneurs.

CORE STRATEGY

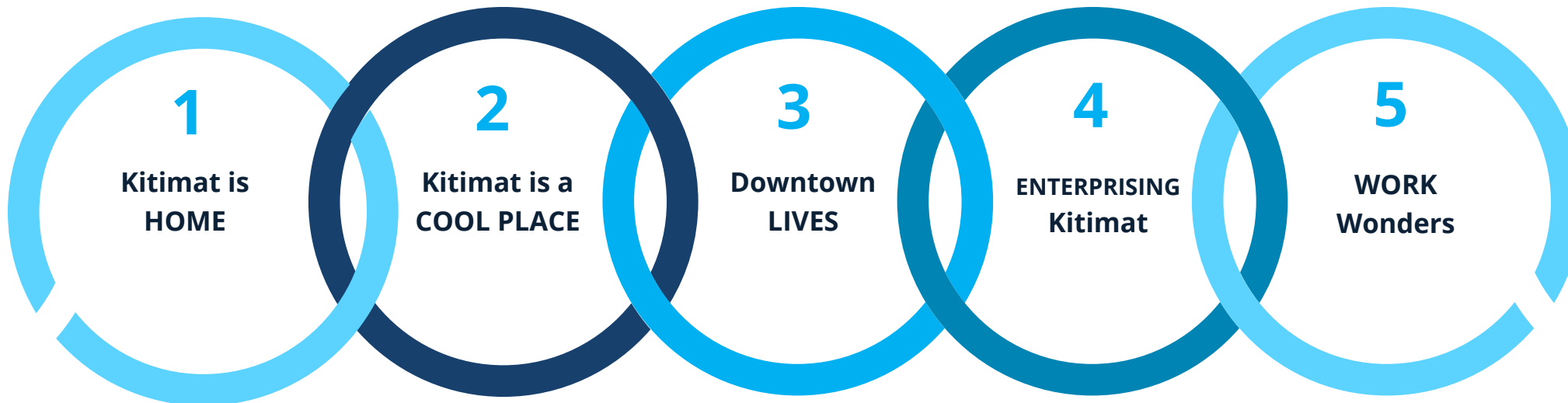


The strategy has been built around core elements that matter:

- A. Simplify and unify direction.
- B. Communicate strategic intent.
- C. Deliver seamless economic development service to investment and stakeholder interests.
- D. Focus on outcomes and initiatives that have the best return on investment in pursuit of an ambitious future.

BIG Moves

BIG Moves define bold priorities that step into an elevated set of opportunities for Kitimat that offer greatest potential for the most transformative community progress.



Goal: Enable housing choice and affordability.

Goal: Implement a Kitimat-Beautiful movement.

Goal: Boldly revitalize downtown.

Goal: Grow business small to big.

Goal: Create and promote a desirable community workforce want to relocate to.

GOALS are the way we will achieve our Economic Development Strategy. These goals are interconnected, ambitious, and achievable in pursuit of the transformative.

- Kitimat’s challenge for the immediate future isn’t job creation, it’s community-building to attract and retain workforce we need to sustain industry and contribute to a dynamism that is alive with energy.
- This Strategy is about accelerating the enablement of a community people **WANT TO LIVE IN:**
 - A revitalized downtown.
 - A Kitimat-beautiful movement.
 - Housing choice and affordability.
 - Quality education and Healthcare access.
 - Nurturing our enterprising ways as small business.
 - Attracting and retaining the workforce we need to grow our community.
- If you had to choose ONE THING, go big and bold with your downtown. 3.12 (City Centre as Catalyst) and 3.13 (City Centre Parking Standards)
- If this Strategy feels like an ACTION PLAN, it should. People (community survey) saidwe know our challenges and opportunities. It’s time to out-do vs out-talk.

Value Proposition

WHY DO WE MATTER? Answer this question and 80% of a community's economic development pathway is defined via connection to people and enterprise who best connect with value proposition. And the more unique or powerful the value proposition, the further the lengths people will go to pursue it.



Deepest and closest inland port on Canada's Northwest Transportation and Trade Corridor with inbound and outbound shipping cost competitive advantage.



Manufacturing and Energy Industry Cluster



Large block industrial lands for major projects with big power/water availability



High Income With Deeply Affordable Housing

Matter of Fact

The District of Kitimat has 121% of median household income of BC and Canada, with house prices that are 44% of the BC average, and 70% of the Canadian average (Src: Census Canada, median value of dwellings, 2021).

-Lifestyle Factors-

Community Survey Top 5: Natural environment, outdoor recreation opportunities, safe/low crime, small community feel, the job (work-life balance, income potential, professional opportunities). Lifestyle factors deeply valued by local residents are a value proposition for resident attraction strategy (digital nomads, remote workers, creators, independent entrepreneurs).



Implementation First Steps

-2023-2024-

GOAL 3 - BOLDLY REVITALIZE DOWNTOWN

GO BIG AND BOLD WITH YOUR DOWNTOWN - 3.12 (City Centre as Catalyst) and 3.13 (City Centre Parking Standards)

3.10 Fully commit to the Downtown Plan and Downtown Design Guidelines.

3.4 Deepen Commercial Centre Revitalization Tax Exemption Program for City Centre and Nechako lands. Create an even more enhanced tax incentive structure for large scale Master Plan redevelopment at >5 acres.

3.11 Promote a home-grown experiential coffee shop enterprise opportunity.

GOAL 1 - ENABLE HOUSING CHOICE AND AFFORDABILITY

1.1 Hybrid Planning Code - update Municipal Code 9 – Planning using Hybrid Code principles

1.2 Accessory Dwelling Units - add Accessory Dwelling Units as a permitted use in single-family residential zoning

GOAL 2 - IMPLEMENT A KITIMAT-BEAUTIFUL MOVEMENT

2.1.1 Create a Beautification Committee to imagine and implement beautification projects.

2.1.2 Provide District funding for Beautification Committee;

2.1.4 Celebrate beautification wins (from small to big) on social media and expand beautification conversation (needs, ideas, ways to get involved)

2.5.1 Enforce nuisance portion of Municipal Code to clean up derelict buildings/poorly maintained properties.

2.6 Fast track implementation of the Nechako Centre Concept Plan.

2.11 Conduct an annual community clean-up (garbage).



Implementation First Steps

-2023-2024-

GOAL 4 - GROW BUSINESS SMALL TO BIG

4.1 Business Retention and Expansion Program

4.1.1 Continue current BRE foundations: Business Walk Program, Business Façade Improvement Program, Commercial Centre Revitalization Tax Exemption Program.

4.1.2 Continue to support shop local initiatives like the Love Kitimat Program.

4.1.3 Purchase data (e.g. lightcast.io) and do a procurement opportunity analysis for key local industries.

4.1.4 Create Business Success Stories to inspire business formation and expansion.

4.6 Permit home occupations in R1-A zoning.

4.9 Support and advocate for continued and deepening talks re global expansion of Canadian natural gas, and development of the Canadian Northern Corridor

4.10 Support and advocate for significant power supply enhancement in Kitimat to serve current industry needs (electrification of LNG) while also building capacity to serve future industry projects that the nexus of transportation linkage, deep sea port, industry-friendly community and power/water supply would create deep competitive, global value proposition

GOAL 5 – CREATE AND PROMOTE A DESIREABLE COMMUNITY WORKFORCE WANTS TO RELOCATE TO

5.3 Support welcome programming such as the Welcome to Kitimat Club to nurture “shadow resident” conversion to full-time residency – including establish Welcome Wagon and hold an annual Newcomer Event.

5.4 Continue to support the recruitment and retention of Early Childhood Educators to ensure more daycare spaces are available within the community

5.8 Form funded industry partnerships (e.g. building sponsorship, amenity contributions) to support recreation amenity enhancement. E.g. LNG Canada partnership to subsidize summer programs for youth at Riverlodge.

5.9 Promote the Live Northwest BC digital presence as supporting marketing.

5.10 Promote the quantitative income to housing cost comparative value proposition.