



SPECIAL MEETING OF COUNCIL
Thursday, February 25, 2021 @ 2:00 PM
George Fraser Room, Ucluelet Community Centre,
500 Matterson Drive, Ucluelet

LATE AGENDA

	Page
1. LATE ITEMS	
1.1. Add "Ucluelet Chamber of Commerce - Common Ground Market Funding Request" to Report Item 9.6. "2021 Finance & Corporate Services Operating Budgets". Common Ground Market - Presentation	3 - 13
1.2. Add "West Coast Regional Business & Workforce Strategy - Post Pandemic Recovery Plan Funding Request" to Report Item 9.6. "2021 Finance & Corporate Services Operating Budgets". WC Business and Workforce Strategy Project Budget	15 - 19

COMMON GROUND MARKET

WEST COAST · VANCOUVER ISLAND

A multi-vendor online marketplace for makers of the Coast



A bit about Common Ground Market

- **Mission:** Support emerging and established artisans of the coast by helping make their work readily available across Canada.
- What communities will this market support:
 - First Nation Communities
 - Youth Makers
 - Ucluelet & Tofino Weekend Market Vendors
 - PRAS Members
 - Makers who sell their goods on social media
 - In essence, any person living in Ucluelet and the 8 surrounding communities who would like to utilize this service and sell their craft online.

So many of us depend on the craftsperson within us in some capacity or another.
Here is a snip-it of the many artistic collectives on the coast that could benefit from Common Ground Market.

FIRST NATION ARTISANS

We are working with the employment and training program sector of Nuu-chah-nulth Tribal Council to support local First Nation artisans to gain access to the site and set them up for success in selling their products to a wider market.



TOFINO & UCLUELET WEEKEND MARKETS

The Ucluelet Market has 25 vendors during the summer months and the Holiday market sells out every year at 38 vendors. The Tofino market has very similar numbers. As these venues require you to be there in person, we anticipate a virtual market will attract a large vendor base.



YOUNG MAKERS

Many of the youth in our communities utilize the holiday market as a way to sell their crafts. With the permission and supervision from their parents, Common Ground Market can be a venue for the young makers of the coast to test out small business models and sell their crafts year-round.



HOME-BASED & HANDMADE WEST COAST

A facebook group was created by Lynette Dawson, an avid art advocate and artist based in Ucluelet. This group was created on November 8, 2020 to help local craftspeople sell their work. There are 311 members and tons of activity! We created a poll on the page to gauge how many craftspeople would be interested in joining Common Ground Market and 31 vendors said they would, with many more comments of support and likes.



PACIFIC RIM ARTS SOCIETY

PRAS and Common Ground Market will partner in offering art and business workshops online.

"Common Ground Market is an excellent opportunity for the entire community to get behind and show our local artists and artisans how important they are to our future economy."

- Susan Payne
Executive Director of PRAS



COMMONGROUNDMARKET.CA

Phase 1 - Launch

- We intend on launching this market late winter, early spring
- It will begin as strictly an e-commerce platform with upwards of 50 vendors from Ucluelet and surrounding communities
- Ucluelet Tourism intends to support us with national promotion





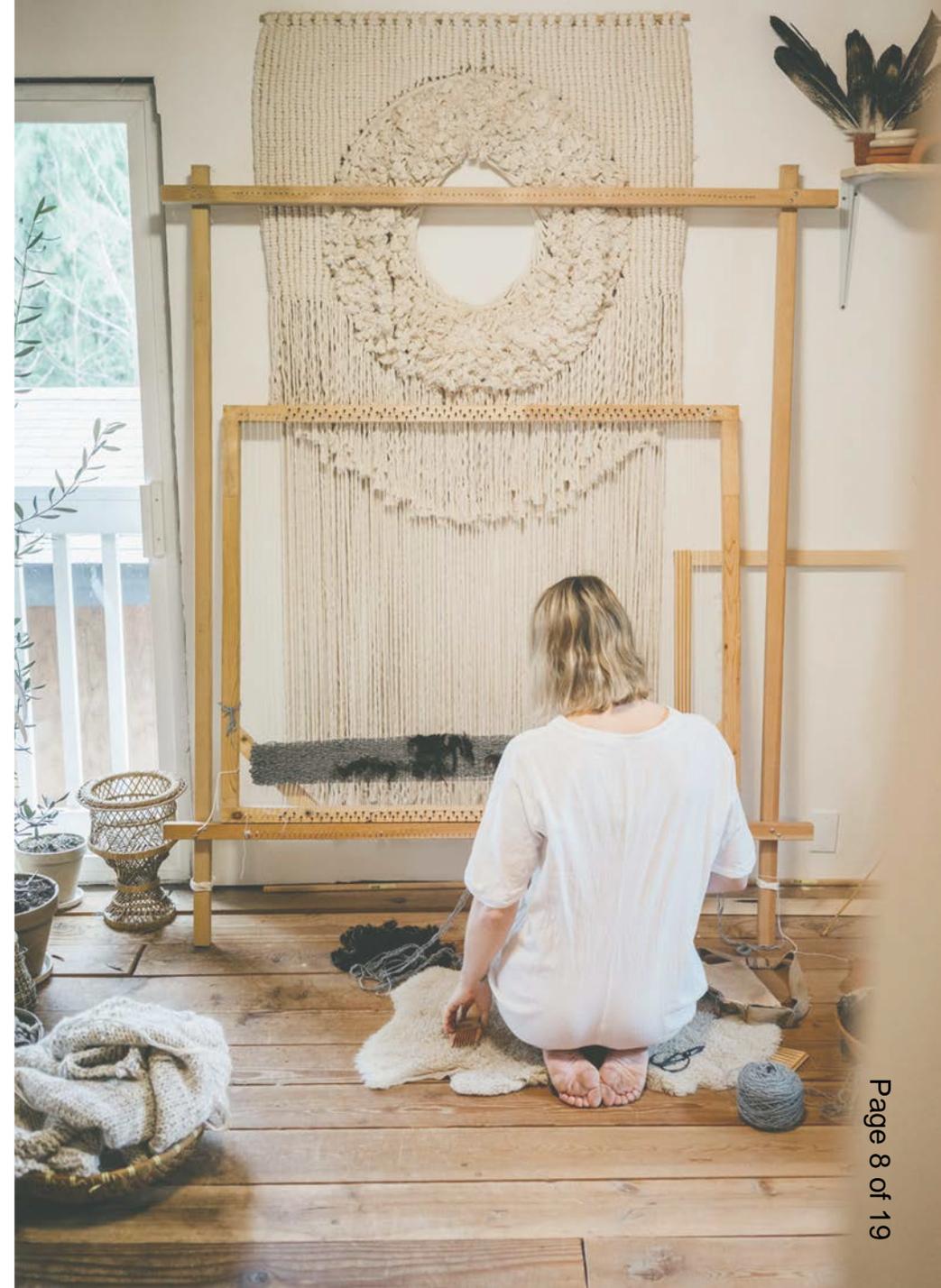
Phase 2 - Expansion

By fall 2021, we intend on expanding the services involved to include:

- Art workshops in partnership with PRAS
- Art & Business workshops in partnership with the Ucluelet Chamber of Commerce
- On-site advertising opportunities
- Pop-up shop opportunities for vendors

Market Revenue

- Low Commission Rate
 - 10% commission rate for UCoC members
 - 30% commission rate for non-members
- Increased UCoC Membership
- Advertising / Featured vendor locations
- Workshop Fees
- Pop-up shop opportunities



Common Ground Market

Expenses 2020/2021

Item	Launch Expenses	Operational Costs	Notes
Brand Logo	\$ 270.00		Sarita - Wild Free Creative
Brand Picticons	\$ 900.00		Sarita - Wild Free Creative
Domain		\$ 25.00	
Hosting		\$ 155.00	
Web Development	\$ 5,000.00	\$ 4,560.00	Operational costs based one 1hr/wk @ \$95/hr
Divi/lifetime (software)	\$ 250.00		
Dokan/yr (software)		\$ 500.00	
Photography	\$ 5,000.00	\$ 2,500.00	\$500/day
Contract / Legal Fees	\$ 2,000.00		
Insurance		\$ 2,000.00	
Miscellaneous	\$ 500.00	\$ 500.00	
Project Manager @ \$20/hr		\$ 4,800.00	Additional personnel based on 5hrs a week of help manage the vendors & site requests.
Promotions	\$ 1,200.00		\$100 give-away cards for site promotion.
SEO		\$ 1,200.00	
Sub Totals	\$ 13,920.00	\$ 16,240.00	
TOTAL for year 1	\$ 30,160.00		
Region Support Request - District of Ucluelet	\$ 8,000.00		

Common Ground Market			
Revenue 2020/2021			
Item	Confirmed	Potential	Notes
CCCU Relief & Resiliency Fund	\$ 9,235.00		
Tourism Ucluelet Promotional Support	In-Kind		
ACRD Grant-in-Aid		\$ 5,000.00	
Regional Support - District of Tofino		\$ 8,000.00	
Regional Support - District of Ucluelet		\$ 8,000.00	
CBT Arts & Culture Grant		\$ 5,000.00	Application Due March 5, 2021 Decision April 2021
Commission		\$ 7,500.00	This number is based off of \$75,000 annual sales at 10% commission. This number is very difficult to estimate at this point in time. Assuming we have a minimum of 50 vendors, who's average annual sales are \$1,500.
Advertising		\$ 6,500.00	We will offer vendors featured artist spots on the website, promotional support and SEO drivers.
Workshops		\$ 2,500.00	PRAS and the UCoC will partner to offer a minimum of 6 workshops a year, including artistic development training and art & business training.
Sub Totals	\$ 9,235.00	\$ 42,500.00	
Region Support Request - District of Ucluelet	\$ 8,000.00		



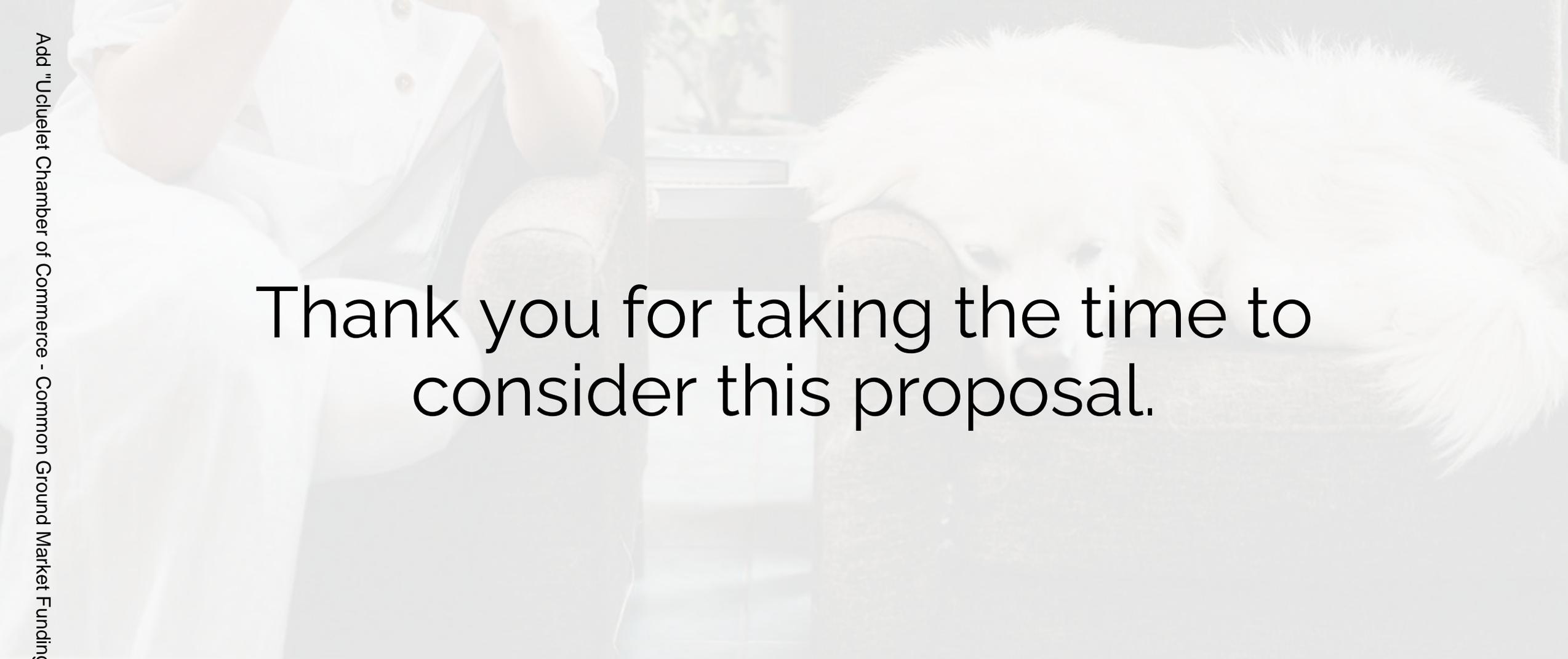
What we are requesting from Council

1. Letter of support for future granting purposes
2. Regional financial support for year 1 of the initiative
 - o Requesting amount: \$8,000

Ongoing Support from the District of Ucluelet to the Ucluelet Chamber of Commerce

- \$105,000 distributed over 3 years
 - \$25,000 annually for economic development
 - \$10,000 reserved by the district for infrastructure support
- Waiving of sub-lease fees for the land on which the Chamber of Commerce building sits



A person wearing a white button-down shirt is sitting on a chair and petting a white dog. The dog is lying down and looking towards the camera. The background is a blurred indoor setting with a desk and a plant.

Thank you for taking the time to
consider this proposal.

TO: Mayor & Council, District of Ucluelet
FROM: Ursula Banke (Project Facilitator)
 Island Work Transitions Inc.
DATE: Feb 17, 2021
SUBJECT: Presentation 2 - WC Business & Workforce Strategy – Post Pandemic Recovery Plan

Dear Mayor and Council:

1. **WC Business & Workforce Strategy & Post Pandemic Recovery Plan** (Region as a Whole)

It was in November 2020 that Mayor and Council sent a letter of support for the project “WC Local Labour Market Information Project”. The WCLLMI Project was developed in 2 phases. Island Work Transitions Inc., (IWT) was identified by the Stakeholders’s Advisory Group to be the ‘lead’ to the WC LLMI Project.

Phase 1 (short term pilot) West Coast Local Labour Market Information Project
 Strategy – Dist of Ucluelet submit application to

Clayoquot Biosphere Trust – Community Development Grant (\$5000)

Phase 2 (long term – whole region) West Coast Business & Workforce Strategy – Post Pandemic Recovery Plan

Strategy – Dist of Ucluelet be identified as a partner to the project; furthering the goals & objectives of the Ucluelet’s Economic Development Strategy.

Two grant opportunities have recently evolved.

a) Clayoquot Biosphere Trust Community Development Grant (\$5000 max)

Issue – CBT does not grant to For Profit even if the project is non-profit

The project needs a qualifying partner such as District of Ucluelet, as lead applicant. IWT staff would assist District of Ucluelet staff in preparation of the application and District staff would submit the application as partner to the project.

b) Employment & Social Development Canada - Sectoral Initiatives Program

\$2.5 M per year for 3 years (application deadline March 4, 2021)

Request to Mayor & Council

To write a letter that outlines the benefits that a project partnership would bring to social & economic development recovery in Ucluelet; outline contribution of cash and/or inkind to be determined as budget allows; agrees to participate & support the goals, objectives & activities as outlined in the project “West Coast Regional Business & Workforce Strategy - Post Pandemic Recovery Plan (see following pages for Project outline) Important Note - Project applicant’s partnership letters must accompany application – application deadline March 4/21.

Kind regards,

Ursula Banke, WC LLMI Project Facilitator,

Community Liaison / Employment Centre Coordinator

Island Work Transitions Inc., (dba Alberni Valley Employment Centre)

381 Main Street , P.O Box 1050, Tofino, BC V0R 2Z0

Ph: 250-725-8805 - Fax 250-725-2845

Email: ubanke@avemployment.ca

**West Coast Regional Business & Workforce Strategy - Post Pandemic Recovery Plan
Presentation to Funding & Non-funding Partners - Project Outline**

PROJECT GOALS (coordinate 4 Pillars into Regional Workforce Recovery Strategy Goals)

1. **WORKFORCE** - Meet specific 'needs of workforce to support economic recovery of all sectors within each community in our region of Canada' (SIP 1)
2. **EMPLOYERS** – facilitate the development of 'sectoral solutions that meet the local & regional workforce challenges while meeting the needs of employers' (SIP 2) and includes 'solutions for Employers to address & respond to emerging challenges as well as opportunities in the business community' (SIP 3)
3. **EDUCATION & SKILLS TRAINING/UPGRADING** – Develop & implement 'sectoral solutions to address gaps/needs in education and skills training/certification' (SIP 3)
4. **REGIONAL ALIGNMENT WITH NATIONAL STRATEGY** – build capacity to align region with Canada's 2030 Agenda National Strategy - Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

PROJECT OBJECTIVES

1. **OBJECTIVE (Goal 1)** - Develop a sectoral labour market information database (LMI tool) to measure, monitor & report status of the local & regional Workforce, identify gaps and address supply & demand issue.

ACTIVITY – 1

- a) Work with stakeholders to establish a set of sectoral indicators to include, but not limited to, measuring individual communities
 - unemployment rate, average hourly wage, gaps between groups,
 - proportion of youth (aged 18-24) not in education, employment or training
 - proportion of older adults (aged 55+) needing/wanting to work but unable to keep up with physical demands
 - GDP per capita - regional
 - b) Develop a database (LMI tool) for individual communities and the region as a whole
 - c) Collect & input data, measure, monitor & report regional statistical information
2. **OBJECTIVE – (Goal & 2)** Sectoral solutions for Employers & Workforce (demand & supply)

ACTIVITY - 2

 - a) Work with local business organizations to implement Business Retention & Expansion (BRE) program and incorporate individual post pandemic recovery strategies
 - b) Create BRE database to coordinate, track changes, provide information that supports informed-decision making, develop and test mitigation strategies, revise solutions

3. **OBJECTIVE (Goal 3)** - Develop solutions for education & skills training for worker transition
ACTIVITIES – 3 sectoral needs/issues & response strategies –
Partner - North Island College

4. **OBJECTIVE – (Goal 4)** to align with Canada’s 2030 Agenda National Strategy - Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
ACTIVITY - 4
 - a) Establish a **Regional Workforce Planning Board** with a mandate to align with the goals of Canada, Employment and Social Development Canada and its Sectoral Initiatives Program and continue the regional work to:
 - i. Address specific needs of the workforce and support economic recovery of all sectors within the region
 - ii. Develop & implement sectoral solutions to meet the workforce challenges and needs of employers
 - iii. Develop & implement sectoral solutions to address gaps/needs in education and skills training/certification
 - b) Project Continuity – continue with project activities including data/gap analysis and needs assessments

STAKEHOLDER PARTNERSHIPS (needed to support the project goals)

1. Workforce – IWT, NETP
2. Business – Chambers of Commerce, NEDC, CFAC
3. Education & Skills Training – NIC
4. Government - municipal, regional, provincial, federal

PROJECT BENEFITS:

- **A Transferrable Model** - A regional & collaborative approach to coordinate post pandemic workforce recovery and workforce alignment strategies
- **Organization, Coordination & Alignment** of post pandemic recovery strategies – measure, monitor, evaluate fluctuations, identify gaps, develop alignment strategies that address business & workforce supply & demand issues.
- Coordination of regional strategies, collaboration and future partnership opportunities

TO: Mayor & Council, District of Ucluelet

FROM: Ursula Banke, Community Liaison, Island Work Transitions Inc.,

EMAIL: ubanke@avemployment.ca

DATE: Feb 24, 2021

SUBJECT: West Coast Regional Business & Workforce Strategy –
Post Pandemic Recovery Plan
Projected Partner Contributions

Dear Mayor and Council

In response to your request at the Tuesday's Feb 23/21 Regular Council Meeting, I am sending this additional information to help Council's budgetary consideration regarding financial support for this 3 year Economic Development Project.

Kind Regards, Ursula Banke

PROJECT - West Coast Regional Business & Workforce Strategy - Post Pandemic Recovery Plan											
Alignment with Canada's National Strategy - 2030 Sustainable Development Goal #8											
Project Partners - Projected Contributions	4 pillars - National Strategy 2030 SDG#8	Project Advisory Committee Participation	Response to supply & demand needs	Year 1	Year 2	Year 3	Total 3 Years	Inkind	Cash	Total Cash & inkind - 10% equity	
North Island College (all demographics - multi sector programs)	ed skills training	yes	skills training	437,333	437,333	437,333	1,312,000	1,312,000		1,312,000	
District of Tofino (confirmed year one)	government	yes	ec dev	9,000	9,000	9,000	27,000		27,000	27,000	
District of Ucluelet	government	yes	ec dev	9,000	9,000	9,000	27,000		27,000	27,000	
Alberni Clayoquot Regional District	government	yes	ec dev					tbd	0		
Tofino Longbeach Chamber of Commerce	business	yes	employers					tbd	0		
Ucluelet Chamber of Commerce	business	yes	employers					tbd	0		
Alberni Valley of Commerce	business	yes	employers					tbd	0		
Island Work Transitions Inc	workforce	yes	workforce					tbd	0		
Community Futures Alberni Clayoquot	bus/ec dev	yes	ec dev					tbd	0		
Clayoquot Biosphere Trust (Community Development Grant)	ec dev 2030 sdg #8	yes	research					tbd	tbd		
TOTALS				455,333	455,333	455,333	1,366,000	1,312,000	54,000	1,366,000	
Annual Total Cash Contribution				18,000	18,000	18,000	54,000				
Annual Total Inkind Contribution				437,333	437,333	437,333					
Total SIP grant value (\$'s) available based on cash portion of 10% equity				180,000	180,000	180,000	540,000				
Partner Contributions (Inkind - Detail)											
Education Skills Training											
North Island Colledge (multi sector programming)	Program & curriculum	Demographic 2030 SDG#8	Response - Issues/Needs/Benefits								
Sustainable Farming & Market Gardener	126,000.00	all	addresses Food Security issues								
Food Processing & Food Product Developm	144,000.00	Youth	addresses Food Security & next generation issues								
Marine Safety Essentials	36,000.00	all	addresses Marine Safety Issues								
Emergency Response Specialist	65,000.00	all	addresses Emergency Response Issues								
Hydroponic Gardening	350,000.00	all	addresses Food Security issues								
Digital Literacy Essentials	85,000.00	all	addresses technological gaps in communications								
Community Entrepreneurial Developmer	25,000.00	Youth	addresses next generation business development								
Forestry Essentials Pathway	135,000.00	all	addresses next generation workforce issues								
Construction Trades Pathway	165,000.00	all	addresses shortage of skilled trades & next generation issues								
Facilities Maintenance	80,000.00	all	addresses shortage of skilled labour & next generation issues								
Digital Marketing	101,000.00	all	addresses technological gaps in communications								
Total 3 Year In-Kind Contribution	1,312,000.00										
Total 1 year in-kind Contribution	437,333.33										