

**In-camera**

**DATE:** August 5, 2021

**FILE:** 6750-20/CV

**TO:** Chair and Directors  
Regional District Board

**FROM:** James Warren  
Deputy Chief Administrative Officer

Supported by James Warren Deputy  
Chief Administrative Officer

J. Warren

**RE: Economic Development Service – Five Point Plan Update**

---

**Purpose**

To provide an update on the five point plan adopted to guide the termination of the Comox Valley Economic Development Society (CVEDS) contract and recommend that the Board rise and report on the finalization of the five point plan

**Recommendation from the Deputy Chief Administrative Officer:**

THAT, subject to receipt of an approved Comox Valley Regional District (CVRD) and Comox Valley Economic Development Society (CVEDS) agreement to transfer the Visitor Centre assets and liabilities from CVEDS to the CVRD, the Board rise and report on this August 5, 2021 staff report, that provides an update on the finalization of the five point plan for the Comox Valley economic development service.

**Executive Summary**

- On March 30, 2021 the CVRD Board approved the ‘five-point plan’ in order to address a number of matters required to support the smooth and transparent termination of the CVEDS contract and transition of associated services and assets.
- On July 26, 2021 the CVRD, in accordance with the approved ‘five-point plan’, approved an agreement for the transfer of the Vancouver Island Visitor Information Centre transfer from CVEDS to the CVRD.
- The transfer agreement has been submitted to each party for signing.
- The CVRD Board authorized up to \$365,000 be borrowed under section 403 of the *Local Government Act* for the purpose of paying off the CVEDS demand loan for the Visitors Centre which is to be transferred to the CVRD under the five point plan and that the loan be repaid within five years from the 550 service operational budget, with no rights of renewal.
- Staff continue to work through final details of the transfer assets and third party agreements including the Snowbirds Tutor Jet, the Welcome to Comox Valley highway sign and the Tourism Vancouver Island (TVI) service contract.
- A news release has been prepared regarding the transfer of the Visitor Centre to the CVRD and termination of the CVEDS/CVRD contract. The news release will be issued following receipt of the CVEDS approved agreement to transfer the Visitor Centre and pending Board approval to rise and report on this staff report. Key elements of the news release include:
  - Assets and liabilities associated with the Vancouver Island Visitor Centre are transferred from CVEDS to CVRD;

- CVRD working closely with TVI to continue important destination marketing and visitor services;
- CVEDS has provided 33 years of service to Comox Valley – providing economic development, visitor and marketing services by dedicated staff and volunteers.
- In recognition of the nature of this work amongst participating jurisdictions, this report has also been reviewed and endorsed by the Chief Administrative Officers from the City of Courtenay and Town of Comox.

Prepared by:

Concurrence:

*L. Kilpatrick**M. Foort*


---

Lisa Kilpatrick  
Economic Recovery and  
Community Resilience Coordinator

---

Myriah Foort, BBA, CPA, CA  
Chief Financial Officer

### Government Partners and Stakeholder Distribution (Upon Agenda Publication)

Jordan Wall, Chief Administrative Officer, Town of Comox	✓
Geoff Garbutt, Chief Administrative Officer, City of Courtenay	✓

### Background/Current Situation

The following provides updates on the five point plan working towards wind up of the contract with CVEDS as of August 26, 2021.

**Point 1:** Act transparently, share information and operation in the community's best interest towards CVRD/CVEDS contract termination: – **In process**

- CVRD, Courtenay and Comox Chief Administrative Officers and respective staff continue to meet regularly with CVEDS staff to finalize transition.
- Integral next steps to ensure completion of five-point plan include CVEDS members vote on the transfer of the Visitor Centre to CVRD and the dissolution of CVEDS.

**Point 2:** Request to CVEDS to transfer to the CVRD:

- Role of secretariat for the Economic Recovery Task Force - **Complete**
- Subcontract with TVI for tourism/destination marketing – **Complete**
  - CVEDS has issued termination to TVI effective August 31, 2021 to align with the transfer of the Visitors Centre.
- The title and outstanding mortgage for the Visitor Centre – **In process**
  - Transfer agreement for signing. Pending the CVEDS member vote, both the Visitor Centre title transfer and the mortgage payout will occur on August 31, 2021.

**Point 3:** CVRD assumes TVI contract until December 31, 2021 based on a TVI plan that is CVRD approved to continue the tourism, Visitor Centre operations, and destination marketing promotion enabling in part the CVRD to support a smooth transition of the Destination Marketing program with CVEDS and the City of Courtenay – **In process**

- CVRD finalizing transfer of Destination BC agreements from CVEDS to CVRD.
- Province has approved the transfer of the Municipal and Regional District Tax Program from CVEDS to City of Courtney effective September 1, 2021.

- CVRD finalizing contract with TVI to continue to support the management of tourism services, including Visitor Centre operations and the flow of Municipal and Regional District Tax Program and Destination BC funds.

**Point 4:** CVRD assumes payment of the Visitor Centre debts and liabilities and determines future through the service review – **In Process**

- The Snowbird Tutor jet exhibit agreement has transferred to CVRD.
- CVRD is submitting a permit application to the Province to transfer ownership and maintenance of the Welcome to Comox Valley sign to CVRD.

**Point 5:** CVRD assumes support for Economic Recovery Task Force and this continues until no later than December 31, 2021 – **Complete**

### **Communications**

With the actions from ‘five point plan’ close to completion and the CVEDS contract terminating at the end of the month, staff is recommending that CVRD issue a news release following the Board meeting. The news release will announce the transfer of the Visitor Centre to CVRD, the continuation of the Visitor Centre operations and destination marketing by TVI, and recognize the long standing work of CVEDS staff and volunteers.