

COMMUNITY DEVELOPMENT STRATEGY POLICY
Council Policy No. 11/00

POLICY:

The City and Chamber will cooperate in developing and promoting a long term Community Development Strategy that will:

- Advance the concept that Fort St. John is the Regional Service Centre for Northeastern BC;
- Pursue business development and diversification and the retention of existing business, industries and jobs;
- Encourage government ministries and agencies to establish regional offices and operations in the City;
- Encourage development of a sophisticated complement of local government facilities and services consistent with Fort St. John's status as the Regional Service Centre for Northeastern BC;
- Develop marketing and promotions programs to present the City in a "positive image" focused on the strengths and attributes of the City and North Peace Region.

POLICY BACKGROUND:

The City and Chamber of Commerce will cooperate in the pursuit and accomplishment of these community development objectives and will formalize working agreements to clarify roles and responsibilities. This formalization process will ensure that joint cooperation in community development issues does not jeopardize the jurisdictional integrity of each organization and their need to maintain independence in decision making on broader aspects of their overall mandate and responsibilities.

The City and Chamber of Commerce agree to develop and maintain a protocol agreement covering:

- a) a "Positive Image" development program;
- b) the hosting of dignitaries and sponsorship of community events and forums;
- c) a 3 year advertising and marketing program;
- d) a 5 year contract for provision of Visitor Information Centre services.

The City/Chamber will recognize the importance of tourism within the Region and will support and cooperate with Regional Tourism organizations;

The City and Chamber will work cooperatively to monitor all government and private sector initiatives or developments which will impact on the City and will cooperatively develop unified positions to enhance the City's overall representation on such matters.

The City of Fort St. John and the Fort St. John & District Chamber of Commerce will undertake to inform each other at the earliest possible date, respectively, of potential new industry which may be examining feasibility of establishing in the Fort St. John and area and will work jointly to assist such efforts.

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POLICY GOALS:

“GOAL – ENCOURAGE GOVERNMENT MINISTRIES AND AGENCIES
TO ESTABLISH REGIONAL OFFICES AND OPERATIONS IN THE CITY”

STRATEGY TO IMPLEMENT THIS GOAL

The City/Chamber will identify government ministries, agencies, services or facilities that should be available to Northeastern BC and will then encourage the establishment of such regional offices or operations in Fort St. John by working with the respective officials involved.

Encourage ministries, government agencies, committees or commissions to hold regional meetings or hearings in Fort St. John;

Through professional relations with MLA's, M.P.'s, Cabinet members and senior appointed officials continually provide information and documentation that reinforces Fort St. John's role as the Regional Service Centre for Northeastern BC.

“GOAL – PURSUE BUSINESS DEVELOPMENT AND DIVERSIFICATION AND
THE RETENTION OF EXISTING BUSINESS, INDUSTRIES AND JOBS”

STRATEGY TO IMPLEMENT THIS GOAL

The City/Chamber will work cooperatively with the North Peace Economic Development Commission in the pursuit of economic expansion and diversification for the North Peace Region;

The City will work towards stabilization of existing business property tax levels by initiating action to obtain a reasonable and fair property tax contribution to municipal services and facilities from the oil, gas and forest sectors;

The City/Chamber will work towards development and expansion of the visitor and tourism industry by:

- encouraging and providing promotional assistance to local organizations to encourage hosting of conferences, educational, cultural and sporting events in the City;
- encouraging the establishment of programs and facilities which would encourage tourists to “stay another day” on their journeys through the Region;
- promoting regional tourism by enhancing the fact that Fort St. John is the Regional Service Centre providing government, business, industrial and professional services to residents of Northeastern BC.

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POLICY GOALS: (continued)

“GOAL – ENCOURAGE DEVELOPMENT OF A SOPHISTICATED COMPLEMENT OF LOCAL GOVERNMENT FACILITIES AND SERVICES CONSISTENT WITH FORT ST. JOHN’S STATUS AS THE REGIONAL SERVICE CENTRE FOR NORTHEASTERN BC”

STRATEGY TO IMPLEMENT THIS GOAL

The City/Chamber will place high priority on development of recreational and cultural facilities that will enhance the lifestyle of citizens and which will form the basis for hosting regional and provincial sporting, entertainment and cultural events;

The City/Chamber will support the promotion of Fort St. John as the primary Regional Airport servicing the oil, gas and forestry developments in Northeastern BC;

The City/Chamber will support the centralization of existing government services and facilities in the City to service Northeastern BC;

The City/Chamber will promote, recognize and support the City’s army of community volunteers.

“GOAL – DEVELOP MARKETING AND PROMOTION PROGRAMS TO PRESENT THE CITY IN A “POSITIVE IMAGE” FOCUSED ON THE STRENGTHS AND ATTRIBUTES OF THE CITY AND NORTH PEACE REGION”

STRATEGY TO IMPLEMENT THIS GOAL

The City/Chamber will jointly develop and implement a “Positive Image” program for the City of Fort St. John and will include:

- the development of “logos” and “slogans” that portray the City’s “image” as a permanent, stable Regional Service Centre for Northeastern BC;
- a focus on identification and promotion of the City’s strengths and virtues to overcome lingering, negative historical perception about Fort St. John;
- develop on a joint venture basis 3 year marketing and advertising programs aimed at the following target markets:
 - 1) the citizens and businesses in the City;
 - 2) the citizens and businesses in neighbouring North Peace Communities;
 - 3) the citizens and communities in Northeastern BC and Northwestern Alberta;
 - 4) Provincial, territorial and federal markets.
- the establishment of high standards applicable to all advertising mediums utilized to promote the City’s image.