

February 22, 2021

HAVE YOUR SAY! CITY SEEKING INPUT ON ECONOMIC-DEVELOPMENT STRATEGIC PLAN Share your ideas for taking Campbell River's economy into the future.

The City of Campbell River is working on a new strategic plan for economic development, and looking for input from community members to shape the City's future economic-development initiatives.

"Public consultation plays an important role in the strategic planning process. Council values the insights and perspectives that everyone who participates brings to the conversation. Gathering ideas and feedback from the community will help the City identify residents' top economic priorities and work towards a shared vision for Campbell River's economy," says Mayor Andy Adams.

Ready to join the conversation? There are several ways you can contribute.

- Attend a virtual open house.
- Share your ideas online.
- Or complete a paper survey.
- You can also call or email the Economic Development team with questions or to discuss your experiences and current economic-development needs.

"As we move through the strategic-planning process, our goals are to produce a comprehensive plan and a stable, resilient strategy that encompasses economic best-practices for all local economic pillars," says Rose Klukas, economic development officer with the City. *"To achieve these goals, we're looking forward to hearing extensive feedback on economic development initiatives, and how we can better support business growth, innovation, diversity and job creation in the community. The more people we hear from, the more balanced and inclusive our strategy and plan will be."*

Topics and dates for the virtual open house sessions:

- Business Recovery—Wednesday, Mar. 3, at 8 a.m. and noon
- Business Attraction—Wednesday, Mar. 10, at 8 a.m. and noon
- Workforce Development—Wednesday, Mar. 17, at 8 a.m. and noon
- SWOT Analysis—Wednesday, Apr. 7, 8 a.m. and noon

To attend a virtual open house, or for more information, visit <https://www.techatchery.ca/join-the-conversation>. A link to an online discussion forum will be posted following each open house session.

To request a copy of the paper survey, email invest@campbellriver.ca.

To speak with the Economic Development team about the strategic plan, contact Klukas by emailing rose.klukas@campbellriver.ca or phoning 250-286-5738. Or contact Leah Knutson, economic development analyst by emailing leah.knutson@campbellriver.ca or phoning 250-286-5769.

Find more information about the City's economic development strategy at [techatchery.ca/strategic-planning](https://www.techatchery.ca/strategic-planning).

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Contact: Rose Klukas, Economic Development Officer

250-286-5738

COVID-19

Please note: We have new procedures in place to help prevent the spread of COVID-19.

We are gradually – carefully – resuming in-person services and limited public access to City facilities. For the most recent information on City services, please see our website ([campbellriver.ca](https://www.campbellriver.ca)). Reach us with general inquiries by email (info@campbellriver.ca) or telephone **250-286-5700**.