2016 Goals –Promote Economic Development, continue promoting the objectives of Balanced Fiscal Restraint and continue focusing on Open Communications with the Public		
FOCUS AREA	**PRIORITY**	**PEFORMANCE MEASURE**
Communications with the Public	**Newsletters and Regular Advertising in Local Community Paper/on Website and Social Media**	• Continue to distribute a newsletter insert into the community newspaper every month wherever possible– include upcoming events, regulations, other pertinent information • Maintain and update the Village's website as well as Facebook page and Twitter regularly • Provide information to local newspaper(s) on Council meetings when no representative from those publications is available to attend meetings
	Obtain Regular Public Input	• Ensure Council meetings continue to allow for input from those in attendance • Conduct a community survey about services provided and levels of satisfaction
	Host Various Events	• Host a volunteer and community 'thank you' event

2016 Goals –Promote Economic Development, continue to promote the objectives of Balanced Fiscal Restraint and continue focusing on Open Communications with the Public		
FOCUS AREA	**PRIORITY**	**PEFORMANCE MEASURE**
Economic Development	**Marketing Chase for the Benefit of the Village and Surrounding Trading through Shuswap Tourism**	• Renew contract with Shuswap Tourism in 2016 • Ensure Village representation on the Committee in 2016 • Work with Shuswap Tourism on marketing projects that support economic development initiatives • Develop a Local Services Resource Guide
	Promote a Visually Pleasing Downtown	• Promote the display of art and other exhibits in vacant store fronts in the downtown • Investigate the cost and location of 'way-finding' signage for various amenities in Chase • Incorporate historical reference signage into local directional signage and include First Nations historical information wherever appropriate • Upgrade downtown 'bulletin boards' with newer, 'plexiglass' bulletin cases

VILLAGE OF CHASE
2016 STRATEGIC PLAN, PRIORITIES AND MEASURES – ECONOMIC DEVELOPMENT
ADOPTED BY COUNCIL MARCH 22, 2016

2016

Goals –Promote Economic Development, continue to promote the objectives of Balanced Fiscal Restraint
and continue focusing on Open Communications with the Public

FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Economic Development	**Marketing through building First Nations Relationships**	- Continue Building Relationships with Local First Nations communities by meeting regularly with each First Nation Chief and Council through the Village's liaison - Continue encouraging a communications protocol with the Little Shuswap Lake Indian Band - Encourage a four community Communications protocol (three bands and Village of Chase) - Provide support by way of participation in various events hosted by the First Nations communities - Invite where appropriate the surrounding First Nations communities to Village of Chase events - Continue to build relationships through service agreements between communities

2016

Goals –Promote Economic Development, continue to promote the objectives of Balanced Fiscal Restraint
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FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Economic Development	**Advertising**	• Ensure that Chase is represented and profiled as a vibrant, diverse tourism community in the South Thompson and the Shuswap Region of BC through various advertising opportunities (Calgary Herald, Kamloops news and advertising media, Village's website, Area Tourism publications, Facebook) • Continue to maintain and update presence on the TNRD's Investment web portal • Work with the Chase Chamber of Commerce on various advertising and other initiatives • In partnership with the local secondary school, initiate a 'Student Video Challenge' that would showcase Chase from a young person's perspective • Investigate the creation of a 'Tourism App' for Chase

VILLAGE OF CHASE
2016 STRATEGIC PLAN, PRIORITIES AND MEASURES – ECONOMIC DEVELOPMENT
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2016		
Goals –Promote Economic Development, continue to promote the objectives of Balanced Fiscal Restraint and continue focusing on Open Communications with the Public		
FOCUS AREA	**PRIORITY**	**PEFORMANCE MEASURE**
Economic Development	**Asset Mapping Project**	• Engage an experienced consultant to conduct an asset mapping exercise, engaging the community including businesses to ensure we are aware of ALL of our assets • Ensure existing documents (GAP Analysis, Tourism Strategy, Shuswap Tourism documentation) are reviewed and incorporated appropriately in the asset mapping initiative

2016

Goals –Promote Economic Development, continue to promote the objectives of Balanced Fiscal Restraint
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FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Economic Development	**Create an Economic Development Strategy**	• After Asset Mapping project complete, develop a 3-5 year Economic Development Strategic Plan that is goal oriented, has general objectives, includes work plan and is results oriented • Ensure a 'theme' is developed and adopted • Use strategic plans of other organizations/local governments in relation to economic development to prepare a Chase plan • Incorporate existing information into the updated economic development strategy (previous reports including GAP analysis, Tourism Strategy and others) • Incorporate Trails opportunities, cross country skiing and other area recreation in strategy document

2016
Goals –Promote Economic Development, continue promoting the objectives of Balanced Fiscal Restraint and continue focusing on Open Communications with the Public.

FOCUS AREA	PRIORITY	PEFORMANCE MEASURE
Fiscal Responsibility	**Control Spending**	• Develop and Adopt a Grants-in-Aid policy and process to ensure fairness to those receiving grants-in-aid as well as to the general taxpayer • Reduce operational budget areas for all departments where expenditures can be reduced, eliminated or put forward into future years • Ensure that required expenditures are funded appropriately, either through borrowing that maintains the Village's cash flow or through other grants (i.e. gas tax) • Ensure grants are sought for as many required expenditures as possible • Finalize permissive tax exemption policy so that it applies to the 2017 tax year
	Increase Revenues	• Review various user rates in 2016 such as Cemetery, Administrative Fees, and others that should be reviewed and potentially increased • Review regular Fees and Charges on an annual basis to ensure they are kept in line with costs
	Allow for Flexibility for Projects	• If new projects/initiatives emerge they will be added to the future year's list for budget discussions