

Community Economic Resilience A Whole Community Approach



**COMMUNITY
ECONOMIC
DEVELOPMENT**

UBCM • September 2019

Why do we care about economic resilience?

- **The majority of our critical life needs are provided by businesses.**
- **After evacuations businesses are the beacons of recovery.**
- **Businesses provide incomes, goods, and services for individual recoveries.**
- **Local businesses are accountable and reduce capital leakage.**

Impacts Beyond Hazards

- **Indirect effects** – Brand damage, customer loss, etc.
- **Capital leakage** – Money spent on outside providers
- **Substitution effects** – Consumers shop differently
- **Supply chain substitution** – Supply chain shops differently
- **“Dead businesses walking”** – Loss of market fit

Myth: Businesses Take Care of Themselves



30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT

Cases: ReStart Container Mall Christchurch, New Zealand



30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT

Cases: Flexible Financing: Cariboo Region, BC



Wildfire Recovery Program

Community Futures Sun Country
BC Wildfire Response and Recovery Program for
Small Business Application

Financial Assistance

Financial Support is provided as a loan with terms as noted:

- Up to \$10,000
- Prime plus 2%
- 4-year amortization
- No payment requirements for up to eight months

The business owner must be prepared to sign a personal guarantee. In case of not for profit organizations or incorporated companies, a director must sign on it's behalf.



30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT

Cases: Integrated Service Delivery Belle Chasse, Louisiana




- **Response to post-Katrina recovery**
- **Centralized multiple agencies in one place**
- **Became a hub for economic development, and later served as an emergency center for the BP oil spill**


30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT

Tools: Local Community Asset Mapping


 **Map Your Resilientville**
Castenada Avenue



Water Shelter

Energy/
Fuel Food

Open
Space Medical



Goal: To identify resources, facilities and physical locations that will support the development of a resilient action plan/neighborhood support center. Be sure to take into consideration all of the residents of your street, including: families, seniors, vulnerable residents, and pets.

Names: _____

Date: _____



- **Identifies critical public and private assets**
- **Provides priorities for support initiatives**
- **Mobilizes the community around particular assets**

30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT

Tools: Understanding Resilience

- Identify the qualitative information you need to know
- Ask businesses and workers often about their vulnerabilities, coping mechanisms, alternatives, etc.
- Compile the information for use in planning



North Cowichan intends to hold a citizen satisfaction survey in May. (File photo)

North Cowichan to launch first citizen satisfaction survey

Council decided on survey questions at a meeting on May 1

CHEMAINUS VALLEY COURIER

**BUSINESS
EXAMINER**



Tools: Integrating Relevant Plans

OUR HILLS HERE ARE GOLDEN
- JUST LIKE YOUR OPPORTUNITY -



COMMUNITY ECONOMIC PROFILE
2016-2017

2017-2019 ECONOMIC DEVELOPMENT STRATEGY & 2017 WORK PLAN

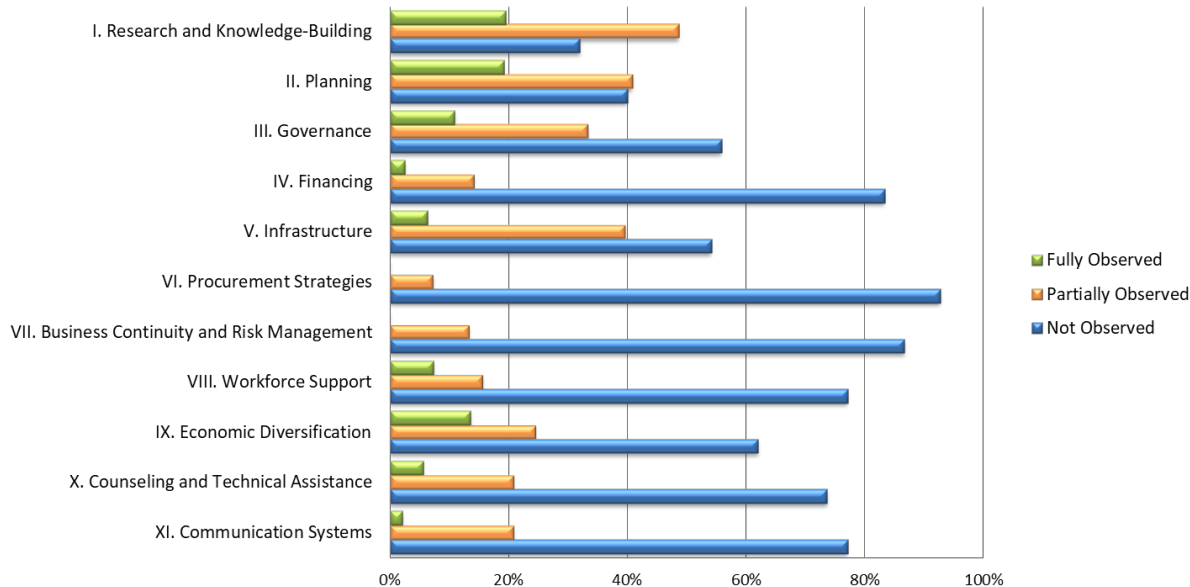


2015 - 2017 Resort Development Strategy



BOWEN ISLAND EMERGENCY GUIDE

Summary by Metric Area



*Assessment tool used for
Colorado State Plans
Review, 2014*



COMMUNITY ECONOMIC
DEVELOPMENT

Planning Goal: Empower and connect each entity that has a piece of economic resilience



Government



Businesses



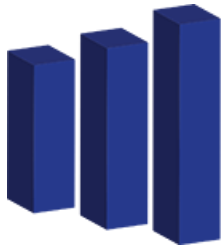
Colleges & Universities



Emergency Managers



Business TA Providers



Chambers of Commerce



Financial Institutions



Non-profits & Associations



Residents



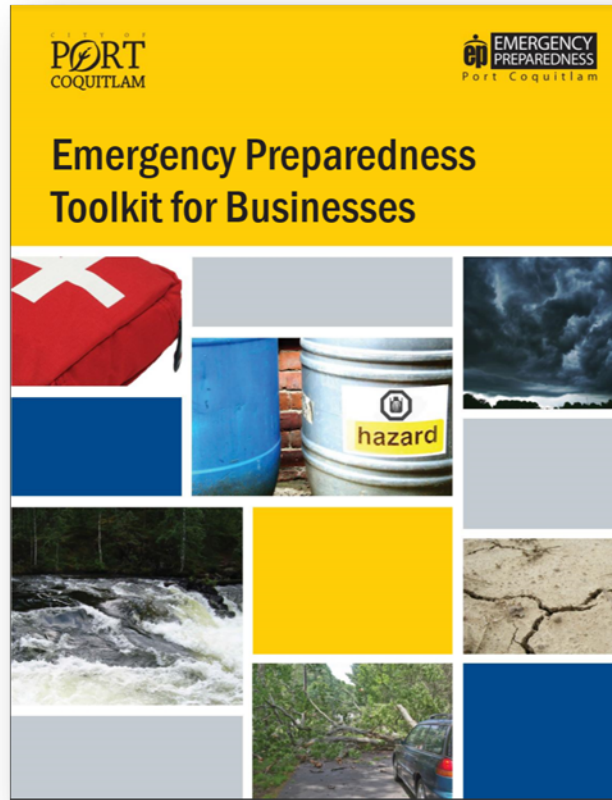
**Unions/
Labor Orgs**

30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT

Planning Approach: Pt Coquitlam/Tara Stroup



30 YEARS
1989 - 2019

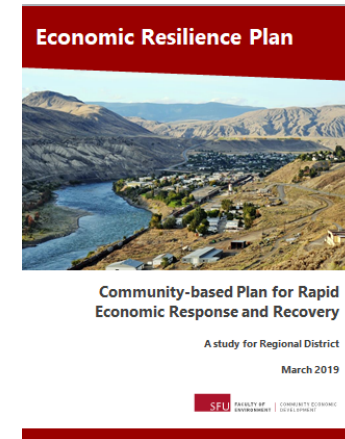


COMMUNITY ECONOMIC
DEVELOPMENT

Planning Approach: Kootenays Community Economic Resilience Planning

Community Economic Resilience Plan Sample Outline

#	Section Title	Description
Background		
1	Community Context	A statement of potential hazards, risks and vulnerabilities in the economy, critical economic assets to be protected, and populations needing additional attention.
2	Principles and Priorities	A statement of community principles and/or priorities for the Community Economic Resilience Framework.
3	Baseline Data	A reference list of data sources relevant to economic recovery, listing the types of data and where the data is located. Typical data for this purpose include: business license list, commercial properties map, flood risk map with commercial districts identified, etc. This may also include an ongoing plan for gathering resilience baseline data such as numbers of businesses with various insurance coverages (e.g. flood, fire, interruption, etc.), businesses with continuity plans, etc. Identifies gaps and recommendations for filling gaps.
4	Linkages to Other Plans	Describes how the Community Economic Resilience Plan links to other plans and planning processes in the community such as the emergency management plan, the economic development plan, the official community plan, etc.
Governance and Activation		
5	Activating the Plan	Identifies the base level of disruption or impact that would require activating the various segments of the plan, and who decides to activate it. Identifies a guide to immediate economic response and recovery objectives applicable to all hazards.
6	Leadership Overview	Identifies an "incident command structure" (ICS) for economic recovery and resilience including roles and responsibilities. The roles may include: the coordinating organization for overall economic recovery, the organizations or individuals immediately responsible to implement plan actions, the advisory committee for short- and long-



30 YEARS
1989 - 2019



**COMMUNITY ECONOMIC
DEVELOPMENT**

**For more information about SFU CED's
resilience planning supports, please contact
us below:**

Jeremy Stone, Director
SFU Community Economic Development
Faculty of Environment

Email: jtstone@sfu.ca

Phone: **778.782.5275**

30 YEARS
1989 - 2019



COMMUNITY ECONOMIC
DEVELOPMENT