



# District of Lantzville Community Update

March 2018

## SPECIAL EDITION:

BEYOND  
BUSINESS  
AS USUAL

## Two New Projects to Strengthen Our Economy

## Lantzville

**THIS SPECIAL EDITION IS TO LET YOU KNOW THAT WE ARE LAUNCHING AN EXCITING SET OF PROJECTS.**

The local economy affects us all. It determines whether we have local jobs, a local government with adequate funds to provide services, and a thriving business community with places that improve our quality of life like grocery stores, coffee shops and bookstores.

We know from the Official Community Plan process that most Lantzville residents want to see a vibrant Village Core and more local jobs. What else can we do with our local economy to make life in Lantzville even better? What actions should we take to reach these goals?

The draft OCP has some high-level actions that will impact our economy. But we need more detailed and immediate plans to bring our economic objectives to life – that’s why we are starting these two projects now and why we need your input.

### **Project 1. ECONOMIC ACTION STRATEGY: SHAPING OUR OWN DESTINY IN A PROACTIVE WAY**

Unlike most other communities, the District of Lantzville has not taken an active role in economic development. While our economy is healthy in many ways, it is also beginning to show strains. We need a made-in-Lantzville strategy that includes community-defined goals for the economy, and a set of realistic short, medium and long-term actions to achieve those goals.

### **Project 2. PLACE BRANDING: HELPS PUT OUR COMMUNITY ON THE MAP**

Every place has a unique story. It’s time we told ours. Our current logo was meant to be a temporary measure and the time has come for a change. A community brand is more than just a logo, it’s a process of identifying what makes us unique, what we have in common, and what we want to project to the world. We’ll need your input to make sure our place brand captures the heart and soul of Lantzville.

How much economic activity do we want to see here?

What image do we want to project to the world?

How do we make the Village Core into a destination?

### **STAY TUNED (AND WATCH YOUR MAILBOX)**

Next week we’ll be delivering the project newspaper to mailboxes throughout Lantzville. It will include key stats on our economy, ways for you to get involved online and in-person, and more information about the projects. **Save the date: Drop-in project open house - Wednesday March 14th, 6:30-8:30pm at Costin Hall.**

If you just can’t wait, you can learn more about the project – and our economy – on the project website **LantzvilleBeyond.com**. You can also sign up there for updates going forward.

