



# District of Lantzville

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## **MEDIA RELEASE**

### For Immediate Release

#### **Lantzville's economy the focus of an exciting new project**

**Lantzville, BC** – The District of Lantzville is pleased to announce that with the collaboration and partnership of Lantzville residents and businesses, funding through the Island Coastal Economic Trust Economic Development Readiness Program, and the cooperation of the Snaw-Naw-As (Nanoose) First Nation, the Lantzville **Economic Development Strategy process** is being launched.

The project, to be known as “Lantzville: Beyond Business as Usual” was born out of Council’s 2016-2018 Strategic Priorities that includes developing an Economic Development Strategy, branding community identity and First Nations relationship building.

“In developing Council’s strategic goals, we realized that we need to do more work to understand what type of local economy Lantzville residents want to see, and what concrete steps we can do to make that a reality” said Mayor Colin Haime. He added, “At the same time, we realized that it was time to define what makes Lantzville unique and what story we want to tell the world. It’s time we developed our identity and place in the regional economy.”

Council established an eight-member Economic Development Strategic Plan and Community Branding Select Committee, advisory to Council, comprised of residents and members of the Village Core commercial sector, industrial park, development community, Council and the Snaw-Naw-As (Nanoose) First Nation. In January 2018, the Committee began working with the consulting firm selected by Council (Eco-Plan) to assist in developing a comprehensive economic development strategy.

The project will have a strong focus on community input and involvement: the Economic Development Strategy will be built on the values and creative ideas of the people that live and work in Lantzville.

There are two upcoming ways for people to get involved in shaping the local economy, and there will be more as the project progresses:

- **Drop-in Open House:** March 14<sup>th</sup>, drop-in from 6:30-8:30pm at Costin Hall. The event will be a chance for community members and businesses to share ideas on the future of Lantzville’s economy and specific action and project ideas.

- **Online brainstorming:** Lantzville is using a new tool called ThoughtExchange, wherein residents and businesses can easily share their ideas, and then see and rate the anonymous ideas of other people. Unlike a regular online survey, participants can then see the results from all participants, and see where community-wide priorities lay. The online brainstorm can be accessed online on any device at [bit.ly/lantzville](http://bit.ly/lantzville).

The advisory committee Chairperson Wendy Campbell stated, “Lantzville residents, businesses and Municipal Hall have not historically taken a particularly active role in our own economy – partially because 75% of Lantzville residents commute out of Lantzville for work, and our economy was so strongly linked to that of Nanaimo. But we’re realizing that it’s time we become more proactive. We’ve seen some businesses close and we’re hearing that people want to see our own Village Core thriving; they want to see more local jobs. They see that a thriving local economy can improve their quality of life. We want to know what else people want to see and what we can do to bring that to life”.

The Lantzville Economic Development Strategy Project was made possible by a grant of up to \$30,000 through the Island Coastal Economic Trust’s Economic Development Readiness Program. ICET’s Economic Development Readiness Program has enabled smaller communities with limited financial and human resource capacity to invest in the professional resources required to prepare a formal economic development strategy. Created and capitalized by the Province of BC, the Island Coastal Economic Trust has been at the forefront of economic diversification, planning and regional revitalization for the past eleven years. Visit [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca) for more information about ICET.

More project information, including interesting information and statistics about the Lantzville economy, can be found on the project website [LantzvilleBeyond.com](http://LantzvilleBeyond.com).

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