



RuralBC Secretariat

Canadian Brownfields 2009



The Best Place on Earth

www.ruralbc.gov.bc.ca

Overview



- Communities have spoken out about:
 - lack of capacity
 - difficulty in navigating government programs
- Premier responded at 2008 UBCM
- New approach to working with communities
- Ask 'what does our community need to thrive'
then focus Ministry services

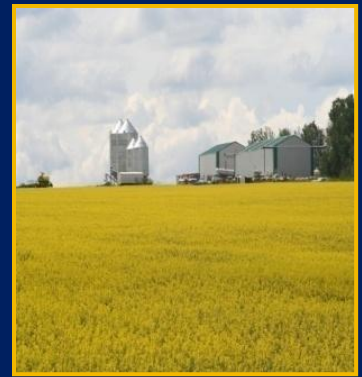
Program Purpose



- Provide focussed Ministry support to:
 - Increase community access to government resources
 - Focus on key projects that support economic development and build a more diversified economy
 - Facilitate partnerships and leverage funding
 - Provide project support and strategic assistance
 - Align with provincial strategies
- Commitment to work on priorities established through a Memorandum of Agreement via a Community Centred Approach

Benefits:

Communities



Short-term

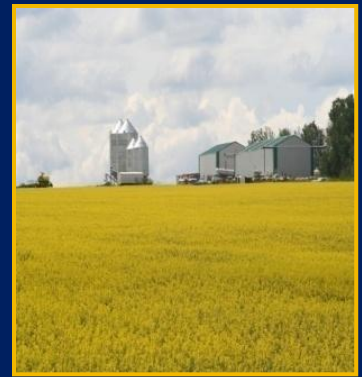
- Identification of core and strategic development priorities
- Strengthened relationship with the Province
- Increased knowledge of government services and programs
- Ability to advance key development priorities improved

Long-term

- Job creation
- New revenue sources developed
- Barriers to development removed
- Increased partnerships
- Better access to government resources
- Improved provincial response to community needs
- Enhanced development capacity
- Collaborative model for development

Benefits:

Province



- Strengthened relationship with communities
- Increased community awareness of localized government investments
- Increased familiarity with government priorities and associated opportunities
- Focus on regional economic development
- Improved provincial response to unique community needs
- Contributes to Ministry of Community and Rural Development Service Plan

Current Project Example



Facing Southwest...



www.albernavalleystourism.com



Lessons Learned

- Collaboration
- Engaging Expertise
- Partnership
- Community Centred Approach



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