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# ECONOMIC DEVELOPMENT PLAN

## 2021 to 2022

The Village of Telkwa Economic Development Plan (EDP) outlines specific strategies that the Economic Development Officer intends undertaking to help local businesses thrive and promote growth at a community level for the next two years, in keeping with Councils' 2019-22 Strategic Priorities and timeline.

The Regional District of Bulkley-Nechako (RDBN) created the Telkwa and Surrounding Area Community Profile based on statistics gathered from the 2016 census. The Community Profile will be refreshed by the RDBN in 2022/23, once the 2021 Statistics Canada census results become available.

As per the current Community Profile, the median age in Telkwa is 34, while in the Electoral Area and Northern BC the median is 42 and 39 respectively. The age structure reveals that Telkwa has a higher youth population (ages 0-14) and lower percentage of people between the ages of 55-64. Telkwa is also retaining its senior population. Based on this information, one can gather that Telkwa is a community where families are raised.

Telkwa is a friendly, safe and family oriented community, which is attractive to potential residents. Telkwa is set for a wide range of interests and has existing prime commercial space, as well as the option to expand retail and home-based businesses.

Telkwa offers many tourism activities for locals as well as visitors, including: hiking, mountain biking/cycling, freshwater fishing, river kayaking, tubing and paddle boarding on Tyhee Lake or on the Bulkley River in the summer; whilst winter activities include: ice fishing, snowmobiling, skating, snow shoeing, Nordic skiing, and downhill skiing at neighbouring mountains.

COVID has paved a new way for businesses to operate, offering many employees the option to work from home. Real estate statistics in 2020 show that families moved from larger centres to smaller communities, such as Telkwa. These new residents/workers bring with them a home office or home-based business, which can help support other economic sectors in the community.

Based on the above information, goals and strategies and have been determined to increase Telkwa's potential.

| Goals                         | Strategies   | Actions   |
|-------------------------------|--|---|
| Retaining existing businesses | <p>Run the Business Retention and Expansion program</p> <p>Adequately support local businesses</p> <p>Provide a supportive business environment</p> <p>Provide information and/or educational materials and assistance</p> | <p>Create “resource for business” flyer.</p> <p>Encourage signup and promote business incentives:</p> <ul style="list-style-type: none"> <li>▪ Love Telkwa;</li> <li>▪ Business Façade Improvement Program;</li> <li>▪ Shop Local BC Program.</li> </ul> <p>Conduct annual Business Walk in the Fall to identify and understand issues and obstacles faced by local businesses.</p> <p>Create a communication channel with existing businesses to provide information, resources and updates.</p> <p>Provide ongoing information and educational materials and assistance to help businesses navigate provincial Ministerial Orders, programs and requirements.</p> |
| Business attraction           | <p>Resources for business</p> <p>Developing entrepreneurship opportunities</p>   | <p>Create “starting a new business” package.</p> <p>Provide assistance to entrepreneurs by facilitating access to resources.</p>  |
| Buy local, experience local   | Develop experiences to draw consumers  | <p>Bi-monthly outdoors “buy local” summer night market and Christmas market in the Community Hall.</p> <p>Facilitate and promote family friendly events / programs; photographs and vignettes of attractions and businesses.</p> <p>Increase awareness of Love Telkwa and Shop Local BC.</p>  |

| Goals                     | Strategies  | Actions  |
|---------------------------|---|--|
| Promoting Telkwa's assets | <p>Promotional activities to support and create tourism, retail and home-based businesses</p> <p>Promote what Telkwa businesses have to offer</p>   | <p>Update and maintain business and tourism information on Telkwa's website.</p> <p>Update and maintain business and community groups directory, which must be easily accessible.</p> <p>Update Investment Ready report.</p> <p>Maintain a list of available and potential locations and businesses for sale or rent.</p> <p>Updated photographs and vignettes of local businesses (funding through NDIIT).</p> <p>Increase and promote use of Community Hall and Community Grounds.</p> <p>Increasing amenities: picnic tables and bear-proof garbage cans in parks, potential picnic shelter at Community Grounds (community survey to be conducted).</p> <p>Promote local artists displays in Village office foyer.</p>                                   |
| Increase tourism          | <p>Attract and keep visitors so existing businesses may benefit</p> <p>Expand tourism opportunities and promote Telkwa as a place to visit and live</p> <p>Create a tourism focal point</p> | <p>Work with the Museum to provide local visitor information.</p> <p>Visitor signage at the Museum for year-round visitor information.</p> <p>Liaise with Museum to finalize an updated historic walking trails brochure, but include a visitor guide component – for distribution to other H16 Visitor Centres.</p> <p>Continued tourism marketing on Telkwa's Facebook (Telkwa: Where Rivers Meet) and Instagram.</p> <p>Work with local and regional tourism groups and ensure Telkwa is featured in campaigns.</p> <p>Promote recreational and social amenities.</p> <p>Explore funding for hiking trail kiosks for user information.</p> <p>Visitor photograph opportunity / platform – ensure project is "shovel ready" for funding opportunities.</p> |