

Prosperity. Business. Jobs.

Let's create Lantzville's economic future, together.

OUR OPPORTUNITIES AND CHALLENGES

In some ways, the Lantzville economy is the stuff other communities dream about: relatively high incomes; a diversified workforce; and a steady tax base. But scratch a bit deeper and there are things we need to pay attention to: our unemployment rate is rising; our youth population has decreased by 14% in the past 10 years; and businesses in the Village Core struggle to attract employees and customers.

WHAT WE HOPE TO ACCOMPLISH, TOGETHER

It's now time we take our economic destiny into our own hands by developing a made-in-Lantzville **Economic Action Strategy**. We know from the OCP process that most Lantzville residents want to see a vibrant Village Core and more local jobs. The Economic Action Strategy will tap into the creativity of Lantzville residents and businesses to create a concrete plan for reaching our goals.

At the same time, we're launching a **community branding process** so that we can put Lantzville on the map and attract the kinds of people and businesses that will really thrive here.

TIMING AND MILESTONES

Over the next five months, we'll be working with residents, businesses, government and others to craft a plan that works for us all. There'll be lots of opportunities for you to get involved online and in-person, including a kick-off event at Costin Hall on March 14th – see the back page for details.

Our Goal: a made-in-Lantzville economic plan and community brand that everyone helps create.

YOUR ROLE IN THE PROCESS

These two projects will be built on the values and ideas of Lantzville residents and businesses. Your input is important and we need to hear it. In less than three minutes, you can share your ideas anonymously online, or on your phone, as well as see and rate others' ideas. You can call in, be heard on social media, and even attend in-person activities. **See how on the back page of this flyer.**

**BEYOND
BUSINESS
AS USUAL**

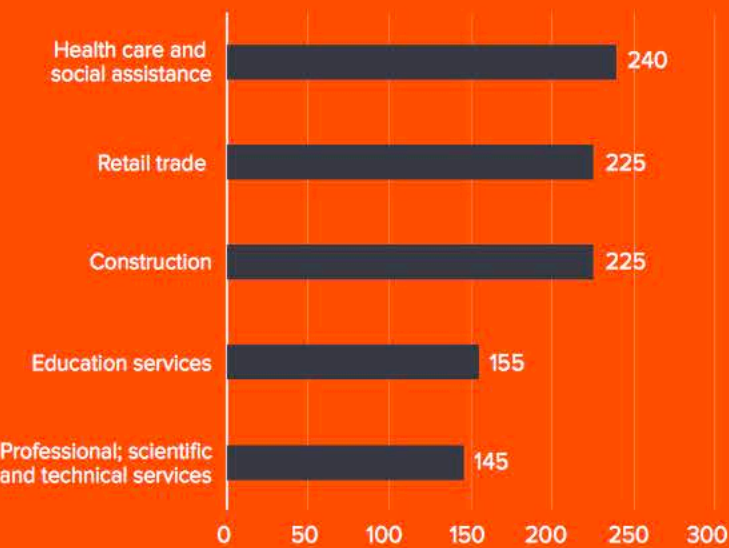
We want to hear from you at www.LantzvilleBeyond.com

Lantzville

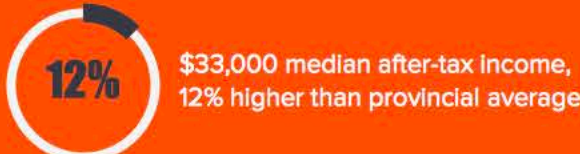
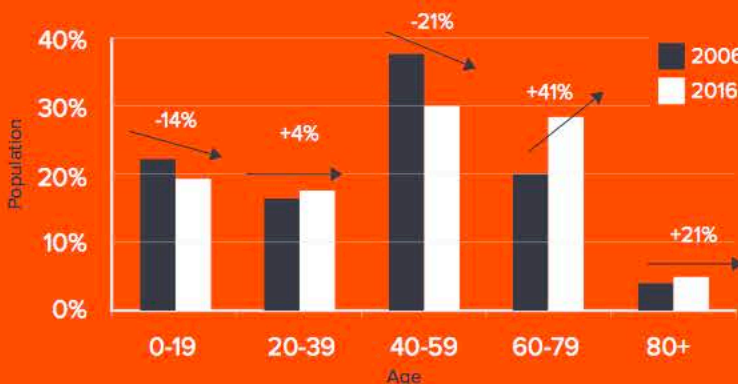
Lantzville's economy: thinking without limits.

The economy affects us all. It determines whether we have local jobs, a thriving business community, and a government with adequate funds to provide services. Below are some key statistics about Lantzville's economy. To learn more, check out the full economic snapshot at LantzvilleBeyond.com

INDUSTRIES EMPLOYING THE MOST LANTZVILLE RESIDENTS, 2016



LANTZVILLE POPULATION CHANGES BY AGE GROUP



ECONOMIC DEVELOPMENT PLANNING CREATES A VISION FOR OUR FUTURE

What is an economic strategy? An economic strategy includes community-defined goals for the economy, and a set of realistic short, medium and long-term actions to achieve those goals. When you have a great economic strategy, it's easy for staff, Council and community groups to move forward in a coordinated way, to evaluate new economic opportunities as they come up, and to apply for funding for major projects.

Based on best practices from around the world, we're building our strategy on these three facts:

- 1 Every place is unique and 'cookie cutter' plans don't work
- 2 Success happens when communities build on the great things they already have
- 3 Local people and businesses are in the best position to think of creative ways to strengthen the economy. To complement this local knowledge, we're working with an economic planning firm, **EcoPlan**, to bring fresh ideas and analysis.

SUCCESS STORIES



COBBLE HILL

In tight-knit Cobble Hill, local businesses meet regularly to support one another and generate ideas for growing the local economy. Together, they're tuning into what they love about their community (e.g., its rural charm) and building on and promoting these assets. This approach is helping the Village to maintain its small-town character as it grows.



CUMBERLAND

Thanks to an innovative collaboration between a committed group of mountain bikers, landowners, and the municipality, the Village of Cumberland has successfully established itself as a world-class mountain biking destination. Now, new businesses are popping up along Cumberland's main street, and new residents have been attracted by the community's quick access to outdoor adventure.



SHAWNIGAN LAKE

Once a sleepy summer recreation town, Shawnigan Lake has recently seen an influx of residents moving to the area in search of more affordable housing and a higher quality of life. Many residents are commuting daily to Victoria, and area planners are taking advantage of this opportunity by concentrating new development in the existing village center and focusing on creating an active, vibrant downtown.

Every place
has a unique story.
It's time that
we told ours.



PLACE BRANDING HELPS PUT OUR COMMUNITY ON THE MAP

Why are we drawn to some places more than others? Why do some places get more attention than others and bounce back from setbacks faster than others? Why do some places just seem to capture our hearts and minds, and inspire great loyalty – *whether we have even been there or not*? In truth, there is no one or right answer to these questions. Our expectations or impressions of a place are shaped by a web of complicated influences. But what special places do have in common is that they have deliberately set out to build and nurture their brand. **Nothing happens by accident.** Places that achieve economic prosperity have worked hard to become known for something: their values, people, ambitions, products, landscapes or perhaps a combination of these. We're working with **Taiji Brand Group** to develop a brand strategy that will help to unite our community together under one identity, and discover innovative and exciting ways to put ourselves on the map.

HAVE YOUR SAY

Place brands are built from the inside out. We intend to tap into what matters most to those who live in and love Lantzville. Please take our branding survey at www.LantzvilleBeyond.com



TOFINO

It takes a powerful brand to convey the incredible natural beauty and character of Tofino. The unique, hand-rendered “force of nature” wordmark does a remarkable job of expressing Tofino’s wild, rugged energy as well as its laid-back West Coast vibe. Tourism Tofino’s place branding has helped position them amongst the greatest storm watching and surfing destinations of the world.

NORTH PARK

North Park is a small neighbourhood of 5,000 people close to Victoria’s downtown. It is home to an interesting mixture of recreational facilities, homeless shelters and spiritual centres. The Neighbourhood Association worked to create a positive identity and move beyond its reputation as run-down and dangerous. The place branding captured the hood’s colourful, fun and gritty personality.

COWICHAN

A decade ago, the offerings of the Cowichan Region weren’t on anyone’s radar. The region’s 22 separate communities and large geographical area presented a challenge when trying to create a unifying brand. In 2004, an ambitious regional place branding initiative helped bring communities together and put this richly diverse region on the map.

Get the full story at www.LantzvilleBeyond.com

This is not the OCP.
It's different, and the District of Lantzville needs your input.

Lantzville residents have put untold effort into creating a draft Official Community Plan, which is currently being debated by Council. Our OCP, like all OCP's, provides high-level policy direction that could impact the economy. In developing the OCP, we realized that we need more detailed and immediate plans to bring our economic objectives to life – that's why we are launching these two projects now.

OPEN
{for business}

What strengths should we build on?

How much economic activity do we want to see here?

How do we make the Village Core into a destination?

What issues do we need to address?

Should we be concerned about the decline in young families?

Make **your** voice count.

What do you want the economy of Lantzville to look like in three, five or ten years? How do we get there? What are our unique traits that we should highlight in the Lantzville community brand? Make sure that your voice is heard on these important questions.

LOTS OF WAYS TO GET INVOLVED

Direct feedback: Share your ideas directly with the project team at colleen@ecoplan.ca or 604.228.1855 x 6.

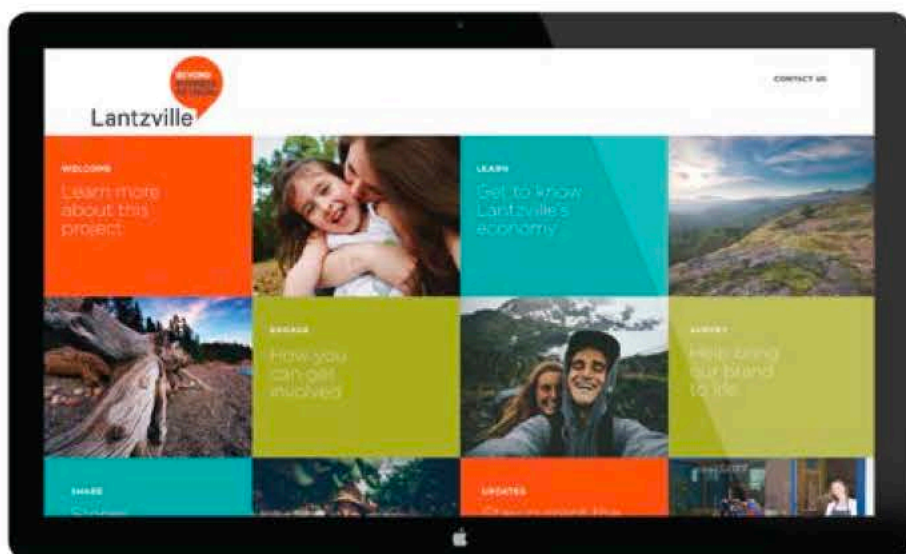
Social media: Share your ideas with the District of Lantzville via Facebook (@District of Lantzville) or Twitter (@DOLantzville).

In-person event: Come discuss and share your ideas at a drop-in open house on March 14th, 6:30-8:30pm at Costin Hall. There will be other events as the project progresses.

Online brainstorming: Take three minutes to share your ideas online and review other peoples' ideas. Go to bit.ly/lantzville, click (continue), then follow the instructions below.

Find out more about our project and take the **brand survey** here

LantzvilleBeyond.com



First, share your ideas for making our economy great.

Then press 'star' on the lower right corner and start giving a rating out of five to other people's ideas.

Finally, press 'discover' in the bottom right, and see which ideas are getting the most stars.



District of Lantzville

For more information, visit www.LantzvilleBeyond.com or visit the Lantzville Municipal Hall

Lantzville

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