

March 26, 2013

Council confirms strategic priorities – welcomes community revitalization

Campbell River City Council has confirmed strategic priorities for the remainder of its terms in support of community revitalization.

“With the financial plan now confirmed, we have directed funding support for key initiatives that support Council’s strategic priorities,” says Mayor Walter Jakeway. “These priorities will foster community development, environmental sustainability, cultural preservation and social engagement – all of which will help us build an even better Campbell River.”

The next step in turning ideas into action is for City staff to develop “plans outlining the how and the when for these initiatives,” the Mayor adds. “This will be the main focus of our work until December 2014.”

Council’s strategic priorities:

- Identify options, alternatives and policies to expand the assessment tax base
- Identify incentives for growth and sustainability
- Review boundary restructure options
- Plan for continued downtown revitalization
- Plan for replacement of aging infrastructure
- Improve and develop parks and trails and assess recreational amenity requirements
- Review Council policies and procedures
- Develop a staff recruitment, retention and succession planning strategy

Examples of priority initiatives funded in the 2013-2017 Financial Plan:

- \$100,000 for airport business opportunities
- \$40,000 for airport air service and land development
- \$50,000 for a downtown and Campbellton public planning/visioning process
- \$4,200,000 for replacement of aging downtown infrastructure
- \$15,000,000 in borrowing over 15 years for water and sewer infrastructure replacement
- \$39,000 restored funding for horticulture and summer student work
- \$7,500 for community beautification
- \$20,000 for holiday lighting
- \$5,000 towards recreation equipment replacement

“Council’s priorities also align with and support a number of exciting developments in Campbell River – from multi-year construction projects and new residential and commercial development, to more park space downtown, filming announcements and the aquarium coming at the Pier,” notes Councillor Ryan Mennie, Council’s economic development co-liaison. “With so much good news lately, Campbell River is on the upswing. And our collective community efforts – people behind the scenes in economic development, leaders lobbying for project support, developers and innovators – have us looking with enthusiasm toward the future.”

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