



So much of 2020 was about adapting to COVID-19. The City worked quickly to move services online where possible and established protective systems to provide safe access to in-person services. A COVID-19 webpage, signs, regular updates from the Mayor and City Manager, advertising and social media posts helped keep people informed.

To encourage everyone to keep safe and healthy, Campbell River icon Logger Mike began wearing a mask.

To support community resilience, the City donated \$20,000 to the Campbell River Community Foundation fundraiser for local non-profit assistance.

The City also promoted shop local campaigns, helped businesses adapt by moving marketing and services online, and supported restaurants expanding patio service. To provide some taxpayer relief, the City delayed the deadline for property tax payments, rolled back user fees to 2019 rates and cut almost \$2 million in service costs by postponing or cancelling some projects and programs.

The effects of the global pandemic are also reflected in the City's 2021 budget. To offset lost revenue, Council has confirmed \$1.24 million in service reductions for next year, \$360,000 of which are permanent cost-savings.



COMMUNITY HEALTH

PAINT THE TOWN RED

Businesses got creative and displayed their sporting spirit in advance of the Rogers Hometown Hockey Tour. Because of the pandemic, the late-March event was cancelled.



CAMPBELLTON PROJECTS

The Campbellton wayfinding signs and 19th Avenue park projects continue. Both help promote safe, outdoor activity and connect people to the river and natural surroundings.

NEW PUBLIC WASHROOM DOWNTOWN

Designed for improved safety, durability, accessibility and visibility, the new downtown washroom was installed near Spirit Square to help reduce maintenance costs and unsafe activity.

DOWNTOWN SAFETY

Council appointed seven volunteers to recommend immediate action to create a more inviting downtown core. The committee will also help determine how best to spend \$225,000 budgeted for downtown safety initiatives in 2021. Grants are also available for property owners and business operators interested in changing storefronts or buildings to enhance downtown safety.

BE FIT FOR LIFE

Six local residents shared their stories in a video about improving physical and mental health through fitness classes at the Sportsplex and Community Centre.



GET THE POINT COMMUNITY CLEANUP



Volunteers picked up garbage and sharps while connecting with people using substances and experiencing homelessness. The Province provided grant funding for similar programs in several communities in response to the overdose crisis.



PLEDGE AGAINST RACISM

City Council signed on to the #DifferentTogether pledge condemning racism. As part of the pledge, the City commits to speaking up and opposing racism and hate in all its forms.

SOCIAL GRANTS



Twelve projects were advanced through the City's new social grants program.

HOUSING AND DEVELOPMENT



SUPPORT FOR FIRE EVACUEES

Following a fire that destroyed an apartment building in early April, the City worked with local agencies and the Province to provide temporary food, supplies and accommodation for people who had lost their home and belongings. In July, some apartment building tenants relocated to new suites at Riverside Village, following the provincial purchase of the former Heritage River Inn Motel for this purpose.

HOUSING PARTNERSHIPS

The City donated land to a BC Housing project that will create 40 new rental units for women and children next to Rose Harbour. BC Housing also began construction of a 50-unit supportive housing project on City property at 580 Dogwood Street.

QUINSAM HEIGHTS ESTATE DESIGNATION CHANGE

Following a review of housing policies, an Official Community Plan amendment has removed the "estate" land designation in this neighbourhood. This will allow the City to consider proposals for more and different types of development here. The change does not affect current zoning, and any future proposals for zoning changes would continue to require neighbourhood notification and a public hearing.

HOUSING GROWTH REVIEW

A number of reports on services, opportunities and limitations in different neighbourhoods will lay the foundation for a comprehensive housing growth strategy for the next 10 years.