

July 18, 2018

Forestry Task Force wraps up, economic development office continues to promote industry

The City of Campbell River's Forestry Task Force concluded its two-year work term this spring, and the economic development officer outlined several potential opportunities to pursue.

"As outlined in the local award-winning video Our Forests, Our People, Our Future, forest-related industry offers numerous opportunities in Campbell River and the region," says economic development officer Rose Klukas. "The City will continue to seek partnership opportunities and market potential businesses and investment opportunities to interested parties. And Destination Campbell River promotes the broad appeal of our local forests for tourism and recreational access."

"Council also supports the continued emphasis of our Wood First Policy, and where possible, we incorporate wood into City construction. Wood is used in to enhance the design of the City's new water supply centre, and this was celebrated during the opening," says Mayor Andy Adams. "We encourage developers to showcase wood construction through consultation with staff that occurs during the permit application process. We appreciate that some property owners have applied to use the City's Facade Improvement Program funding to enhance the look of their buildings with wood, and how these improvements reflect the character of Campbell River."

"As a results of the task force's efforts, Campbell River helped fund a Vancouver Island Economic Alliance economic development project to explore opportunities for value-added wood production on the island," says task force chair Councillor Charlie Cornfield. "To support the Economic Development office's pursuit of future opportunities, all members indicated a willingness to continue serving as a resource."

The report was released at the 2017 Vancouver Island Economic Summit and is available on their web page (<http://viea.ca/economic-resources-initiatives/initiatives/forestrywood-industries-initiative>).

The Forestry Task Force was created by the City of Campbell River in 2016 to build on the work of the previous Future of Forestry Task Force to enhance the sustainability of the forest sector by focusing on opportunities for a community forest, the value-added wood industry and public education.

As part of its local public education efforts, the task force published three forestry related articles and

- worked with the Campbell River Mirror to publish a Forestry Information Supplement, which was also featured on Facebook and the City website prior to National Forestry Week
- worked with North Island Employment Foundations Society to hold a local Forestry Employment Expo on September 29, 2017 (featuring approximately 20 displays by industry participants and drawing approximately 100 attendees)
- worked with Tremain Media to produce a seven-minute *Our Forests, Our People, Our Future* video, which won a Videographer Award of Distinction in 2017

The task force also worked with the Association of Vancouver Island and Coastal Communities and the Union of British Columbia Municipalities to host a moderated forestry session at the convention and attended several seminars, meetings and conferences to promote opportunities in Campbell River.

The final report of the Future of Forestry Task Force has now been released.

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