



February 2021 First Edition

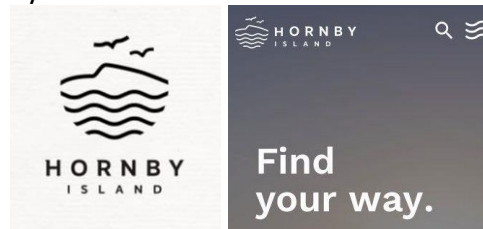
Belated Happy New Year, Hornby Island! Although the holidays looked a little different this year, we hope that you were able to find moments of peace, happiness, and relaxation over the break. As we say goodbye to a difficult year, we are looking forward to a few very exciting projects coming to fruition in 2021.

Hornby/Denman Visitor Guide

Since the 1980s, Hornby & Denman residents have worked together to create a Visitor Guide to reflect our community voice. The Hornby/Denman Visitor Guide is one of the most successful community marketing projects to date. This year is especially important as we hope to welcome back many visitors who had to cancel their plans last year, as well as new visitors who are now appreciating the beauty of their own backyard. The Hornby/Denman 2021/2022 Visitor Guide has already begun booking advertisement slots. Email rowan@hiceec.org to book your business's spot in today! Bookings close on February 25th.

Brand New www.hornbyisland.com Website

Moving onto another exciting marketing project - the brand new www.hornbyisland.com website is going live this month! Below is the new Hornby Island logo, which we will be paired with the tagline "Find your Way".



Historically we have worked with HIAC to ensure all our island's creatives are featured on the hornbyisland.com site. This year, as we work to launch our brand-new website, we are looking to expand our support of the art community. If you are a local Hornby Island artist, author, sculptor, dancer, musicians, or creative of any sort, and would like to be featured on www.hornbyisland.com, please email rowan@hiceec.org to submit your profile.

Vision 2020 Desktop Review

From 2000-2002, a Vision Statement of the following 20 years on Hornby Island was created through extensive community discussions. Last Fall, the HICEEC Board committed to revamping

the 2020 Vision Statement. To lead this project, consultant Darlene Gage was hired to do a desktop review of the 2020 Vision which is to be completed by end of January. The current planning/working group for the "in progress" visioning exercise includes Islands Trust, School District rep., CVRD rep., HIRRA, HICEEC, etc. The current Vision is sectoral. By conclusion, Darlene will have met with 50 or 60 people, who were identified as having the most expertise/experience/knowledge in the various sectors.

We anticipate that her summaries and recommendations will include holding some community dialogue for extending the Community Vision into the future.

Connected Coast Rural Internet Project

Thanks to a great deal of work from the Hornby/Denman Internet working group, (HICEEC, DIRA Internet Committee), Islands Trust, Daniel Arbour/CVRD and our local MLA & MP, we have been included in the backbone Connected Coast Rural Internet project. Initially this is the backbone connection to the sub sea fiber optic cable that will extend from Vancouver to Prince Rupert, & then circumnavigate Vancouver Island. This incredible Coastal project will include 13 regional districts and 154 B.C. communities.

Island Comeback

In the Fall, we introduced a new program we are sponsoring called "Island Comeback". On this website, EVERY ISLAND BUSINESS and NON-PROFIT can have a **FREE** LISTING, to offer Gift Certificates or solicit Donations.

Sign up now: islandcomeback.ca/register and check out our page at islandcomeback.ca/hornby

The goal is to create a virtual community, leveraging the momentum built during the pandemic and growing to be able to support our community in a new, digital way.

We are wishing you all the best for your goals, plans, and resolutions as we enter 2021!

Submitted on behalf of the volunteer HICEEC Board: John Heinegg, Katherine Ronan, Carlyn Bishop, Peter Wardle, John Grayson, Jeff Zamluk, and Jack Hornstein.