

Oct, 2020 First Edition

HICEEC REPORT

Seeking Resilience, in Partnership

With cooling weather, the tide of visitors has ebbed. How will this affect the local economy? Is this an opportunity to make inroads on climate change? Could e-commerce help with diversification and lowering our footprint? Are there ways to help stabilize incomes for the residents and non-profits that depend on the summer season for their financial survival? To answer such questions—and to help cultivate a resilient future—BC’s coastal islands have established a support network, the Rural Islands Economic Partnership (RIEP). HICEEC will be joining RIEP, as the perks include:

- E-commerce capability for island businesses and non-profits to sell gift certificates and take donations (a sales platform for goods may be added next year)
- Access to a resources hub for information on COVID mitigation for different sectors
- Exposure to organizations such as Support Local

Restart and Moving Forward

As BC Finance Minister Carol James has warned, “recovery is going to be a tough task”. For our part, HICEEC is partnering in a vital website revision, lobbying BC Ferries for service improvements, expressing concern to Islands Trust regarding bylaw enforcement against property owners during the pandemic, and keeping positive on social media with enhanced local content.

Honouring Excellence

In late October, HICEEC brings the business community together to network, foster cooperation, and celebrate each other’s successes. In 2014, we initiated a Business of the Year Award, a friendly competition where we ask the wider community to nominate a venture that has contributed to the community through:

- Creation of employment and self-employment
- Commitment to training and development
- Exemplary customer service
- Care for the environment
- Innovation
- Diversification of the economy

Bravo to our past winners:

2014 Sea Breeze Lodge - Bishop family

2015 Lix Ice Cream & Coffee Roasting - Dale Armstrong & Alex Lamont

2016 Dental Bus - Dr. Peter Walford

2017 Blue Sky Design and Build - Michael McNamara & Tim Wyndham

2018 Tribune Bay Outdoor Education Centre - Gord & Allison Campbell

2019 The Barn Recording Studio - Marc Atkinson

Revisiting the Visioning

We're lucky to live in a small community where we can have a say in developing the kind of place we would like to live in. To this end, HICEEC undertook an extensive community-wide Visioning process almost 20 years ago: over 800 people were consulted, resulting in the Vision 2020 report, which has since been a touchstone for the work of not only HICEEC but also many non-profits and island initiatives. In 2015, HICEEC undertook another public consultation, whose outcomes guide our Economic Action Plan. Now it is time to review the community's progress, compare expectations with actualities, and exchange views on current aspirations.

The first phase, reviewing our progress toward creating the community we envisioned, has been initiated, although slowed by pandemic-related limitations on social interactions. This fall we intend to resume community consultations. One of the main topics will, of course, be tourism. Like many attractive locations in the world, Hornby has a love/hate relationship with tourism. It is the economic sector that most people here depend on, either directly or indirectly. How can we do tourism better? How can it be not only "sustainable" but "regenerative"? What other economic activities are possible for a small, rural community?

A viable rural economy is not just a conundrum for Hornby but for communities worldwide, so it will be interesting to see what workable alternatives are developed. Looking forward to hearing from you!

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