

Gold River Web Site Content for Economic Development Planning Process

The Village of Gold River is undertaking an economic development planning process to develop a two-year economic development strategy. The purpose of undertaking the strategy is to continue the process of economic diversification and resiliency by creating a strong economic base that can better capitalize on and create opportunities for the residents of Gold River.

The goal is to create a strategy that is grounded in the values of Gold River residents, the economic realities of the region and the capacity and resources that are available. Council's vision is to develop comprehensive and realistic actions that can be implemented in the short, medium and long term. This project is supported by a grant from the Rural Dividend Program and by the Ministry of Forest, Lands, Natural Resource Operations and Rural Development, Regional Economic Operations.

In addition to community input, past economic development strategies will be reviewed. Statistical information from Statistics Canada and BC Stats will also be used to provide a baseline understanding of the Gold River economy.

How is the Community Involved?

The key to the development of the strategy is to include the community from the very beginning. The Village of Gold River Council has appointed a Project Team of local stakeholders who will work very hard to ensure all community members are aware of the project and are given an opportunity to participate and provide feedback.

Project Team Members:

Mayor Brad Unger
Councillor Kirsty Begon
Rachel Stratton

John McPherson
Don Beggs
Terry Robertson

There are a number of avenues for the community to participate:

One-on-one Interviews

The intent is to interview 10-15 key employers, partners and other stakeholders and begin to develop an understanding of some of the key issues and opportunities in Gold River.

Sector Roundtables

Critical sectors of the Gold River economy will be invited to their own focus group sessions to better understand their issues as a specific sector and as individual businesses. This information will be key in developing actions that support the growth and success of those businesses and therefore improve the overall economy.

On-Line Survey

A simple survey has been developed that asks the same questions as the sector roundtables and the one-on-one interviews. Community members are encouraged to complete the survey which can be found on the Gold River Strategy Survey page at www.villageofgoldriver.com . If you have any questions or additional comments, please contact Kathy Lachman at: Kathy.lachman@gov.bc.ca.

All individual survey responses will be kept confidential and used only for aggregate purposes.