



## CASE STUDY

# IMPACT ON COMMUNITY: PORT HARDY AREA

The Port Hardy area has benefited from a series of ICET-funded projects that have jointly created significant new economic activity and follow-up private investment.

Several of the projects are expanding tourism activity in the community and others are creating growth in fishing and fish processing activities. Individually, each of these projects has yielded significant economic benefits, from increased business activity for existing businesses to attraction of new businesses. Collectively, the projects have reached a critical mass which is having a measurable impact on community growth. In the 2006-2011 period, Port Hardy was the only community north of Campbell River to experience growth in population. While there are many internal and external factors which can affect community growth, the cumulative benefits of these projects is believed to be an important contributing factor.

### TOURISM PROJECTS

The first project ever approved by ICET was the North Coast Trail, a spectacular 43 km wilderness hiking experience in Cape Scott Provincial Park. ICET has also provided funding to the San Josef Bay Trail and the Raft Cove Trail, which has created new access to surfing in the Port Hardy area. Surfing is a growing tourism market with the younger demographic and this improved access

in a beautiful, wild and remote setting has been attracting surfing adventurers and new surfing related business ventures.

One of the significant results of the development of these world class adventure tourism assets is that they have increased Port Hardy's international profile as an attractive destination and place to live for the younger demographic. This is evident with the development of traveller's hostels in the area, which signals Port Hardy's growing profile as a hip travel destination for outdoor enthusiasts.

Other tourism projects in the region include the Quatse Salmon Stewardship Centre, an interpretive centre which has so far been attracting over 1500 seasonal visitors and is especially popular with Europeans.

The most recent ICET approved project in the Port Hardy area is the Bear Cove recreation site, which provides improved access and amenities for kayakers. It has recently been designated as the launching point for the BC Marine Trail. Located adjacent to the Prince Rupert Ferry terminal, this project is expected to be the catalyst for increased business development in the area, such as an increase in the number of Eco-cabins, new ecotourism, aboriginal tourism and related service business opportunities.



**CASE  
STUDY**

## IMPACT ON BUSINESS: KELTIC SEAFOODS

Two of ICET's earliest harbour improvement projects, the Port Hardy Harbour improvement project and the Coal Harbour improvement project have had a positive impact on the vitality and growth of Keltic Seafoods, a Port Hardy seafood processing company.

The Port Hardy harbour improvement project has attracted more boats and especially larger operators to the harbour, resulting in an increase in fish offloading and processing for Keltic. The improvements have impacted the boat service industry, with more work for local trades and service businesses as well as hospitality businesses. As a processor, Keltic is vulnerable to the movements of the fishing fleet, and the improvement in amenities and the availability of services helps to stabilize the business environment and facilitate further investment and growth. As a result of the added capacity generated by the harbour improvements, Keltic has recently injected new infrastructure investment to its facility.

The improvements to the Coal Harbour facility have had an immediate, direct impact on Keltic's operations. The resulting revival of the sardine fishery has generated 20-30 seasonal local jobs in Coal Harbour in fish offloading and transportation. In Port Hardy, at the processing facility, 40 new seasonal positions were generated. The 60+ new, seasonal positions are equivalent to 20+ full-time, permanent jobs, with 65% of the labour force being First Nation. In addition, Keltic's decision to invest more than \$150,000 for sardine processing equipment was influenced by the Coal Harbour Wharf project.

The second phase of the Coal Harbour wharf project, which ICET also supported, is also generating more processing for Keltic by attracting more boats which might otherwise have to go around the Island or be sent to the Lower Mainland for processing. The positive impact is also being felt by the Quatsino fishery, which is now more self-sustaining due to the improved amenities and providing Keltic with additional processing of salmon, halibut and prawns.

"These harbour improvements have had a very positive and measurable influence on the support and growth of our business, in direct terms with job creation and indirectly with the improved environment for the fishing fleet and increased opportunities for the local trades and service sector. This

## IMPROVED BUSINESS ENVIRONMENT

will prompt us to invest further and continue to grow our business, enhancing industry opportunities throughout the North Island," states Mickey Flanagan, CEO of Keltic Seafoods.