

FOR IMMEDIATE RELEASE

January 28, 2015

\$5,000 GRANT TO HELP HORNBY ISLAND ECONOMIC PLANNING

COURTENAY – Community and stakeholder consultation will combine with existing research to build a comprehensive economic roadmap for Hornby Island, thanks to a \$5,000 grant from the Island Coastal Economic Trust.

“Like many communities, Hornby Island has seen changes to its economy over the past number of years,” said ICET Chair Phil Kent. “While these changes present challenges, they also present opportunities. An economic action plan will develop the framework, strategies, and concrete steps to take full advantage of those opportunities.”

An Economic Action Plan committee, made up of Hornby Island Community Economic Enhancement Corporation (HICEEC) board members and other community members, will come together to develop a new strategic plan. Consultation with the broader community, research, and analysis of trends and best practices will result in a clear road map for the community to help guide its economic priorities and long-term investment attraction strategies.

“Our community recognizes the need for opportunities to promote a thriving, diversified local economy,” said John Heinegg, chair of HICEEC. “This funding will enable us to develop a concrete action plan to support the type of high-value, sustainable businesses that we envision for our community.”

Hornby Island is a community within the Comox Valley Regional District with a population of approximately 1,000 year-round residents. This Northern Gulf Island is a popular summer destination due to its great beaches, parklands, and recreational and cultural attractions for visitors and residents alike.

About the Island Coastal Economic Trust

The Island Coastal Economic Trust is a \$50 million endowment established in 2006 by the Government of British Columbia to help diversify the economies of central and northern Vancouver Island and the Sunshine Coast.

ICET is guided by a Board of Directors and two Regional Advisory Committees which include more than 50 locally elected officials and MLAs and five appointees. This exceptional team of leaders collaborates to set regional priorities and build vital multi-regional networks.

Through a community-centred decision-making process, ICET has approved \$48 million for over 125 economic infrastructure and economic development readiness projects on the Island and Sunshine Coast since implementing its grant program in 2007. ICET investments have leveraged more than \$270 million in incremental funding into the region.

A full overview of ICET can be found at www.islandcoastaltrust.ca

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For further information:

Line Robert, CEO
Island Coastal Economic Trust
Tel. 250-871-7797, ext. 227
line.robert@islandcoastaltrust.ca

Mayor Phil Kent, ICET Chair
City of Duncan
Tel. 250-709-0186
mayor@duncan.ca

Daniel Arbour, HICEEC Administrator
Tel. 250-335-1199
daniel@hiceec.com