



**ICET ANNOUNCES FUNDING SUPPORT FOR  
TOFINO DOWNTOWN REVITALIZATION PROJECT**

**For Immediate Release**

**March 4, 2013**

Courtenay, BC. The Island Coastal Economic Trust (ICET) today announced funding approval of \$132,007 towards the Fourth and Campbell Streetscape Improvement Project in Tofino. The total cost of the project is estimated at \$528,000.

In March of 2011, the District of Tofino began a community planning process for an improved visitor experience that culminated in the award winning Tofino Downtown Vitalization Plan. The first phase of a larger revitalization plan – the Tofino Fourth and Campbell Streetscape Improvement Project – is now poised to begin. The project features wider sidewalks, public seating areas and viewpoints designed to improve the pedestrian connections and pedestrian access to the downtown commercial area. This strategy aligns with research demonstrating that increased pedestrian access is a significant catalyst for increased economic development and diversification in downtown areas. The Tofino Downtown Vitalization Plan will also include waterfront viewpoints, public and green spaces, heritage preservation and additional parking thereby improving the overall tourist experience and enhancing the economic opportunities for the region.

The downtown revitalization project utilizes the Main Street Four Point Approach® developed by the US National Trust for Historic Preservation, a time-tested initiative that encourages a holistic approach to downtown revitalization. This approach, required by ICET in all downtown revitalization projects, integrates community organization and collaboration, professional design and promotion with economic restructuring to strengthen the community's existing assets while diversifying its economic base.

“The Island Coastal Economic Trust is pleased to support this community driven initiative to rejuvenate Tofino’s downtown area by improving pedestrian connections and access,” stated ICET Chair Phil Kent. “Not only will this project support and encourage more pedestrian traffic in the downtown commercial core, it will also create a more attractive and fertile location for future business development and economic diversification.”

"Tofino's Fourth and Campbell Streetscape Improvement Project will go a long way to invigorating the economic and cultural activities taking place in downtown Tofino," stated District of Tofino Mayor Josie Osborne. “The community pride that results from a revitalization

project like this will help us promote Tofino as a very liveable community that is open to visitors, new residents and business investment."

### **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 funds community driven economic development initiatives in targeted sectors to spark new and sustainable regional economic growth. These sectors include: forestry, transportation, tourism, mining, energy, economic development, agriculture and aquaculture, and small business.

ICET is managed by an independent Board of Directors comprised of thirteen members – eight Mayors and five provincial appointees from the ICET Region. ICET has approved \$47 million for almost 90 projects on the Island and Sunshine Coast since implementing its grant program in 2007. ICET investments have leveraged over \$260 million in additional funding to the region.

A full overview of ICET can be found at [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca)

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