

Business Vitality Index (BVI) Phase 2 Summary



For further information or comments about the Business Vitality Index, contact Mike Stolte, CED Manager at Community Futures Development Corporation of Central Kootenay at 352-1933 or mstolte@futures.bc.ca.

For further information about the Nakusp and Area Development Board & community actions, please contact Karen Hamling at 265-3322 or hamlakes@columbia.net

Download the full BVI report and results at www.futures.bc.ca

On Thursday June 5th, 2002, the community of Nakusp was invited to the second session for the Business Vitality Index (BVI) by the Nakusp & Area Development Board. The BVI was initially administered to the community through a questionnaire and a focus group in March 2002. Mike Stolte, Community Economic Development (CED) Manager at CFDC of Central Kootenay, presented the BVI results to the community in this second session.

Several information sheets were distributed during the meeting. These included the following:

- ✓ One Page Summary of the BVI (formerly the ECTC)
- ✓ List of Short, Medium and Long term actions
- ✓ Action Assessment sheets (in small groups)
- ✓ Feedback sheet

Following the presentation of the BVI results by Mike Stolte, the community members set the short term actions in priority sequence. The top four (4) actions included a **"Buy local" campaign, the Establishment of a Community Foundation, an Opportunity Identification Session, and an Increase in cooperation between business, government, and citizens by working together on a project.** The viability of these actions were assessed in small groups, and then reported back to the larger group. These reports included recommendations for next steps.

At this point, the BVI process is complete. It is now the community's responsibility to follow through on these actions or assessments, should they choose.

Attendance Phase 2 Session (June 5th, 2002)

Name	Affiliation or Business	Phone/Email
Mike Stolte	CFDC of Central Kootenay, RED Team	352-1933 mstolte@futures.bc.ca
Anne Stacey	CFDC of Central Kootenay	352-1933 astacey@futures.bc.ca
Gerry Schiavon	What's Brewing on Broadway	265-4701
Karen Hamling	NADB	265-3322
Rosemary Hughes		265-4405
Trish Huesken		265-2195
Gail Joy		265-4405
John Perkins	Retired	265-2195 perkyhue@columbiacable.net
Marilyn Boxwell	Arrow Arts Collection	265-0075
Bill Spavor	Operator, Trailer Court	265-4075
Cyndie Morehouse	NADB	265-4661
Elaine Lindsey	Arts Council	265-4033
Cliff Woffenden		265-0122
Ken Miller	NADB	265-4912
Marilyn Massey	Arrow Lakes Arts Council NADB	265-4087 alacnak@columbiacable.net
Laurie Page	Nakusp Vet. Clinic	265-4542 nakvet@columbiacable.net
Gary White	KSCU	265-3605 garywhite@kscu.com
Warren Leigh	NADB	265-3809 leighs@nakusp.net
Gary Assel		265-3360 drownsavagely@nakusp.net
Randy Thiessen	NADB	265-0088 randy.thiessent@knchss.hnet.bc.ca
Tammy Dachwitz	Novus	265-3049 nakglass@columbiacable.net
Beth & Rory McLeod		265-0024 rmcleod@columbiacable.net

Attendance Phase 1 Session (March 6th, 2002)

Name	Affiliation	Email, Phone #
Ashley Posnikoff	<i>Dev Board/Student</i>	ashleyposnikoff@hotmail.com 265-4882
Carole & John Moroz	<i>Rotary</i>	265-3373
Cheryl White	<i>Kuskanax Lodge</i>	265-3618
Christy Helmink	<i>CIBC</i>	265-3696
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Dawn Devlon	<i>Re Awakening Health Centre</i>	dawnadevlin@yahoo.com 265-3188
Debra Schiavon	<i>What's Brewing</i>	265-4701
Doreen Desrochers	<i>Retired</i>	265-4102
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Vladimuh Stichlik	<i>Azco Industries</i>	Nakusp@azcozon.com 265-9942
Warren Leigh	<i>NABD</i>	leighs@nakusp.net 265-3809

List of Short Term Actions *

# ✓'s	Action Statement
18	Community Foundation
18	Increase cooperation between business, government, and citizens by working together on a project
15	Opportunity Identification Session
13	Buy local campaign or program
8	Increase education around financing
8	Develop community "brand"
7	Identify volunteers, champions, and leaders
6	Local calendar of events
3	Inter-community transportation
1	Motivational seminars, moving from dependency to self-employment
1	Need youth involvement in leadership (NADB, etc)
0	Community Futures taking a more active role in training and lending

* Each participant was asked to put a check mark beside the short-term action that they thought was a priority. Each participant had 5 check marks.

Small Group Summary

Community Foundation

Purpose	This helps business because it would be a pool of funds that the community could draw on to pay for community initiatives and promote the community. The main goals of this are to become financially independent and to build capacity.
Commitment	This is a realistic and very possible action to undertake. Much of the community is supportive of this, and the energy directed towards this is being developed ("working on it"). NADB has energy/resources/commitment.
Leadership	NADB is taking leadership. Also will be hiring a student in the summer to do research/legwork to get info on foundations, etc (ie. Vancouver Foundation, etc). There is a realization that the idea/concept of Community Foundation must be promoted in the community (education is a large part).
Time Frame	We can accomplish it within a reasonable amount of time. No timing problem.
Financial Feasibility	Financial resources could be available (possibly through CBT)
Next Steps:	TAKE ACTION! See Randy Thiessen for further actions.

Increase cooperation between business, government, and citizens by working together on a project

*The group decided to focus on the Halycon Home redevelopment action that has already started as a focus for this action.

Purpose	This helps business through bringing groups together, allowing an increase in resource sharing and cooperation, which develops the community's capacity to work together to achieve goals.
Commitment	The community is committed to the Halycon Home action. The challenge is getting the cooperation happening and reducing "turf protection". There should be enough energy to work together for this goal, but timing is quite late in the process. The main leader is the HCH Redevelopment group, which includes representatives from many different groups.
Leadership	There are many human resources already in place– NADB, Chamber of Commerce, HCH Redevelopment, Rotary, Village
Time Frame	We hope we can accomplish this action within a reasonable amount of time, since time is of the essence. Closures in one segment of the population afford opportunities for interaction between young and old.
Financial Feasibility	This is still unclear
Next Steps:	TAKE ACTION!

Opportunity Identification Session

Purpose	Identify who we are, where we are going, what resources, people and business opportunities that we have that could be developed.
Commitment	Yes, the commitment and energy should be there. At the least, the interest of many individuals should be there. The Chamber, Village and/or NADB should have the energy/interest to host and lead a session.
Leadership	Yes, there are enough human resources to commit. Key individuals/organizations for leadership include Chamber, Village and/or NADB. Skills to make it happen found through CFDCCK and CBT.
Time Frame	Could have session at the end of Sept – begin of Oct. There are few timing considerations and/or outside factors necessary to look at to allow this to happen. Fairly independent from other factors.
Financial Feasibility	Could access enough funding. This is definitely financially viable. Funding could probably be accessed through CBT (RED program).
Next Steps:	TAKE ACTION! Have a joint meeting in June with the Chamber, NADB, CFDC, and CBT to plan/organize this session.

"Buy local" campaign or program

Purpose	This action promotes business growth and startup by having more local money circulating. Promotes/ID's what is needed and provides education about what is available in the local business community. The main goal is to reinforce local spending, maintain and expand current business.
Commitment	This is a realistic action. Much of community is supportive of this. It is a positive incentive for business. We could find a group that would have energy to lead it (i.e. Downtown Merchants, Chamber, Village)
Leadership	There should be human resources available to lead because this is not a big action. Key organization is the Downtown merchants. The key people are the business owners, but support can come from seniors, Rotary, Development Board
Time Frame	We can do this within a reasonable amount of time, and timing does not negatively affect its feasibility. If anything, could be a very good time to promote, with the economic costs of transportation to other communities for shopping (i.e. ferries)
Financial Feasibility	This is a low-cost action. Most costs would be in development and education of the public. Should be very sustainable with a low overhead cost. Definitely viable.
Next Steps:	TAKE ACTION! Go to the Downtown merchants association. See if they will spearhead this action.

Next Steps

This session was only the first step. During the group discussions about the top four actions, several next steps were identified. These are as follows:

- ✓ Continue to focus on Halycon Home as a key project to develop the community's ability to work together to achieve goals.
- ✓ The "Buy Local" program will be proposed to the Downtown Merchants Association, who will hopefully agree to take the lead on this action.
- ✓ A joint meeting (with the Chamber, NADB, CFDC, and CBT) will be scheduled in late June to organize an Opportunity Identification Session in the fall
- ✓ Information about Community Foundations will be gathered, and the NADB will take leadership in this area. Randy Thiessen will be the main contact.

What is the ECTC?

The *Entrepreneurial Capacity Test for Communities (ECTC)* helps communities to assess their capacity to work with and support entrepreneurs, and to foster small business growth. The test measures the perceptions of community leaders, business people and citizens about the current business environment in a community.

This report summarizes the first phase of the ECTC. Phase I included the assessment of the community's apparent small business resources and potential. This information was gathered through a survey and a focus group session.

In partnership with *Community Futures Development Corporation of Central Kootenay (CFDCCK)*, the *Nakusp & Area Development Board (NADB)*, the community partner organization, was asked to invite approximately 27 community members to a Phase I assessment session on March 6th, 2002. These participants were business people, local leaders and citizens, who represented a diversity of interests, ages and perspectives in the community.



In Partnership with
Nakusp & Area Development Board

Some Key Results to date...

Overall, the community perceived itself as *safe, friendly, beautiful, environmentally clean* and *somewhat remote*. There is a strong sense of *community* and a resolve around *commitment to the community*. However, the community scored *consistently lower* on average than other communities (made up of the average of four other communities surveyed) *except* in the areas of *quality of life* (Nakusp scored 2nd of 5 in this category). The community has been hard hit recently by downturns in *softwood lumber*, cuts in the provincial government affecting schools, the hospital, ferry service (in essence, highways) and other key programs and services. There is much *uncertainty* and *fear* around the *community's status as a logging/forestry community* in the uncertain economic environment.

The community saw its strengths in the friendliness of its *people*, its *volunteers*, *natural beauty*, *clean air and water*, *ability to work together in crisis*, *community spirit*, *safety*, *peacefulness*, *small size and remoteness* (it fosters a sense of *self-sufficiency*). Nakusp was frequently cited as a *great place to raise a family*. The *hot springs* and other *recreational opportunities* were also seen as major strengths.

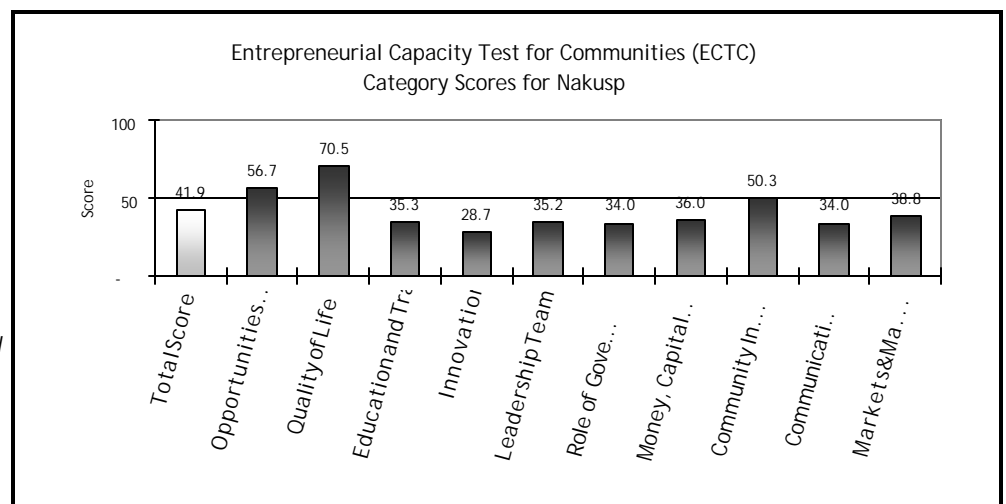
Many recommendations were made for improvements contributing to a better business environment. The major issues cited were *connectivity (cellular and high speed internet)*, *transportation infrastructure* (specifically bridge at Needles instead of ferry), *attitudes around working together with a positive attitude, planning, & teamwork*, *better marketing of tourism opportunities*, *the call for more businesses and industries*, *more stable lake levels*, *better supply and selection of goods at affordable prices*, and *more job & community opportunities available for youth*.

Nakusp scored *highest* in the *quality of life*, *opportunities & attitudes*, and *community & business infrastructure*

sections. Nakusp scored *lowest* in the *innovation, role of government & organizations*, and *communications & connectivity* sections.

Compared to other communities, Nakusp scored *favorably or fairly* in *quality of life, opportunities & attitudes, education & training, and community and business infrastructure* sections. Specifically, a *motivated workforce, arts and culture, lifestyle opportunities, attitude towards community cooperation, business core, business services, parking, proximity of businesses to one another* scored well.

Compared to other communities, Nakusp scored *low* in *innovation, communication & connectivity, markets & marketing, role of government & other organizations, & leadership/teamwork & networking* sections. Specifically, *entrepreneurial opportunities, business training, access to business training, attitude towards innovation, innovation in the community, networking, availability and delivery of business development programs, lenders ability to understand and work with entrepreneurs, commercial space and land, inter-community shipping, community reputation and pride, supportive marketing services, and joint marketing* scored low.



Higher Scores indicate better capacity in each area. If all respondents strongly agreed to all statements, the total community score would be 100. If the community strongly disagreed with all statements, the total community score would be 0. A score of 50 represents a neutral response.

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Short Term Actions	Medium Term Actions	Long Term Actions
<ul style="list-style-type: none"> ✓ CFDC taking a more active role in training and lending ✓ Opportunity identification session ✓ Community Foundation ✓ Develop Community "Brand" ✓ Inter-community transportation ✓ Increase education around financing ✓ Increase cooperation between business, government, citizens by working together on a project ✓ Local calendar of events ✓ Motivational seminars, moving from dependency to self-employment ✓ Need youth involvement in leadership (NADB, etc) ✓ Identify volunteers, champions, leaders ✓ Buy Local program 	<ul style="list-style-type: none"> ✓ Conferences ✓ Community foundations ✓ Cell phone service ✓ Employee motivation program ✓ High speed Internet ✓ Hot spring mecca as brand ✓ 5 year plan ✓ Easier lending forms ✓ Common community goal ✓ Business and entrepreneurial development program in schools ✓ Scholarships ✓ Mentoring ✓ Develop skills of workers ✓ Reward program ✓ Downtown theme to draw visitors ✓ Innovation recruitment program ✓ Opportunities for managers to develop skills (i.e. job swap) ✓ Lake levels regulated for tourist purposes ✓ Leadership development programs 	<ul style="list-style-type: none"> ✓ Center for Excellence for Fine Arts ✓ Tax incentives ✓ Develop airport

Title of Action	
Question	Answer
PURPOSE - Does this action promote business growth and startup in the community? How does it/ doesn't it? What is the main goal of this action? Does this goal help business?	
COMMITMENT - Is this action realistic for our community to undertake? Is the whole community supportive of the action? Is there enough energy in the community to make it happen? Who has the energy to lead it (individuals and/or organizations)?	
LEADERSHIP - Are there adequate human resources (people and time) to commit to this action? Who are key individuals and organizations? Who has the skills (i.e. leadership, organizational, fundraising) needed to make it happen?	
TIME FRAME - Can we accomplish this action within a reasonable amount of time? How does the timing affect its feasibility? What are the political, economic, funding, opportunistic factors affecting the timing of this action? How can these factors be managed?	
FINANCIAL FEASIBILITY - Can we access enough financial resources (existing or potential) to commit to this action? Are these financial resources sustainable? (Both in building and operating/ sustaining the action) Is this action viable?	
Your Recommendation <input type="checkbox"/> Take Action! <input type="checkbox"/> Get more information before starting <input type="checkbox"/> Wait for better circumstances	
Next Steps:	