



2017 Community Excellence Awards

Application Form

Best Practices, Community Connections

Please complete and return the application form by **Friday, June 23, 2017**. If you have any questions, contact UBCM at awards@ubcm.ca or (250) 356-5193.

SECTION 1: Applicant Information

Local Government: Township of Spallumcheen

Complete Mailing Address: 4144 Spallumcheen Way, Spallumcheen, BC V0E 1B6

Contact Person: Cindy Graves

Position: Deputy Corporate Officer

Phone: 250-546-3013

E-mail: dco@spallumcheentwp.bc.ca

SECTION 2: Staff Contact

An invitation to attend the UBCM Community Excellence Awards Breakfast Reception will be sent out via e-mail in early September. Winners will not be named before the ceremony.

Please provide the contact information for the person in your office who should receive and reply to the invitation, on behalf of the elected officials/staff who will be in attendance at the UBCM Convention.

Staff Contact Person: Doug Allin

Position: Chief Administrative Officer

Phone: 250-546-3013

E-mail: cao@spallumcheentwp.bc.ca

SECTION 3: Project/Program Information

1. Name of the Project/Program:

Township of Spallumcheen Business Walk Questionnaire

2. Project/Program Summary. Please provide a summary of your project/program in 150 words or less

With collaboration from the Armstrong Spallumcheen Chamber of Commerce Manager, Patti Noonan, Spallumcheen Council members attended a business walk through the

Township's industrial park area. The intent to provide an opportunity for direct feedback from businesses located in the industrial park so that the Chamber of Commerce and Township Council could address any questions or concerns regarding the Township's commercial and industrial operations. Taking the initiative to reach out to the Township's larger industrial and commercial businesses provided excellent data and provided an opportunity to support and work to resolve any concerns of the businesses located in one of the Okanagan's largest industrial parks. The feedback received via the questionnaires was positive and opened up dialogue between the municipality and many businesses based in Spallumcheen. The program was very well received.

SECTION 4: Project Details

Please answer each question in 250 words or less (our judges value directness and brevity). If you experience difficulty answering a particular question, consider the aspects of your program that may relate to the question and show us how they are linked. Remember to include measurable results whenever possible.

3. Inspiration. What was the inspiration behind the program/project?

The inspiration was to improve relationships with Spallumcheen businesses by taking time to attend businesses within the industrial park with face to face dialogue to create opportunity for honest feedback and opportunity to meet the people integral to the operations. As Spallumcheen is mainly agricultural the burden of taxation relies greatly on industrial and commercial businesses with business licensing not being implemented in Spallumcheen until 2006.

4. Goals. What did you set out to accomplish with the program/project? How effectively did you meet your goals?

The Township's goals was to provide support and dialogue to further develop commercial and industrial operations within Spallumcheen. The Township wants to ensure the industrial park is still attractive to local businesses and, as such embarked on a fact finding mission to receive feedback on how the municipality can grow and improve services to these integral resources. These goals were effectively accomplished through the business walk.

5. Role. Discuss the role of social media and civic engagement in your local government's overall communications strategy.

Civic engagement played a major role in this project as Council members physically attended the businesses and provided a questionnaire that provided an opportunity to assess the feedback provided. The project was created to establish better connectivity between businesses and government, and to ensure business receive the services required to be successful.

6. Participation.

A) How has this program/project increased community connections? Please provide measurable results?

There were 94 total participants, including 28 Spallumcheen businesses, 11 Chamber

members and some members of Council. Three businesses rated themselves as slow/poor, 13 rated themselves as fair/steady and 12 rated themselves as good/increasing.

B) Demonstrate through analytics or other data, how your local government's use of social media has supported dialogue between your local government and its citizens, community and business stakeholders.

Questionnaires were developed and presented to each business to assist in gaining measurable data regarding the businesses experience being located in the industrial park.

7. Economic Impact. How has the program/project saved the community money and/or resources or encouraged economic development?

The project has assisted the municipality with understanding the needs of the businesses, so that time and money is not allocated to areas that do not provide support and services required by the businesses. The project also provided input into what are higher priorities to address, and assist in solutions to concerns indicated by the businesses.

8. Challenges. Tell us about some of the challenges you have faced in the implementation and operation of your social media platforms and the solutions to these challenges.

As a smaller municipality with limited funds and staff, Spallumcheen has not had the opportunity to set up social media platforms that reach cellular programs and platforms for ease of instant data. The solutions are to determine what programs we can utilize that are cost effective and don't require large amounts of staff resources.

9. Innovation. What makes this program/project innovative and creative?

The fact that the questions were fairly simple and non-taxing helped make the program successful and assisted with gaining insight into the issues faced by businesses. The Chamber of Commerce was able to gain information from both the City of Armstrong and Township of Spallumcheen to provide support and a regional understanding of how both communities can provide resources and support to the whole area.

10. Sustainability. What measures have you put in place to ensure the continued operation of this initiative? (e.g. staff time, resources, financial)

The key to sustainability is to collaborate annually with the Chamber of Commerce to ensure that information is readily available to all businesses supported by the Chamber for both communities. The more the Township understands, the more it can jointly ensure it can support and grow its area.

11. Best Practices. How do the processes behind the program/project, and the subsequent results, serve as an example of best practices?

Like all projects, the success is in the statistical data which is a fundamental starting block to improve upon the program annually for future communications with businesses to strengthen services.

12. Transferability. How is this program/project transferable to other local governments?

The survey that was developed could be utilized by any municipality. The program implemented can encourage other local governments as this project strengthened relationships between local government and local businesses through face to face

communication.

13. Knowledge Sharing. What helpful advice would you share with other communities looking to embark on a similar project?

The advice that the Township would share is not to wait to develop a perfect program, but to make the connection and information gathering a priority. These type of programs can be grown and built off of, and do not need to be a cost burden to the municipality.

14. Additional Information. Please share any other information you think may help support your submission.

The Township of Spallumcheen is a unique community - large in land and small in population. The local Chamber of Commerce is an organization that provides support to two communities, which adds a level of complexity and requires for a broader knowledge base when implementing this type of project. The project was an important undertaking and opened up much needed communication in a hands-on manner. With technology and instantaneous access to information this project's importance circulated around face to face discussions to create a better understanding of the issues, as well as the people within our community. The successful goal was to create genuine relationships for Spallumcheen by building a bridge of support in hopes of being a forward-thinking integral hub of our community.

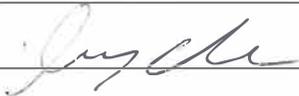
SECTION 5: Signature

Applications are required to be signed by an authorized representative of the applicant.

Name: Doug Allin

Title: Chief Administrative Officer

Signature:



Date: June 27th, 2017

Applications should be submitted as Word or PDF files. If you choose to submit your application by e-mail, hard copies do not need to follow.

Submit applications to Local Government Program Services, Union of BC Municipalities

E-mail: awards@ubcm.ca or mail: 525 Government Street, Victoria, BC, V8V 0A8