

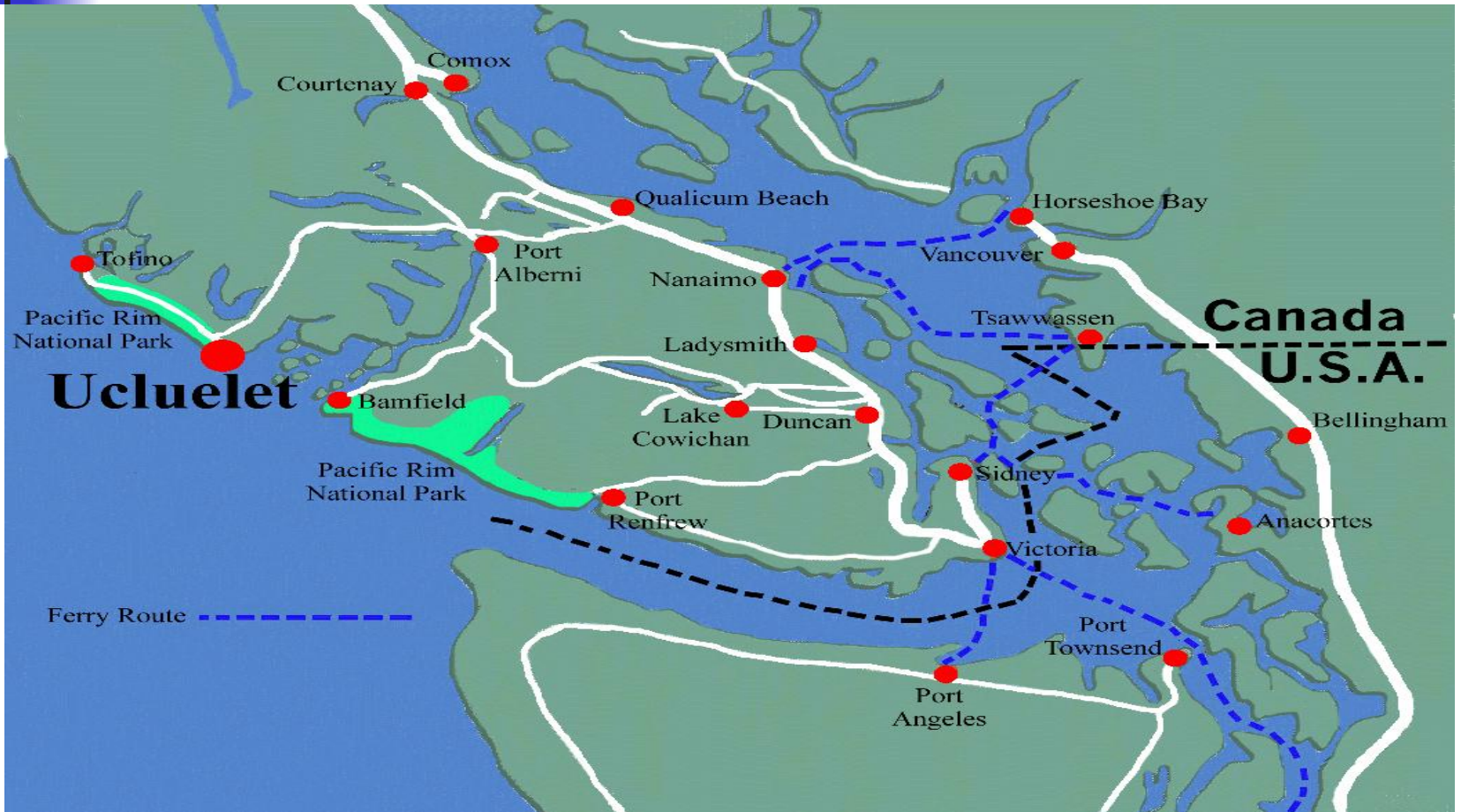
U-CLUE-LET



The Road to Economic Recovery

Ucluelet

Vancouver Island - British Columbia





1999 - ACKNOWLEDGE OUR CURRENT STATUS

- The permanent changes resulting from Federal gov't decisions around our fisheries
- The permanent changes resulting from the Clayoquot 1993 Land Use Decision and the history making environmental protests
- The number of families leaving our community to look for work or retraining
- The number of families suffering



U-CLUE-LET ECONOMIC DEVELOPMENT CORPORATION

- The U-clue-let Economic Development Corporation (UEDC) was formed in early 2000, as a vehicle to act as a catalyst for both activity and opportunity
- The community needed to increase its tax base and create needed economic infrastructure
- The UEDC is owned solely by the District of U-clue-let and supported by our staff
- The UEDC has a mandate to act as a support & guidance mechanism & to form partnerships & joint ventures in order to provide employment opportunities



ANALYSIS OF OUR SITUATION

- We took stock of our land base within the municipality
- We recognized our lack of industrial land
- We acknowledged our physical geography
- We realized our zonings needed to be adjusted to attract economic development
- We learned that there were still opportunities for forest activity, but the harvesting business needed to be approached from a different angle
- We clearly understood that our shore based fish processing plants had to be given priority for Canadian fish over foreign factory ships
- We needed tourism infrastructure & support



1. FORESTRY

- Community Forest
- While working on the community forest the UEDC has been the catalyst for other forestry activity (pilot projects with Interfor, 75,000 cm Timber Sale with the province)
We have successfully put \$8 million dollars directly into our economy since 2001 through local forestry contracts



2. *FISHERIES*

- A committee was created in our region, comprised of political, community & business people, to lobby the federal gov't to give priority of Canadian fish to the Canadian people, I was the chair of this group—we worked hard and were successful, our plants now have priority of fish & employ about 600 people in the Alberni Clayoquot



3. *TOURISM*

- Hire a communications company to get the word out about U-clue-let as a tourism destination—both to visitors and investors
- Create a Visitor Centre at the Ucluelet/Tofino junction
- Further development of the Wild Pacific Trail



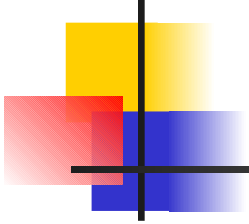






4. CHANGES TO OUR OFFICIAL COMMUNITY PLAN

- Establish land for industrial use
- Remove land from Forest Land Reserve that was inside the municipal boundaries
- Complete a review of our Official Community Plan





5. PURSUE NEW IDEAS

- Wave generation as a possible industry for Ucluelet and the region
- Electric Cars for the Ucluelet peninsula
- Tofino/Ucluelet Airport
- ??????????



CONCLUSION

The key for us was to accept those things that we couldn't change and put our energy and ideas into how we could make a difference

We needed to build on what we had going for us—the strength of community, teamwork, commitment and energy

We needed to recognize & acknowledge that —
WE WILL SURVIVE!!—and we have!!

