



# Resident Retention & Attraction Workshop

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AKBLG

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## Resident Retention and Attraction Guidebook for Rural British Columbia

Updated March 2024

# Retention & Attraction Guidebook

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# Outline

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## Part 1 – Overview

- What is retention and attraction?
- Why does it matter?
- What is important for elected officials?
- Q&A

## Part 2 – Workshop

- Table re-distribution
- Group assignment
- Report back

# Part 1

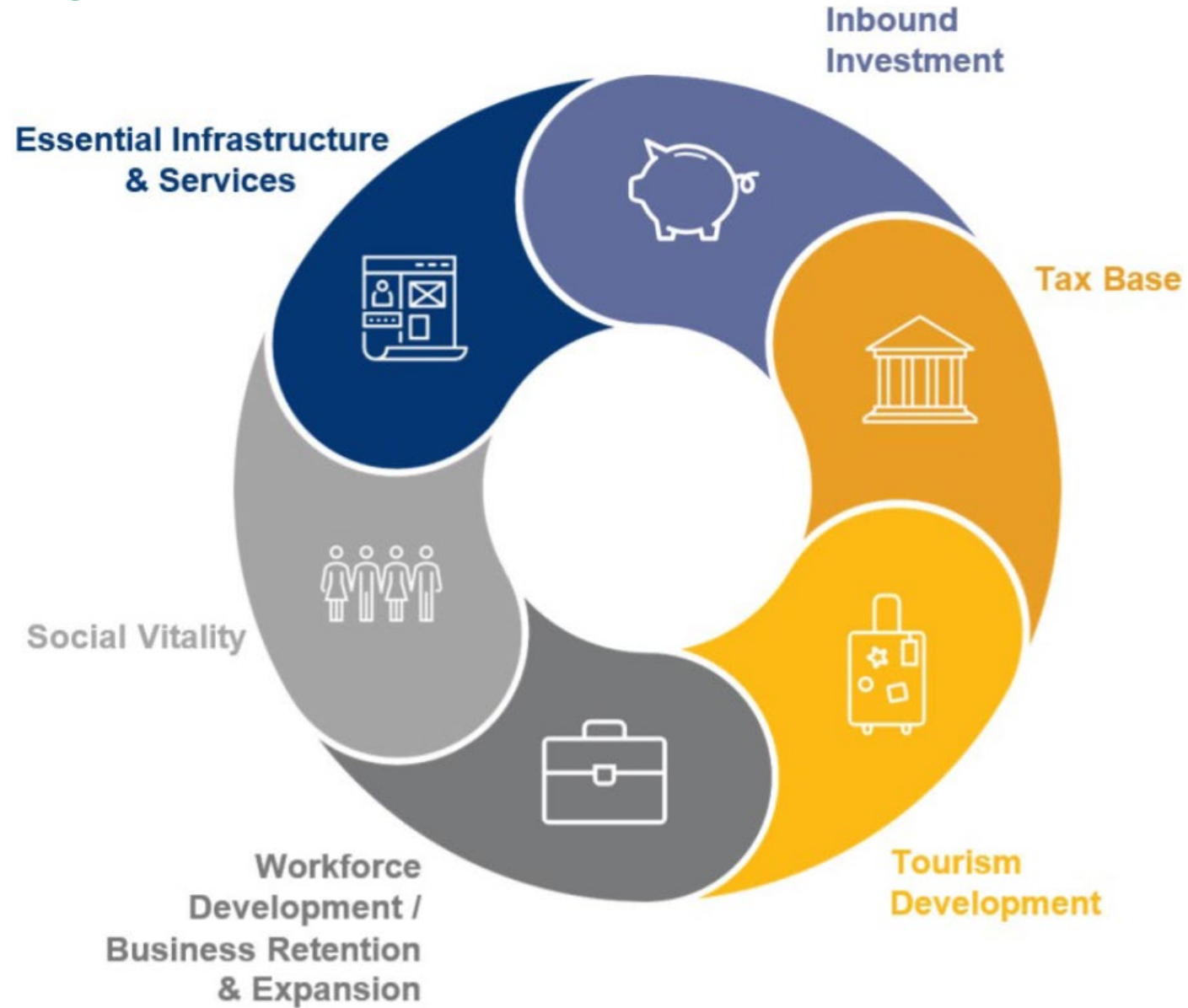
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# What is Resident Retention and Attraction?

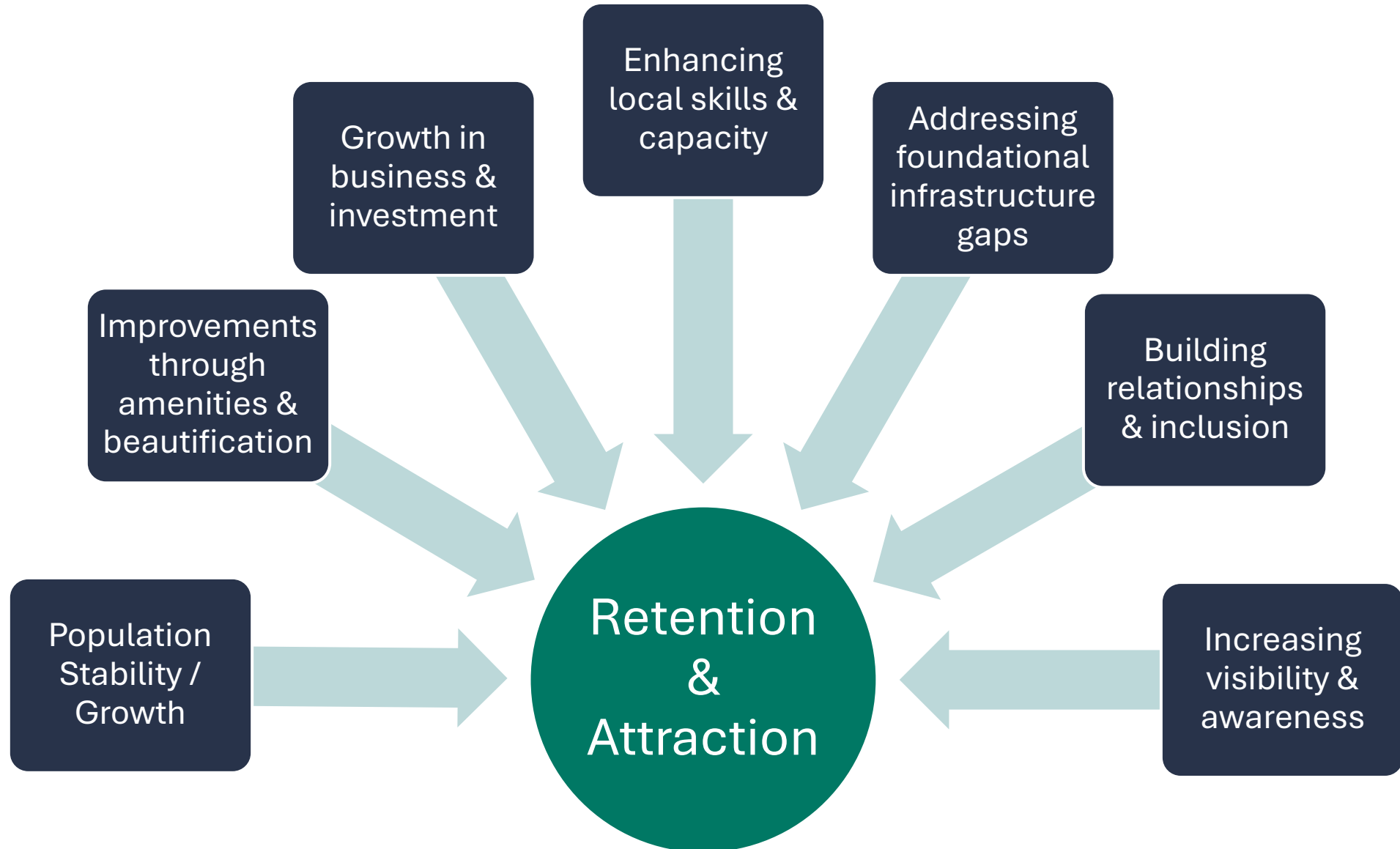
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- Making an **appealing place** to call home
  1. Retaining your population
  2. Thoughtfully attracting new people
- Understanding **local context** related to population size or composition
- Tightly linked to **community development**, including economic development, infrastructure, assets, programs, services, and activities

# Connections



# Motivations



# Why do Retention and Attraction Matter?

No community stays the same.

Change is going to happen.

Local Government has a choice:

**Option 1- Active:** Be in the conversation and have some control in what happens

**Option 2 – Passive:** Stay out of the conversation and change will happen to you anyway.

# Who is Involved? At What Scale?

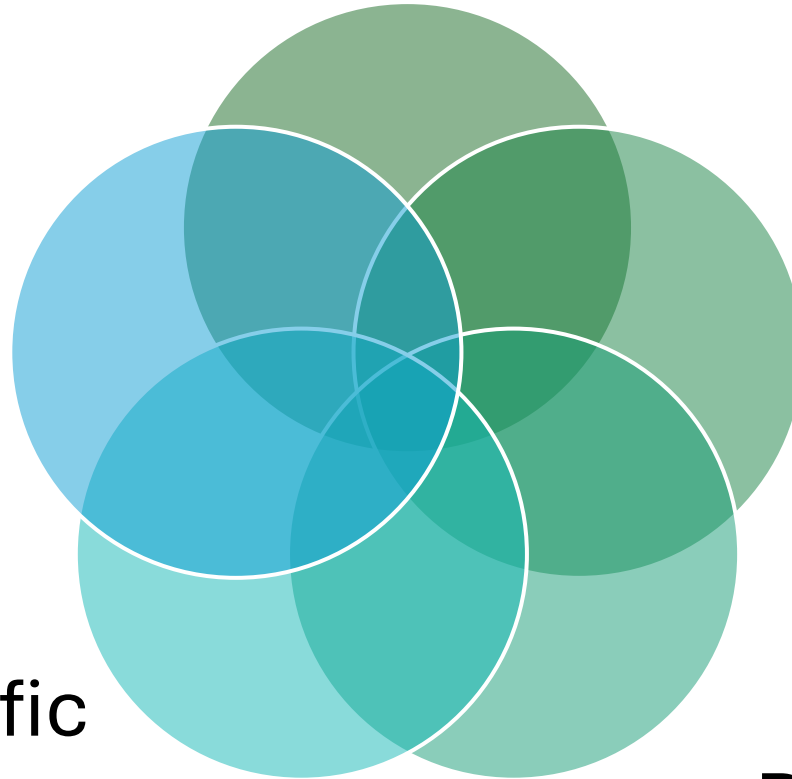
**Local  
Government**

Non-Profits &  
Community  
Groups

Tourism &  
DMOs

Sector Specific  
Orgs.

Economic  
Development



# Activities: More than Marketing

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## Evidence

Local Data  
Engagement  
Asset Mapping  
Labour Market  
Analysis  
Business  
Assessment

## Supportive Local Policy

Regulations  
Approvals  
Bylaws  
Planning  
Zoning  
Resourcing

## Asset Creation & Maintenance

**Digital**  
Webpages  
Portals  
Guides

**Physical**  
Wayfinding  
Amenities  
Land / Utilities

## Promotion

**Broad**  
Branding  
Advertising  
Events

**Targeted**  
Ambassador  
programs  
Immigration  
programs  
Welcome programs

# Imagine Kootenay: From One Stop to No Wrong Door

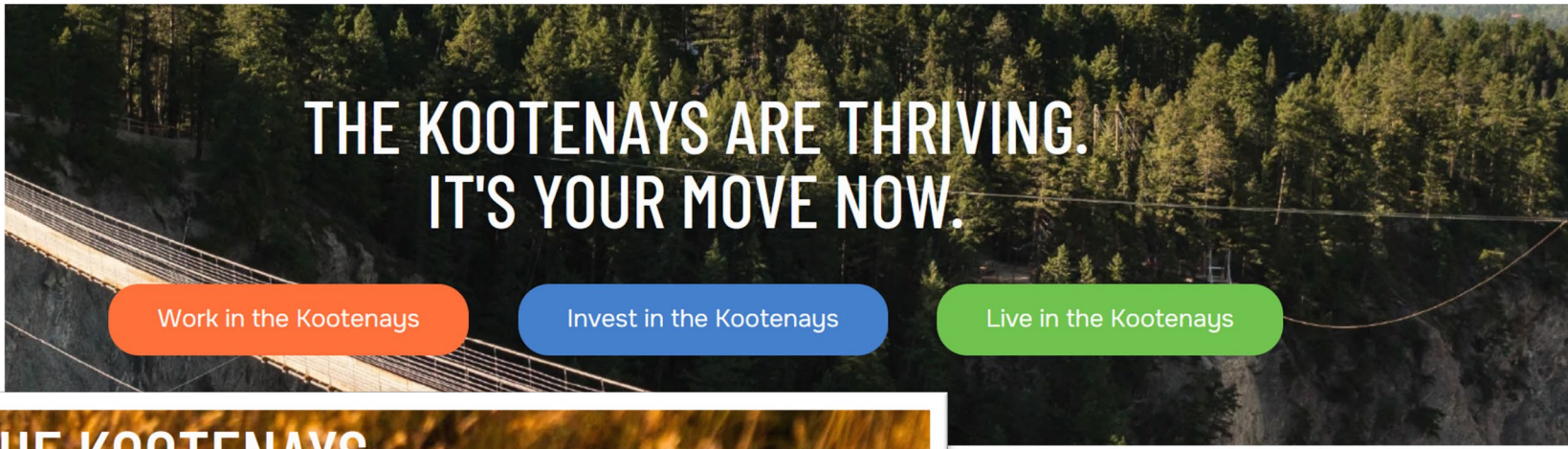
LIVING IN THE KOOTENAYS ↓

INVESTING IN THE KOOTENAYS ↓

WORKING IN THE KOOTENAYS ↓

LEARNING ABOUT THE KOOTENAYS ↑

Regional Data



## LIVING IN THE KOOTENAYS

DISCOVER THE  
**CENTRAL  
KOOTENAY**  
REGION

See communities →

DISCOVER THE  
**EAST  
KOOTENAY**  
REGION

See communities →

DISCOVER THE  
**KOOTENAY  
BOUNDARY**  
REGION

See communities →

DISCOVER THE  
**NORTHERN  
BASIN**  
IN THE REGION

See communities →

# Role for Elected Officials

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- Leadership
- Setting policy direction
- Strategic planning
- Service level / agreements
- Documentation
- Communication
- Support

## Evidence

Local Data  
Engagement

## Supportive Local Policy

Regulations  
Approvals  
Bylaws  
Planning  
Zoning  
Resourcing

# Transition Challenges & Solutions

## Challenges

- Change in direction or mandate
- Lack of awareness
- Resistance and lack of buy
- Inadequate resourcing
- Staff turnover and loss of institutional memory
- Trying to go it alone

## Solutions

### Collaboration

- Within and between communities
- Relationship building and trust

### Have a solid foundation

- Clear vision and connection to local priorities
- Support for dedicated human capacity

### Facilitate continuity

- Documentation: rationale, decision, plan
- Communication to incoming council

### Expectations management

- Relevant and achievable metrics
- Time

# Before we move on – Any Questions?

# Part 2

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# Time to Move!

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In the next 5 minutes

- Be at a table with at least 3 municipalities / electoral areas different from yours
- Introduce yourselves
- Identify a reporter for the table
  - Write names of people & communities on the papers provided
  - Summarize responses to the 3 discussion questions
- You will have 30 minutes to work through the discussions

# Discussion #1 – Action in Your Community

What do people and businesses **love** about your community?

What actions are you doing to keep **growing their attachment** to your community?

What are you doing to **attract newcomers** to the community?

# Discussion #2 – Future Success

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Thinking of the activities you just identified.

**What specific actions can you take to make sure existing activities are set up for success with the incoming council?**

# **Discussion #3 – Making Connections**

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**Thinking of only the activities you have discussed and the communities at the table.**

**How** can you help each other?

**How** can you work together?

# Reporting Back

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Identify **ONE IDEA** your table discussed that you think the whole room needs to know.

You have **one minute to present your idea.**

**Please leave your note sheets on the table for us to collect. We will consolidate and share.**

# Calls to Action

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- **Get on the same page:** Connect with your local economic development person to share ideas and lessons from today.
- **Leverage resources:** Connect with Imagine Kootenays to leverage regional collaboration.
- **Invest in continuity for future success:** document, document, document



Download the guide

# Thank you

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Thank you to the communities and individuals who contributed to this work.

