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DEVELOPING A STRATEGIC VISION PROJECT BACKGROUND MATERIAL SUMMARY SHEET

1. Title:

Potential Economic Development Opportunities in JdF Electoral Area; MBA Management Consulting—UVIC MBA Program

2. Location:

A. Campbell and E. Petersen have copies

3. Year Published:

2006

4. Brief Summary:

This report was generated by four graduate students in the UVic MBA program who were retained by the EDC to:

- a) Update the list of existing businesses operating within the JdF EA
- b) Provide recommendations as to how the JdF EA can promote economic development within the region.

The updated Business Directory identifies, by region, 300 businesses in East Sooke, Jordan River, Malahat, Otter Point, Shirley, Port Renfrew, Willis Point.

Through sit-down and telephone interviews, the MBA Consulting group gained a broad understanding of the challenges and issues facing businesses in the area and made three recommendations to the Economic Development Commission.

1. Collaboration between the different regions and the bigger centers (Victoria, Sooke, Metchosin & Langford) to enhance visibility.
2. Develop new tourist attraction sites to showcase the region i.e. an Agri-tourism business such as a multi-purpose organic farm providing tours and/or new cheese farm in the area.
3. Promoting local arts and cultural scene by creating an art route.

These recommendations are currently being considered by the EDC.

5. Opinion on Relevance to Project:

By segregating the research data specific to Otter Point/Shirley/Jordan River, the report provides:

1. A valuable list of current businesses in the area
2. Key concerns identified by the business community
3. Obstacles to business development
4. Ways/means of promoting business

6. Categories Covered:

Governance Recreation Economy
Environment Community Development

Others (Specify): _____

7. Reviewer:

Elisabeth Petersen