



Corporation of the Village of McBride



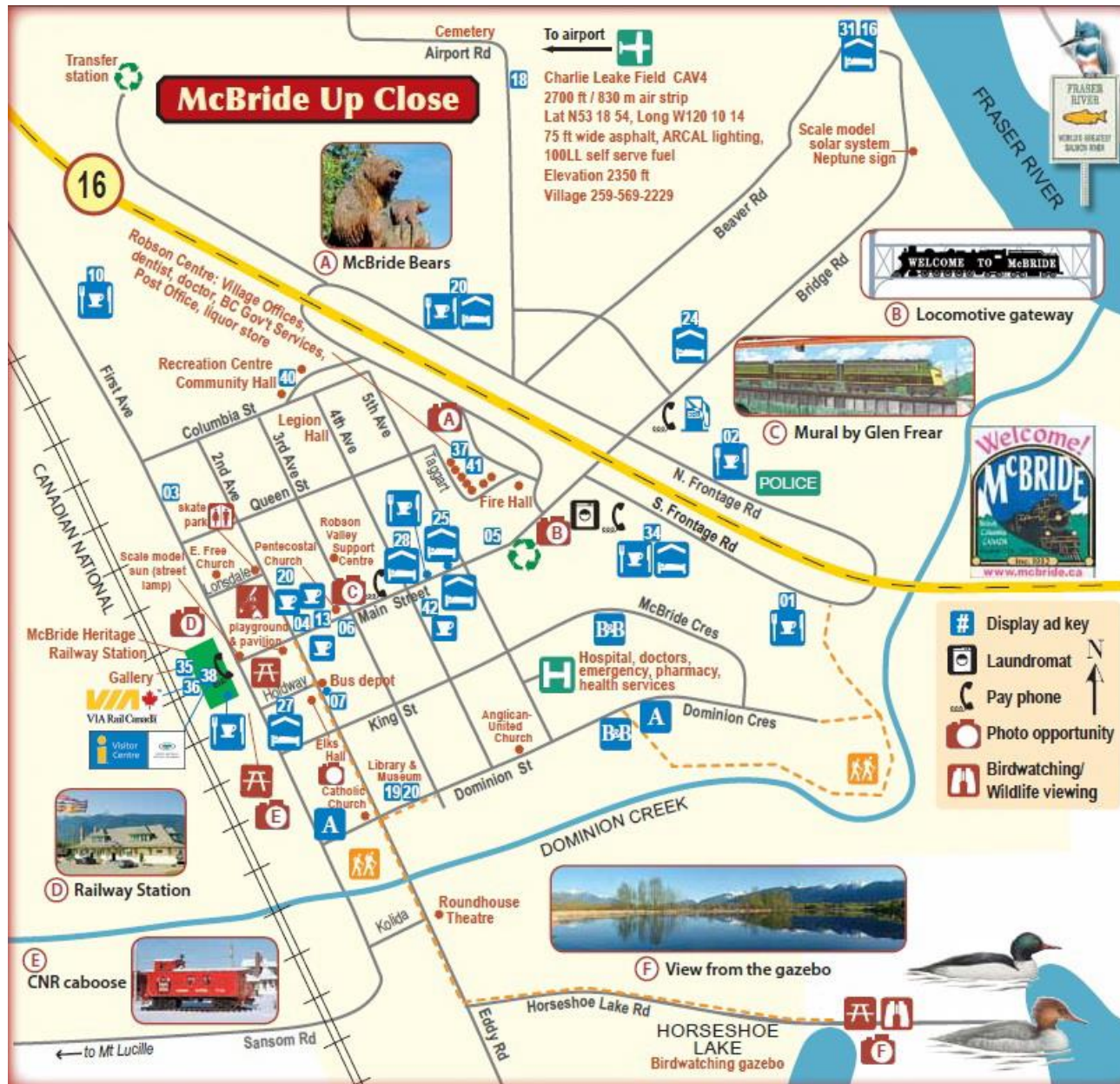
2017 ANNUAL REPORT

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VILLAGE OF MCBRIDE TOWN MAP

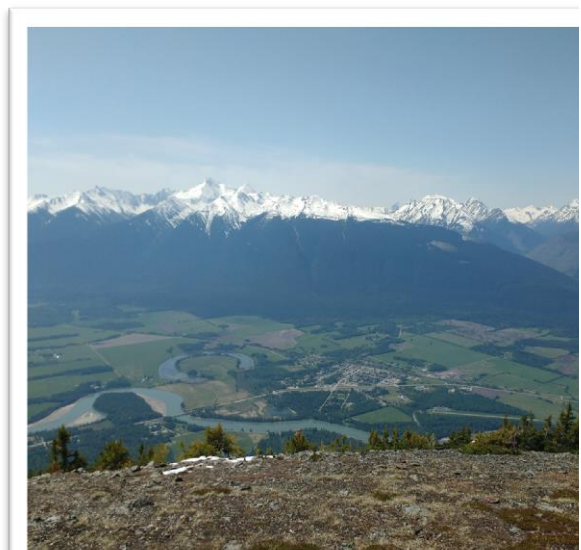


ABOUT MCBRIDE



McBride, BC is a Village in the Robson Valley region of British Columbia located 210 km south east of Prince George and 166 km west of Jasper, Alberta. Founded in 1913, the Village was named after the serving Premier, Sir Richard McBride. The Village is rich in natural beauty as it is surrounded by the Rocky Mountain and Cariboo Ranges.

Forestry has been the long standing cornerstone of the local economy and agriculture could be considered the second major industry. The valley has seen continual growth in the agriculture sector with the addition of specialty farms with organic crops. The tourism industry is growing as snowmobiling has been a draw for tourists for many years. The surrounding area includes world class hiking, ATVing, hunting, fishing, mountain biking and skiing. McBride is a warm and supportive community that residents are proud to call home. The town takes great pride in how attractive it is for both residents and visitors.



INTRODUCTION of the ANNUAL REPORT

2017-2018 Strategic Planning

The Village of McBride's strategic planning process began in spring 2017 with the goal of "looking forward" and making connections between strategy and action. The 2017-2018 Strategic Plan is the Village's guide as to what priorities will be initiated and/or completed in the year(s) ahead. The Strategic Plan assists in developing and allocating resources to the most important priorities each year. The resulting strategic plan has set the direction for Village work for 2017-2018 and future years.

2017-2018 Economic Development Action Plan

In 2017 the Village went through a rigorous community consultation process to develop an Economic Development Action Plan. The process involved revisiting the Village's economic development vision and mission;

Vision: "McBride and District will engage in sustainable economic development to foster a healthy and growing community."

Mission: "The McBride Community Economic Development Office welcomes growth and development by encouraging economic activity, facilitating employment and enhancing quality of life in the Robson Valley".

Annual Report 2017, Report on Progress for the Community

This is your report for the progress made in the community for the past year. The Annual Report outlines the new goals and direction for the community based on Council's strategic plan and work completed in 2017.



A LETTER FROM THE MAYOR

To the residents of McBride;

The 2017 Provincial Election resulted in a change in leadership at the Provincial level with the New Democratic Party and the Green Party forming a coalition government and the Liberal Party becoming the Official Opposition. The change in leadership created uncertainty for local governments with on-going applications and projects. Shirley Bond was elected for her fourth term, remaining a strong supporter of McBride and the Robson Valley.

March 2017 saw the election and swearing in of three new Councillors, replacing the Councillors who resigned in November.

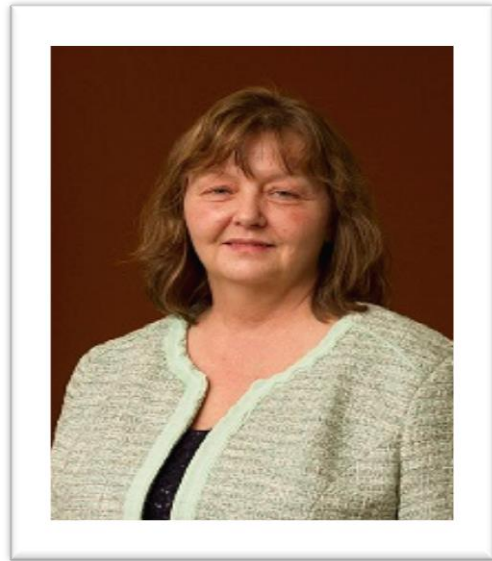
The new Councillors hit the ground running. They were brought up to speed by participating in Administrative, Financial and Legal Orientation sessions and quickly began to catch up on a backlog of work. There were many Council meetings where Council and staff worked late into the evening.

Floods and wildfires continued to ravage many parts of the Province, highlighting the need to be able to respond to catastrophic events. Many communities and volunteers, like the Comfort Centre in McBride, stepped up to the plate to assist our neighbours evacuated from their homes.

We didn't escape unscathed, when a fire destroyed BKB Cedar, putting 35 employees out of work. A Transition Team was quickly organized with assistance from MLA Shirley Bond, Federal and Provincial governments, Council and local service providers: their first task was to assist displaced employees and their families. Council received \$50,000 in Special Circumstances funding from the Rural Dividend Fund to create a plan for economic recovery and the mill, albeit smaller in scale, was rebuilt putting people back to work.

Council dealt with and responded to numerous subjects at the local, regional and provincial level during 2017 that affected McBride and the Robson Valley; the softwood lumber dispute with the United States, wildfires and the need to mitigate, the legalization of cannabis, the co-location of local schools, removal of passenger service on Highway 16 between Prince George and the Alberta border, the Federal review of the Species at Risk Act specifically the decline of caribou populations in BC, and official marking, "Gateway to the Ancient Forest".

The newly elected Council attended both the NCLGA conference in Terrace and UBCM in Vancouver



where McBride was able to meet with many of the new MLAs'. Shirley Bond attended many of our meetings with Ministers.

Council met with the Minister of Education to discuss rural education, the community's concern with the co-location of the elementary and secondary schools and Council's support of having rural representation on the School District 57 Board of Trustees.

Council was informed that the Ministry was reviewing the funding formula for education and, at the time of this writing, the Province has approved rural representation on the School District 57 Board of Trustees and subsequently Council, the Superintendent of SD 57 and the Chair of the Board of Trustees met and issued a joint press release stating that co-location was not back on the table and that funding for our schools would remain intact until after the Provincial review.

Council also met with the Minister of Municipal Affairs and Housing and senior staff from the Ministry of Health to discuss rural health issues, such as the desire and ability to have physiotherapy available at the local level, affordable housing, seniors housing and graduated living and funding required to bring projects like the CASE Pocket Community to fruition. Affordable and senior's housing remains a high priority for all levels of governments.

In our meeting with the Minister of Tourism, Arts and Culture, Council discussed the need to have cross ministry partnerships and the need to provide grants to small, rural communities to develop tourism Initiatives. Council met with Destination BC and received an overview of the Municipal, Regional Destination Tax (the Hotel Room Tax), its purpose and ability to promote local tourism and events. The Province, through Destination BC is currently developing a 10-year Destination Marketing strategy for Northern BC.

Council in its meeting with the Ministry of Forests, Lands and Natural Resource Operations and Rural Development encouraged the Ministry to complete the last round of Rural Dividend grants as many communities and groups, could not move ahead this year unless funding was secured.

Council stressed the need for small, rural and remote communities, like McBride, to be able to access and leverage funding such as available through the Rural Dividend Fund and Northern Development Initiative Trust. The meeting was an opportunity to thank the Minister and brag a little about our successes and the positive economic impacts for McBride and the Robson Valley; to highlight local projects that require funding such as the community forest's Inventory of Wood Fibre Project and the upgrading of the historical East Twin Chalco Trail project.

Council then met with the Minister of Environment and Climate Change Strategy to discuss the Ancient Cedar Forest, and the lack of recycling/return facilities in rural and remote communities. We also met with CN to discuss upgrading the 1st Avenue underpass.

Unfortunately, we were not able to meet with the Minister of Transportation, to discuss signage and the trail connecting McBride to the Robson Valley Mountain Bike Trail network; however, both projects remain on their radar.

Throughout 2017 Council proudly supported numerous local projects and by most accounts the area was very successful in receiving grants: 2017 to 2019 will see the Robson Valley Mountain Bike Association complete the McBride Peak project, the Fraser Headwater Alliance's upgrade and development of the historical East Twin Chalco Trail project, the Ozalenka Hiking Club's second alpine cabin, the Back Country Cattlemen's Association and the Chamber's Robson Valley Tourism proposals to open up hiking, biking and equine riding trails in the Eagle and Avalanche Valleys and through the Robson Valley, to name just a few projects in the tourism sector supported by Council.

It's the staff and these local groups that do all the hard work and deserve the credit. The most and (in my opinion) successful changes in 2017 came at the staff level, with the appointment of key personnel to key positions within the Village of McBride.

A new Chief Financial Officer was hired and was able to resubmit the 2016 Financial Plan to the Province and bring everything up to date. A new grant writer was hired and our former grant-writer was promoted as our new Community Economic Development Coordinator (CEDC), who has had great success accomplishing initiatives that will benefit the community for years to come.

The grant from the Rural Dividend's Special Circumstances Fund was used to create a 5-year Economic Development Action Plan and staff has applied for funding to complete an Asset Management Plan. Council is currently waiting for the Economic Development Work Plan which will set the pace for the completion of economic goals and objectives.

One of Council's highest priorities in our Strategic Plan was to bring the Municipal Regional District Tax, also known as the Hotel Room Tax, to fruition. This would create a pool of funds specifically for marketing and promoting local tourism.

Staff continued to deliver services to residents and oversee accessibility modifications to Council Chambers, upgrades at the Train Station and the completion of water intake infrastructure project and submitted applications for upgrading the 4th and 5th Avenue storm and sewer.

The much-awaited opening and co-location of the McBride and District Public Library and the Valley Museum and Archives to 521 Main Street was slightly delayed from its 2017 schedule. However, at the time of writing both the Library and the Museum have opened their doors. The facilities are well-done, quite stunning in fact and are something the community can be proud of.

None of these would be possible without the hard work and dedication of Village staff and community volunteers and groups who had a vision for the betterment of the community and did all the heavy lifting to see their projects through to implementation.

2018, so far, has seen the continuation of successful applications for local projects, together we will thrive!

Respectfully submitted and with the appreciation of Council,

Loranne Martin, Mayor

Village of McBride

2017 MAYOR AND COUNCIL



Councillor Rosemary Hruby, Councillor Lucille Green, Mayor Martin,
Councillor Rick Thompson, Councillor Harold Edwards

Village of McBride 2018 Strategic Plan

COUNCIL STRATEGIC PRIORITY	DESIRED RESULTS
Strategic Priority # 1	<i>The Village will strive towards long term resiliency and sustainability: as well as maintaining community vibrancy and well-being</i>
Strategic Priority #2	<i>The Village will strive to be a leader in financial stewardship amongst small rural communities</i>
Strategic Priority # 3	<i>The Village will seek to follow best practices in asset management; with a priority on community health and public safety</i>
Strategic Priority # 4	<i>The Village will strive to develop and maintain comprehensive governance protocols supporting transparency, openness and community involvement.</i>



PROGRESS REPORT ON MUNICIPAL OBJECTIVES from 2017

In 2017 Council set the following objectives, which it hoped to accomplish in 2017. As in the past, Council and staff prepared these objectives following consultation with members of the community at Council meetings and feedback received by Council from constituents throughout the year.

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
GOAL: Increase Economic Capacity and Community Development	Ongoing	Healthier local economy Increased local employment	Identify projects that create economic growth, increase employment, business and self-employment opportunities Identify, assist and collaborate with stakeholders Community and regional consultation. 2017 Hire Community Economic Development Coordinator (CEDC)	Rural Dividend Special Funding received for Economic Development Action Plan Business Walk completed Council supported a number of grant application for community groups 2017 Hired Community Economic Development Coordinator (CEDC)


OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
<p>GOAL: Develop Summer Tourism</p> <p>Mountain Bike Trail Network McBride Peak</p> <p>Connector Trail from the Village to connect to the McBride Peak Trail System</p> <p>Bicycle Network Plan</p> <p>Support the establishment of a series of mountain bike, hiking and multi-use trails</p>	Ongoing	<p>Increased visitation, business in the downtown core</p> <p>Increase in local business revenue streams</p> <p>Public awareness of McBride and area as a sporting and life style destination</p> <p>Sustainable low impact development</p> <p>Encourage mountain bike enthusiasts to overnight and leave vehicle in McBride and bike to McBride Peak Trail network</p>	<p>Work to the develop marketing strategy and timelines</p> <p>Promote McBride as a sporting and life style destination</p> <p>Participate in provincial and national promotional schemes</p> <p>Establish Grant funding for McBride Peak mountain bike trail network</p> <p>Develop and adopt Bicycle Network Plan</p> <p>Consult with Ministry of Transportation and Infrastructure</p> <p>Apply for BikeBC funding</p>	<p>Worked with Robson Valley Regional Committee on marketing strategies</p> <p>Council supported grant applications for the BC Back Country Horseman's Local Chapter and Fraser Headwater's Alliance</p> <p>Council supported application for Rural Dividend 2017 funding (ongoing) and facilitates funds for Robson Valley Mountain Bike Association</p> <p>Two 5 Kilometer loops and one 3 kilometer trail completed and additional trail work was also started</p> <p>Council supported application for Northern Development Initiative Trust funding. (successful)</p> <p>First Nations support and is strengthened by multiple sites (Barrier to McBride)</p> <p>Lower multi-use trail, parking lot and one alpine trail</p>

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
<p>GOAL: WI-FI Hot Spots on Main Street (2016 and beyond)</p> <p>Council to explore the possibility of partnering to set up free Wi-Fi so travelers can safely pull off the highway</p>	Ongoing	<p>Increase traffic directly to the downtown core</p> <p>Goal to increase business.</p> <p>Possibility of using Wi-Fi for marketing local attractions and events</p>	<p>Continue conversation with stakeholder groups.</p> <p>Signs to promote free Wi-Fi at existing hot spot locations</p>	<p>Attempted to form a Broadband Committee, however, there were no applicants from the expression of interest</p>
<p>GOAL: Ancient Cedar Forest – Chun T’oh Wudujut Park (2015 and beyond)</p>	Ongoing	<p>Possibility to increase tourism and visitation in McBride.</p> <p>Potential for marketing McBride and area.</p> <p>Increased visitation to McBride Businesses</p> <p>One on one promotion of McBride & Area</p>	<p>Ensure continuance locals’ traditional use of land and parks</p> <p>Explore possibility of having an Interpretive Centre in McBride, guided tours, bus tours.</p> <p>Invite Dr. Darwin Coxon presentation to school children & communities</p> <p>Develop plan to promote McBride at Ancient Cedar Forest</p>	<p>Discussions on Management Plan ongoing.</p> <p>Village applied for official mark, “Gateway to the Ancient Forest”, and were awarded it.</p> <p>Developed an official mark user agreement to support community use of the official mark for marketing and promotional purposes</p>

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
GOAL: Surveying of Services by Visitors	 New Initiative	What draws people to community? What incentives to stay in community? Identify areas of opportunity for the community	Design, create distribute and utilize survey information. Put survey on start up to get free Wi-Fi	
GOAL: McBride Public Works Building (2016) Develop plan for land (10-acre parcel) bordering transportation corridor Identify possible uses for Building and Land	 New Initiative	Council and staff to review land use to identify possible uses	Apply for grants to upgrade building for energy efficiency. Research Regional District of Fraser-Ft. George funding to develop land use plan. Review 2014 Public Works Building Business Plan	Continued support for existing businesses leasing space FCM grant application submitted for building assessment IT Company explored leasing options at PW Building


OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
<p>GOAL: Municipal, Regional District Tax</p> <p>Review and assess the possibility of creating Municipal Regional District Tax (MRDT) program within municipal boundaries</p>	Ongoing	<p>Creates a pool of funds that must be used for tourism</p> <p>Monies paid by patrons utilizing local motels (no cost to local taxpayer).</p> <p>Can be leveraged with other grants, to increase business.</p>	<p>CEDC/ Council to collaborate with Chamber of Commerce and MRDT participants to develop a plan on how the MRDT money is to be used.</p> <p>CEDC review existing plans in other local governments</p> <p>Initiate/Implement the MRDT process</p>	<p>CEDC working with accommodation providers for participation in MRDT</p>
<p>GOAL: Increase Revenue Streams and Reduce Costs to Create Efficiencies</p>			<p>Identify and pursue non-taxation revenue streams or reduce unnecessary costs.</p>	
<p>GOAL: Explore Interest Bearing Accounts</p>	Ongoing	<p>Interest earned revenue to help meet the goal of non-taxation revenue source</p>	<p>Full financial research and report to explore options and parameters</p> <p>Receive reports, review, consult and decide on best plan for the Village</p> <p>Finance Officer to research investing with Municipal Finance Authority of BC</p>	<p>Administration identified lack of interest being realized on Village funds</p> <p>Administration is working with Financial Institute</p>


OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
GOAL: Land Use Planning Review Official Community Plan Bylaw.	Ongoing	Increase understanding of potential land use	Budget to contract out the re-writing of Official Community Plan (OCP) if necessary Research Grant funding to re-write the OCP if necessary	Ongoing processing of Zoning applications
GOAL: Health Care Attract more health care professionals in the Robson Valley and maximize usage of local health care providers	Ongoing Ongoing	Consistent and full time community doctors & health care professionals	Continue to liaise with Northern Health, look at impediments and work together to recognize local health professionals Participate with Northern Health recruiting initiative in Doctor recruitment Meet with local recruiter for Robson Valley area Physiotherapy now available locally	Council met with Northern Health representatives

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
GOAL: Governance <u>Goal 1</u> Open, transparent and accessible municipal governance <u>Goal 2</u> Council will participate in strategic planning sessions <u>Goal 3</u> Council Development <u>Goal 4</u> Investigate working towards paperless council meetings <u>Goal 5</u> More inclusive governance	Ongoing Ongoing Ongoing  Ongoing	Increased public confidence, awareness and engagement More informed Council, clearer direction Improved skill set and enhanced confidence in community governance Reduce costs Community members more involved with Council decision-making.	Engage and utilize IT and social media to publish and store for public retrieval all public meetings of the Council Budget for the purchase of IT equipment and camera needed to record and publish the public meetings. Annual Strategic Plan Update Participation in training opportunities as available Investigate use of electronic communications – tablets – cost involved Rural Dividend Committee to review and recommend to Council ongoing granting intakes Annual Town Hall Meeting to view Council's accomplishments and solicit public input	Video-taping and publicizing the regularly scheduled meetings of Council on YouTube (no volunteer required) 2017 Annual Plan Attending workshops as they are available Rural Dividend Committee Formed. Three grants received. Committee reviewed fees bylaw. Recommendations implemented

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
<p>GOAL: Housing and Service Needs</p> <p>Council provided survey identifying population's desire for affordable housing and for seniors to move closer to support facilities allowing seniors to stay active in the community and remain close to family and friends.</p> <p>Assisted Living & Graduated Living</p>	Ongoing	<p>Identify needs of local population.</p> <p>Identify options for seniors to stay within their community</p>	<p>Review Case Housing report.</p> <p>Review Options</p>	<p>Case Housing report completed and available</p>
<p>GOAL: School Enrolment and Representation</p> <p>Maintain quality of education.</p>	Ongoing	<p>Ensure that quality of rural education is held to high standard, regardless of reduced enrolment.</p>	<p>Support Public school enrollment</p> <p>Recommendation that SD 57 board structure be changed to allow for elected rural area representation.</p>	<p>Application to Ministry has been submitted and approved.</p> <p>School District 57 recognized that Mackenzie, the Robson Valley and City of Prince George are unique and established three new electoral areas to ensure rural schools will be fairly represented</p>

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
GOAL: Administration and Staff	Ongoing	Develop internal capacity and staffing sustainability Supported staff	Create training matrix for staff professional development Succession Planning Review benefits of a Human Resource Standing Committee Review all HR policies, bylaws and procedures Implement employee orientation process	Staff positions and descriptions reviewed with Union input Discussions started and needs identified Terms of reference complete for the HRSC Report in completion stage
GOAL: Capital Projects Infrastructure improvements Dominion Creek Drinking Water Intake Replacement Project	Ongoing	Positive economic and community development	Review water supply capacity	Construction completed in 2017

<p>GOAL: Capital Projects</p> <p>4th & 5th Avenue Sewer/Storm replacement and paving</p> <p>CN Underpass</p> <p>Shelve-Ready Projects</p>	<p>Ongoing</p> <div data-bbox="354 787 557 1056">  <p>New Initiative</p> </div>	<p>Upgraded</p> <p>Prepare for new grants as they appear</p>	<p>Applied for Grant funding</p> <p>CN initiative negotiations</p> <p>Identify & prioritize upcoming projects for grant opportunities</p>	<p>Application for Grant Funding completed</p> <p>Village negotiating road maintenance agreement once repairs completed and confirmed safe</p>
<p>GOAL: Airport</p> <p>Investigate Weather Station for McBride</p>	<p>Ongoing</p>	<p>Ensure greater use of airport via more accurate weather information.</p>	<p>Investigate upgrade weather reporting system. (Ongoing)</p>	<p>Valemount applied for grant for weather station</p>

OBJECTIVE	TIME FRAME	BENEFITS	ACTION REQUIRED	ACTION COMPLETE
GOAL: Public Works Certified staff Verify capital and project priorities Verify equipment and labour requirements Public Works policies and bylaws	Ongoing Ongoing Ongoing Ongoing	Enhanced public service and trust Ongoing	PW staff complete training and become certified – Cross train Public Works staff OH& S meetings and training Prepare annual and 5 year capital plans for budget. Project requirements Inventory equipment Plan for expansion future need Complete policy review	Continued enrollment PW staff Review process initiated Policy review initiated
GOAL: McBride Community Forest Corporation (MCFC) Update and file revised Articles of Incorporation for the MCFC Reporting Provide broad strategic direction to the MCFC Board	 New Initiative New Initiative New Initiative	Bring Articles in line with the new Governance structure adopted in Oct 2016 Improve communication and confidence between MCFC, shareholder & public Clear direction for all parties moving forward	Review and revise the Articles of Incorporation Develop protocol agreement between MCFC & shareholder Update existing strategic directions developed in 2008	Professional opinions received from Auditor and Lawyer by Council

STATEMENT OF MUNICIPAL OBJECTIVES FOR 2018

Looking ahead to 2018, Council hopes to accomplish a wide range of initiatives. Council and staff prepared these objectives following consultation with members of the community, businesses and organizations during the establishment of Council's 2018 Strategic Plan and Economic Development Action Plan.

2018 STRATEGIC PRIORITY# 1 Increase Economic Capacity & Community Development
CAPACITY BUILDING ACTION REQUIRED FOR 2018
Identify projects that create economic growth, increase employment, business and self-employment opportunities
Develop a Tourism Strategic Plan; securing grant funding
Superhost training made available to businesses
Signage developed to capitalize on Gateway to Ancient Forest official mark and Sno-Rider 2018 champion
Complete Economic Development Action Plan
Develop Economic Development Workplan from Action Plan
Increase ECDC work efficiency by utilizing reporting templates, charts, etc...
Establish Municipal, Regional District Tax (MRDT): review and obtain approval by business and submit application to DestinationBC
Establish a select committee of Council to oversee MRDT spending and manage the tax program
Access grant funding to hire a consultant to work with committee and CEDC to develop tourism marketing strategy for MRDT funds
Identify and capitalize on economic development initiatives as the

opportunities arise
Access NDIIT grant funding for economic development capacity building, grant writing support and business façade improvements
Enhance relationships with funding partners, stakeholders and business community
Increase revenue streams and reduce costs to create efficiencies
Research revitalization tax exemption program
Identify and pursue non-taxation revenue streams by investigating enterprise business opportunities for the Village and engage necessary stakeholders: secure grant funding as required
Ongoing review of internal processes and procedures to create internal operating efficiencies
Increase property tax base
Develop plan for land (10 acre parcel) bordering transportation corridor
Research Regional District of Fraser Fort George funding to develop land use planning program



2018 STRATEGIC PRIORITY #1 Increase Economic Capacity & Community Development
SECTOR DEVELOPMENT ACTION REQUIRED FOR 2018
Foster sustainable community forests and woodlots
Create new forest resource revenue to support local initiatives
Ensure sustainable access to community forests and wood lot forestry resource
Foster incremental employment in the local value-added wood sector
Develop plan to support woodlot owners in transition
Advocate for decision to be made on tenure forester for McBride
Continue to pursue grant funding for the McBride Community Forest
Expand and diversify local value-added wood processing and production
Develop tourism and recreation trails and access
One Iconic trail developed
Increase trail infrastructure
Research and develop policy statement on road decommissioning
Maintenance of backcountry logging road access
Continue to work with the Robson Valley Mountain Biking Association to develop next phases of McBride Peak Mountain Biking Trail
Develop and adopt a Bicycle Network plan and leverage the plan to apply for BikeBC grant funding
Generate Tourism Development Strategy: securing grant funding for the

project
Develop one or more new market-ready visitor experiences
Promote the adoption of certification standards to tourism operators
Organize a study tour of best practice tourism destinations for local government
Set community positioning to capitalize on Gateway to the Ancient Forest official mark
In relation to the Ancient Forest, invite Dr. Darwin Coxon to present to school children and community
Increase the value of agriculture production in the Robson Valley and increase support of the agricultural activities
Support McBride Community Forest's Fibre Inventory mapping plan



2018 STRATEGIC PRIORITY #1 Increase Economic Capacity & Community Development
BUSINESS SUSTAINABILITY AND ATTRACTION ACTION REQUIRED FOR 2018
Coordinate community marketing resources and expenditures
Raise awareness of McBride with goal of increasing number of visitors, residents and amenity migrants
Raise awareness of McBride to increase investment activity and business development
Utilize NDI's Small Town PR Handbook to introduce program in McBride
Utilize NDI's Marketing Initiatives Program for securing funds for new marketing activities
Develop a stronger community web portal with landing page to direct visitors to the appropriate services and accurate information
Increase communications with provincial trade officials and programs
Establish a strong relationship and knowledge base with local business
Grow local jobs and improve business climate
Increase public sector employment in McBride
Enhance local public services to meet community needs
Develop an inventory of services and identify gaps for each sector
Work with local broadband providers like ABC and Monashee Communications
Set up free Wi-Fi in McBride key locations for travelers and community access

2018 STRATEGIC PRIORITY #1 Increase Economic Capacity & Community Development
QUALITY OF LIFE AND LOCAL SERVICES ACTION REQUIRED FOR 2018
Increase awareness of McBride as a place to live and do business
Improve social assets and infrastructure that encourages in-migration
Update McBride's Investment Ready Community Profile
Develop a training and education webpage listing resources for entrepreneurs and target industries of tourism, agriculture and forestry
Pursue the increase of assisted and graduated living housing options; securing grant funding for feasibility study and/or business plan
Review CASE Housing report and community options for affordable housing
Establish assisted living accommodation in McBride for seniors transitioning out of self-care facilities and their own homes in the Robson Valley
Host a seniors housing session with partners, to identify a project champion
Attract more doctors and other health care practitioners and professionals in the Robson Valley
Continue liaise with Northern Health, look at impediments and work together to support local health professionals
Participate and meet with Northern Health recruiting initiatives in health care fields
Support recommendation that SD #57 Board Structure be changed to recognize the election of one trustee in each of the Mackenzie and Robson Valley areas, so that rural schools are fairly represented

Support public school enrolment and quality of public education
Research the value of rural schools and lobby governments to ensure that the elementary school remains in its current location with existing staffing
Establish Broadband Committee to ensure end of the line broadband fiber to McBride and outlying areas
Work with local broadband providers like ABC and Monashee Communications
Map out and monitor ongoing improvements in infrastructure and capacity playing close attention to timelines and areas for connectivity

2018 STRATEGIC PRIORITY #2 Increase Revenue Streams and Reduce Unnecessary Costs
Incorporate Asset Management Plan objectives into the Financial Plan
Implement methods to extend life cycle costs of municipal assets
Continue to identify opportunities to assist in funding community projects
Work with other levels of governments to address the brownfield issue
Increase the property tax base
Investigate internal efficiencies and costs saving to address the operating deficit
Explore Interest bearing accounts through the Municipal Finance Authority of BC

2018 STRATEGIC PRIORITY #3 Asset Management and Safety
Prepare a detailed municipal building condition assessment report: secure grant funding for asset management to complete conditions assessment
Review building assessment conditions report to determine the future course of action regarding Village building infrastructure
Upgrade all buildings for energy efficiency infrastructure
Develop a comprehensive asset management plan
Continue to invest in infrastructure rehabilitation and replacement
2018 Capital Spending Plan developed
Upgrade Lights downtown on Main street to LED
Complete and commission with “ribbon cutting” ceremony the Dominion Creek Water Intake Replacement Project
Replacement of 4 th and 5 th Avenue Sewer and Storm Water lines with paving
Order New Garbage Truck with automated arm for future garbage collection operating efficiencies
CN Underpass – complete negotiations of agreement and sign agreement for construction in 2018
Lift Station alarm and motherboard improvements
Purchase sewer camera
Complete CN Station improvements
Develop Shelf Ready projects for large infrastructure grant opportunities
McBride Public Works building: conditions assessment
McBride Airport: investigate weather station and access grants to develop

business plan
McBride Airport: leverage business plan to access Air BC Access Grant for GPS and Weather Station systems
Public Works staff complete training certifications and internal cross training
Create training matrix for staff professional development
Re-establish OH&S meetings and record keeping
Ongoing update of manuals and seasonal work plans
Research best practices and revise Village Snow Removal Policy
Review water supply capacity



2018 STRATEGIC PRIORITY #4 Good Governance Practices	
Improve website and facebook page	
Expand information and increase frequency of newsletter to citizens	
Prioritize bylaws and policies for updates, determining related budgets	
McBride Community Forest Corporation: review and revise the Articles of Incorporation	
McBride Community Forest Corporation: develop protocol and contract agreement with shareholder	
McBride Community Forest Corporation: update strategic goals and direction	
Land use planning: review official community plan bylaw	
Ongoing use of IT and social media to publish and store public retrieval of council public meetings	
Annual strategic planning process scheduled and budgeted	
Council to participate in training opportunities as presented	
Annual Town hall meeting to view Council's accomplishments and obtain community feedback and input	
Implement employee orientation process	
Establish succession planning plan	
Update McBride Community Forest articles of incorporation to transition to Limited Liability Partnership	
Develop protocol agreement between McBride Community Forest and Shareholder	
Host Annual General Meeting for the McBride Community Forest	

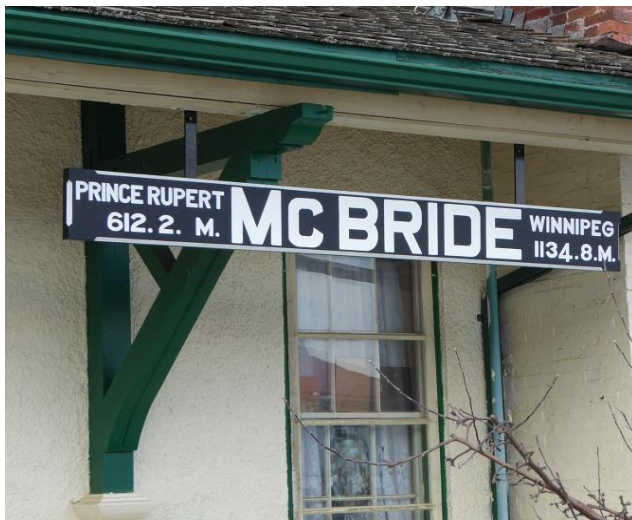
STRATEGIC COMMUNITY INVESTMENT FUNDS

PLAN AND PROGRESS REPORT

- (1) **SCI funds received or anticipated:** the Strategic Community Investment funds (SCI Funds) payments under the small community, regional district and traffic fine revenue sharing portions will be set out separately in the local government's SCI Funds Agreement.

SCI Funds	Use	Date	Amount
SC Grants	Local government services	Jun 2017	\$344,286
Total SC Grants			\$344,286

- (2) **SCI funds intended use, performance targets and progress made:** Small Community portion of the SCI Funds support all Village of McBride programs and services. The funds are not separated for specific uses within the Village; they support all the Village operations and services. The 2017 goals and performance indicators for these services are listed in the annual report



2018 PERMISSIVE TAX EXEMPTIONS TO ORGANIZATIONS

Tax Exemptions

Total of all grants is approximately \$3,600 annually

STATEMENT OF PROPERTY TAX EXEMPTIONS

In accordance with Section 98(2) (b) of the Community Charter, the following properties in the Village of McBride were provided permissive property tax exemptions for 2017 by Council.

ORGANIZATION	ROLL NUMBER	2018 VALUE OF EXEMPTION
McBride Evangelical Free Church	33000	\$1,872.44
Pentecostal Assemblies	89000	\$511.57
Roman Catholic Church	52100	\$298.96
Roman Catholic Church	53000	\$332.43
St. Paul's United Church	16000	\$556.21



DECLARATION AND IDENTIFICATION OF DISQUALIFIED MEMBERS

None to report



AUDITED FINANCIAL STATEMENTS:

2017 Consolidated Financial Statements are attached.

For more information on the Village of McBride and our strategic plan, see our website at www.mcbride.ca