

# Social Development and Economic Development



## Dawson Creek Today...

- ▶ Dawson Creek is a culturally active City, with community groups and facilities that support arts, cultural, and heritage programs.
- ▶ The City of Dawson Creek has recently undertaken or participated in studies and planning processes to address social issues, including safety, accessibility (i.e. for people with a range of physical abilities), youth involvement, and more.
- ▶ Dawson Creek has a well-diversified local economy.
- ▶ Dawson Creek is a regional destination, where major developments such as the South Peace Community Multiplex and large retailers attract visitors, and 300,000 visitors travel to or through the community annually.
- ▶ Large scale commercial development is focused on the City's edge, and is primarily auto-oriented.
- ▶ Median household income in 2006 was nearly \$51,000, slightly lower than the provincial average.
- ▶ The current unemployment rate in Dawson Creek is close to the provincial average, at 4.3%.

## What is proposed for Social and Economic Development in the future?

- **The active arts and cultural community will continue to be supported**
- **Dawson Creek's rich heritage resources will continue playing a central role in the community's unique character and identity**
- **The City of Dawson Creek will adopt a more robust set of social planning policies and continue to support residents and partner organizations**
- **The City will aim to create a sustainable and diversified economy that attracts new business and employment**



## What are the major proposed policy changes?

- ▶ **Hierarchy of commercial areas** - Support the development of diverse commercial types and ensure they are appropriately located (e.g. small-scale in neighbourhoods and the Downtown Core, with larger-scale limited to existing areas).
- ▶ **Small-scale, mixed use, neighbourhood areas** - Support local business and encourage people to walk or cycle to shopping destinations.
- ▶ **New business in the Downtown** - Invest in Dawson Creek's identity and create a strong Downtown Core that attracts businesses.
- ▶ **Green businesses** - Use incentives and partnerships to continue supporting green and sustainable businesses.
- ▶ **Social planning** - Continue to implement social planning efforts - including initiatives for youth, seniors, newcomers / immigrants, and people with disabilities - and continue to support arts & heritage.
- ▶ **Inclusive community** - Build on efforts to support and create partnerships with the First Nations & Metis community.
- ▶ **Home-based businesses** - Support these as important contributors to the local economy and opportunities for artists and artisans.
- ▶ **Industrial districts** - Focus and maintain existing industrial areas and other key employment areas in the City.

