Campbell River Transformation

CAMPBELL RIVER

CREATIVE INDUSTRY INITIATIVE

VISION SUMMARY

JUNE 2010

How we got here...

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In early 2009, a small group in Campbell River considered whether the city should expand to include creative industries as a source of:

- Business and economic development

- Mentorship

- Education

- Job opportunities

How we got here...

Then they posed a question to some Creative Industry representatives in Vancouver:

Can Campbell River attract creative industry business?

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The initial analysis: not today.

HOW WE GOT HERE...

Then they posed a question to some Creative Industry representatives in Vancouver:

Can Campbell River attract creative industry business?

The initial analysis: not today.

But it could!

How we got here...

Campbell River is not LA, it's not New York. It's not Vancouver.

And that **must** be the basis of its strength.

How we got here...

So what makes **Campbell River** unique?

How we got here...

As a result of a series of discussions and analyses, the group identified four key factors that could make Campbell River unique and attractive to the creative industries:

- Artistic content

- Narrative content

- Partnership between the City and First Nations leadership

- Strong community spirit and desire for creative industry growth

How we got here...

The Creative Industries advisory council was made up of a variety of professionals with deep experience and rich skill sets:

- Glenn Entis, General Partner of VanEdge Capital, previously SVP of Electronic Arts (EAC)
- Jericca Cleland, CEO/CCO of Twenty One Inc, previously Pixar cinematographer
- Lynn Leboe, CEO of Leboe & Grice Multimedia, International Head of R&D for Kerner
- Molly Mason-Boulé, Director of Content Production at EAC, previously VFX Producer at Radium
- Rick Stringfellow, Sr Art Director at EAC, previously CG Supervisor at Mainframe Entertainment
- Cliff Boulé, Studio Art Director at Ubisoft Vancouver, previously Director/Art Director at PDI
- Chris Welman, Technical Director at Microsoft Game Studios, previously VP at Nexon
- Henry LaBounta, Chief Visual Officer at EAC, previously VFX Supervisor at PDI/Dreamworks
- Mike Davison, Representative of SIGGRAPH (Special Interest Group on Computer Graphics)

How we got here...

The Campbell River contingent was initially represented by a highly committed and energetic group, people who many of you probably already know and work with:

- Joan Miller, Island North Film Commissioner
- Dan Smith, Political Executive, First Nations Summit Task Group
- Rod Naknakim, Laich-Kwil-Tach Treaty Negotiator
- Roger MacDonell, President of Island North Film Commission
- Andy Adams, Councillor, City of Campbell River

How we got here…

Committed to exploring the potential of Campbell River as a pilot for growth of a creativity cluster, several local partners contributed funding for an intensive Creative Industries charrette.

Charrette is a term generally used in architecture defined as a final, intensive effort to finish a project, which we felt was called for in order to galvanize a year of discussion into a tangible plan.

HOW WE GOT HERE...

Creative Industries Charrette sponsors:

Creative Industries Charrette

The goal of the charrette was to develop a concrete vision for building the proper foundation and growth steps toward a creative-industries-based creativity cluster in Campbell River.

This structure forms a framework for the community to engage in in an inclusive, open-ended plan for expanding and growing the creative industries of Campbell River.

This is the basis of what we're rolling out to you today.

CREATIVE INDUSTRIES CHARRETTE

The Creative Industries Charrette team members were:

- Jericca Cleland, CEO/CCO of Twenty One Inc

- Lynn Leboe, CEO of Leboe & Grice Multimedia, International Head of R&D for Kerner

- Luke Carroll, Line Producer at Rainmaker Entertainment

- Ginger Grant, PhD, Partner in Creativity in Business Canada

Creative Industries Charrette

The charrette team was also guiding by some additional community goals:

- Promoting First Nations culture and youth opportunities

- Building infrastructure for business development, incubation, and innovation

- Producing world-class storytelling through tangible products

- Providing a substantial framework for Creative Industries education and talent growth

Creative Industries Charrette

In beginning our analysis and planning, we realized that Campbell River would need more than just creative industries-related opportunities for a healthy and sustainable future.

We also felt strongly that the way to attract and grow creative industries talent and business was through building a rich and inspiring place.

Creative Industries Charrette

This is about the **whole** community.

While we are proposing a vision for the whole and providing concrete steps in the creative industries sector, the entire community and other partners will need to engage and influence further development.

A Vision of the Future

A Story for Campbell River

To design a vision of the future and then build a plan to reach that future, we decided to start with a story. Story can be a powerful motivator, unifier, and communicator.

So we asked ourselves…

What story best represents Campbell River right now?

Looking at Campbell River today, as well as its history, and its varied goals, what we came up with is…

A Story for Campbell River

A story of

transformation

or rejuvenation.

A Vision of the Future

Sea
Change

A Vision for Campbell River

Campbell River is already undergoing a sea change itself.

It has already embarked upon a journey of change and growth, keeping its form, but broadening and enriching its content.

A Story for Campbell River: Transformation

Then we asked ourselves...

What if Campbell River became known as a place of transformation, a place of creativity, a place of story?

What if Campbell River built a reputation as a place for experiencing transformation, fostering creativity, delving into story?

What if Campbell River became a world-class home for transforming lives through story?

a destination for our journey?

igate there together?

Destination: A Storied City

A Destination Story

Let's take a few minutes to paint a picture of where we might go...

Imagine this:

You sit in an airplane, taking in the view: the Inside Passage, Quadra, and the coast of Vancouver Island. Campbell River laid out before you.

On the approach, it's self-evident-- this is not like any other airport. Beautiful large-scale art installations grace the grounds.

You enter the terminal and see a welcoming mural, a towering native carving, a photographic exhibit.

Flat-screens show local video: award-winning short films, school children's animation, the Coast Guard Cutter Point race.

A Destination Story

There, a glass case displays First Nations masks on loan from the Nuyumbalees Cultural Centre.

You walk over to a touch-screen interactive tourist map of the region. Check boxes filter content: hiking trails, cultural sites, dining, fishing... You select some activities and a customized Campbell River Experience TourGuide downloads to your SmartPhone.

A themed city bus drives you past colourful, art-paneled fences toward downtown.

Your first stop: The Museum of Campbell River.

Reach out and feel the magic as a stereoscopic 3D documentary takes you into a First Nations potlatch--

You peruse the gift shop: collections of native storytellers, a series of animated short stories, irresistible, hand-made art pieces.

A Destination Story

Your next stop: Discovery Pier and the Maritime Heritage Museum, in the heart of old town Pier Street District.

Here, crowds enjoy the farmers market, fresh seafood sold right off the boats, and spectacular views of the inside passage. Buskers play for you.

At the base of a beautiful totem pole, a First Nations storyteller weaves tales for a group of tourists. You stop and listen.

Nearby, a sign reads: Transformation Story Walk. An arrow pointing.

The Walk tells a local story, unfolding through a variety of media: tiles, murals, sculpture, children's artwork...

On a plaque, a number to punch into your SmartPhone; an accompanying audio track downloads and plays, deepening the experience.

At the end of this Story Walk, another teller performs for a group of "Youth Radio" kids digitally recording the audio for a youth-driven radio program.

A Destination Story

Lunchtime: your SmartPhone's City TourGuide recommends a restaurant a few blocks away.

You stroll along through downtown. Storefronts undergo renovation in a vibrant, blended living and commercial community. Beautiful metal signs in salmon motif display stories about heritage buildings.

You pass Spirit Square, where picnickers enjoy live entertainment.

Down a side street, a glimpse into another era. A feature film shooting in a 1950's-themed city block-- an international co-production. The stereoscopic equipment and crew? All local.

The restaurant has a Thai garden feel. A take-away card tells the story of the owner --about his childhood in Thailand, how he learned to cook from his grandmother... You order a tasty meal and buy a copy of the family specialty cookbook too.

A Destination Story

A ferry to Quadra Island. Also on board, a graduate student on her way to a Wei Wai Kai Elder for a storytelling class.

The Nuyumbalees Cultural Centre-- a poignant and powerful exhibit of First Nations treasures returned to their traditional families.

Next up, a Zodiak water tour. The scenery is spectacular, the water shining.

Your tour guide, a seasoned First Nations seine boat captain, tells tale after tale.

Movement on the water-- a pod of dolphins play.

A Destination Story

Back at the dock, kayakers leave on a storied tour of the estuary and rivermouth; the guide describes the history of Campbell River and the world famous Tyee Club.

You walk along the waterfront, past workers hoisting wooden beams-- a building under construction. Inside a small shed, a scale model exposes the different clean energy systems-- a demonstration site for green technology and sustainable local resources.

Outside, North Island College students film a documentary on the construction…

Coffee break. At a cafe, an exhibit of coastal landscapes by a recent artist-in-residence. A 3-piece jazz band plays in the corner.

You wait at the counter. There's a brochure: The Annual Search for Story. It's a call for entries form the community. Winning stories developed into short films, tv series, games, and other products.

The young barista serves you a cappuccino. It's her last day-- she's completed her Certificate in Animation and will be starting an internship at a local game company.

A Destination Story

The temporary home of the Campbell River Creative Industries Council is buzzing: a children's theatre workshop, a sculpting class with a master artist, a computer lab full of teenagers.

Down the hallway, discussions fill the conference room: plans, sketches, photos, and maps cover the table. A model of the new Centre for Transformation building.

Finally, at the main Creative Industry Council office, two executives settle into the business incubator. Why Campbell River, you ask. Because, they reply, it's not LA. It's not New York. Because it's a richly storied place of inspiration, with textured cultures in an environment supporting creativity and innovation.

Because, they say, it's Campbell River.

Destination: A Storied City

The Creative Industries Initiative

Definition: "Storied"

So what does 'storied' mean? We all have some intuitive, contextual understanding, but looking it up in the dictionary yields two definitions:

1. Recorded or celebrated in history or story, i.e. "The storied cities of ancient Greece."

2. Ornamented with designs representing historical, legendary, or similar narrative subjects.

CREATIVE INDUSTRIES INITIATIVE METAPHOR

Charting a path…
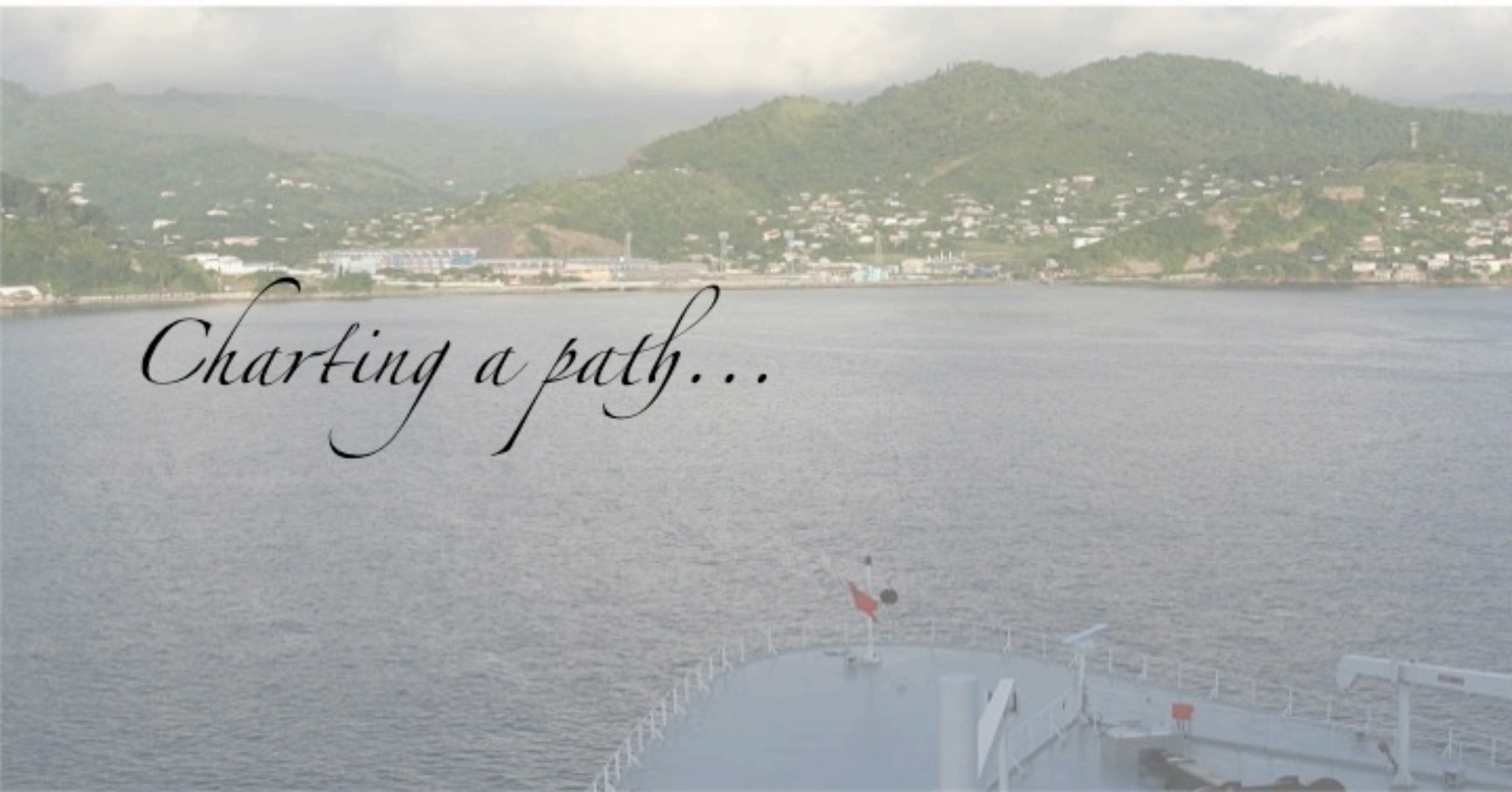
Charting a Path

If this is a future we want to reach, we need to plan how we're going to navigate there.

Many people in this community have expressed a desire for growth toward this kind of destination.

Many people in this community are already engaged in a variety of related efforts to help get us there.

What has been missing so far is a consolidated hub of strategy and communication, one connected to an engine and a rudder to drive us toward the future.

Creative Industries Initiative Metaphor

What if we imagine a ship to help us ride this sea change, this current of opportunity...

In addition to requiring a solid framework, a hull, decking, and all its complex internal components, a ship needs a steering mechanism-- a ship's wheel-- and a place to put it.

In short, we need a helm and a wheelhouse.

CREATIVE INDUSTRIES INITIATIVE METAPHOR

This community has a number of powerful and innovative initiatives underway, but they are largely separate.

If they can be linked, if they can be connected to a central pivot point that maximizes their potential and leverages their strength, we can steer this ship and power its journey.

CREATIVE INDUSTRIES INITIATIVE METAPHOR
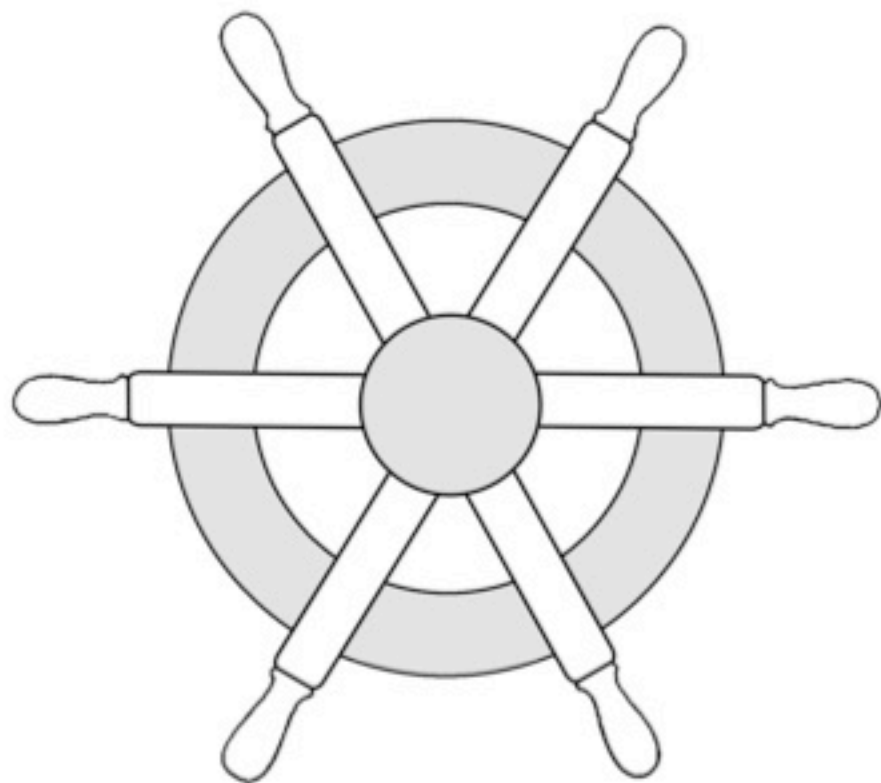
Creative Industries Initiative Metaphor

If we consider pulling all of the various relevant community drivers under one roof and into one centre point, we would have a ship's wheel that can be turned by many hands.

Each contributing sector of the community becomes a spoke on the wheel, and the centre point becomes a hub of communication and strategic organization; the pivot point allowing the whole mechanism to turn. The outer ring connects all the individual spokes and stabilizes the whole.

So we created an organization to act as this hub: the Campbell River Creative Industries Council (CRCIC).

Campbell River Creative Industries Council

We created an organization to act as this hub:

The Campbell River Creative Industries Council (CRCIC)

A community organization with:

- Strong vision & leadership
- Strategic planning
- Community relationships
- A collaboractive spirit
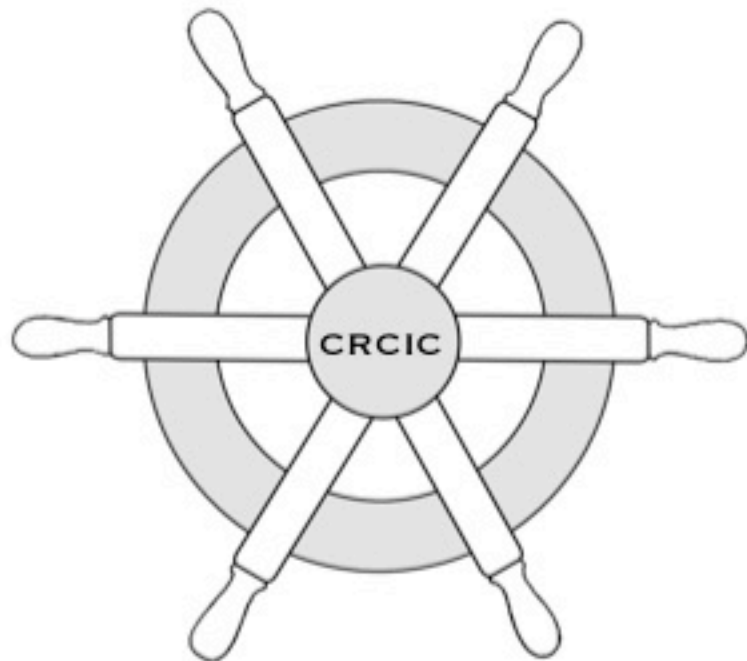
Campbell River Creative Industries Council

The CRCIC is a non-profit community resource for coordinating efforts surrounding growth and change in the creative industries–

enabling and supporting creativity clusters, small business incubation, and regional development.
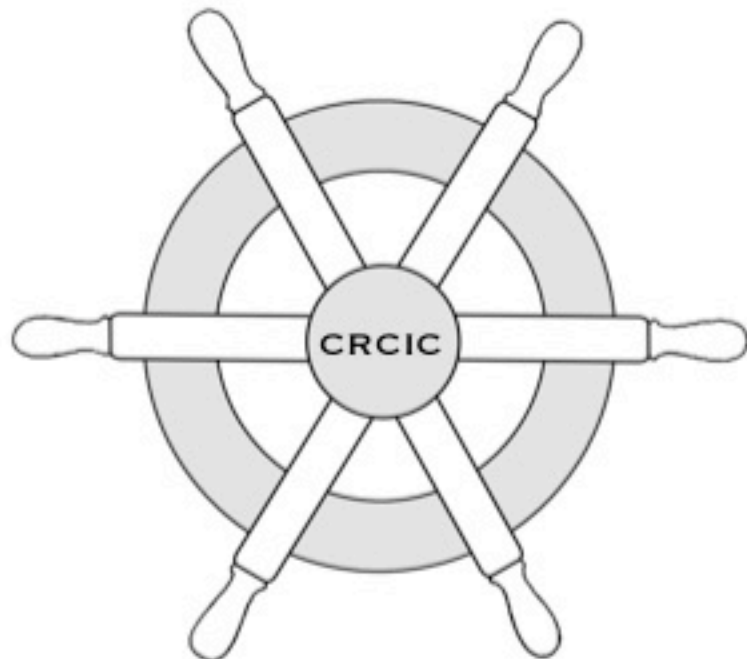
Campbell River Creative Industries Council

The CRCIC has several additional key responsibilities:

- Further integrating and raising the visibility of Aboriginal culture and language through a relationship with the Laich-Kwil-Tach and other First Nations.

- Actively encouraging the residents and businesses of Campbell River to help the city become a destination and leader for Creative Industry.

- Overseeing an integrated marketing plan for all framework components.

Campbell River Creative Industries Council (CRCIC)

Now we'll lay out the initial elements of the Creative Industries Initiative to clarify how they will work together to form a framework of opportunity to set us on this journey.

Spokes of the Wheel

CRCIC
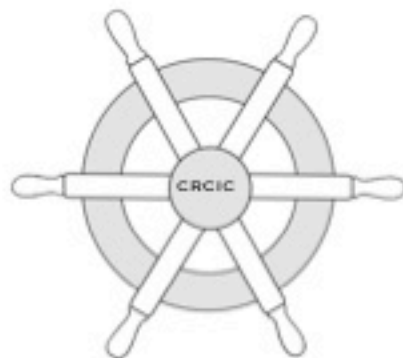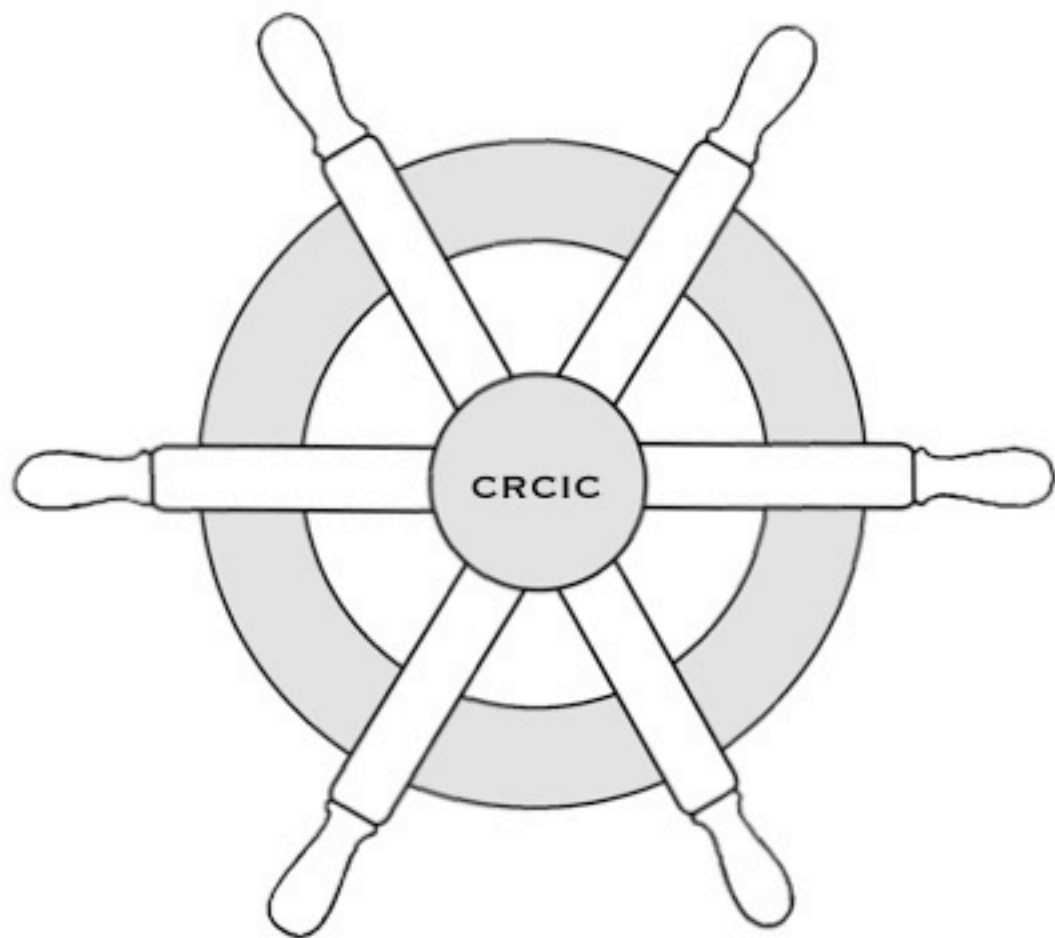
SPOKES OF THE WHEEL
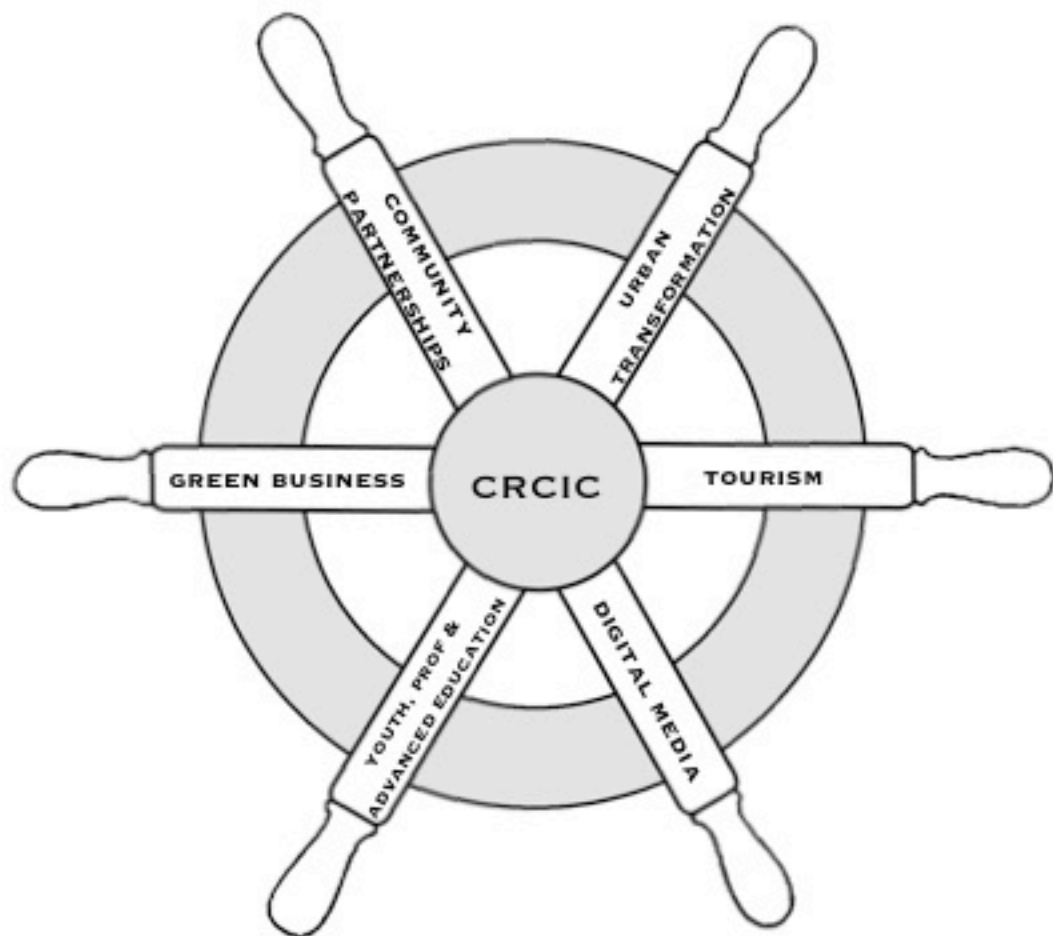
Urban Transformation
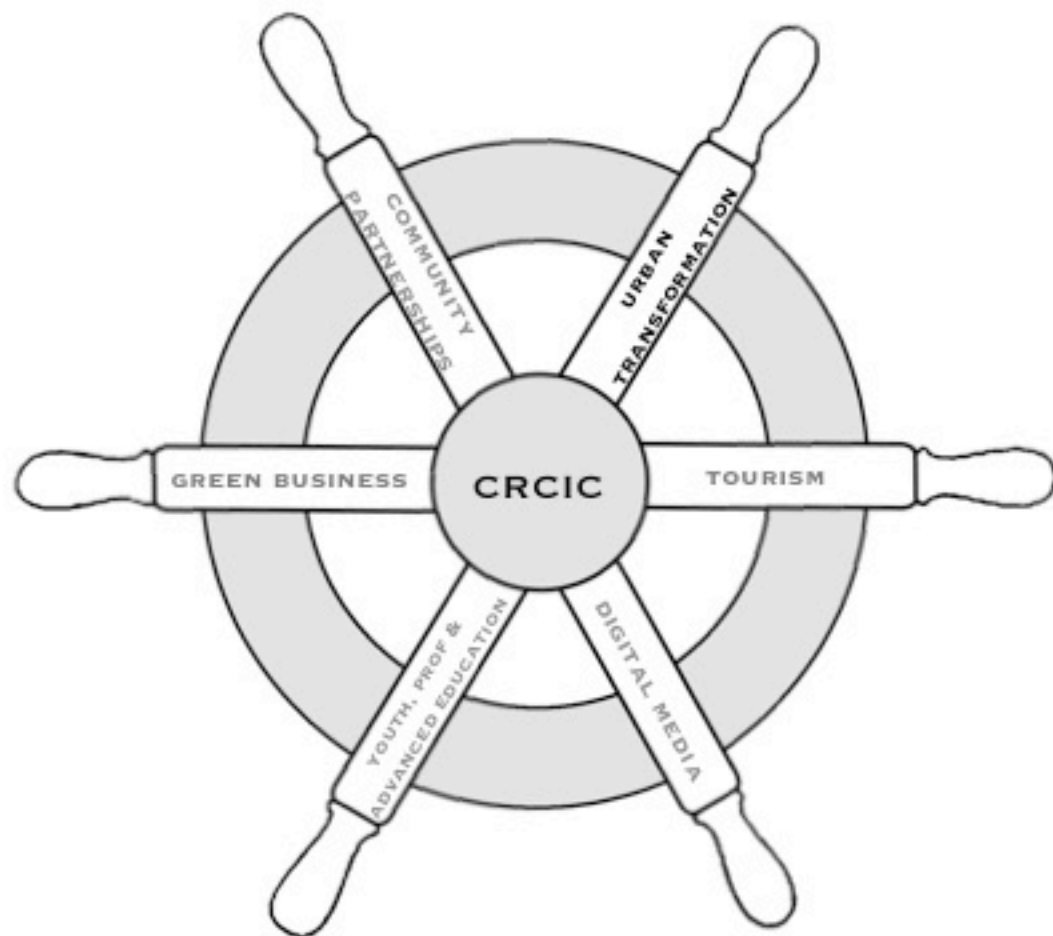
Urban Transformation

If Campbell River were to reinvent itself as a place of transformation, how might we show that transformation on its skin?

How can Campbell River use its strengths and potential to drive stronger community, greater participation, and enhanced tourism while revitalizing itself physically?
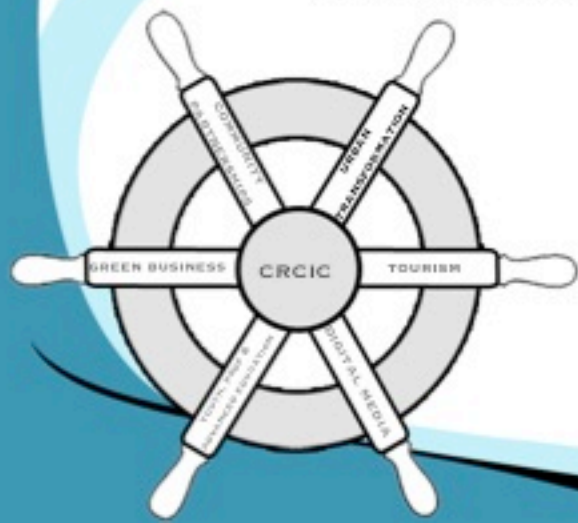
Here is an overview of some of the things we're considering...

Urban Transformation

The CRCIC will need a physical home-- the **Campbell River Centre of Transformation** (CRCT). This will be a central housing area for:

- Business incubation
- Conferences
- Classrooms
- Workshops
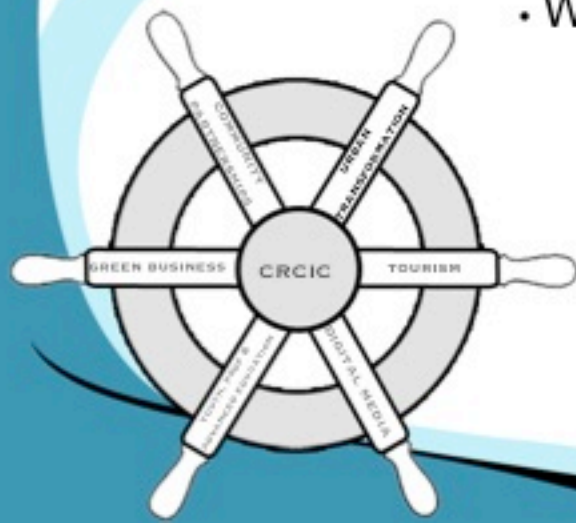
Urban Transformation

This building is an opportunity to express both the creative spirit of this community and to demonstrate its ability to innovate.

It can also be a strong symbol of the cooperation between the City and the local First Nations, which is one of this region's greatest strengths.
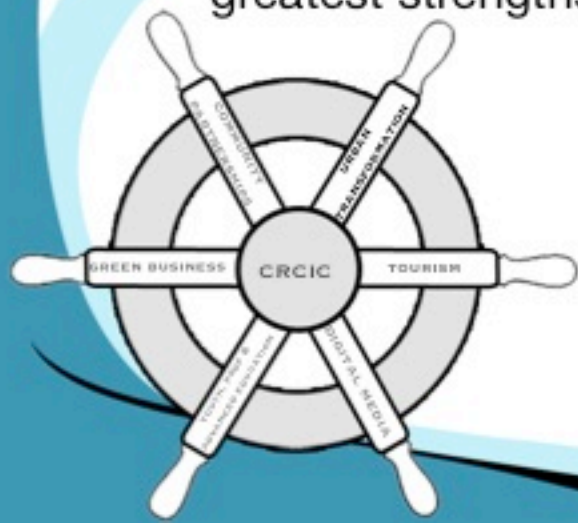
Urban Transformation

As an interim measure, we are seeking temporary space in a building that can provide a symbol of change and progress to the community.

What if this were an inspiring starter home for the initiative?
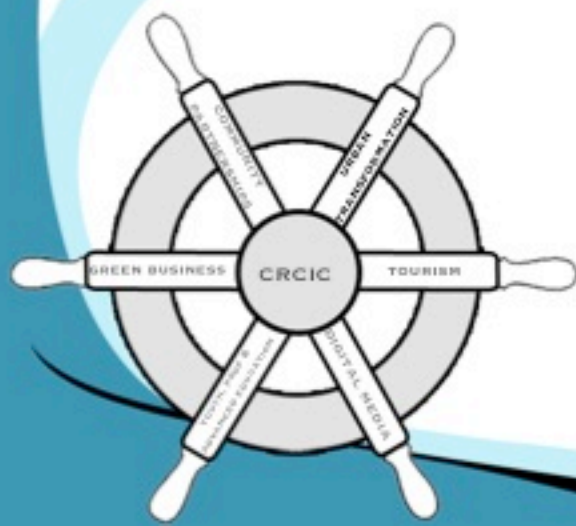
Urban Transformation

Imagine **Story Walks** as physical paths through parts of downtown that describe a narrative through art, text, and digital content.

We envision 5-7 of these walks weaving through the downtown core.
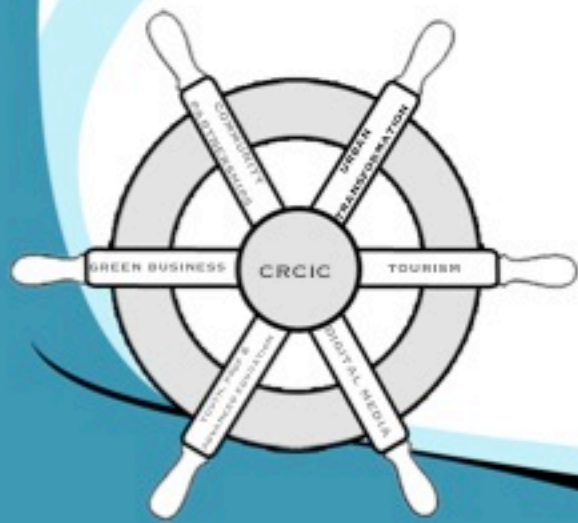
Urban Transformation

Each Story Walk has a theme and tells a story through children's artwork, plaques, murals, tiles, and professional art installations.
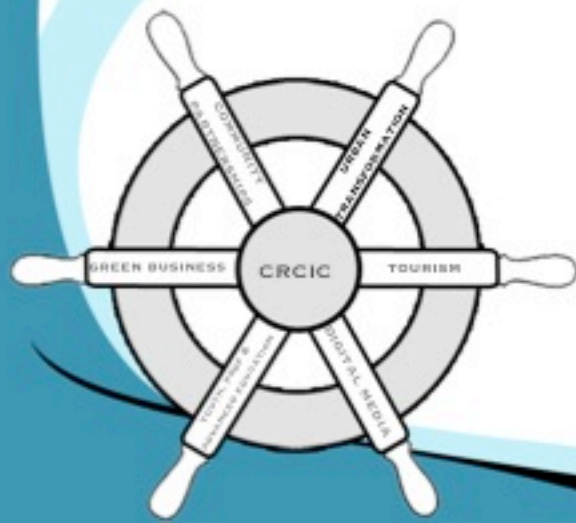
If executed well, these interlocked Story Walks could become a tourism magnet and a community heart-point.
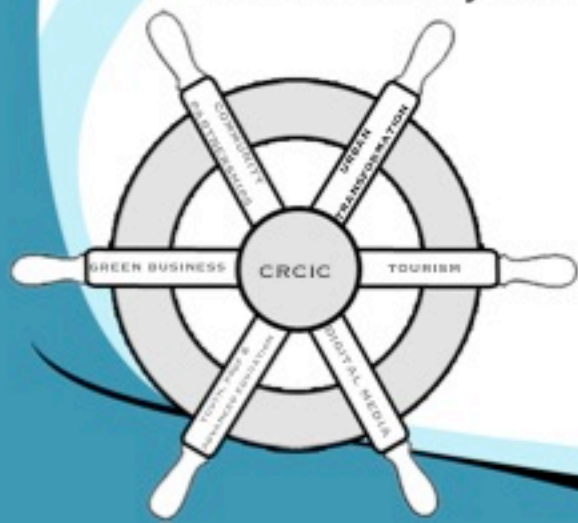
Urban Transformation

Storied Airpot renovation:

- Welcome visitors
- Large-scale sculptures
- Murals
- Enhance terminal businesses

Urban Transformation

Many people first see and experience
Campbell River through its airport and
the surrounding grounds.

This area is an opportunity to visibly
brand and identify Campbell River as a
storied city– create a **Storied Airport**.
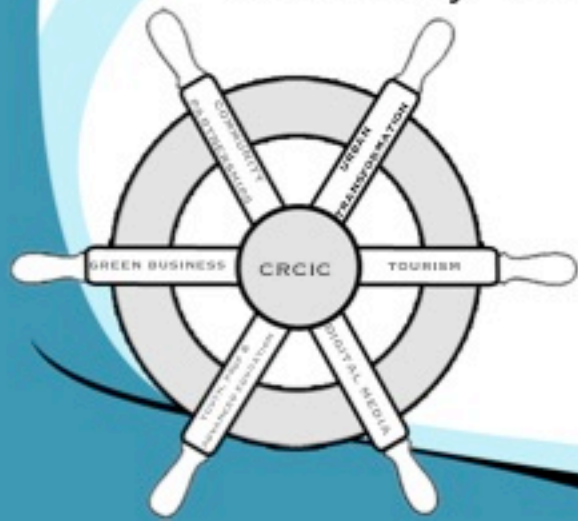
Urban Transformation

Large-scale art installations, movable sculptures, painted mural boards, and banners could all be used to transform the airport area, welcome visitors, and enhance terminal businesses.
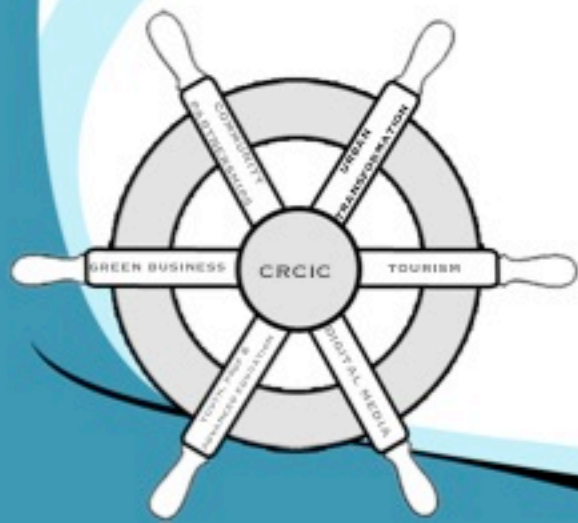
Urban Transformation

We envision the airport interior hosting an Art Gallery Café, exhibiting works from local artists and museums.

Additionally, the terminal could host a Story Store selling videos, books, media products, and themed merchandise.
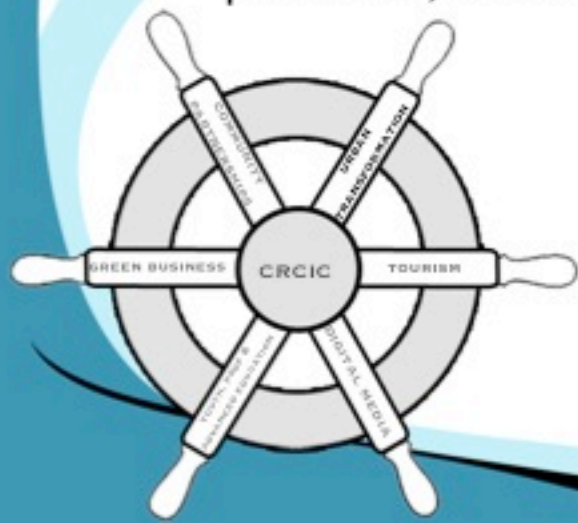
Urban Transformation

Busking—street performers playing for whatever tips fall their way-- can be a tremendously vibrant and rich addition to a community.

Look to Granville Island in Vancouver as an example... buskers operate according to certain guidelines and within designated areas, creating a wonderful live performance tapestry for visitors.

Urban Transformation

A **Buskers Association** regulates this activity, as buskers register and obtain a license to be allowed to perform in specific areas such as Discovery Pier or Spirit Square, helping larger parts of the downtown core become more attractive to tourists and residents.
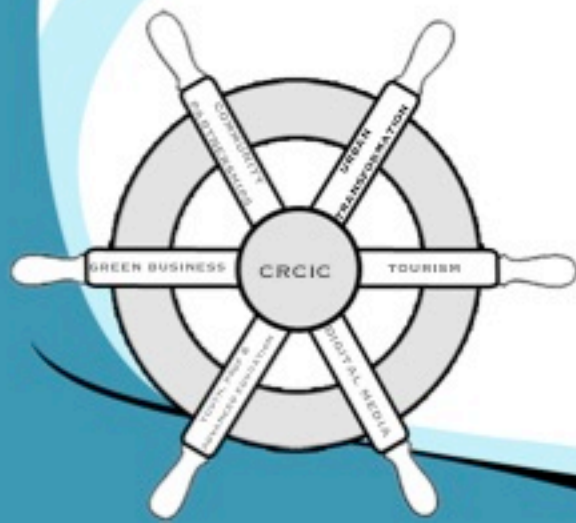
Urban Transformation

Once the Story Walks are built, Campbell River could host monthly **Story Walk Events** to attract visitors, similar to other communities' open gallery walks.
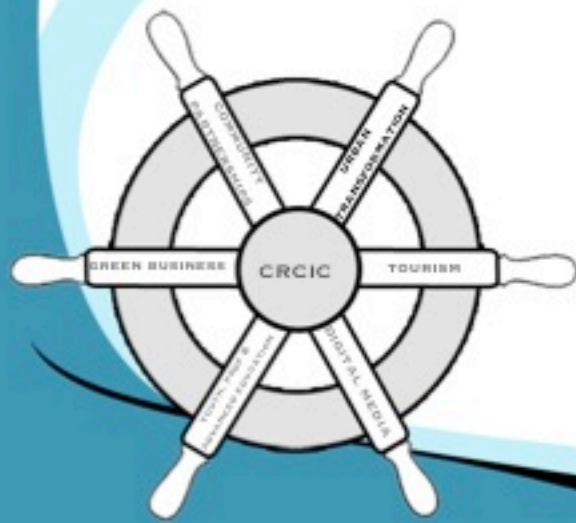
Imagine live storytellers and musicians along the routes as well as appropriate businesses staying open late or offering specials to entice customers.

Urban Transformation Initial Components

Together, these form the initial urban transformation components. We anticipate there are many other existing initiatives that will also tie in with these efforts.

- Centre of Transformation Building
- Story Walks
- Storied Airport
- Buskers Association
- Story Walk Events

Tourism
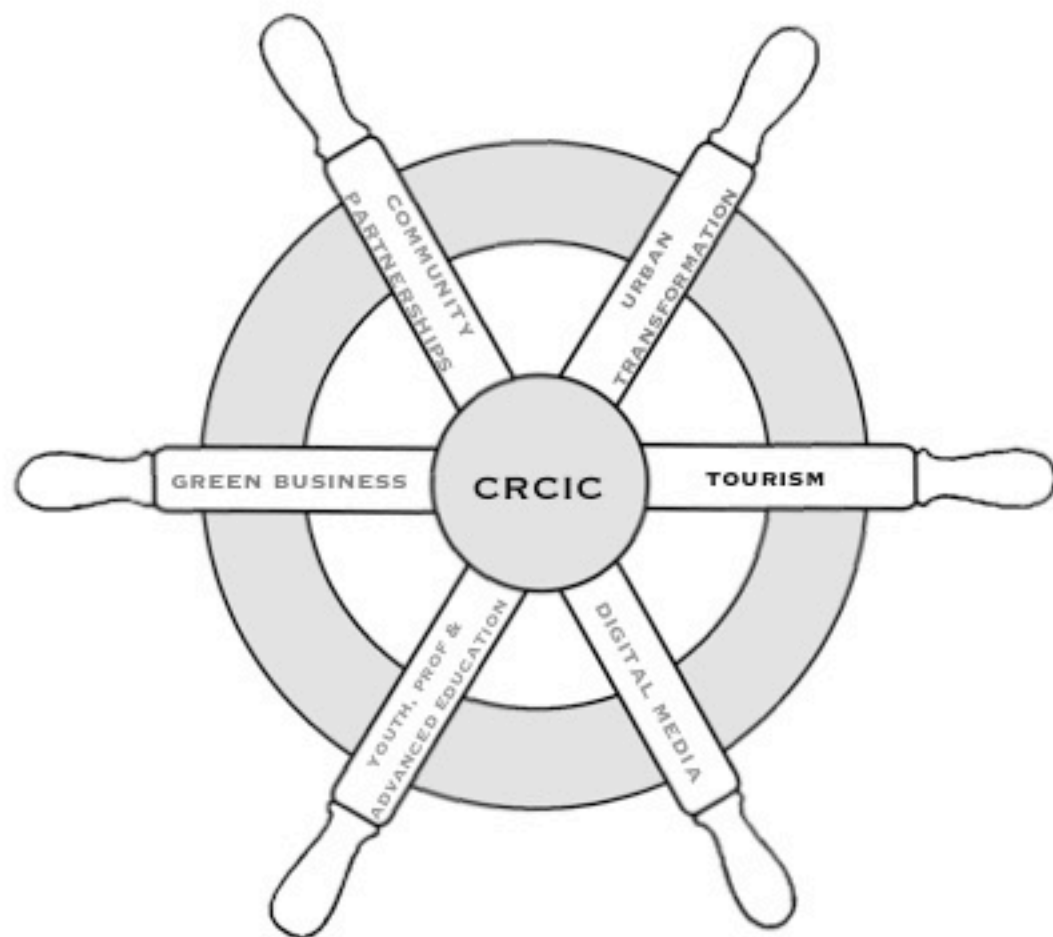
Tourism

Clearly, Campbell River has a strong draw for tourists already. However, we see opportunity for many kinds of tourism, both the existing attractors and new ones to expand our tourist base and our reach:

- Adventure Tourism
- Eco-Tourism
- Cultural Tourism
- Sport Tourism
- Film-Related Tourism
- Enrichment Tourism
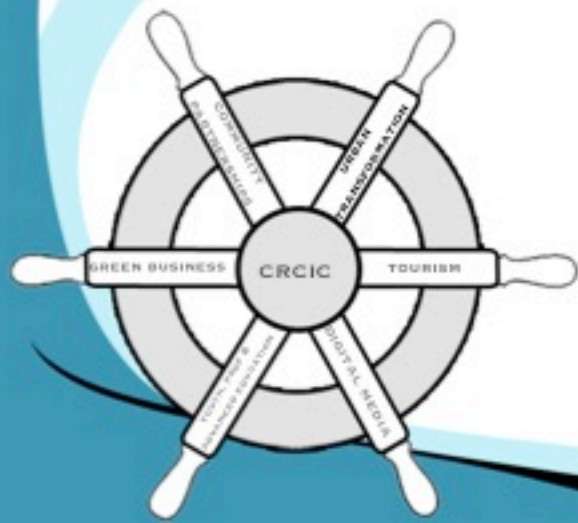
Tourism

So, if Campbell River were to reinvent itself as a place of transformation, how might we approach tourism from that perspective?

What if Campbell River made a concerted effort to become a centre for transformative experiences, where people come to reinvent themselves, to be reborn?
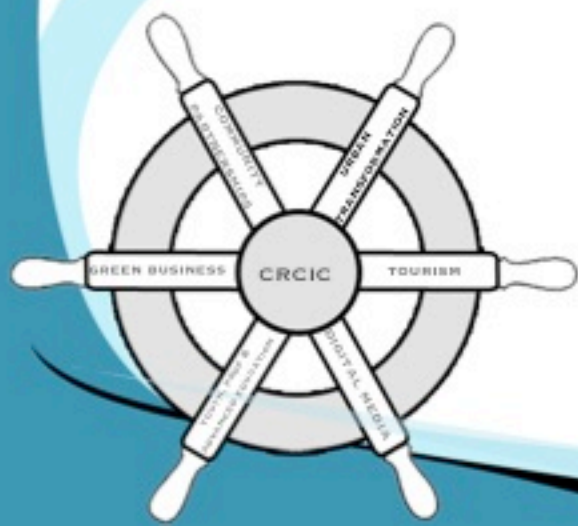
Tourism Attractors

Because of Campbell River's proximity to Vancouver, but removal from the big city, it is a logical and highly attractive place to come to for these kind of short-term transformative experiences.

Many of the things that make Campbell River slightly difficult to directly attract new media business become hugely appealing in this context:

- Removed from the big city
- Close enough to be convenient
- Beautiful setting
- Access to nature
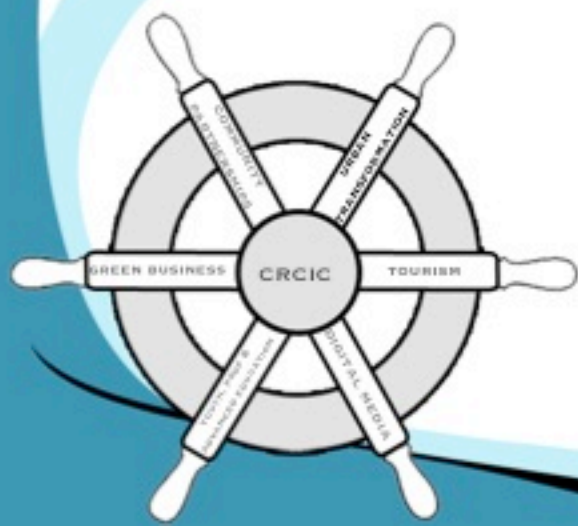
Here are some of the relevant Tourism components that we've identified...

TOURISM

We will solicit, market, facilitate, and host **workshops, master classes, and retreats** in order to:

- Expand tourist draw
- Promote Campbell River
- Create mentor relationships
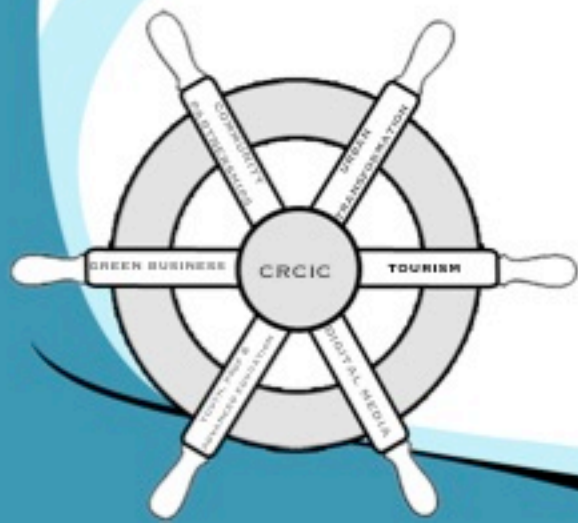
Tourism

Possible offerings include the traditional and digital media arts as well as media production and post-production, leadership, collaboration, team-building, and storytelling.

Through contacts both locally and elsewhere in the Creative Industries, we are poised to invite and host artists and instructors of world-class caliber.
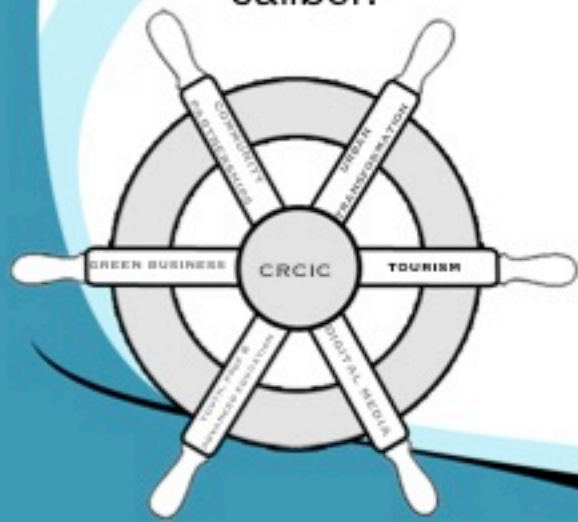
Tourism

While these workshops and master classes would be facilitated and hosted by various groups within the community, the role of Tourism is to maintain a master schedule of these kind of events so that we can maximize marketing and outreach.
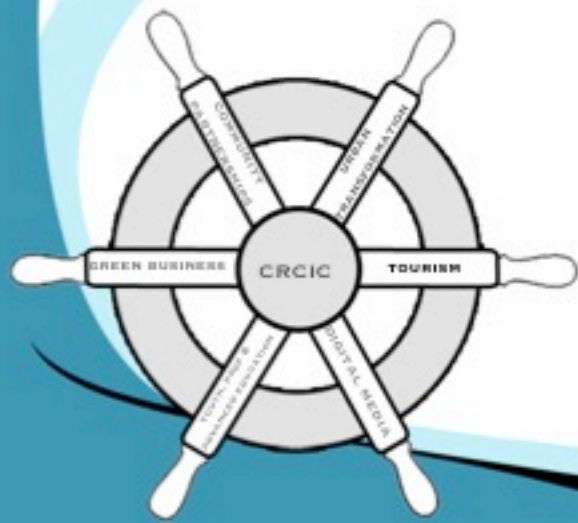
Tourism

Artists-in-Residence considerably enrich a local area by:

- Building connections
- Providing cultural richness
- Creating mentor relationships
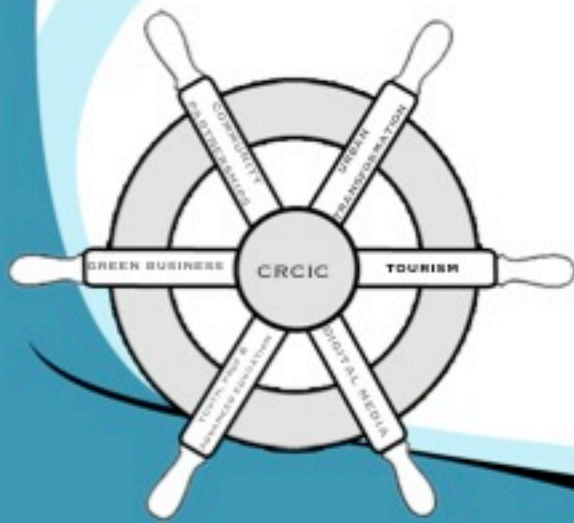
Tourism

As part of their residence package, we could require artists to offer classes, workshops, and /or mentorship in addition presenting the work they produce to the community.

We would also like to build on-going relationships with local students through a distance-mentorship program (covered later).
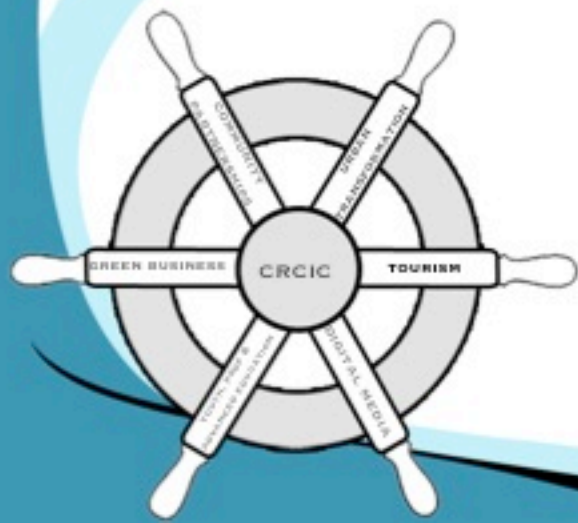
Tourism

Community Festivals bring people together and attract tourists while also:

- Consolidating marketing
- Broadening reach
- Expanding content
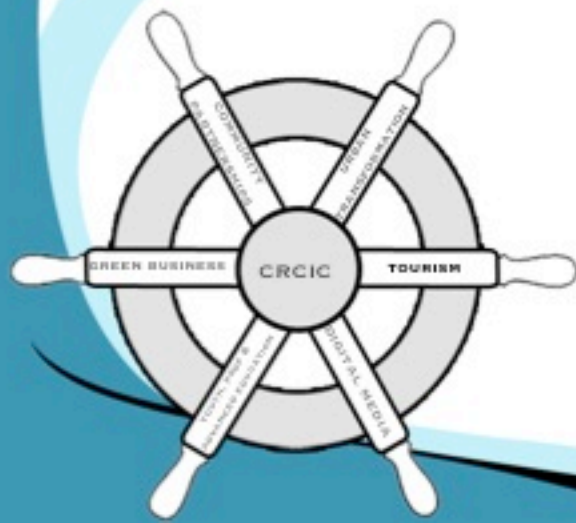
Tourism

In addition to unifying and supporting existing festivals, we imagine an annual event, that celebrates narrative across various forms: dance, music, art, film, and live storytelling.

This festival could also include a screening of short films, particularly those created by the animation programs in the schools and North Island College.
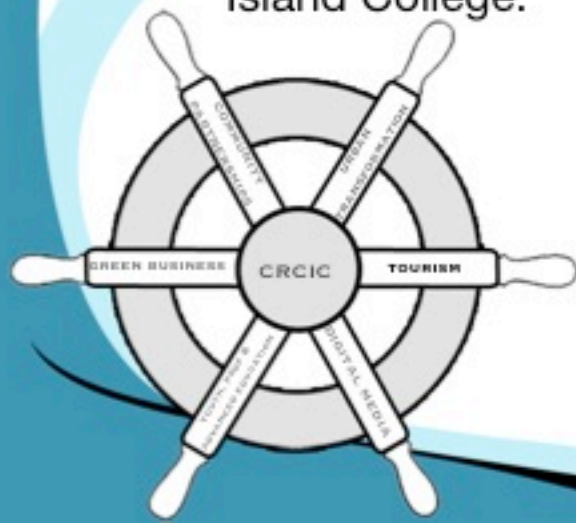
There are substantial possibilities for a celebration of Aboriginal culture and language within this context.

Tourism
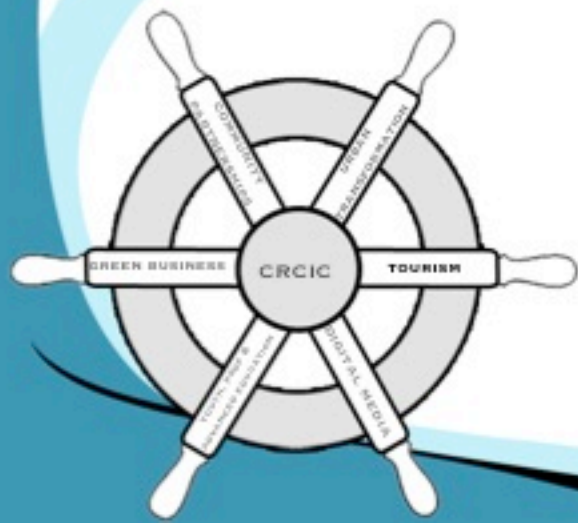
As the city changes its face, businesses have an opportunity to participate. Every business has a story, and customers who get to know that story tend to connect more deeply, return more often, and spend more freely.
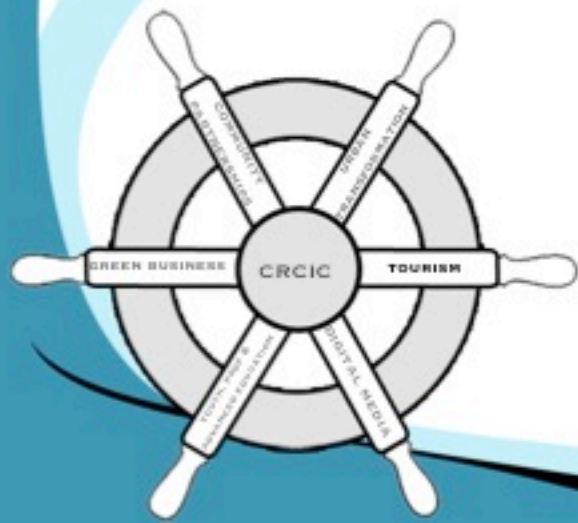
Tourism

Creating **Business Stories:**

- Connects customers
- Inspires loyalty
- Generates repeat business
- Take-away "Coast Cards"

Tourism

A Business Stories program will offer workshops for mining, shaping, and refining the story at the core of a business. This program should have a significant ripple effect.

As businesses develop their stories, they not only help unify the city and enhance customer experience, they also strengthen their own marketing and PR, improving their business overall.
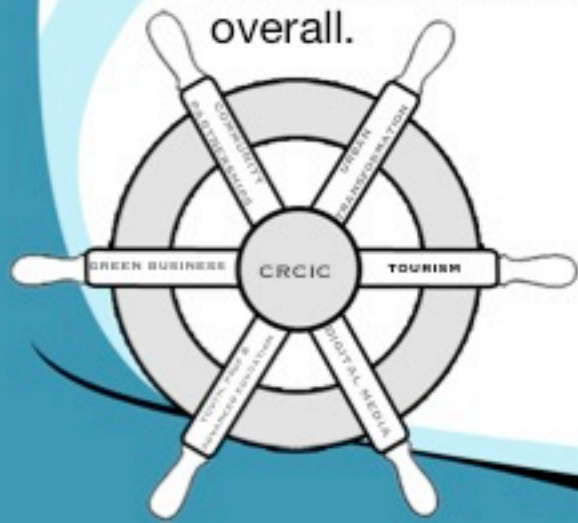
Tourism

As part of an integrated marketing plan, there will be an **interactive Storied City map** of Campbell River. This map will mark out the Story Walks along with digital content tagged to particular stops along each walk.

Storied businesses may also be marked on the map with roll-over hot-spots for relevant stories.
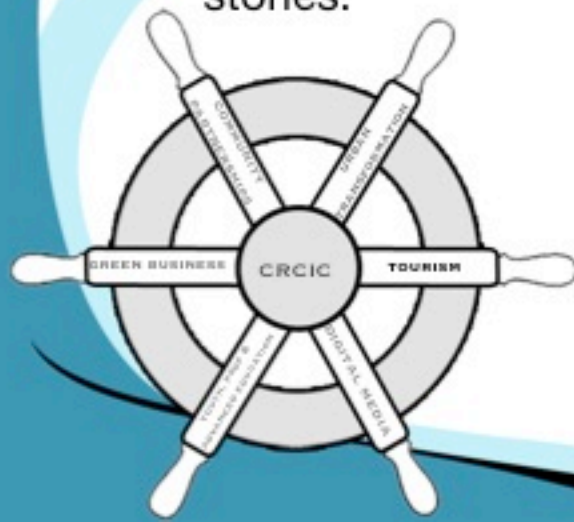
Tourist attractions and activities can be highlighted and the entire map linked into other local organizations. All this information will also be GPS tagged and downloadable contextually into a smart phone for people on the go.
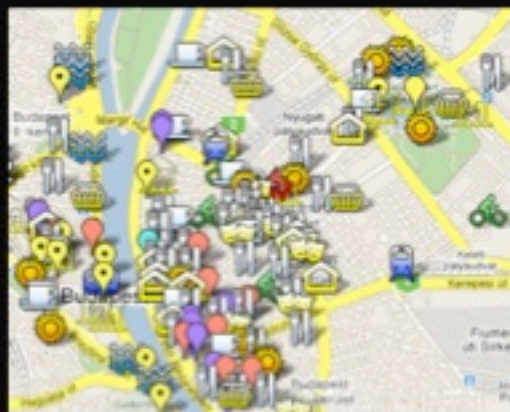
Tourism

Tourist attractions and activities can be highlighted and the entire map linked into other local organizations.

All this information will also be GPS tagged and downloadable contextually into a smart phone for people on the go.
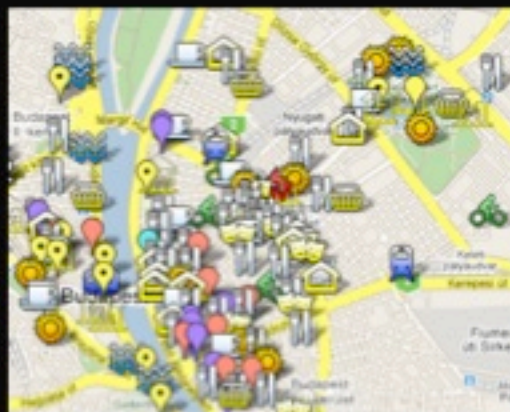
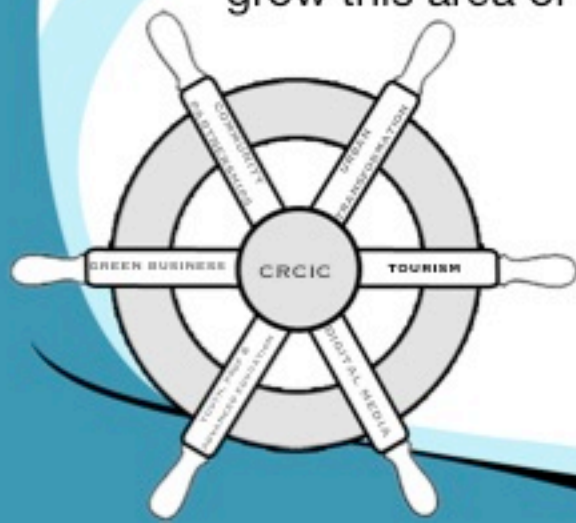# Tourism

As we develop a **Storied City Site**, we**:**

- Enhance Campbell River on-line
- Enrich tourist experience
- Enable customizable content
- Allow for downloadable stories & info
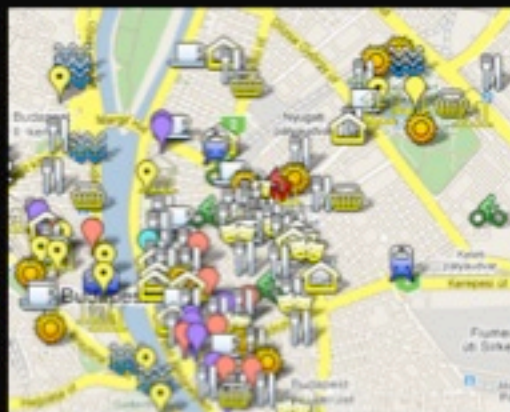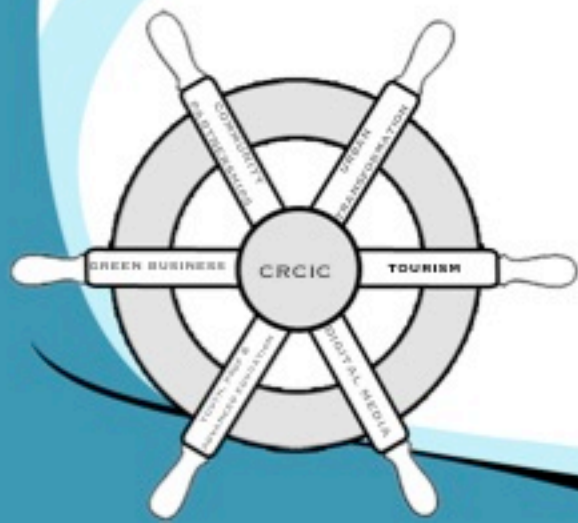
Tourism

The Campbell River community is already invested in the value of cultural tourism. A group of local representatives has undertaken a series or workshops on the subject and made recommendations known as the **Cultural Tourism Initiative**.

We would like to link to their efforts and help grow this area of tourism.

Tourism Initial Components

- Workshops, Master Classes, Retreats
- Artists-in-Residence Program
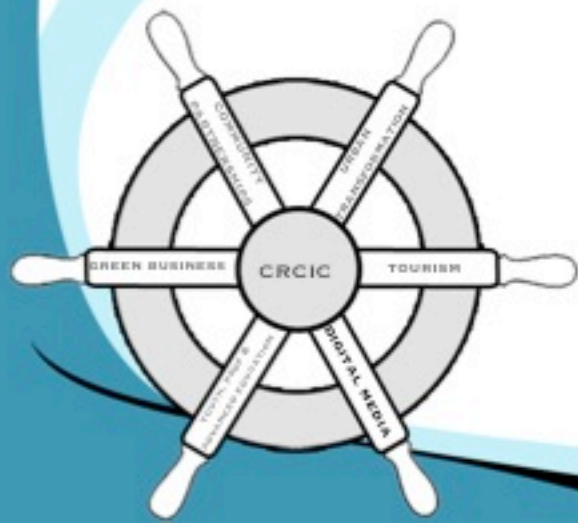- Community Festivals
- Business Stories
- Storied City Site
- Cultural Tourism Initiative
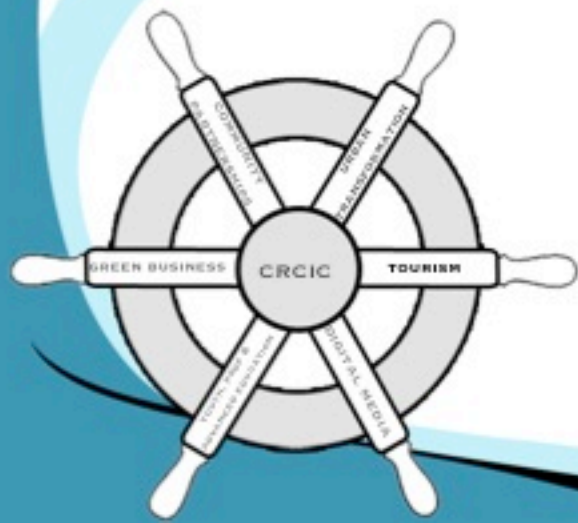
Digital Media Development & Production
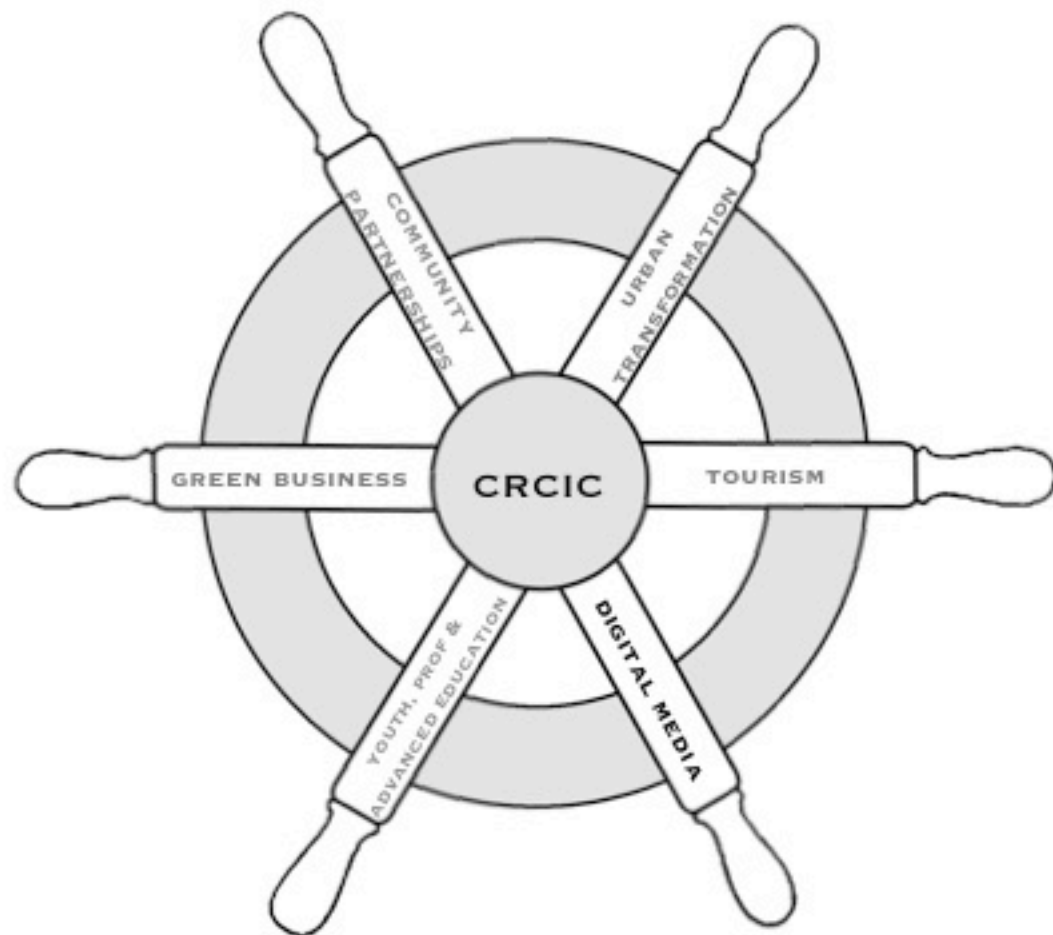
Digital Media Dev & Production

How can we take advantage of digital new media trends & markets to transform Campbell River into a vibrant, attractive centre for digital media development & production?

Here are some initial components…

Digital Media Dev & Production

In addition to offering workshops and/or classes in animation, game design, filming, etc., this group will specifically work with local institutions to support and enable **professional training and mentorship** opportunities in digital media:

- Technical & aesthetic training
- On-going mentoring
- Job shadowing
- Internships
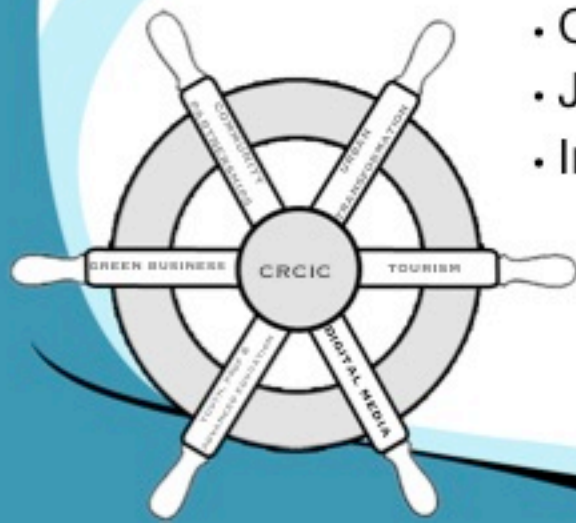
Digital Media Dev & Production

For example, we could create a pilot program with Vancouver Digital Media professionals.

Using this particular program as a pilot, we imagine folding mentorship in as an on-going opportunity for instructors of other kinds of workshops and master classes.
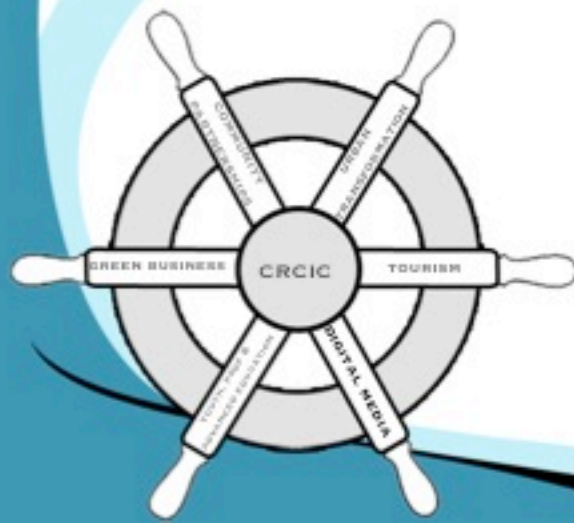
We would build a distance-mentoring structure that makes it easy for visiting experts to create and sustain an on-going relationship with students in Campbell River.

Digital Media Dev & Production

Another youth opportunity comes through **Youth Radio**, a non-profit organization dedicated to promoting young people's intellectual, creative, and professional growth through training and access to media.
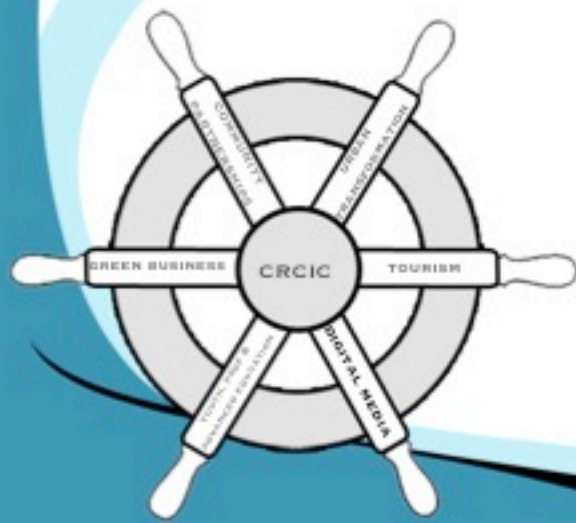
These developmental opportunities are essential for successful transition to adulthood, employment opportunities and effective citizenship.
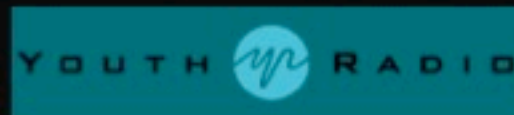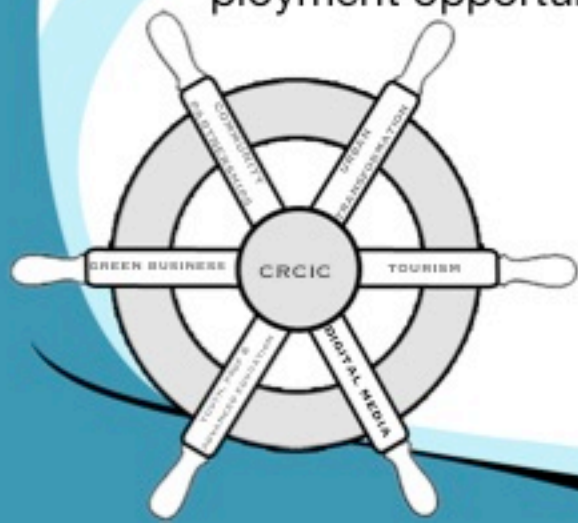
YOUTH RADIO

DIGITAL MEDIA DEV & PRODUCTION

Youth Radio provides youth (14-24):

- Media literacy, journalism, technology and production

- Professional expectations

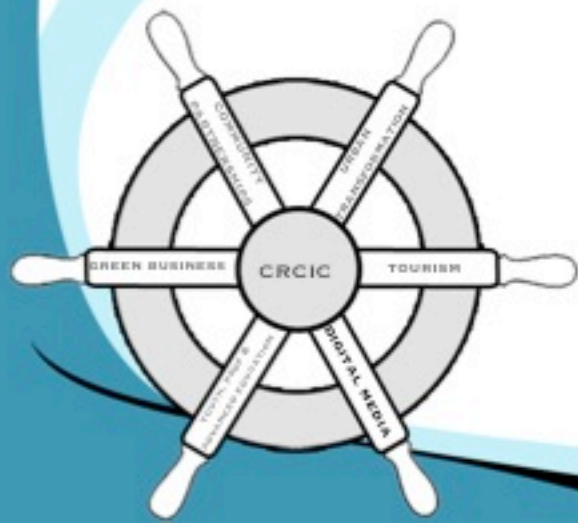- Educational & career opportunities

We'd like to engage with Youth Radio to create a digital recording and transmission opportunity for youth in the Campbell River region.

Digital Media Dev & Production

We plan to develop and produce a high-quality animated pilot piece based on a local story and using local talent.

This **accelerator project** will be shepherded and mentored by industry professionals to ensure quality and success. Participants gain valuable education and experience.
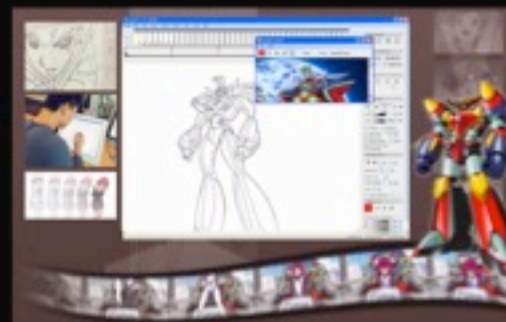
Digital Media Dev & Production

The piece will be entered into festivals and be shown in other venues to provide marketing and visibility for Campbell River's digital media presence.
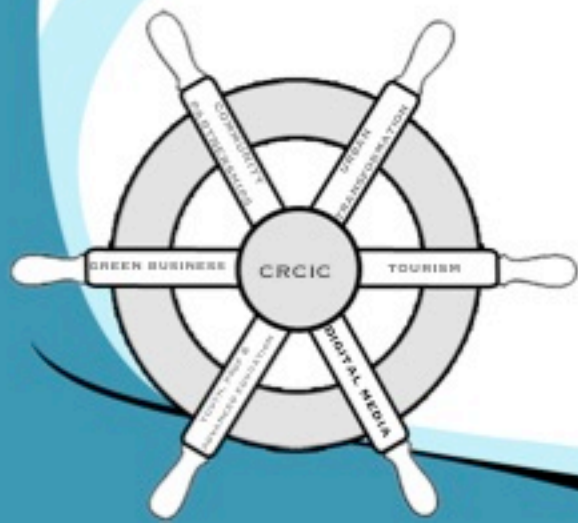
The technical and production infrastructure built to make this piece could become the foundation of a Digital Media Production Group.
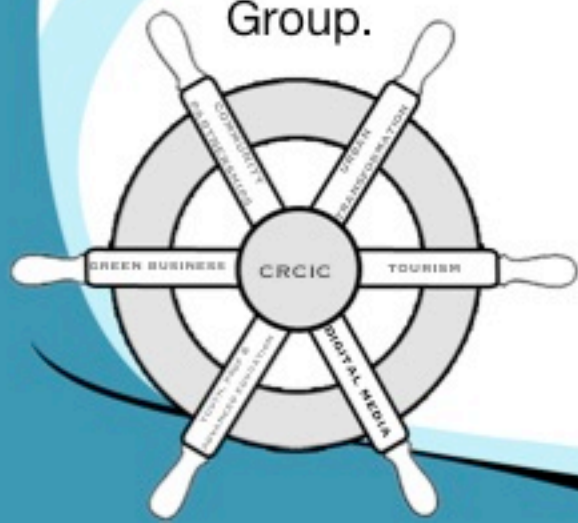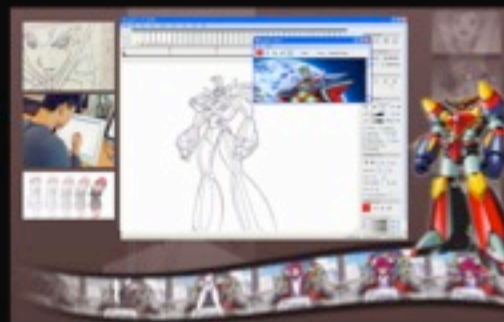
Digital Media Dev & Production

The **Accelerator Project** will be:

- High-quality short animated piece
- Based on local story
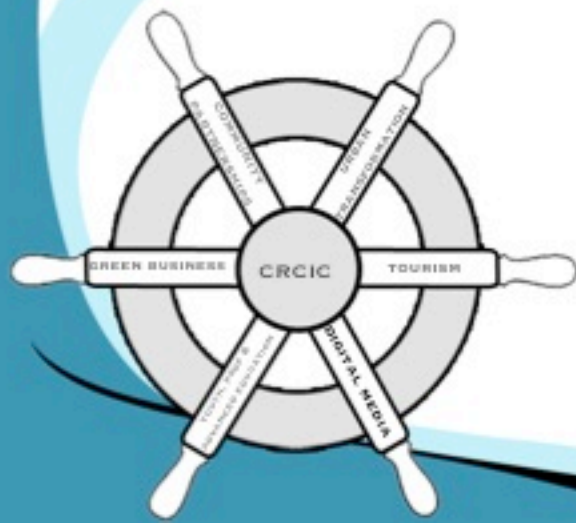- Produced with local talent
- Build production infrastructure

We are exploring an on-going short film program that continues to further these goals.

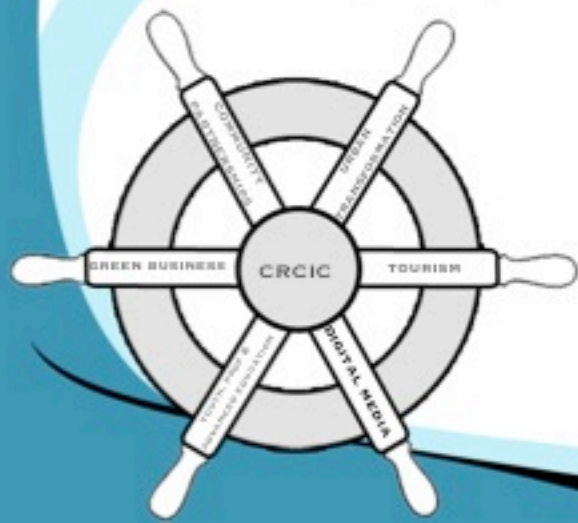# Digital Media Dev & Production

Run the **Search for Story**:

- Content-generator project
- Help locals shape & pitch stories
- Winners enter development
- Feeds games, shorts, tv, film

Digital Media Dev & Production

The **Search for Story** is a content-generator project intended to solicit, refine, and select stories for development into various Digital Media projects.
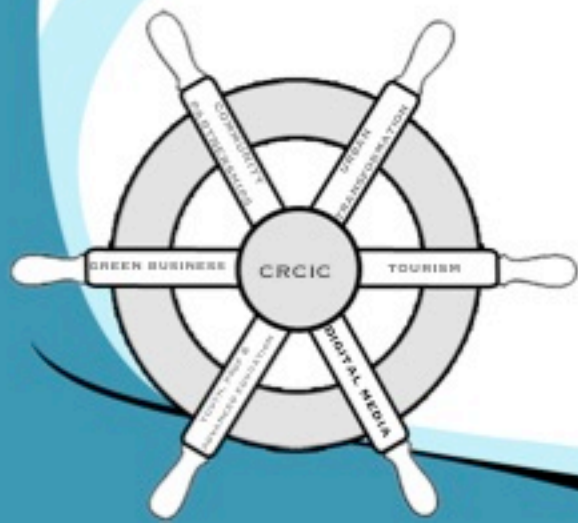
This program will help locals shape & pitch stories– winners enter a development cycle that feeds games, shorts, television, and film.

DIGITAL MEDIA DEV & PRODUCTION

The Search for Story will be open to everyone in the community and is intended as an on-going yearly event.

We are working with local First Nations leadership to handle requests for permission to use indigenous stories, art, artifacts, and/or music.

Digital Media Dev & Production

Throughout this proposal, there are opportunities to raise awareness of First Nations culture and language through the use of their art and stories. As we all know, this is a culture rich in both and part of what makes Campbell River so unique.

It is essential that any such use be considered and granted through a respected council along with negotiation of rights and residuals, as appropriate.
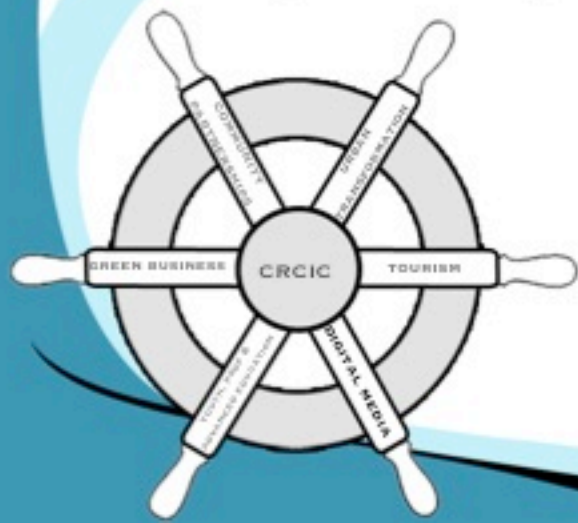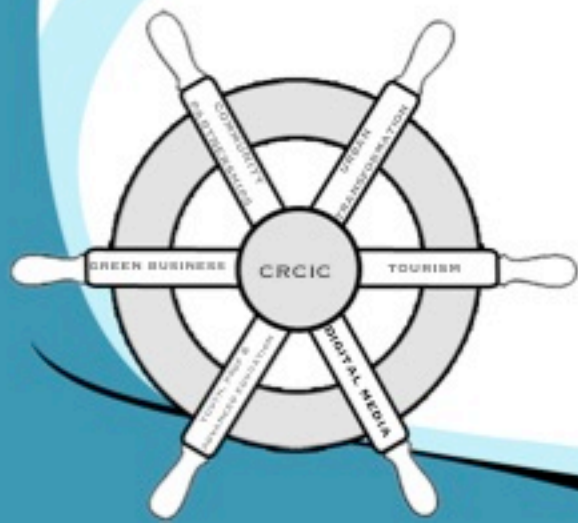
Digital Media Dev & Production

A **Digital Media Production Group** could grow out of the Accelerator Project, as many of the necessary pieces of infrastructure and organization will be seeded by the making of that piece.

They would develop the winning entries from each year's Search for Story into shorts, games, iPad /iPhone apps, audio products, e-books, social media sites, etc.
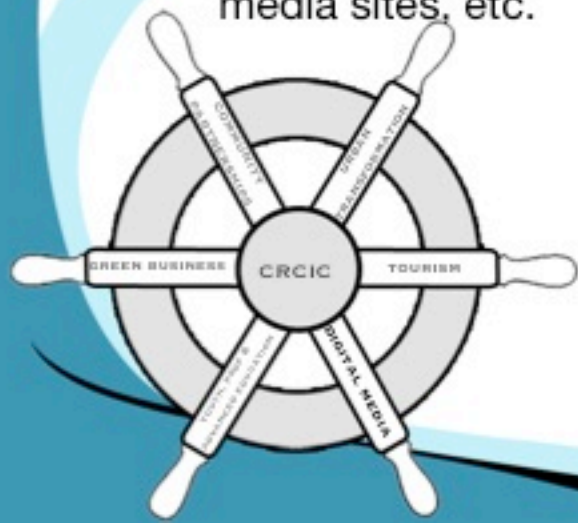
Digital Media Dev & Production

We also see this umbrella organization as providing on-going opportunities for mentorship, internships, and job shadowing as well as employment opportunities for local talent.

Combined with and supported by the CRCIC, the Digital Media Production Group will also create opportunities for experienced talent to spin off their own companies using the creativity cluster/business incubator as a launching pad.

Digital Media Dev & Production
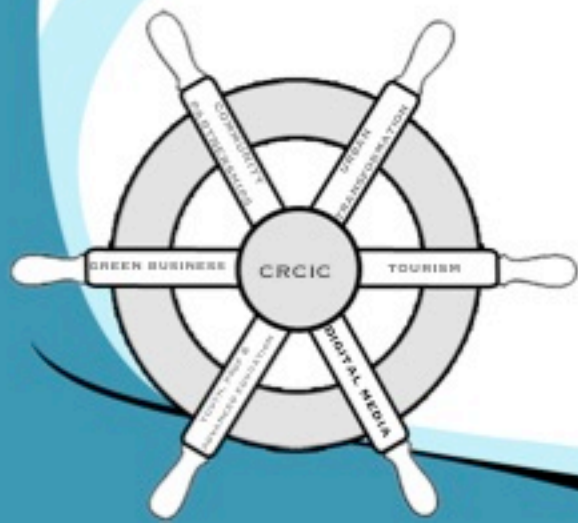
Build **Stereoscopic (S3D) Production:**

- For-profit production house
- Provide equipment & training
- Take advantage of market window
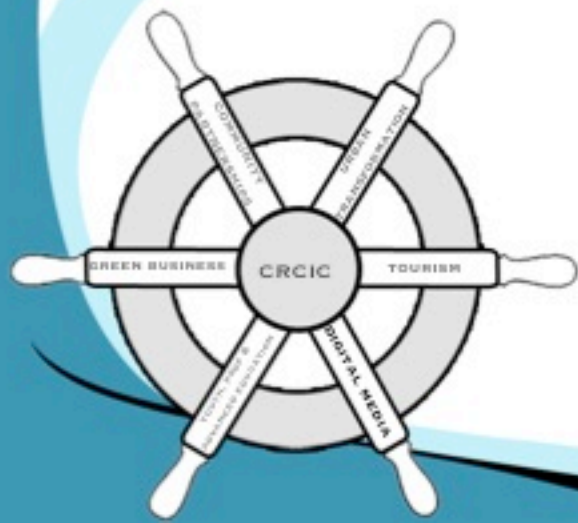
DIGITAL MEDIA DEV & PRODUCTION

Stereoscopic (S3D) production is a growing industry with few groups trained or capable of producing content.

The demand for S3D content is high. We should capitalize on this.

There is a small window of opportunity to position Campbell River as an area with stereoscopic expertise and capacity which could draw substantial commercial and industry contracts to the area.
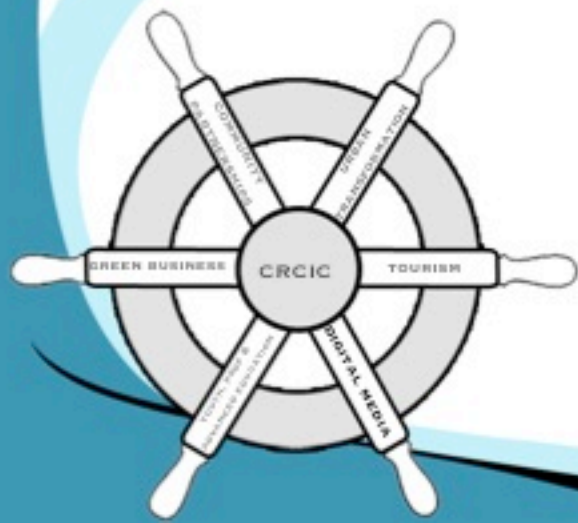
Digital Media Dev & Production

Stereoscopic training also brings more people to Campbell River for workshops and professional training.

The equipment and training requirements for S3D are substantial, but we believe that the investment should yield significant return.

In moving swiftly into this sector, Campbell River has the opportunity to position itself to supply a significant demand for S3D content and unique content experiences.

Digital Media Dev & Production

We can combine local expertise in S3D with the existing substantial production incentives to also draw potential film productions and international co-productions.
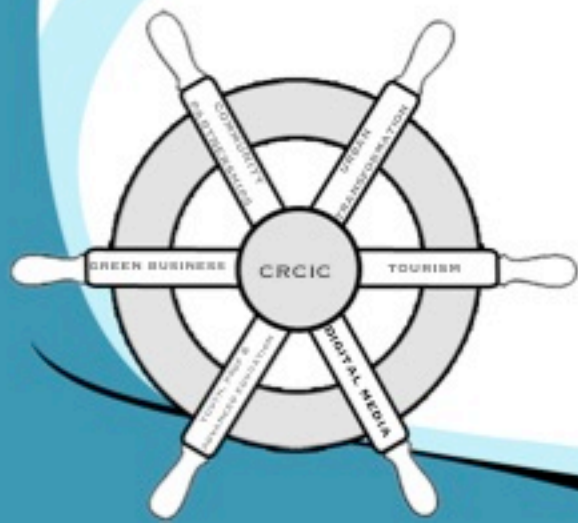
In a new industry where innovation is measured in months rather than years, we can participate in this exciting new medium while creating healthy communities, increasing literacy, numeracy, writing, performance and technology skills.
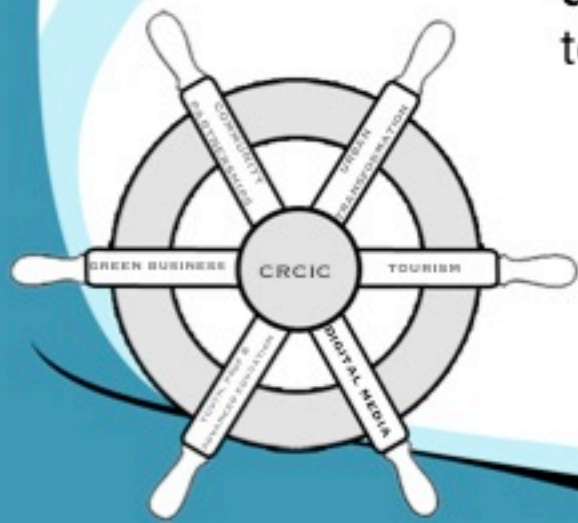
Digital Media Dev & Production

Achieving many of the digital media-related goals, requires significant scientific research and experimental development.

Enhanced technologies, new technologies, and goal-oriented experimental scientific development drive innovation and create new economic opportunities.

Therefore, we intend to create a dedicated **research & development company** to oversee the various related technology development efforts:

- Enable digital media production goals
- Innovate new technology
- Develop new knowledge & expertise
- Attract & retain talent
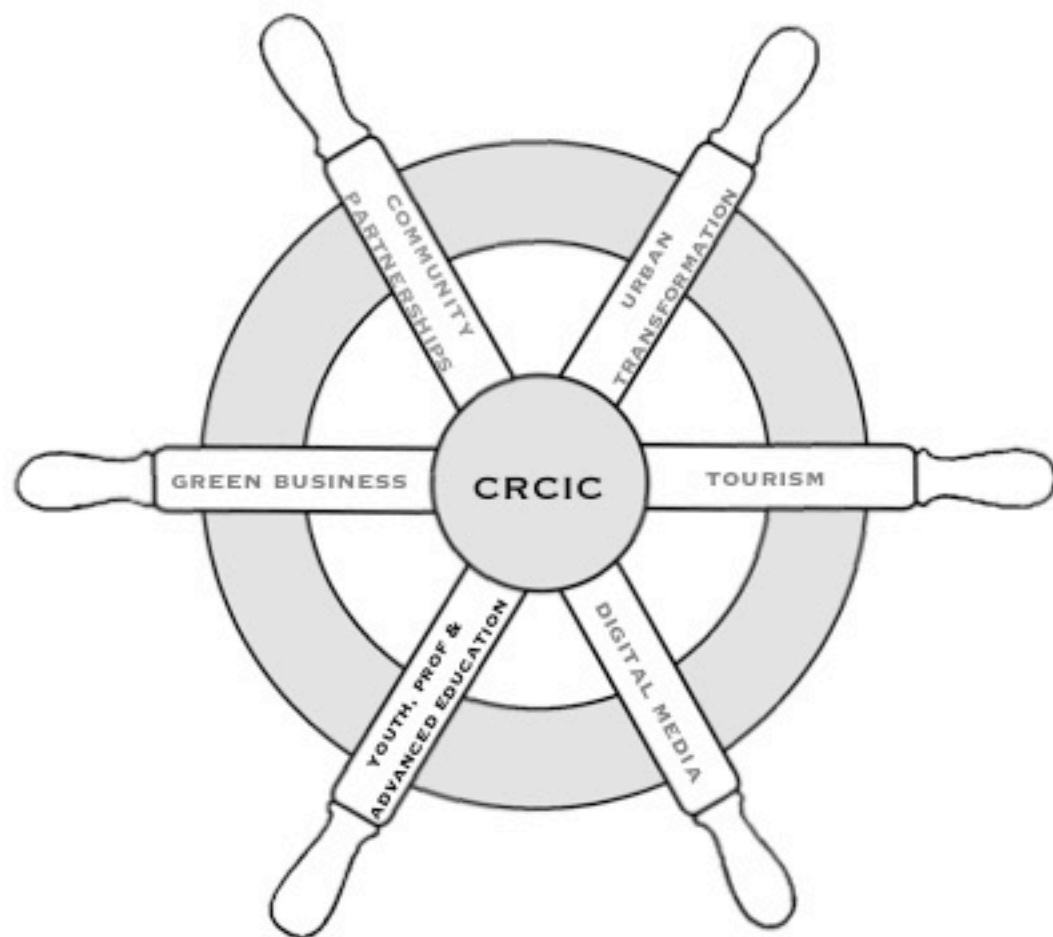- Create new investment & market opportunities

Digital Media Initial Components

- Professional Training & Mentorship
- Youth Radio
- Accelerator Project
- Search for Story
- Digital Media Production
- Stereoscopic Production
- Digital Media Research & Development
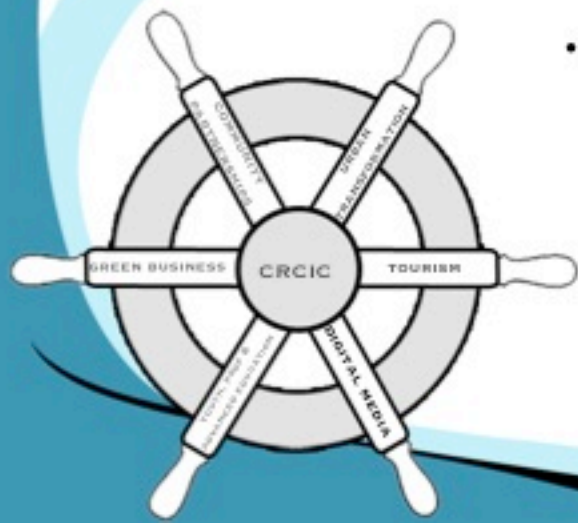
# Youth, Professional & Advanced Education

Youth, Prof, & Adv Education

Within the expanded scope of Campbell River, we envision an even richer environment for youth, professional, and advanced educational opportunities in a variety of creative industry, leadership, and business areas.

We would like to see such education developed with strong First Nations participation, blending in and honouring the knowledge of Aboriginal Elders to design and deliver high-context content specific to regional tribes.

Through this collaboration, we can provide access to and distribution of First Nations Elder knowledge, perspective, culture, and language, allowing for more dimensional and unique offerings.
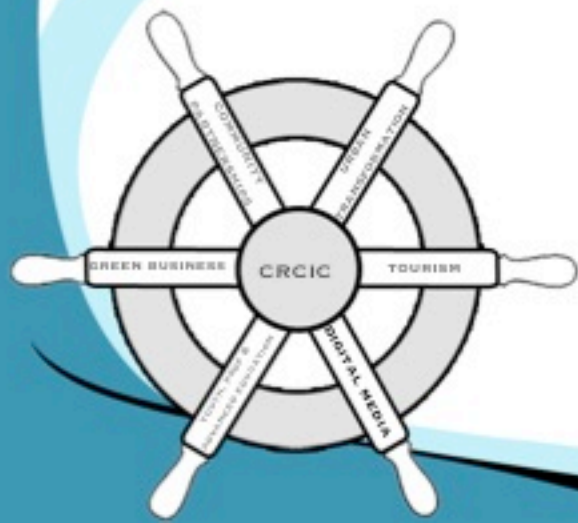
Youth, Prof, & Adv Education

We plan to develop and enhance **Youth Programs** specifically designed to broaden their perspective, experience, and future potential.

Built in conjunction with local school districts and post-secondary institutions, these programs could take the form of extra-curricular and credit programs targeting animation, design, audio recording, film, digital media technology, career exploration, and employment skills.

GREEN BUSINESS   CRCIC   TOURISM
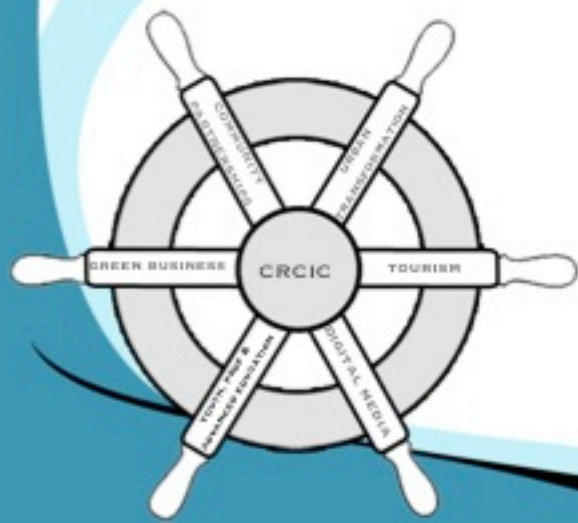
Youth, Prof, & Adv Education

Creating additional **Certificate Programs** at the post-secondary and continuing-education level allows us to target certification for various facets of the creative industry sector.

Potential programs could be offered in digital media technology, film production, audio production, animation, design, interactive content, narrative development, and storytelling.
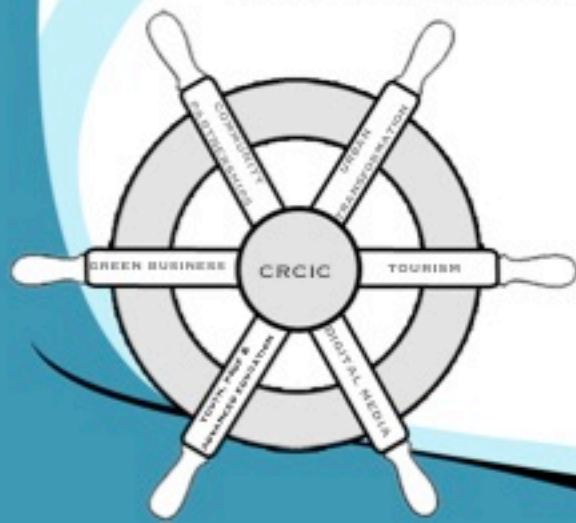
These programs would provide certification recognized by potential employers as legitimate experience/education, increasing employability for students.
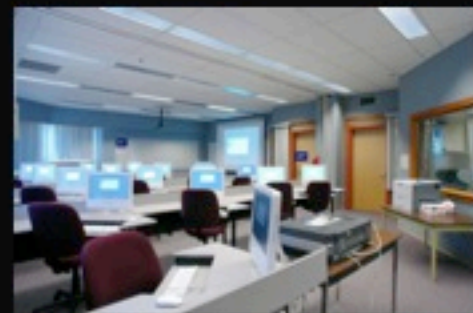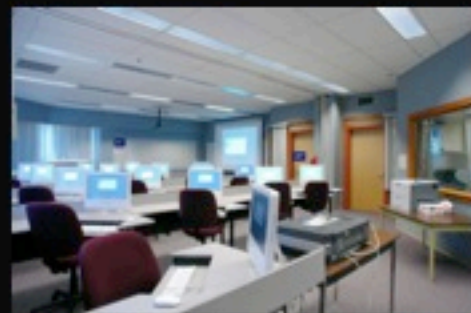
Youth, Prof, & Adv Education

One program worth special mention is the Traditional Indigenous Recording Arts and Archival (TIRAA) program developed and run by Kevin Williams of Nimbus. He may be interested in extending his digital audio recording program to the Campbell River area.
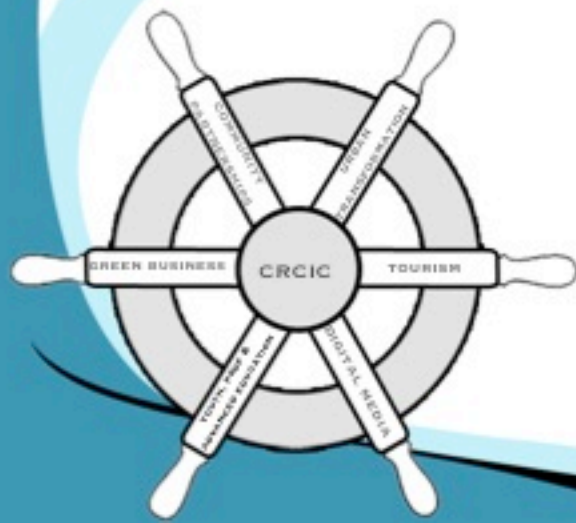
There is significant potential for cross-over advantage between this program and Youth Radio, Digital Media Production, and Stereoscopic Production.
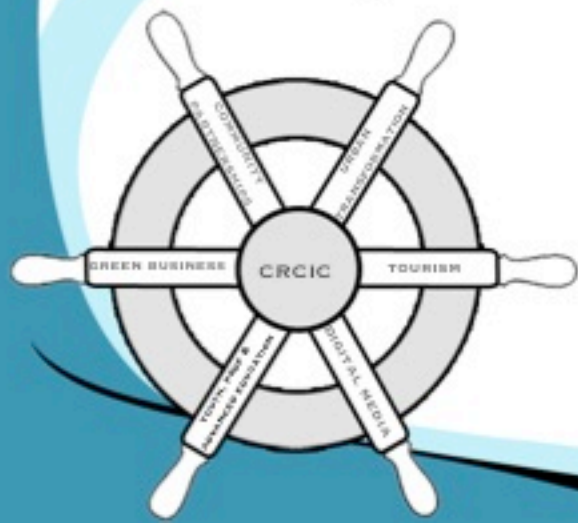
Youth, Prof, & Adv Education

By bringing a program like TIRAA to the region,
students would have the option to contribute to
meaningful, high-quality projects and graduates
would leave properly trained for skilled industry work.

We also see an opportunity to specifically forward the
goals of recording, preserving, and teaching
indigenous language through these kinds of programs
and projects.
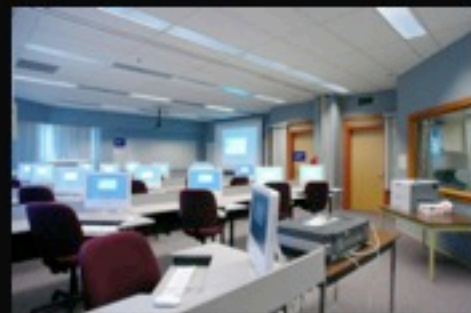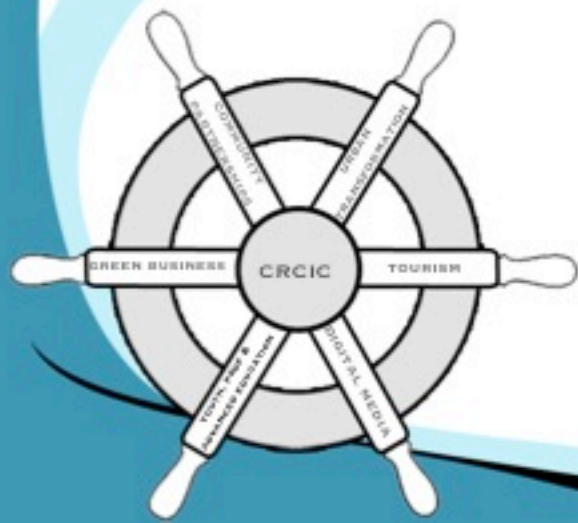
Youth, Prof, & Adv Education

As a longer-term goal, we could develop substantially innovative and attractive **Graduate Programs** through blending existing programs with Aboriginal knowledge and content to enable a deeper, more dimensional experience of study and an opportunity to create a new approach to learning.
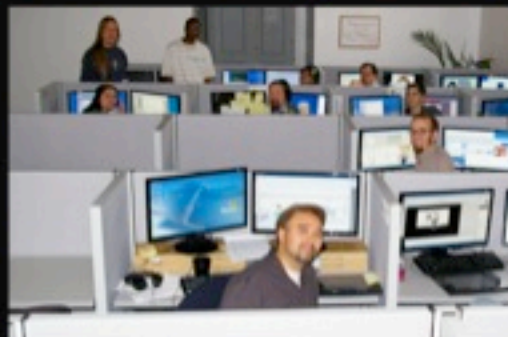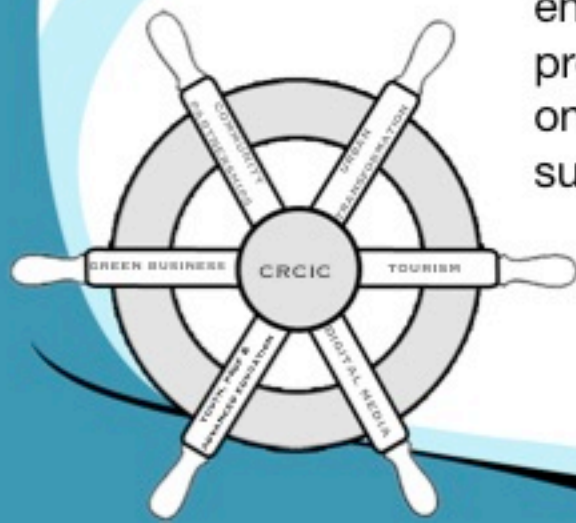
Youth, Prof, & Adv Education

We are developing Professional Education in the form of workshops and skill enhancement programs in a variety of areas such as digital media technology, leadership, collaboration, business, and creative industry specialties.
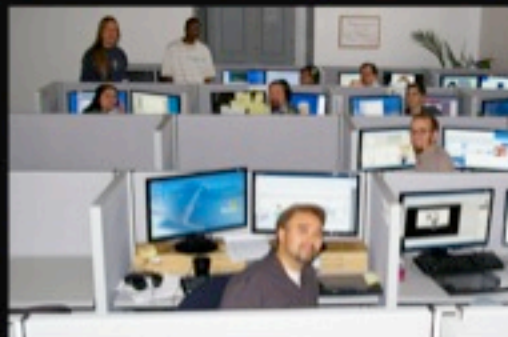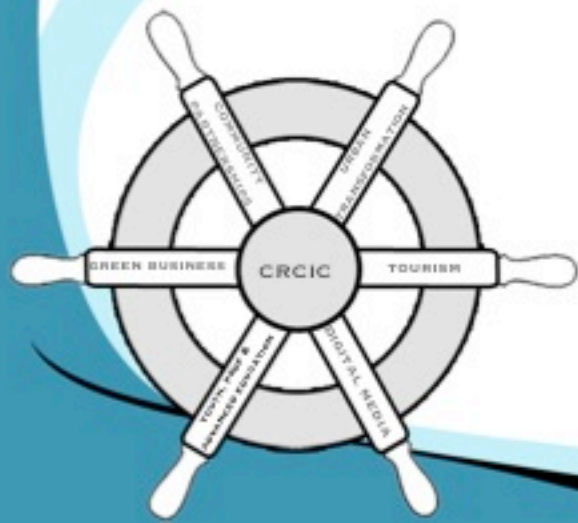
Youth, Prof, & Adv Education

Additionally, we plan to collaborate with the local institutions and the Digital Media sector to create on-going **Mentorship and Skill-Development** that can grow to the regional and national level.

Included in this is an effort to research and develop new or enhanced technology to provide richer, more-engaging on-line communications and support networks.
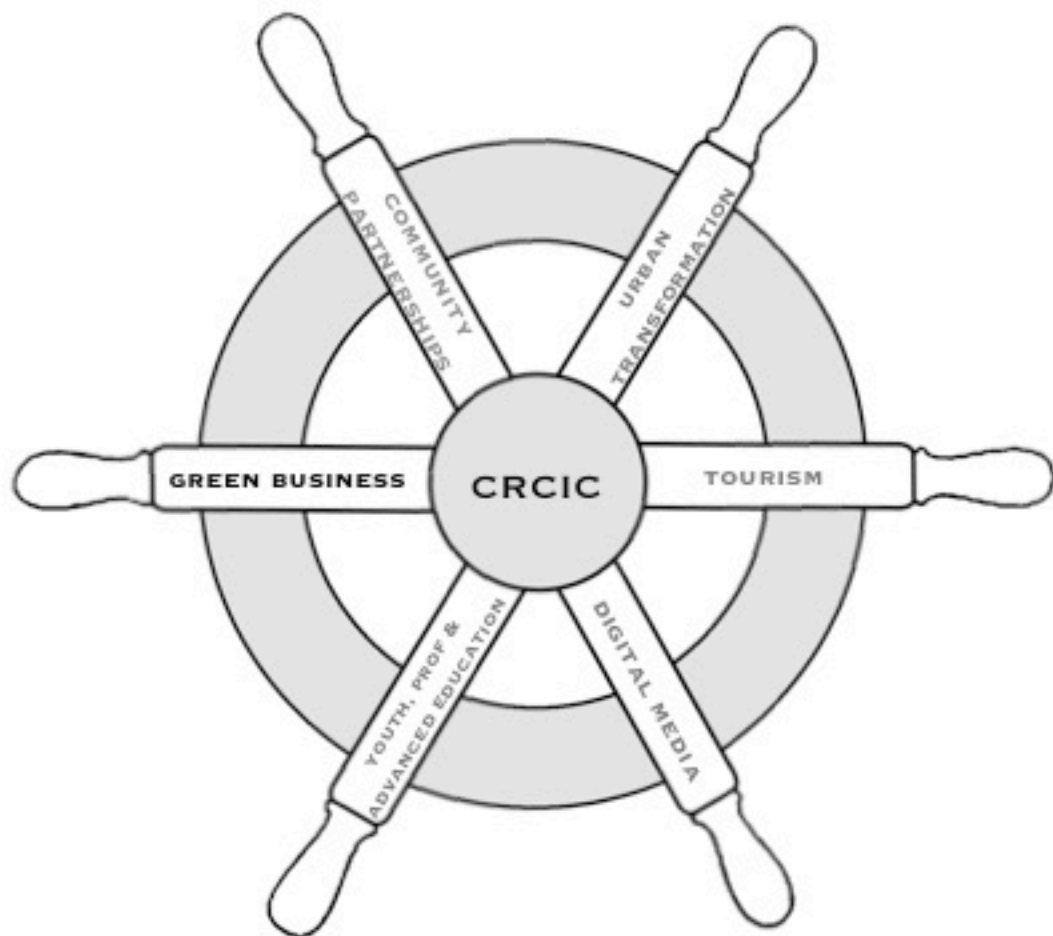
Youth, Prof & Adv Education Initial Components

- Youth Programs
- Certificate Programs
- Advanced Degrees
- Professional & Continuing Education
- Mentorship
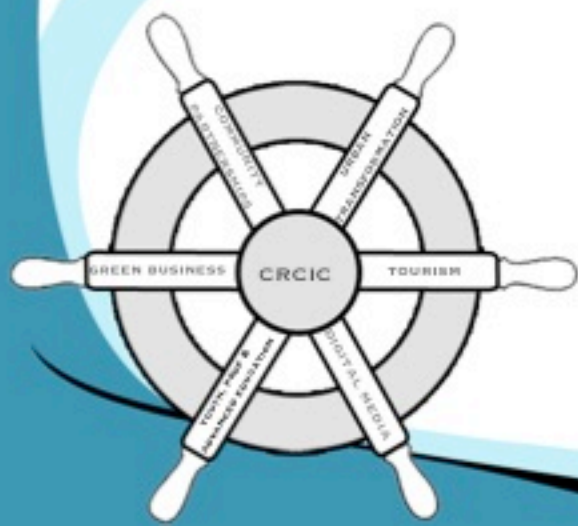
Green Business

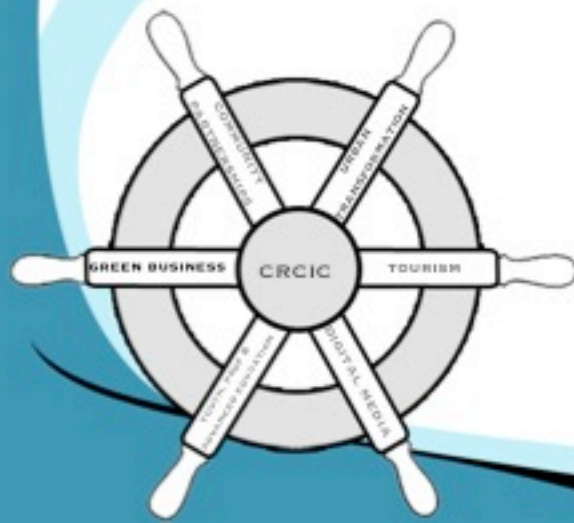# Green Business Initial Components

There is substantial precedence for other resource-based economies that have vitalized themselves along green construction and green energy fronts.

Clearly, Campbell River has already begun this process and will continue to make great strides in areas such as these:

- Green Energy
- Green Construction
- Green Technology & Media
- Green Business Research & Development

Green Business Initial Components

This city has potential to become a demonstration site for new Canadian technologies – solar, wind, biomass, and tidal energy, as evidenced by recent local successes. These technologies can be celebrated as part of the Campbell River 'story of transformation' to sustainable energy.

Another powerful local story comes through BC Hydro, which is undertaking the building of a new power station in the region. Consider the creation of an interpretive centre telling the history of hydro power, the River, and fish enhancement.

Sister City Ishikari, Japan has demonstrated economic growth through transformation to green energy, seafood, tourism, and a green data centre.

In addition to being economically and environmentally beneficial, green business is also a source of innovation and inspiration. While we are not experts in this area, we recognize its importance in Campbell River's outlook.
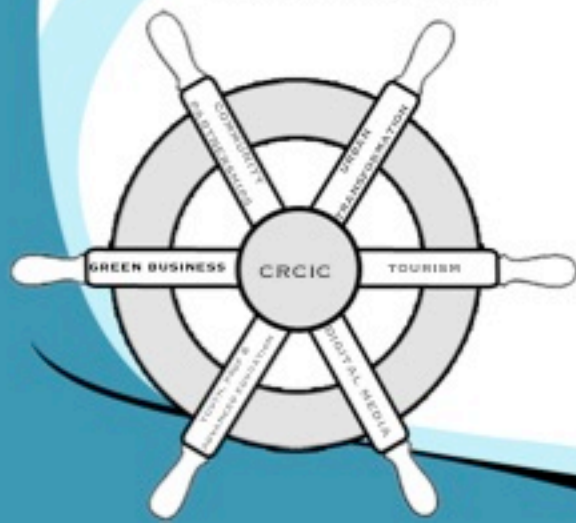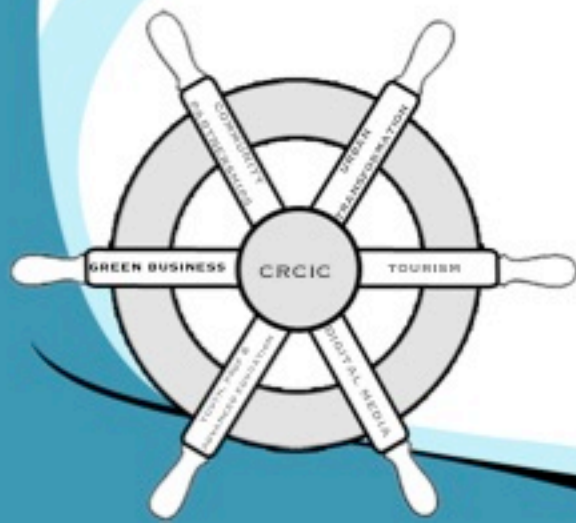
Community Partnerships
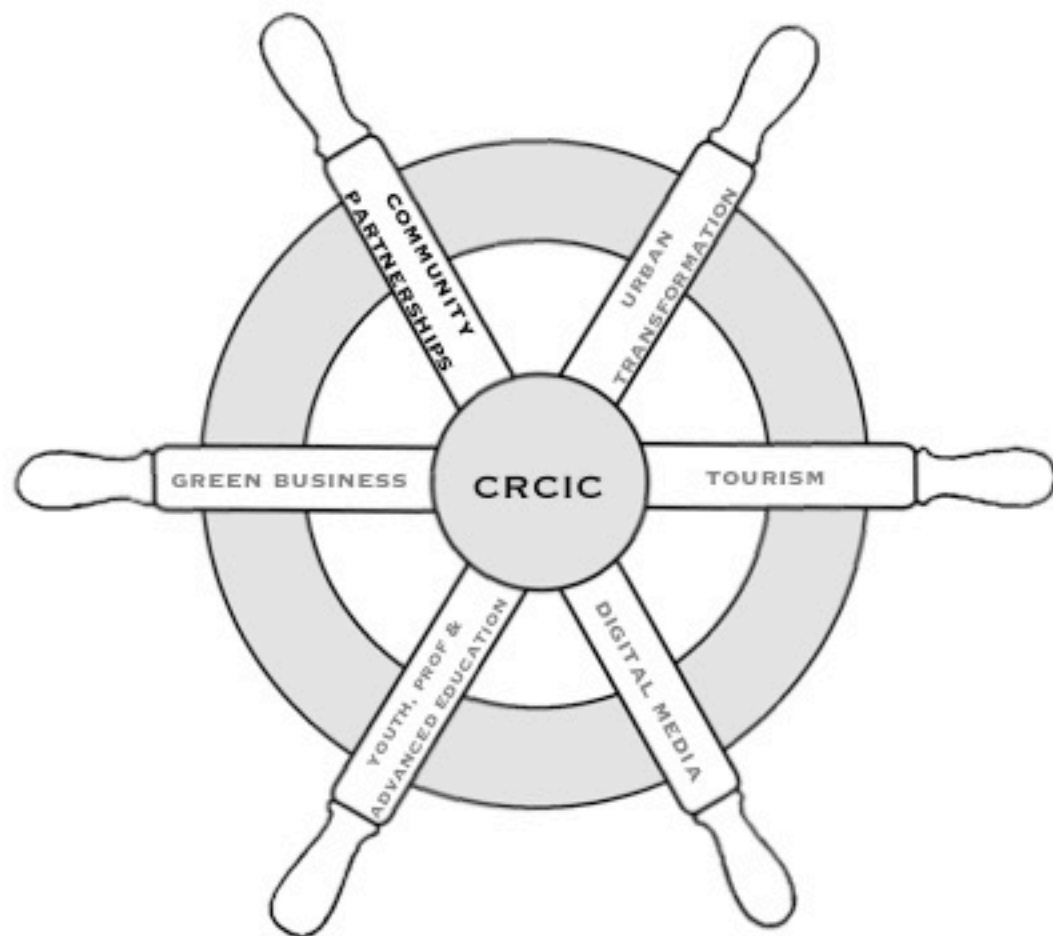
Community Partnerships

This is a community already undergoing a sea-change, a positive and enriching transformation.

There are a number of large-scale initiatives in other sectors of the community with significant momentum and potential. We already are working with the following community organizations:

- The City of Campbell River
- Laich-Kwil-Tach Treaty Society
- North Island College
- Vancouver Island North Film Commission
- Rivercorp
- The Chamber of Commerce
- Campbell River Arts Council
- North Island Employment Foundation
- Strathcona Community Futures

We are looking forward to growing this list!

Community Partnerships

For the creative industries initiative to work, and to support those other initiatives, we are forging links between the Creative Industries Council and these other groups-- links to facilitate communication, links to share knowledge, and links to promote strategic growth and strength as a region.

Within the community, we are looking to build relationships with other sectors of industry, local museums and cultural centres, theatres and performance companies, organizations supporting the arts, literacy, mulitculturalism, and social wellness.
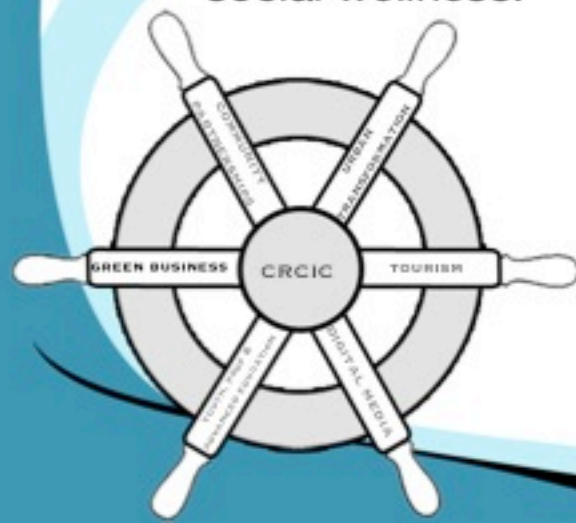
We will also be pursuing creative industry partnerships at the local, regional, national, and international level to deepen our impact locally and broaden our reach.

Conclusion & Recap

At the heart of this journey into a future of a vibrant city, a creativity cluster, and thriving business in the creative industries is the central pivot point that maximizes potential and leverages strength-- the Campbell River Creative Industries Council.

Since beginning this process, the Council has had numerous inquiries within the creative industries from people seriously considering moving their businesses to Campbell River or starting new ones. Some of those people are here in this room today. We see this as an indicator that we are on a strong course heading in the right direction.

Conclusion & Recap

Linking together with the other powerful and innovative initiatives underway, connecting the various elements of our own sector through education, mentorship, production, innovation-- we can navigate toward a rich and textured future.

Working together, we can enable Campbell River's journey toward being a "**Storied City**"!

The Campbell River Creative Industries Council

CRCIC

COMMUNITY PARTNERSHIPS

URBAN TRANSFORMATION

GREEN BUSINESS

TOURISM

YOUTH, PROF & ADVANCED EDUCATION

DIGITAL MEDIA

City of Campbell River

Laich-Kwil-Tach Treaty Society