



Village of Valemount Economic Recovery Action Plan

The following is an action plan to support the economic recovery of the Village of Valemount and its community entities following the impacts of the 2024 Jasper wildfire which severely disrupted the village's economy.

Please note these specific contacts, recommended actions, and dates are subject to abrupt change as a result of the current political landscape. A federal election is likely to be called in early April 2025, which would prohibit any previously scheduled meetings with federal Ministers and MP offices, and top ranking officials.

Given that Parliament is prorogued until March 24, 2025, there is little ability to have meetings in Ottawa until the house returns, only to then be thrust into an election where it's 'pencils down.'

Timeline

Potential British Columbia Lobbying Meeting Dates:

Due to the Legislative Assembly's sessional calendar and BC's annual budget being announced March 5, 2025, the optimal dates to meet with relevant politicians in Victoria are **March 10-11**. Alternative dates include March 31-April 3. We recommend blocking off two full business days for meetings.

Potential Alberta Lobbying Meeting Dates:

Due to the Legislative Assembly's sessional calendar and Alberta's annual budget being announced at the end of February 2025, the optimal dates to meet with relevant politicians in Edmonton are **March 17-18**. Alternative dates include March 10-13. We recommend blocking off two full business days for meetings.

Potential Federal Lobbying Meeting Dates:

Valemount should target the strategic window between March 24 - April 15, focused on meeting with Valemount's Member of Parliament, relevant Minister's offices, the opposition (Conservatives), and top ranking officials (Deputy Ministers, Assistant Deputy Ministers, Director Generals). We recommend blocking off two full business days for Ottawa meetings **March 26-27**. Alternative dates include March 31-April 3.

Action Plan

Activities	Description	People Involved	Timeline
Business & Organization Funding Opportunities	Identify and share funds Valemount businesses and organizations may apply to for recovery, operations, or growth support	Strategies North (materials preparation), Valemount Corporate Services (sharing materials)	Ongoing, through to end of project.
NDIT/CBT/CF Comm-unications and Relationship Building	Discuss with Northern Development Initiative Trust, Columbia Basin Trust, and Community Futures regarding funding opportunities and support, and alternative support methods <ul style="list-style-type: none"> Including administrative execution of any government funding 	Strategies North, Valemount CAO	Jan 27 begins the next level of communications. Meetings and discussions in Feb 2025 and throughout gov lobbying efforts. Communications continue through to end of project.
Letters of Support	Develop a list of municipalities, regional districts, Destination BC, and other relevant organizations to request a letter of support <ul style="list-style-type: none"> Build a template example that can be shared 	Strategies North (template/ materials preparation), Valemount Mayor (sharing materials)	Feb 12 begin reaching out to potential municipalities and organizations
BC Provincial Lobbying	<p>Initial Discussions and Materials: Initiate discussions and prepare briefing notes for the BC government, emphasizing the economic impact and urgent need for recovery funds to prevent an economic downward spiral.</p> <p>Meetings with Government Officials: Arrange meetings with key decision-makers and advocate for the allocation of \$1.5M of recovery funds and support for discussions with the Federal Government.</p>	Strategies North, Valemount CAO, Valemount Mayor	<p>Scheduling communications Jan 29 - March 7.</p> <p>Targeting meetings for March 10 - 13.</p> <p>Follow-up communications after initial meetings through to end of project.</p>

	<ul style="list-style-type: none"> Focus on recovery needs from highway closures and lost community income. <p>Ongoing Communication and Advocacy: Maintain regular follow-up communication with government officials, providing updates on the situation and continuing to advocate for support.</p>		
Alberta Provincial Lobbying	<p>Identify and Engage Alberta Contacts: Identify relevant Alberta government contacts and initiate discussions regarding potential support for businesses and organizations that incurred costs assisting Jasper evacuees.</p> <p>Meetings with Government Officials: Arrange meetings with key decision-makers and advocate for the allocation of \$1.5M of recovery funds and support for discussions with the Federal Government.</p> <p>Prepare and Submit a Formal Request: Prepare and submit request materials to the Alberta government outlining the costs incurred by Valemount businesses and organizations in supporting evacuees, requesting financial support</p> <ul style="list-style-type: none"> Discuss increased costs and financial instability from providing support to Jasper, as evacuees were directed by Jasper and Alberta to head to BC and resulted in thousands arriving in Valemount. Highlight importance for interprovincial cooperation during emergencies. <p>Ongoing Communication and Advocacy: Maintain regular follow-up communication with government officials, providing updates on the situation and continuing to advocate for support.</p>	Strategies North, Valemount CAO, Valemount Mayor	<p>Scheduling communications Feb 10 - March 14, 2025.</p> <p>Targeting meetings March 17 - 20.</p> <p>Follow-up communications after initial meetings through to end of project.</p>

Federal Lobbying	<p>Initial Discussions and Materials: Initiate discussions and prepare briefing notes for the federal government, highlighting the economic impact and disaster response of Valemount.</p> <p>Meetings with Government Officials: Arrange meetings with key decision-makers to present the case for Valemount and advocate for the allocation of recovery funds and funds to support businesses/organizations that have increased costs from Jasper support.</p> <ul style="list-style-type: none"> Highlight both recovery needs resulting from highway closures as well as increased costs and financial instability from providing support to Jasper. <p>Ongoing Communication and Advocacy: Continue developing relationships, providing updates on the situation and continuing to advocate for support.</p>	Strategies North, Valemount CAO, Valemount Mayor	<p>Scheduling communications Feb 10 - March 24, 2025</p> <p>Meetings to be scheduled March 26 - 27.</p> <p>Follow-up communications after initial meetings through to end of project.</p>
------------------	---	--	---

Recommended Valemount Representatives

- Mayor
- Chief Administrative Officer
- Economic development position(s) - Strategies North can provide through our role as Recovery Manager as well as lobbying support
- Limit representatives to a maximum of 4-6 people whenever possible (including consultants and other guests attending with the municipality).
 - In our experience, larger groups add friction for government contacts who have to locate and book large meeting rooms.
 - Also, Ministers' offices (MINO) don't take large group meetings solo, likely so that there's an extra witness on their end, reducing the risk that their responses are misrepresented.

Targeted Offices

Province of BC

- Office of the Premier
- Jobs, Economic Development, and Innovation, Minister's Office
- Transportation and Transit, Minister's Office
- Housing and Municipal Affairs, Minister's Office

- Local Governments and Rural Communities, Minister of State's Office
- Emergency Management and Climate Readiness, Minister's Office
- Environment and Parks, Minister's Office
- Tourism, Arts, Culture and Sport, Minister's Office
- MLA Rosalyn Bird

Province of Alberta

- Office of the Premier
- Deputy Premier and Minister's Office of Public Safety and Emergency Services
- Municipal Affairs, Minister's Office
- Tourism and Sport, Minister's Office
- Environment and Protected Areas, Minister's Office
- Forestry and Parks, Minister's Office
- Transportation and Economic Corridors, Minister's Office
- Jobs, Economy and Trade, Minister's Office
- MLA Martin Long

Federal Government

- Public Safety, Minister's Office
- Public Safety, Deputy Minister's Office
- Public Safety, Emergency Management and Programs Branch
- King's Privy Council for Canada and Emergency Preparedness
- ECCC, Minister's Office
- Tourism, Minister's Office
- Pacific Economic Development Canada, President's Office (based in Surrey)
- Pacific Economic Development Canada, Programs and Partners, Economic Recovery (based in Vancouver)
- MP Bob Zimmer, Prince George—Peace River—Northern Rockies BC
- MP Gerald Soroka, Yellowhead AB
- Conservative Party Leader's Office
- NDP Leader's Office
- Relevant Shadow Ministers (Conservative MPs likely to hold Ministerial positions by fall 2025)

Best Practices

- Relevant briefing notes/supplementary materials should be shared with government at least 2 business days prior to meetings if possible so they can familiarize themselves with the matter.
- When meeting in-person, ensure you arrive a minimum of 15 minutes early, you may wish to arrive earlier if you are with a large group. Ensure you have the correct entrance in the itinerary and enter through there. Check in with any security, provide photo ID as requested, and you may need to go through a similar process as airport security.
- Provide an overview on not just the topics of discussion but also your community as many politicians will not be familiar with Valemount's location or unique context.

- Keep a close eye on the time throughout the meeting and try not to run over by too much to maintain a positive relationship with government officials. Ensure you offer ample opportunity for officials to respond to questions and make statements that you can then hold them to during meeting follow up. This is critical to ensuring progress following meetings with government.