

Report

City of Merritt
REGULAR Council Meeting
January 26, 2021

File Number: 1850

To: Sean Smith, Chief Administrative Officer

From: Will George, Economic Development, Communication, & Tourism Manager

Date: January 19, 2021

Subject: Canada Summer Jobs Grant

RECOMMENDATION:

THAT Council resolves to apply for the 2021 Canada Summer Jobs Grant for Five Community Ambassadors.

Background:

The City of Merritt along with community partners have run a Summer Community Ambassador Program since 2016. This program works in partnership with City staff and staff at the Merritt Visitor Centre to provide mobile resident and visitor support throughout the summer. The Community Ambassadors are often local students who work throughout the Nicola Valley to promote and support community wide initiatives.

Work responsibilities for the 2021 Community Ambassadors include tourism initiatives, downtown revitalization programs, maintaining an inventory of community assets for the City of Merritt GIS System, supporting COVID-19 safe events, and providing non-profit/business support. Tourism related initiatives may decrease compared to previous years and downtown revitalization/business support may increase if the COVID-19 travel ban continues through the summer. The Canada Summer Jobs Grant could provide up to 75% wage subsidy up to minimum wage. The grant deadline is Friday, January 29th, 2021.

The students would be working out of the Canadian Country Music Hall of Fame building, at the Mobile Visitor Info Centre, and throughout the Nicola Valley as required. The Community Ambassadors would assist to keep the Canadian Country Music Hall of Fame facility open as an attraction to the public while utilizing the strategic downtown

location as a summer office. The Community Ambassadors would report to the City of Merritt Manager of Economic Development and Tourism to assist with implementing the City Strategic tourism and downtown plans.

Options / discussion

1. THAT Council resolves to apply for the 2021 Canada Summer Jobs grant for five positions
2. THAT Council resolves to apply for the 2021 Canada Summer Jobs grant for a different amount.
3. THAT Council receives this report for information.

Financial / Risk Implications:

The total grant funding request for five positions is \$43,860. If the City of Merritt is successful in receive funding for all five positions, the total cost for the City of Merritt would be approximately \$25,000. City staff recommends the costs for the Community Ambassadors Program be allocated from the annual Destination BC grant to the City of Merritt and local City tourism dollars.

Others Consulted:

- Stephanie Moore, City of Merritt Grants Coordinator

Attachments:

- 2021 Canada Summer Jobs Grant Draft Application

Respectfully submitted,

Will George
Economic Development, Communications and Tourism Manager