

ECONOMIC DEVELOPMENT INITIATIVES

# Economic Development Strategy

## Engagement and Communications Plan

11 August 2026

LEARN MORE AT: [www.lytton.ca](http://www.lytton.ca)

# Purpose of Report:

To provide Council with an update on the Engagement and Communications Plan for the Economic Development Strategy.

# BACKGROUND

Following through on the engagement related to economic development in the Updating of the Official Community Plan, specifically:

## Key Themes from October OCP Launch Meeting

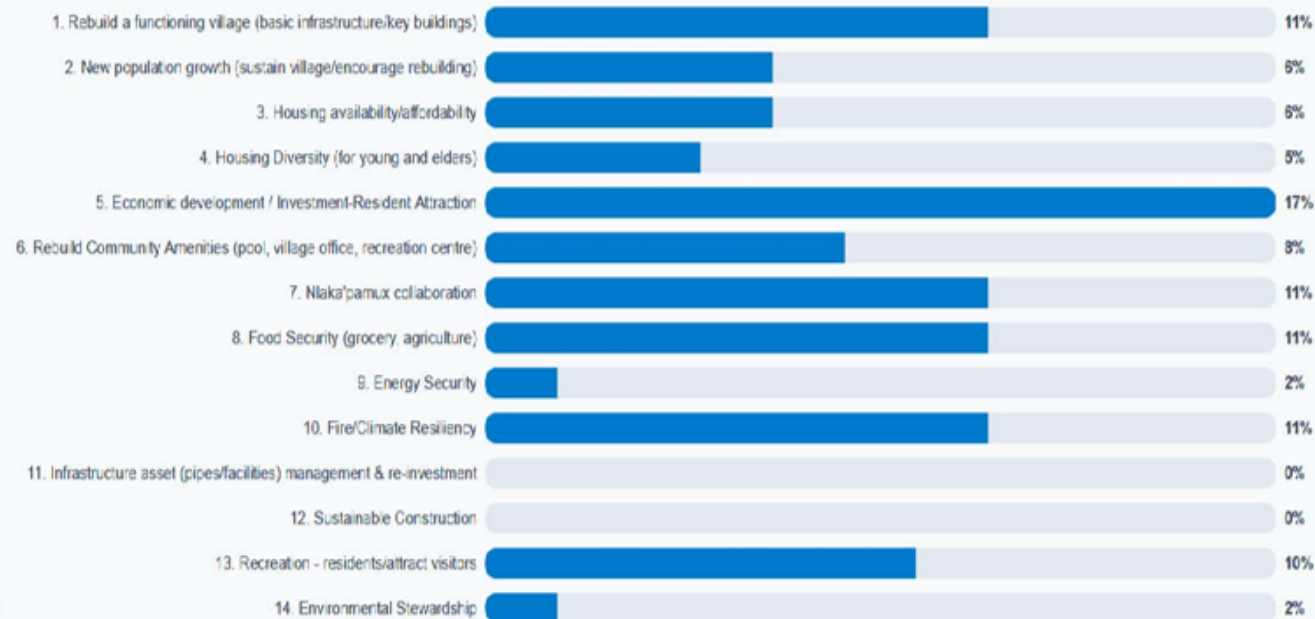
- Provide economic opportunities (agriculture, regional centre, culture, remove workers, education and light manufacturing)
- Complete an Economic Development/Investment Attraction Strategy

What are our KEY ISSUES/CHALLENGES? What DO WE MISS about Lytton from its best days?



What key themes do you feel are important re focus of the Official Community Plan? (choose up to 3)

Q @ 96



# BACKGROUND



## **OCP Workbook (Jan/Feb 2026) top responses:**

- Collaborate with Nlaka'pamux on economic development
- Identify and Engage Owners of Property to Accommodate Significant Economic Development.
- Pursue new economic drivers such as energy, tech, tourism.
- Ensure Affordable Taxation

## **University of Fraser Valley Recommended Strategic Directions:**

- establish an Economic Development Plan that provides short-term and long-term strategies to attract and grow businesses which align with the Village 's economic vision .
- That Council promote diversifying the local economy through small businesses and entrepreneurship.

# BACKGROUND

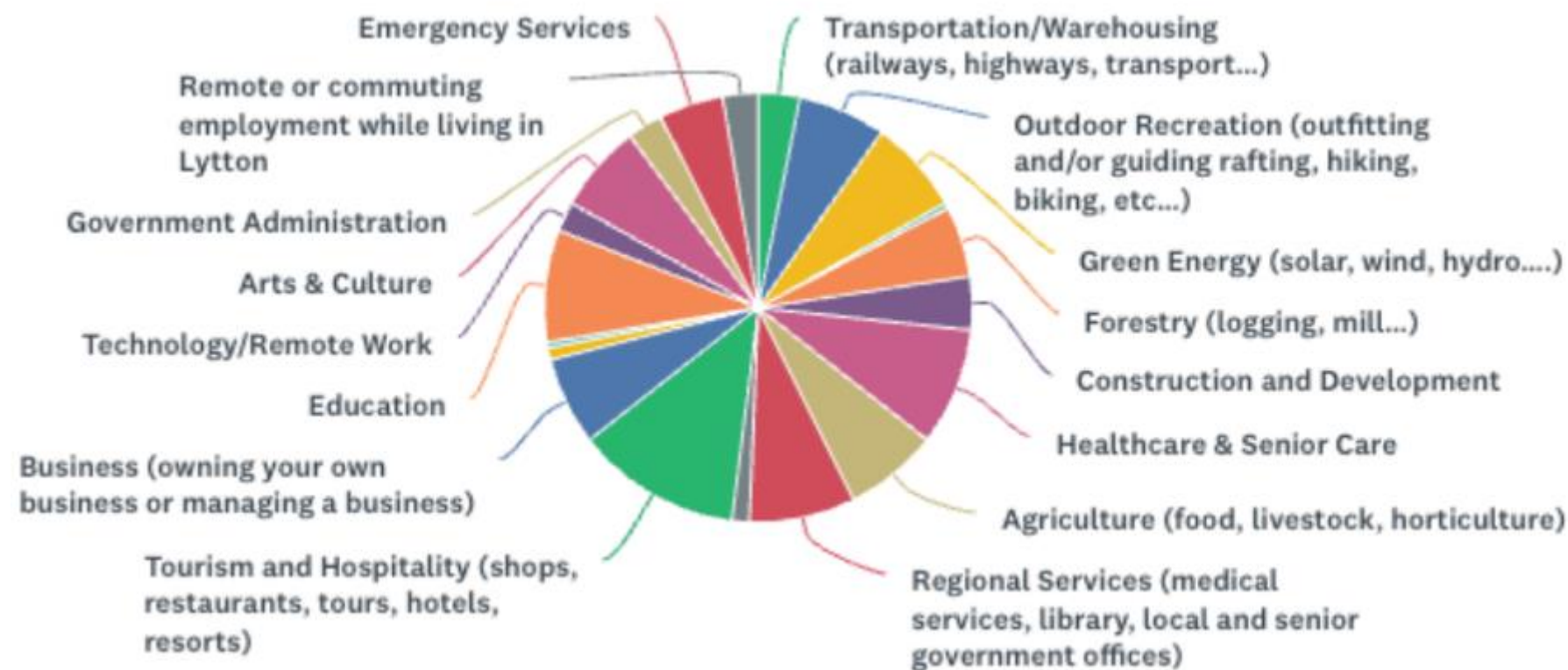
## Young Adult Survey:

What would influence you to move to Lytton?

- Affordability and Cost of Living, Affordable Rental and Job Availability

What types of jobs and sectors would you like for a long term career?

- Health care
- tourism/hospitality
- Education
- owning a business
- green technology



# RYNIC STRATEGIC SOLUTIONS



## **Economic Development Strategy August 2026-January 2027**

- will not consider the tourism economy as the Village adopted the *Destination Development Plan* in Nov 2024.
- be actionable and realistic for the small (and limited resources) community.
- pursue engagement directly with willing business interests, Nlaka'pamux governments, economic development agencies, property owners, senior governments and not for profits /volunteer organizations.
- assist the Village in an approach to match potential businesses with vacant or underdeveloped lands pursue opportunities on potential insights on funds, funders and “philanthropy”.

# ECONOMIC DEVELOPMENT STRATEGY

The RFP also emphasized:

- the made in Lytton, for Lytton and by Lytton:
- What economic systems make sense in a high-identity, high-visibility place?
- How do we turn rebuilding into economic opportunity rather than restoration?
- How do we support local entrepreneurs?
- How do we increase our tax base?
- What do we need to invest in to attract new residents?

## Quantitative Investigations

The workplan proposes to use a right-sized subset of economic base analysis that will be specific to Village of Lytton context:

- Demographics and Workforce Analysis
- Workforce Profiling and Occupational Attraction Analysis
- Employment Statistics Analysis
- Industry/Occupation Employment Concentration
- Shift Share (SSA) Analysis
- Exporting Activity
- Business Costs
- Key Sector Analysis
- Emerging Sector Analysis

## Qualitative Investigations:

### *Engagement and Communications Plan*

- Custom-designed engagement process that feels "light" while being inclusive and strategic.
- Industrial land strategy
- “Engagement process within an engagement process” to identify investment attraction and retention collaboration cross-over with Nlaka’pamux.
- Distinctive brand elements (story, key messages, some visualization) for re-investment/resident attraction, and community pride.
- Right-sizing "stepping stones" in action, a carefully-crafted balancing act.

# TACTICS - REVISION

1. Branded Initiative
2. Initiative Communication – Lytton Website and Social Media
3. Determine Key Community Leaders Team
4. Conduct Discovery Workshop with Key Community Leaders Team
5. Business & Investment Community Focus Groups
6. Nlaka'pamux Engagement (Item # 8 duplicated this initiative, but terminology changed and moved up in engagement process, also changed Fraser Valley to Fraser Canyon.

*Nlaka'pamux are key economic catalysts in BC and the Fraser Canyon. Rynic will address First Nations engagement as an engagement “plan within the plan”, focusing on personal relationship-building and identification of 1-2 collaborative economic development initiatives (now or future).*

7. Complete Discovery-Focused Stakeholder Interviews (approx.10)
8. Community Survey
9. Economic Development Summit (in-person)
10. Economic Development Strategy Writing/Feedback
11. Final Presentation

**ECONOMIC DEVELOPMENT STRATEGY**  
**Communications and Engagement Plan**



**RECOMMENDATION:**

**THAT the Council receive and support the Economic Development Strategy's Engagement and Communications Plan dated August 11, 2026.**