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Northern Branch Plant Responds to Energy Industry Needs

Increased emphasis on oil and gas drilling, and the resulting construction and economic activity, have meant opportunity and expansion for Tidy Welders Ltd. of Langley and its branch plant in Dawson Creek, British Columbia. The company has increased its sales from \$4 million in 1975 to \$12 million in 1980.

Tidy Welders, an employee-owned company, began over thirty years ago as a small welding shop in Surrey, producing tanks for domestic fuel and water storage. By diversifying over the years to meet market requirements, the company has become Canada's largest supplier of shop-produced tanks for industrial, commercial and domestic use.

An important step in the company's diversification and growth was the recent development of a northern manufacturing plant at Dawson Creek. With federal government assistance under the Regional Development Incentives Act (RDIA), Tidy Welders Ltd. changed its Dawson Creek facility from a repair

shop to a plant which manufactures mobile tankers.

Roger Pride, president and chief executive officer of Tidy Welders, comments, "With all the activity in oil and gas explorations, we found we were getting our best returns from our worst plant, Dawson Creek. We needed a larger and better equipped facility to attract a good labour pool and develop the plant as a manufacturer of mobile tankers for northern industry."

"DREE funding helped us offset the costs of virtually re-building the facility to withstand cold weather and provide an efficient, comfortable workplace."

Tidy Welders Ltd.'s expansion pro-

gram also meant a substantial increase in the number of company employees. "We expected the new Dawson Creek plant to require eight additional staff members but that has been increased to twenty-two."

Since the new facility was built in 1978, it has produced close to 200 mobile tanks and prospects for future sales are very good. A distribution centre in Whitehorse, Yukon Territories, employing three people, has been opened as a direct result of the Dawson Creek expansion.

Tidy Welders currently has seven operating divisions with activities in British Columbia, Alberta, Saskatchewan, Yukon and the state of Washington. 'Tidy Tanks' are used, to carry crude oil, water, acids and other products, by customers which include private trucking firms, oil well and construction site servicing companies, local bulk oil dealers and municipalities.

"Our motto, 'Tanks a Million', is pretty corny, but it's not quickly forgotten," says Roger Pride, "and we're certainly living up to it. By anticipating market trends and by taking advantages of DREE's incentives for northern development, we've started on an upward spiral." □

DREE IN B.C.



Government
of Canada

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du Canada

Regional
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Expansion

Expansion
Économique
Régionale

Volume I, Number 2

New Director General Plans to Stay on Top of the Action

It will be "business as usual" under DREE's new 37 year old Director General for British Columbia, Robin Dodson, who lists "getting out and meeting people in all parts of the province to see what is happening with respect to development" as one of his priorities.



Dodson, in his first month as Director General, has already visited Prince George and Prince Rupert for first-hand observation of British Columbia's northern economy in action and has rapidly

become impressed by the province's incredible size and diversity. Dodson has come to British Columbia from Ottawa where he was Senior Policy Advisor to the Policy Research and Evaluation Group, Indian and Inuit Affairs, of the Department of Indian Affairs and Northern Development.

"British Columbia has a number of inhibiting factors which are not always seen at first glance", states Dodson. "Transportation, distance, remoteness of resources and well populated rural and northern areas emphasize British Columbia's complexity and reflect the need for DREE programs in the province."

In the few months since being appointed to his new post, Dodson, who earned his M.A.Sc. in electrical engineering at the University of Waterloo and his doctorate in operational research from the University of Lancaster in the United Kingdom, has come to understand the ramifications of British Columbia's well populated and rural northern areas.

"Both native and non-native peoples in these areas have developed distinct life styles and their own ideas as to what development they would like on their doorstep," states Dodson who feels that DREE will be in the middle of sorting out some of these community concerns.

Dodson's previous post with the Department of Indian Affairs and Northern Development in Ottawa and Edmonton, where he was Alberta Regional Director of Operations for the Indian and Eskimo Program and Secretary-Treasurer of the Indian Equity Foundation, gives him a special affinity for, and understanding of, northern development and Indian affairs. It also makes him well acquainted with DREE's Special ARDA program which provides assistance, support and training to native people.

"My experience with Indian Affairs makes me aware of native interests in major industrial and resource developments, particularly in northern and hinterland areas with mixed economies where native people essentially are dependent on hunting, trapping and fishing."

One of Dodson's personal objectives is to increase native participation in operating DREE's programs. "There are a number of mechanisms available to us to increase native employment in the federal Public Service and I intend to take advantage of them."

Dodson views his new appointment as a challenge. "British Columbia offers a tremendous range of opportunities as a result of its endowment of natural resources and its location on the Pacific." □

Newsletter Receives Positive Response

The first issue of the DREE in B.C. newsletter has been well-received. Published this summer, the newsletter was distributed to businesses and individuals and was available from DREE and related agencies throughout British Columbia.

"We hope to foster an appreciation and an understanding of DREE's role, services and function in this province," comments Ralph Van Nes, DREE's Manager of Public Information for British Columbia.

"By using case studies of British Columbia businesses which have participated in DREE programs, we can illustrate most clearly the practical application of our programs in tourism, agriculture, native development, manufacturing and processing industries. Entrepreneurs can see how companies, similar to their own, have benefited and how projects they have been considering might qualify for grants, loan guarantees, or other forms of assistance."

DREE, in order to address a wide range of regional development issues, has implemented programs on a national level as well as through provincial/federal subsidiary agreements. Explaining these programs, agreements and implications for the local business person, are the aims of the DREE in B.C. newsletter.

Van Nes adds, "We will be publishing the newsletter regularly and we hope readers will find it interesting and informative." □



Ralph
Van Nes
Manager of
Public
Information

DREE at the P.N.E.

"Looking at Canada", a nine minute audio-visual presentation produced by DREE, was viewed by over 13,000 people at this year's Pacific National Exhibition, from August 16 to September 1.

Music by Canadian composer/pianist Andre Gagnon provides the background for this panoramic view of Canada which spans six screens using approximately 300 slides.

Fair-goers, including many international visitors, stopped by the DREE exhibit to ask questions of the representatives or just to enjoy the show.

DREE's exhibit and many other Government of Canada displays were housed in two large red and white tents, providing information, activities, entertainment and occasionally shelter for those attending the PNE.



Theresa Jeffries (seated at desk) explains Special ARDA program to Francis Smith.

United Native Nations and Special ARDA Work Toward Common Goals

Ensuring that native people in British Columbia are aware of federal and provincial government programs offering financial and other assistance is a full-time job for Theresa Jeffries, Program Information Officer with the United Native Nations Society (U.N.N.).

"Many people miss the opportunity for financial assistance in starting, or expanding a business simply because they do not know what support programs are available," states Ms. Jeffries, adding, "There has been a growing awareness of the need for native people to utilize programs designed to promote self-sufficiency."

The majority of Ms. Jeffries' work involves the distribution of information and materials about DREE's Special Rural Development Agreement (Special ARDA), first signed with the provincial government in 1972. Special ARDA, primarily funded and administered by DREE, is especially designed to provide people of Indian ancestry in rural areas of British Columbia with increased opportunities to improve their economic circumstances.

DREE's Manager of Special ARDA, Howard Clement, comments, "Increased awareness and utilization of the

program can be seen as a direct result of Ms. Jeffries' efforts. Through her attendance at assemblies and her meetings with groups and individuals, Terry has encouraged native people across the province to take advantage of Special ARDA and other programs available to them."

Applications for Special ARDA assistance have increased from 59, in the program's first year of operation, to 300 in the 1979/80 fiscal year.

Ms. Jeffries' position at the United Native Nations is aimed at unifying and organizing Indian people in British Columbia to improve education, training and employment opportunities.

Detailed information on the Special ARDA program can be obtained directly from DREE or from Theresa Jeffries, United Native Nations Society, #240 - 2609 Granville Street, Vancouver, B.C., (604) 732-3726. □

CROSS CANADA REVIEW

Funding assistance from DREE to drought plagued prairie farmers nearly doubled, from \$2.1 million to \$4 million, in the 1980-81 fiscal year, for the development of farm wells.

DREE's Prairie Farm Rehabilitation Administration (PFRA), through its 20 district offices in the prairie provinces, contributes one third of the cost of a farm well, up to a new limit of \$1,500 per project. The previous limit was \$550.

As an incentive to deeper drilling to increase the reliability of the water supply, PFRA has raised its contribution, by as much as \$4.00 per foot, for bored wells.

DREE and the provincial governments of Alberta, Saskatchewan and Manitoba have also been involved in developing emergency water supply agreements, community water sources, methods for overland transportation of water, temporary diversions and pumping of dugouts.



Strescon Limited, one of the largest precast-prestressed concrete companies in Atlantic Canada, will open a new plant in Halifax with the aid of the federal government.

Strescon Limited accepted an incentive offer of \$519,350 under the Regional Development Incentives Program, (RDIA), for the establishment of its new facility which, when in full production, will employ approximately 60 people, recruited locally.

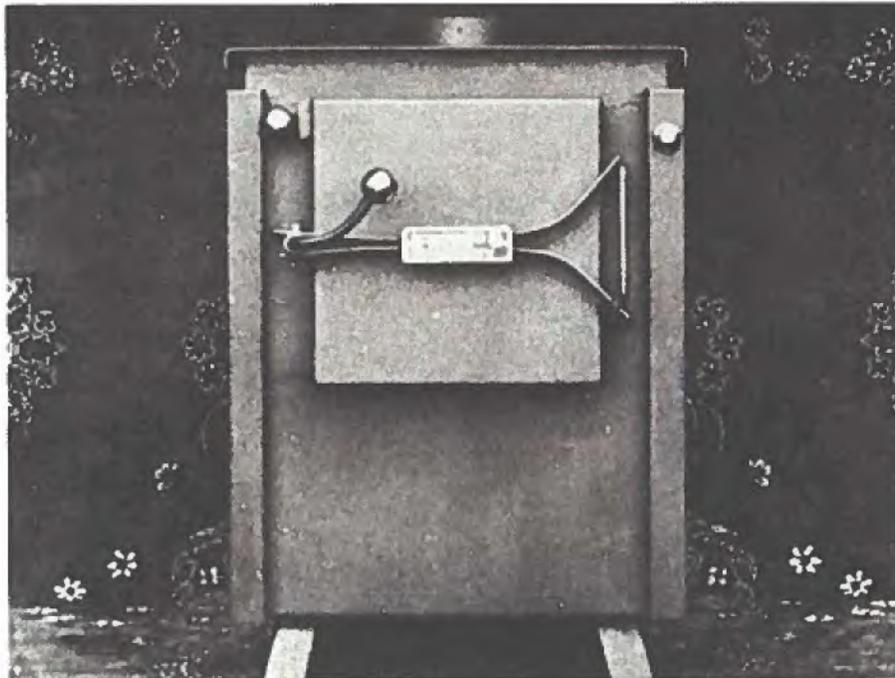
The plant will house offices, a quality control laboratory and a modern batching plant with computerized controls for handling and mixing concrete.

Production of bridge girders, beams, slabs, architectural and industrial wall panels and other concrete products will be underway before 1981.



Rising Sales for Northern Manufacturer of Wood-Burning Heaters

After years of design work and successful product testing, Renewable Solid Fuel Energy Limited (RSF) developed a wood-fired heating unit that is more efficient, more easily controlled, more economical to operate and less polluting than other units on the market.



RSF, located in Smithers, British Columbia, is owned by Hans Duerichen, a mechanical engineer with a background in the forest products industry, and his partners Wilf Higginson and Donald Martin. Under the Assistance to Small Enterprise Program (ASEP), RSF qualified for a forgivable loan for equipment, machinery, and building alterations needed to produce and market their product.

"Interest in wood heating systems has risen with steadily rising oil, gas and electricity costs. The advantage of wood as a renewable resource makes it even more attractive," says Duerichen, adding, "Our units overcome traditional problems associated with wood-burning heaters. Our largest model can actually burn for several days on a load of wood and our patented combustion control system allows the owner to set, and to

accurately control, room temperature."

In 1979 Renewable Solid Fuel Energy sold approximately 750 wood heating units and, with expanded markets throughout British Columbia and the Yukon, a considerable increase in sales is expected this year. Over sixty retail outlets have shown an interest in marketing the product, up from fourteen retail distributors in 1979.

With winter fast approaching, RSF will be increasing staff from twelve to eighteen or more to keep up with the orders. Sales of the heating units follow a seasonal pattern and a slow period in the spring of 1979 allowed for additional design modifications and Canadian Standards Association (CSA) testing. To date, two of the RSF units have received CSA approval.

The company's products include wood-burning heaters in three sizes, as well as a wood-burning furnace which can be used in conjunction with existing home heating systems. Duerichen explains, "Whereas other oil and wood or electricity and wood combination furnaces use wood as the auxiliary fuel, our furnace can use wood as the main heat supply."

Duerichen comments that ASEP assistance, suggested to him by his accountant, "hit the spot".

Other local businesses have also benefited from RSF's development. "We make our products from scratch," says Duerichen, "using local support services whenever possible - like the trucking firm next door that delivers our supplies and distributes the finished products." □

ASEP Generates \$18 Million in Private Investment

More than \$18 million in eligible capital investments have been generated and over 1,750 direct jobs created by 350 projects approved under the Assistance to Small Enterprise Program (ASEP).

"Private sector response to the ASEP program has surpassed all expectations", states Tom Turner, DREE's Manager of Industrial Development. "We have doubled the initial allocation for the program from \$5 million to \$10 million."

ASEP, which is part of the Industrial Development Subsidiary Agreement signed in 1977 between DREE and the Government of British Columbia, encourages and assists the expansion

and establishment of small enterprises through the provision of interest-free, forgivable loans to a maximum of \$30,000. All areas of the province are eligible for ASEP assistance except the Lower Mainland and Southern Vancouver Island. These two areas are now eligible for the Small Manufacturers Assistance Program recently announced by the British Columbia government.

Eligible projects, which should be commercially viable and provide social and economic benefits, must involve manufacturing or processing activities, or maintenance and repair facilities relating to the manufacturing or processing sector. Other criteria include maxi-

mum average sales of \$500,000 per year for existing businesses, and an eligible capital cost of no more than \$100,000 for new businesses.

"ASEP fills the need in providing venture capital to stimulate small business development in the less populated regions of British Columbia, and it does so at the modest cost of just under \$4,000 per job created," adds Turner.

Since the inception of the program, DREE and the provincial government have committed \$6.8 million in forgivable loans under ASEP, with the largest response coming from the Okanagan Valley and Greater Kamloops areas. □



PHOTO COURTESY: PRINCE RUPERT DAILY NEWS

Construction Underway on Ridley Island Access

Land clearing and preparation have begun on a 7 kilometer industrial road being built to link Ridley Island, British Columbia's planned north western port facility, with Highway 16 on Kaien Island.

The \$8 million estimated cost of the access road is being shared by DREE and the Government of British Columbia under a soon to be signed special subsidiary agreement.

Ridley Island, in the northwest port of Prince Rupert, will be the location of a new port facility for the export of cereal

grains, potash, forest products, metallurgical and thermal coal, sulphur and other bulk commodities. Use of the port will allow Canadian producers to meet growing export commitments to Pacific Rim countries and will facilitate economic development in British Columbia and Western Canada.

The Ridley Island project will create jobs, improve the balance of payments and enhance both regional and national economic development through improved export opportunities. □

Plant Presses Juice From "Waste" Fruit and Vegetables

Get ready for raspberry juice! This lip-puckering message comes from Murray Anderson, of Majuba Foods Ltd., Yarrow.

With the help of an ARDSA \$31,400 forgivable loan from DREE and the British Columbia Ministry of Agriculture and Food, this Chilliwack-area firm is expanding its plant and equipment to press surplus fruit into juice. This spring, Majuba has been processing juice from frozen berries, using frozen fruit surplus from last year's market.

"Right now, we're only working at 10% capacity," Anderson explains. "We've been held back for the past couple of years by the high price of berries. But now we're marketing raspberry, strawberry, blueberry and blackberry cocktails under our Majuba label."

With the trend toward pure food and beverage products, the company is looking forward to healthy growth in the juice market. Anderson says the company will use its new capacity to handle other fruits and a variety of vegetables. Although the juice is currently sent out for freezing, Majuba will take delivery of new concentrating equipment in the near future.

Celery shows promise. "We can use the waste celery ends that producers cut off to make uniform lengths for shoppers. Recovery is good, and we get a lot of juice. This is a small volume process, but it's a vegetable product that would otherwise go to waste."

Other fruit and vegetable opportunities include cranberries and carrots. The only problem is getting the fruit, and Majuba hopes to attract independent growers by offering prices competitive to the large processors.

Health food shops are tabbed as likely buyers. Another possibility under study involves several large firms interested in bringing out a multi-vegetable juice to compete with market leaders.

The firm hopes to process up to one million pounds of juice this year. Currently employing five full-time people, Majuba will boost this to 20 on a seasonal basis, with about six year round.

Recently the private company broadened its shareholder base to 16 by bringing in some growers. The move gives Anderson and president J.J. de Pape the financial stability they have sought since they started the company in February, 1978.

"We made a lot of mistakes, and they cost us dollars," admits Anderson. "But we think we know what it's all about now, and we've got some very knowledgeable

people helping us. Our plant manager is a shareholder, too. We've already had to reject a couple of offers to sell out - we must be doing something right."

Looking at ways to use plant capacity, Majuba personnel have been exploring contract pressing and bottling agreements with other companies with filling lines. "If we manage to pull off a deal we have in mind with a major company, we would double our capacity again, and process fruit that is now being sent to the United States for pressing and bottling."

"It's a pretty viable market, and there's no one else in it yet," Anderson notes. This formula of finding a unique market niche with growth potential fits right into the ARDSA program, which is intended to boost yields from British Columbia agricultural lands. □



TIDSA - Tourism Strategy for British Columbia

"Tourism markets in the 1980's and 90's will become increasingly diverse and competitive. Tourists will be more sophisticated and demanding and the range of interests, activities and experience sought will be increasingly differentiated."

These were some of the findings of a study commissioned by DREE and the Ministry of Industry and Small Business Development as part of the Travel Industry Subsidiary Agreement (TIDSA) signed by DREE and the British Columbia government in 1978 to encourage development of the tourism industry in the province.

Tourism, ranking third in importance to the provincial economy, provides 5 per cent of the gross provincial product, employs 65,000 people and, in 1978, contributed \$197 million in gross revenue to the provincial government.

It is evident, based on an inventory and analysis of tourism resources, that the greatest degree of tourism development has occurred in the popular and heavily visited south west and south central parts of the province and Vancouver Island. Some of these areas are approaching the point of full utilization while there are other parts of British Columbia that have yet to realize their full potential.

Skiing, big game hunting, fresh water fishing, camping and recreational boating are the most popular activities among visitors to British Columbia, emphasizing that the province's historical appeal as a tourism centre has been based primarily on its natural features.

Forecasts show that by 1983, tourism activity will increase by 4.5 per cent. To meet this increase, the province's tourism industry will require an additional labour force of 3,200 persons per year and 2,000 to 2,900 additional hotel/motel units per year.

Before launching a comprehensive tourism development program, both DREE and the provincial government decided to develop a strategy, looking twenty years into the future, which would give clear direction to planning, development and implementation activities for the tourism industry.

The recommended tourism strategy encompasses four areas:

1. Tourism Regions

British Columbia's existing nine tourism regions should be revised to allow for integrated resource management.

2. Planning

Planning should be undertaken from four orientations:

- market factors should determine the characteristics, quality and location of tourism developments
- high quality and high capability tourism resources should be identified and major tourism/recreation destination areas should be developed. Resource characteristics should determine the intensity of the development to minimize resource deterioration
- the economy of selected urban or rural areas should be stimulated or diversified according to the requirements of the region and the capability of the tourism/recreation resources
- strict control should be exercised over all developments to retain resource quality and prevent resource degradation or misuse
- local resident requirements should take precedence over non-resident tourism needs and areas should be deferred from further development until warranted.

3. Development

High quality tourism resource opportunities and destination areas should be

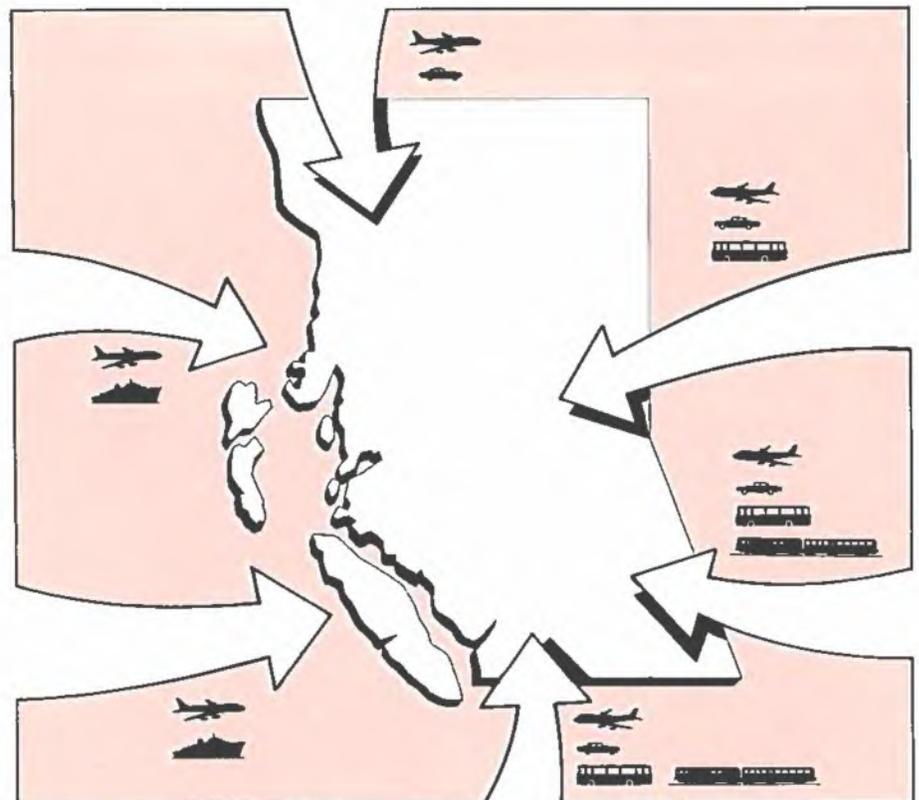
established to attract international, U.S. and domestic markets to complement existing provincial and regional markets. Specific attention should be given to the world energy situation and changing leisure trends. Circular travel corridors, major destination areas and gateway cities have been identified.

4. Implementation

The first few years of the plan should be a transitional period to re-orient the direction of tourism development in British Columbia. The interim should see substantial capital investment in proposed new plans and promotion of new markets in order to establish British Columbia as a destination vacation area.

The strategy, which varies on a regional, area and corridor basis, is being confirmed or modified during a regional planning process. Approaches range from a high degree of government involvement in tourism development for underdeveloped areas of the province to a free enterprise approach whereby the private sector invests in tourism development with little or no assistance from government.

In the last two years, close to 200 projects have been approved under TIDSA and half of the available TIDSA funds, \$25 million, have been committed. Projects range from the development of recreation facilities at Whistler Mountain to small hunting lodges in northern British Columbia. □



Vancouver, Victoria, Calgary, Edmonton, Seattle and Spokane act as gateway cities for domestic and international visitors to British Columbia.

Similkameen Indians Expand Crops

Two years ago, the Lower Similkameen Indian Band took a close look at its position, and decided to act. With more than 90% of its 50,000 acres owned by individual members, the band council realized development success rested on the ability to determine growth directions, plan projects that needed joint co-operation, and obtain capital funding for those beyond the resources of individuals.

The resulting comprehensive plan for economic development that came out of these meetings is starting to reward their efforts.

The band received \$106,500 from DREE under the Special ARDA program to install three-phase electric power on four reserves, near Keremeos. The installation will permit the band to develop

its alfalfa crop through an improved irrigation system. This will boost arable acreage to 3,000 from 1,000 acres under cultivation. With alfalfa bringing top dollar as a cattle feedstock, the development will add to the band's economic stability. In the future, the band plans to increase the size of its own cattle herd, now at 2,500 head, and also

move into silage corn crops.

This is only one of 23 projects identified by the council in its master development plan, which emphasizes the integration of programs and the orderly, sequential development of reserve lands.

"The Special ARDA program has been perfect for our band," says Anita Lau, economic development officer for the band. "A lot of bands in the central interior are starting to develop comprehensive strategies, identify their growth directions, and see what help they need with capital funding."

Ms. Lau and the 11-person staff are helping shift the initiative for development to band councils. With such systematic planning, bands look forward to continued support from Special ARDA to help meet Indian needs. □

Program Manager of DREE's Northern Office Assumes New Post

Bob Kohlert has been Program Manager of DREE's district office in Prince George since it opened in December 1977. Effective October 1st he becomes Regional Director for Central British Columbia with the B.C. Ministry of Agriculture and Food. Before taking up his new position Bob commented on the focus and operations of DREE's Prince George office.



Bob Kohlert

"Business development projects mean a lot to the people involved and we don't want them to feel isolated by distance or government processes. As the only DREE office outside of Victoria, we act as an information resource for Central and Northern British Columbia."

Since the Prince George office was opened over 900 individuals have met with the DREE staff members to discuss their projects and how DREE programs might provide assistance.

"To the people of our area — and it's a big area — we are DREE. Our role has been to provide information about available assistance programs, not only in our office, but also by attending public meetings," explains Kohlert, adding, "Nearly half of our meetings with applicants take place outside the office, at their homes or places of business."

Kohlert, Brian Williams, Industrial Development Officer, and Bob Inkpen and Keith Jackson, who are both Special ARDA Program Officers, have attended over sixty public meetings since 1978, presenting audio-visual and printed materials on DREE programs which can



Yvonne Melnychuk



Bob Inkpen



Keith Jackson

provide assistance to the travel industry, manufacturing and processing and agriculture, and projects undertaken by native peoples.



Brian Williams

Together with receptionist-secretary Yvonne Melnychuk, they work at maintaining an informal but efficient office and ensuring prompt responses to application requests.

All DREE staff members who have worked with Bob Kohlert wish him success in his new post. □

On peut obtenir cette brochure en français sur demande.

Additional copies of this publication are available from Information Services, Regional Economic Expansion, 1175 Douglas Street, Victoria, British Columbia V8W 2E1.



PHOTO COURTESY: B.C. MINISTRY OF FORESTS

Effects of juvenile spacing are shown at the top of photograph, with normal forest stand in the foreground.

Provincial Ministry of Forests Plans for Future of B.C. Forests

The British Columbia Ministry of Forests plans to increase funding for forest management programs by 34 per cent, over and above normal increases for inflation, by 1984/85. The province has developed a five year program to improve timber, range and recreation management, making a long term commitment to this important, renewable resource.

Forestry, the largest single contributor to the economy of British Columbia, together with support and service indus-

tries, employs nearly one in four B.C. residents. British Columbia forests provide approximately half of Canada's mature lumber as well.

The provincial five year program looks at three parts of effective forest management: harvesting, for lumber or pulp and paper; silviculture, meaning activities to maintain or increase growth; and protection, from fire, insects and disease.

A 12 per cent gain in production may be realized through the seed orchard

program, which is producing genetically superior seed. Juvenile spacing to allow strong healthy trees more room to grow in combination with fertilization, enables forest managers to manipulate forest stands for optimum growth and productivity. Commercial species can be grown more rapidly or may grow up to 20 per cent larger using such silviculture techniques.

Juvenile spacing and reforestation projects are two parts of the province's five year program being cost-shared by DREE and the British Columbia government under the \$50 million Intensive Forest Management Subsidiary Agreement. □