

COMMUNITY WELL-BEING

Arts and Culture

A fundamental draw for Cumberland is its sense of history and culture, which has attracted a diversity of people who enjoy a certain pace of life connected with nature, community, and the arts. Cumberland’s existing arts and culture scene is characterized by visual, graphic, and performing arts, as well as an active calendar of community events, music shows, and festivals.

While the current OCP recognizes the importance of building upon the community’s rich artistic and culture activities, it is limited in defining what forms of arts and culture are valued, and how they can best be celebrated and supported. Through this OCP review process, we can establish new ways to meet the desired arts and culture outcomes of the community.

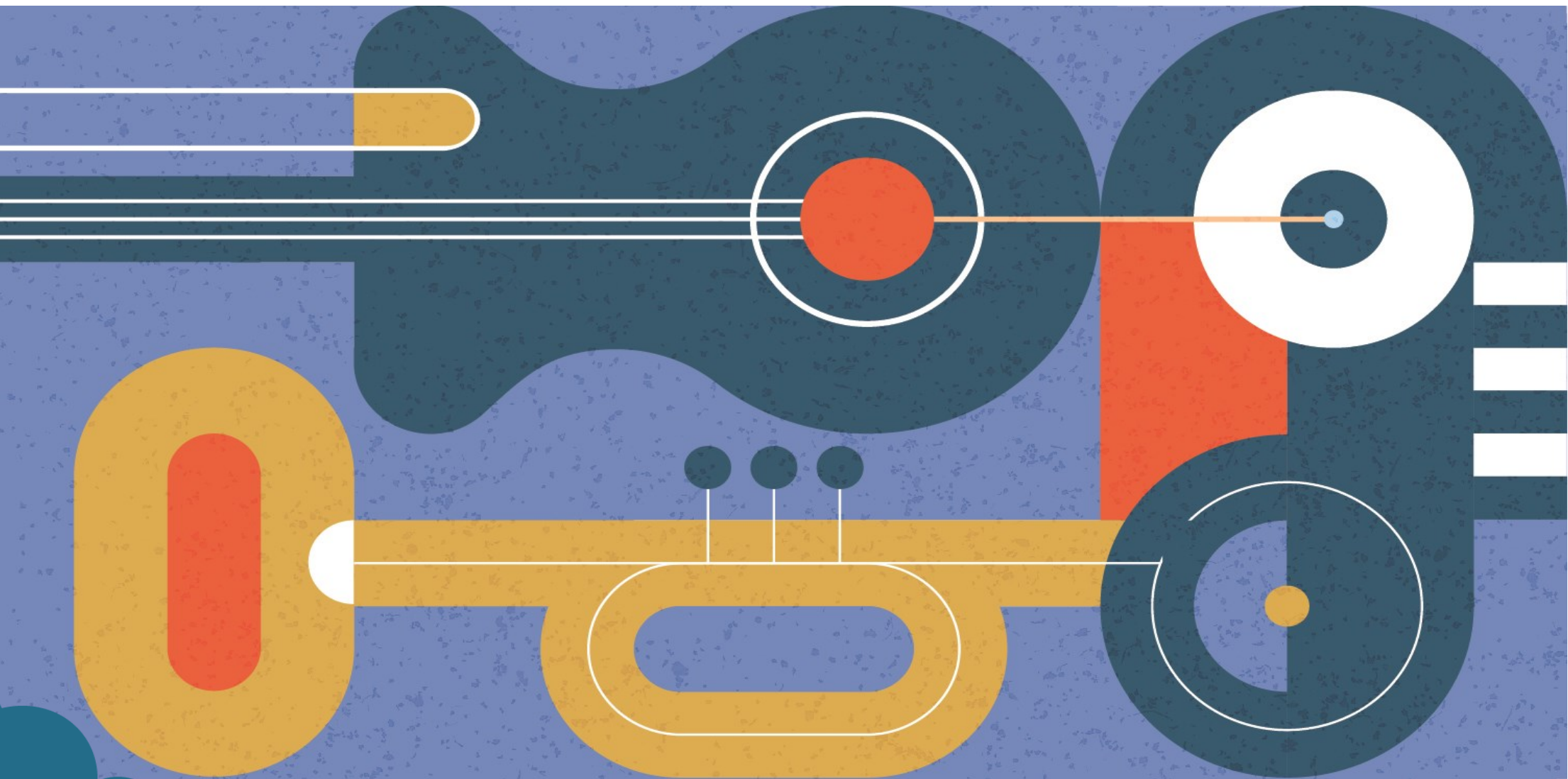


What forms of arts and culture are important to you?

What can the Village do to support arts and culture?

What kind of arts and culture spaces are needed in the Village? Where do these spaces best exist?

How can public art be incorporated into the Village to celebrate Cumberland’s identity?



Local Economy

In Cumberland's 2014 OCP, the three primary sectors identified for economic growth were eco-tourism, commercial development, and industrial development. As the community has grown, and new trends have emerged, it is time to reassess pri-

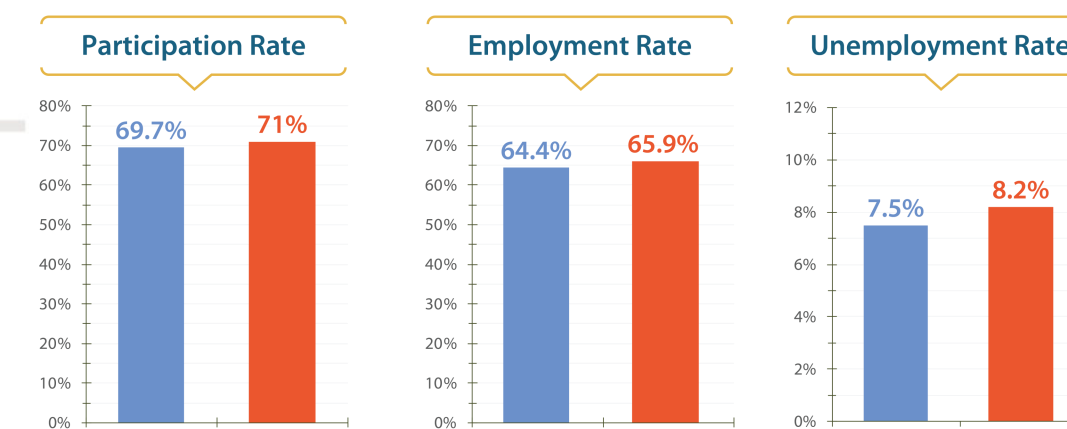
orities and establish new policies that reflect the collective vision of the community.

TOP INDUSTRIES OF EMPLOYMENT

 Health Care and Social Assistance
17.6% (440)

 Construction
10.22% (255)

 Professional, Scientific, and Technical Services
9.82% (245)



EMPLOYMENT DECLINING IN

 Manufacturing
8.9% | 2.81%

 Retail Trade
11.6% | 7.6%

 Transportation and Warehousing
5.57% | 3.2%

■ 2016 ■ 2021

EMPLOYMENT GROWTH IN

 Professional, Scientific and Technical Services
4.6% | 9.82%

 Public Administration
6.3% | 9%

 Accommodation and Food Services
4.6% | 6.2%

■ 2016 ■ 2021

2021 Census - Industries of employment of Cumberland residents

Looking Forward

During previous community engagement events, the following themes were identified:

- Need for balancing tourism growth with quality of life for residents
- Emphasis on supporting local businesses, including home based businesses and the culture and arts industry
- Addressing barriers to business development
- Importance of engaging the community and having open communication channels when discussing economic development
- Prioritizing collaboration among community partners, businesses, non-profits and local government
- Economic challenges are impacting businesses, including closures, staffing issues, and financial struggles
- Need to invest in the downtown core, including infrastructure updates to ensure Cumberland has a functioning and vibrant commercial centre
- Suggestions for attracting community-minded developers and incentivizing sustainable practices

What are the current strengths of Cumberland's economy?

What is needed to strengthen the local economy further?

What trends affecting the local economy have you experienced or do you see in the Village and the region?

NEXT STEPS

What's Ahead

- May 30, 2024, 4—6 p.m., Local Economy in Focus workshop (RSVP to planning@cumberland.ca to join the discussion)
- By end of May: Today's poster boards and key questions/survey posted for feedback at engagecomoxvalley.ca/Cumberland
- Community engagement summary report to Village Council
- Fall 2024 community engagement on final recommended growth scenario and policies
- OCP Bylaw to Council for adoption process, including public hearing on Bylaw



Follow engagecomoxvalley.ca/Cumberland to receive news updates on the OCP review.