

REPORT TO SALT SPRING ISLAND LOCAL COMMUNITY COMMISSION MEETING OF THURSDAY, MAY 15, 2025

SUBJECT Housing Now HomeShare Registry Project

ISSUE SUMMARY

To consider a contract to develop a multi-functional housing registry model in support of workforce housing on Salt Spring Island (SSI).

BACKGROUND

In 2022 the Southern Gulf Islands Economic Sustainability Commission developed a Housing Now program with a HomeShare toolkit, home registry, and website. The Housing NOW project gathered data and responses through community engagement with businesses, community organizations, and private residents, to document the Southern Gulf Island housing experience. The program created opportunities for the registry's growth and sustainability by seeking collaboration with the Southern Gulf Island Tourism Partnership (SGITPS) to include Salt Spring Island as an additional service community of the Registry. The financial support supplied by the SGITPS allowed for the creation of a Salt Spring Island coordinator for this new branch of the Housing NOW Registry, as well as an additional advertising and print media budget.

In October 2023, The Salt Spring Island Local Community Commission (LCC) directed staff to work with Housing Now to develop an SSI specific plan. The Housing NOW Project is a multi-functional housing registry model designed for the Southern Gulf Islands and Salt Spring. In 2024 the LCC approved funding of the SSI Housing Now HomeShare Registry project in the amount of \$22,830. This funding was used to produce an SSI housing Now Island associate onboarding and training program, conduct a business housing needs poll, home share community awareness campaign, business housing needs report, employer guarantor registry, SSI Housing Now landing pages, and a HomeSharer Finding Resolutions publication.

The Housing Now HomeShare registry project is requesting \$23,724 in funding in 2025 to implement key initiatives throughout 2025, focusing on digital innovation, enhanced Homeshare support, expanded communication strategies, housing education and the development of a social enterprise model (Appendix A).

ALTERNATIVES

Alternative 1

The Salt Spring Island Local Community Commission approved a \$23,724 contract with the Southern Gulf Islands Community Resource Centre for a Housing Now HomeShare Registry for Salt Spring Island.

Alternative 2

The Salt Spring Island Local Community Commission refer this report back to staff for additional information

IMPLICATIONS

Financial Implications

The Housing Now HomeShare Registry project will be funded from 1.124 Economic Development Service (EDS) budget.

The Economic Development Service has \$101,652 budgeted for project costs and third-party payments in 2025. \$51,652 of this funding was carried forward from 2024 to support LCC housing strategy initiatives. There is \$50,000 remaining to support fee-for-service contracts through the Economic Development Service in 2025.

Table 1: Salt Spring Island 2025 Economic Development Service Summary

2025 Economic Development Service	2024 Carried Forward	2025 Budget	Total 2025 Project Cost	Committed Funds *	Remaining
SSI (\$)	51,652	50,000	101,652	51,652	50,000

The CRD funded four fee-for-service contracts through the EDS in 2024 totaling \$62,830:

Table 2: Salt Spring Island 2024 Economic Development Service Spent for 2024

2024 Economic Development Service		
Contract	Description	Amount (\$)
SSI Chamber of Commerce	Visitor Information Centre 2024 Operating Season	10,000
SSI Farmland Trust Society	Farmland Trust Grow Local Food Aggregation	20,000
Southern Gulf Islands Tourism	DMMO Annual Funding	10,000
SIGI Community Resources	Housing NOW Home Share Registry	22,830
Total Spent 2024		\$62,830

The LCC has approved four fee-for-service contracts through the EDS in 2025 totaling \$25,500:

Table 3: Salt Spring Island Economic Development Service Approved for 2025

2025 Economic Development Service		
Contract	Description	Amount (\$)
SSI Farmland Trust Society	Neighborhood Farmer Training Program	7,000
Southern Gulf Islands Tourism	DMMO Annual Funding	10,000
Salt Spring Abattoir	Abattoir Skills Training	5,000
Tuesday Market Society	Tuesday Farmers Market Advertising and Promotion	3,500
Salt Spring Island Chamber of Commerce	Visitor Information Centre 2025 Operating Season	10,000
Total Spent 2025		\$35,500

Additional grant funding has been secured in the amount of \$10,000 to support housing strategy initiatives in 2025. Securing this additional funding will free up an additional \$10,000 of funding to support fee for service contracts.

Table 5: Post Approval and Pending Funds Remaining

2025 Economic Development Service Summary	2025 Budget	New Funding	Spent	Housing NOW HomeShare Registry	Remaining Funds
SSI (\$)	50,000	10,000	35,500	23,724	776

Economic Development Operating Reserve Balance = \$10,224

Social Implications

The Housing Now Homeshare Registry will support building a workforce housing toolkit of resources specific to Salt Spring Island and guide the creation of a fee-for-service payment structure that will apply to a diverse size range of employers in the region.

CONCLUSION

Seed funding from the SGI Community Economic Sustainability Commission and the SGITP, in 2023, allowed for the foundations of a Home Share Registry. With additional funding in 2024, the SSI Housing Now HomeShare Registry has continued to improve its function and be better equipped to address Salt Spring's more immediate workforce housing needs more broadly.

The LCC has received a request for additional funding to implement key initiatives throughout 2025 and to enhance and expand existing services.

RECOMMENDATION

The Salt Spring Island Local Community Commission approved a \$23,724 contract with the Southern Gulf Islands Community Resource Centre for a Housing Now HomeShare Registry for Salt Spring Island.

Submitted by:	Dan Ovington, BBA, Senior Manager, Salt Spring Island Electoral Area
Concurrence:	Stephen Henderson, BSc, MBA, Senior Manager of Real Estate, Southern Gulf Islands and Salt Spring Local Community Commission

ATTACHMENT(S)

Appendix A: Housing Now HomeShare Registry Project Work