

Roadmap to Resiliency: COEDC Strategy 2025-2030

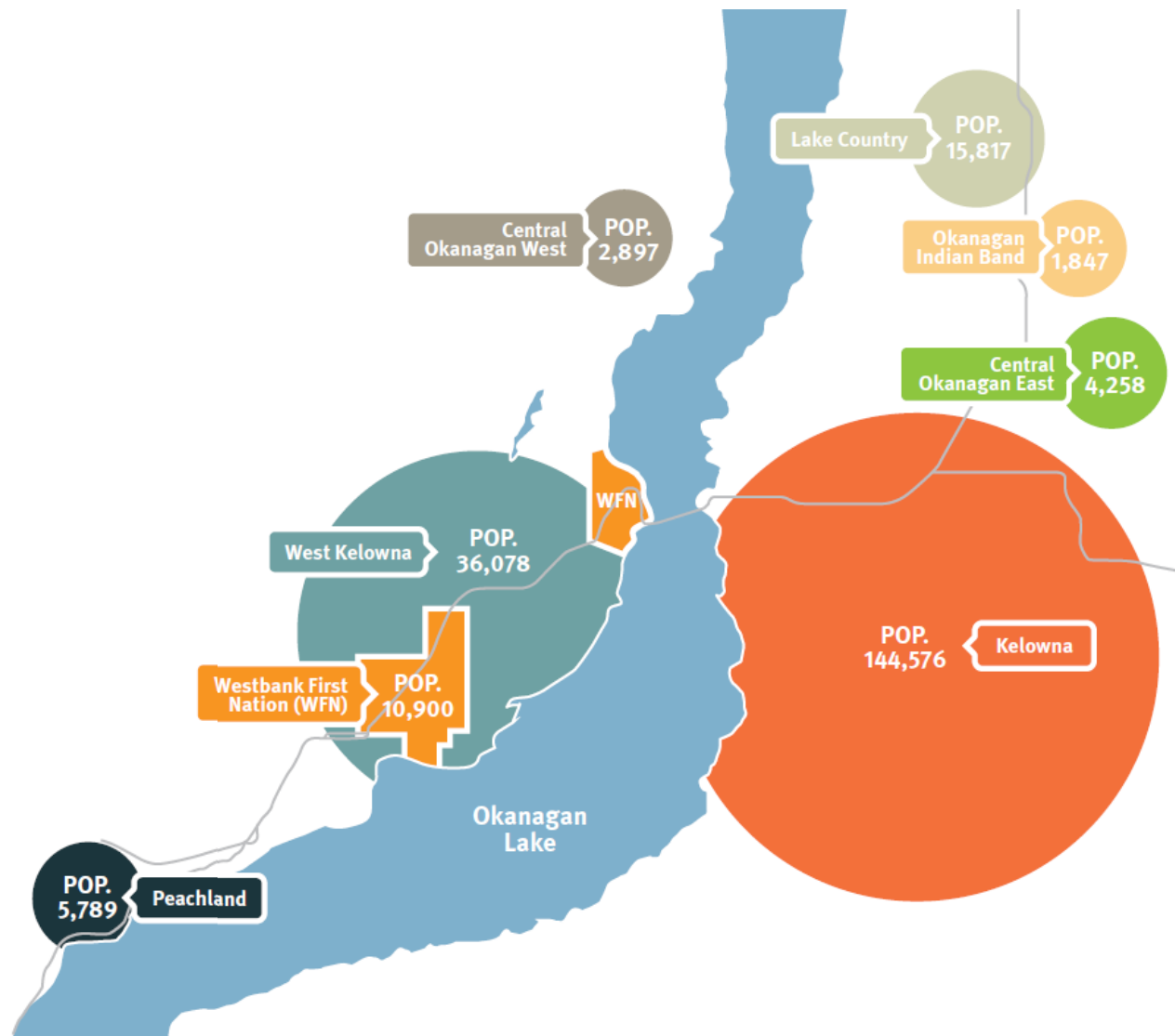
Regional District of Central Okanagan Board Meeting

February 20, 2025

1450 K.L.O. Road
Kelowna, BC, V1W 3Z4
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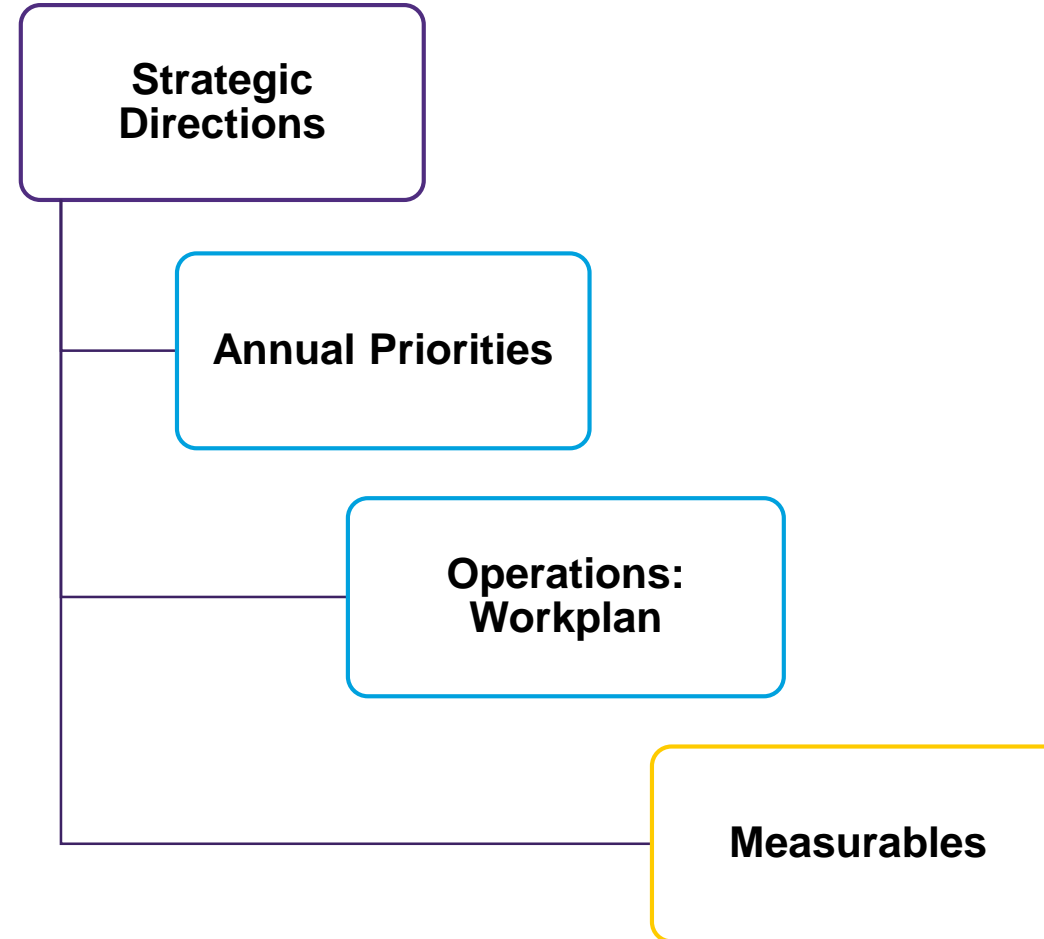
Regional Model



- **Recognized Best Practice**

- Highly integrated regional economy
- Economies of scale
- Impact on national and global stage

Strategic Plan to Workplan



In Action



- **Business Retention and Enhancement**
 - Site visits & 1-1 support
 - Agriculture support
 - Manufacturing sector programming
 - Referrals
- **Workforce Development**
 - Connector program
 - Okanagan Young Professionals Collective
 - Workforce profile and strategy

In Action



- **Investment Attraction**

- OKGo partnership
- Digital and in-person marketing
- Trade and Invest BC
- Global Affairs Canada, Invest in Canada

- **Coordination, Communication, Facilitation**

- Economic data: portal, profile, presentations
- Business resources
- Advisory committee
- Economic development partners

Deloitte.



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION

Roadmap to Resiliency

COEDC Strategy 2025-2030

Project Overview



How Did We Get Here?



Strategic Directions



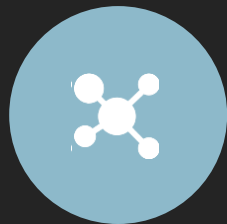
Strategic directions provide an overall framework for operational actions, potential key performance indicators (KPIs), and COEDC's recommended role.



Drive Economic Resilience



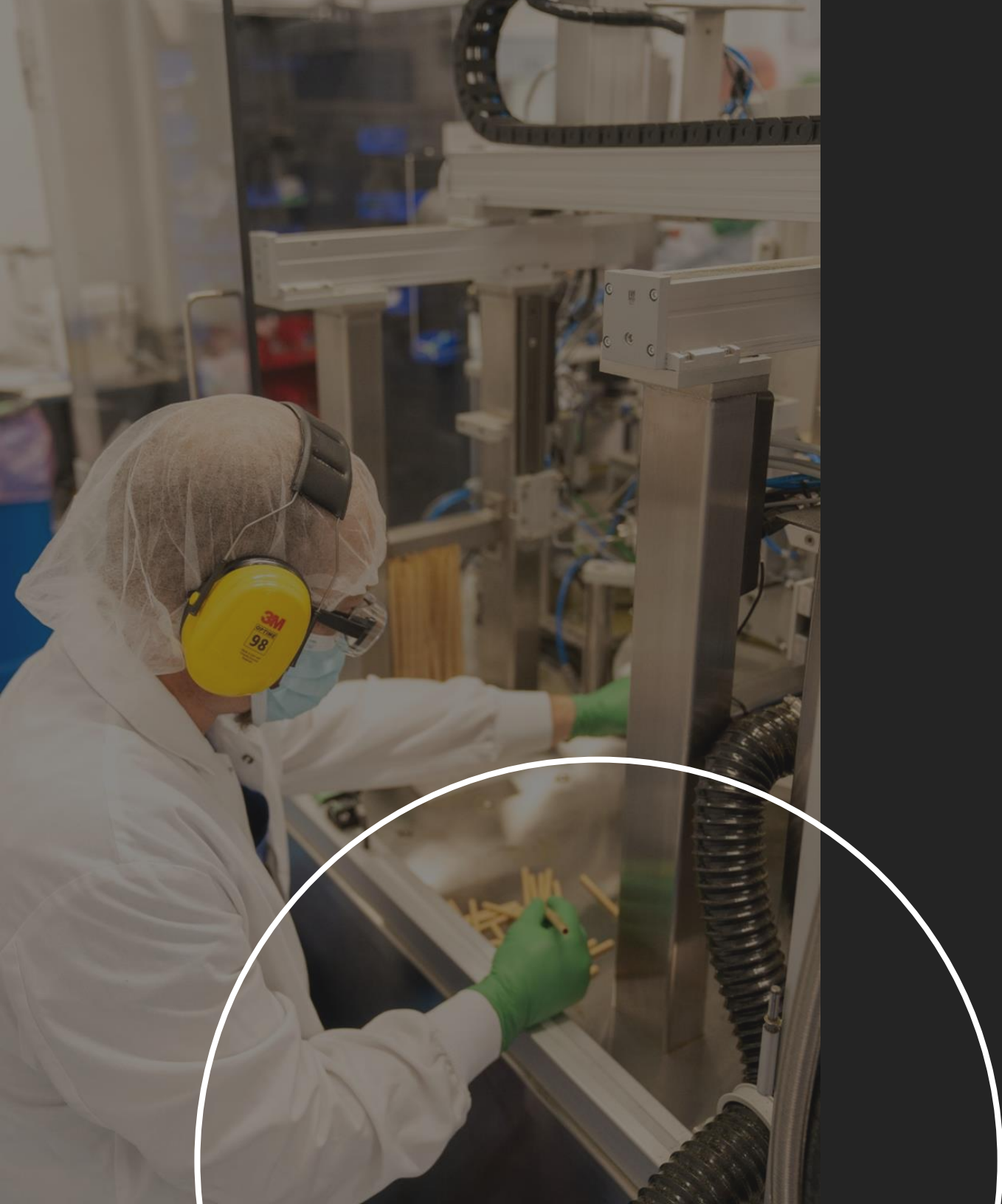
Build a Skilled Workforce



Promote Innovation



Grow Export-Focused Industries



COEDC Strategy 2025 to 2030 is in alignment with projected resources outlined in COEDC's 5-year financial plan, as well as grant and partnership funding opportunities.

The scope and breadth of the plan is adaptable to changing regional needs, available resources, and external economic conditions (such as USA trade barriers).



Drive Economic Resilience

Support businesses in adapting to a changing landscape.

ACTIONS	COEDC ROLE
1 Focus investment initiatives on attracting innovative businesses to bolster existing sectors and address local challenges.	LEAD
2 Develop educational resources and tailored adaptation strategies to address challenges and promote resilience.	LEAD & SUPPORT
3 Establish a network of resilience champions to mentor businesses in enhancing their resilience.	SUPPORT
4 Support resiliency and diversification initiatives by engaging with the innovation ecosystem.	SUPPORT
<hr/> KPI'S	
EVENTS (INVESTMENT ATTRACTION, WORKSHOPS ETC), site visits, resource development & analytics	

Build a Skilled Workforce

Foster a skilled regional workforce by focusing on talent development, attraction, and retention.

ACTIONS	COEDC ROLE
1 Conduct a labour market study to gather critical intelligence on workforce gaps.	LEAD
2 Develop targeted talent attraction initiatives based on identified needs.	LEAD
3 Continue to partner with post-secondary institutions to support program development that aligns with regional industry needs.	SUPPORT
4 Support regional and municipal housing initiatives by providing a link to regional workforce intelligence and associated housing needs.	SUPPORT

KPI'S
Partner & grant funding, events, presentations, labour market strategy completion

Promote Innovation

Promote innovation to boost labor productivity and resource efficiency.

ACTIONS	COEDC ROLE	
1	Enhance existing business outreach programming by providing technology adoption tools and resources.	LEAD
2	Showcase regional innovations through storytelling.	LEAD
3	Facilitate industry and cross-industry roundtables to share innovation best practices.	LEAD & SUPPORT
4	Support post-secondary in connecting faculties with industry to foster research and innovation addressing community needs.	SUPPORT

KPI'S
Events, site visits, presentations, digital analytics (website, social media, newsletters)

Grow Export-Focused Industries

Strengthen export base by attracting high-value companies, supporting market expansion, and building regional supply chains.

ACTIONS	COEDC ROLE
1 Concentrate investment attraction initiatives on export-oriented sectors with growth potential that align with federal/provincial targets.	LEAD
2 Conduct a regional supply chain study to enhance export industry integration with the regional economy.	LEAD
3 Maintain high level of regional business intelligence by actively engaging with export-oriented industries.	LEAD & SUPPORT
4 Support businesses with export development by connecting to Federal and Provincial resources.	SUPPORT

KPI'S

Export-focused events, site visits, presentations, supply chain study completion

Target Sectors

 Agriculture

 Digital Technology

 Clean Technology

 Health

 Manufacturing

 Aerospace

Canada

Central Okanagan

British Columbia

Agriculture
Aerospace
Cleantech

Manufacturing

Digital
Technology

Automotive
Technology
Natural Resources
EV Supply Chain

Health

Clean Energy
Entertainment
Forestry
Natural Gas
ICT



Thank you!



Jamie Vann Struth, Senior Manager

jvannstruth@deloitte.ca



Jose Rodriguez, Senior Associate

josedrodriguez@deloitte.ca

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Recommendation

All Directors – Unweighted Corporate Vote – Simple Majority (LGA s.208)

THAT to receive for information the final report for the Regional District of Central Okanagan's Economic Development Commission's Roadmap to Resiliency: COEDC Strategy 2025-2030.