

Roadmap to Resiliency

COEDC Strategy
2025 TO 2030

The COEDC Strategy 2025 to 2030 builds on regional strengths and addresses challenges to seize opportunities, support a thriving business environment and promote investment in the region.

The Strategic Directions for the Central Okanagan Economic Development Commission (COEDC) build on previous strategies and regional reports, and were informed by economic analysis and diverse community engagement. Four strategic directions emerged to drive sustainable growth and position the Central Okanagan as a major economy in Western Canada.



Economic Reconciliation

The Regional District of Central Okanagan (RDCO) acknowledges our presence on the traditional, ancestral and unceded tmxwúla?xw (land) of the syilx/Okanagan people who have resided here since time immemorial. We recognize, honour and respect the syilx/Okanagan lands upon which we live, work and play.

The Regional District of Central Okanagan's Economic Development Commission is committed to fostering economic reconciliation. The COEDC Strategy 2025 to 2030 will be implemented in alignment with the Declaration on the Rights of Indigenous Peoples Act. The directions and actions outlined in this strategy are deeply rooted in collaboration with the syilx/Okanagan people and will be implemented collaboratively to support economic independence and reconciliation.

Central Okanagan Economic Development Commission

The Central Okanagan Economic Development Commission (COEDC) is a function of the Regional District of Central Okanagan and provides economic development services to the following communities:

- District of Peachland
- City of West Kelowna
- Westbank First Nation (WFN)
- City of Kelowna
- District of Lake Country
- Central Okanagan East and West

Mandate

The COEDC works to foster the development of a healthy, dynamic and resilient community economy by supporting existing businesses and encouraging new business investment in the Central Okanagan.

Advisory Committee

With an Advisory Committee made up of 45+ influential industry leaders, community shapers and elected officials, the COEDC stays informed of challenges and opportunities facing the regional business community.



Strategic Directions

Comprehensive community engagement and economic analysis established a regional vision, guiding the development of renewed strategic directions. The strategic directions provide an overall framework for operational actions, potential key performance indicators (KPI's), and COEDC's recommended role.

The directions and associated actions are designed to be adaptable, allowing for responses to economic uncertainties and opportunities that may arise over the next five years. While specific economic disruptors, such as pandemics, tariffs, or trade agreements, cannot be predicted, actions can be developed under each of the strategic directions to address regional needs consistent with the latest economic conditions.

The COEDC Strategy 2025 to 2030 and its associated actions have been developed in alignment with the projected resources outlined in COEDC's 5-year financial plan, as well as anticipated grant and partnership funding opportunities. The scope and breadth of these initiatives will be adjusted based on regional needs and available COEDC resources. Additional resources may be required to address changes in the economic needs of the region.



Drive Economic Resilience



Build a Skilled Workforce



Promote Innovation



Grow Export-Focused Industries



Drive Economic Resilience

Support businesses in adapting to a changing landscape.



Build a Skilled Workforce

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

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 |

KPI'S

Events (investment attraction, workshops etc), site visits, resource development & analytics

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.



Grow Export-Focused Industries

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

ACTIONS

COEDC ROLE

- | 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)

ACTIONS

COEDC ROLE


- | 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. | LEAD & SUPPORT |


KPI's


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


Target Sectors


Identified sectors support business innovation and economic diversification through investment and workforce attraction. Targets align with Federal and Provincial priorities. This alignment maximizes resources and success, driving regional economic growth.


 Agriculture

 Clean Technology

 Manufacturing

 Digital Technology

 Health

 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



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION

Reach out to our team, we're ready to help!

We facilitate business investment and support existing businesses.
With minimum fuss and maximum speed. Reach out to us for:

- Statistics
- Quarterly Economic Indicators
- Industry Data
- Business Support
- Export Support
- Workforce Support
- Government Connections

Central Okanagan Economic Development Commission

Address

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

Tel: 1-250-469-6280

Email: info@investkelowna.com

Web: www.investkelowna.com

[Download COEDC Strategy 2025 to 2030 Full Report](#)

