

# MOVING FORWARD TO 2025

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**CENTRAL  
OKANAGAN**  
ECONOMIC  
DEVELOPMENT  
COMMISSION

The Regional District of Central Okanagan's (RDCO) Economic Development Commission (COEDC) works in partnership to facilitate and encourage the development of a healthy and dynamic sustainable community economy by supporting existing businesses and encouraging new business investment within the Regional District of Central Okanagan.

**Moving Forward to 2025** provides a roadmap for building on past success, effectively leveraging the region's strengths, and encouraging a strong and sustainable regional economy for the future.

### Strategic Pillars



**GROWING  
SUSTAINABLY**

We use economic development best practices to support an economy that works for the people, businesses and environment of the Central Okanagan. We work to advance the Regional Growth Strategy priorities through partnership and collaboration.



**COMPETING  
GLOBALLY**

We showcase the Central Okanagan's profile as an Innovative future-focused economy through targeted investment attraction initiatives and assisting businesses with specialized service and expertise.



**INVITING  
TOP TALENT**

We support business growth and position the Central Okanagan as a talent-rich region by communicating the Region's career and lifestyle opportunities, equipping employers with resources and facilitating connections between industry and post-secondary.



**BUILDING  
BUSINESS**

We leverage proven strategies to attract, retain and build business. We have a continual improvement partnership-driven mindset and use digital innovations and new ideas to maximize impact.

With committed and connected business support and a collective attitude that fosters entrepreneurship, the region is ready to grow as industry does.

**Possibilities? Endless – It's All Here Now.**

## ECONOMIC BASE ANALYSIS SEPTEMBER 2019



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COMMISSION

## STRATEGIC DEVELOPMENT AND ENGAGEMENT RESULTS REPORT SEPTEMBER 2019



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COMMISSION



## Moving Forward to 2025

Presentation to Regional District of Central Okanagan, Governance & Services Committee

Presented by: Jordan Tidey, MDB Insight

Date: October 10, 2019

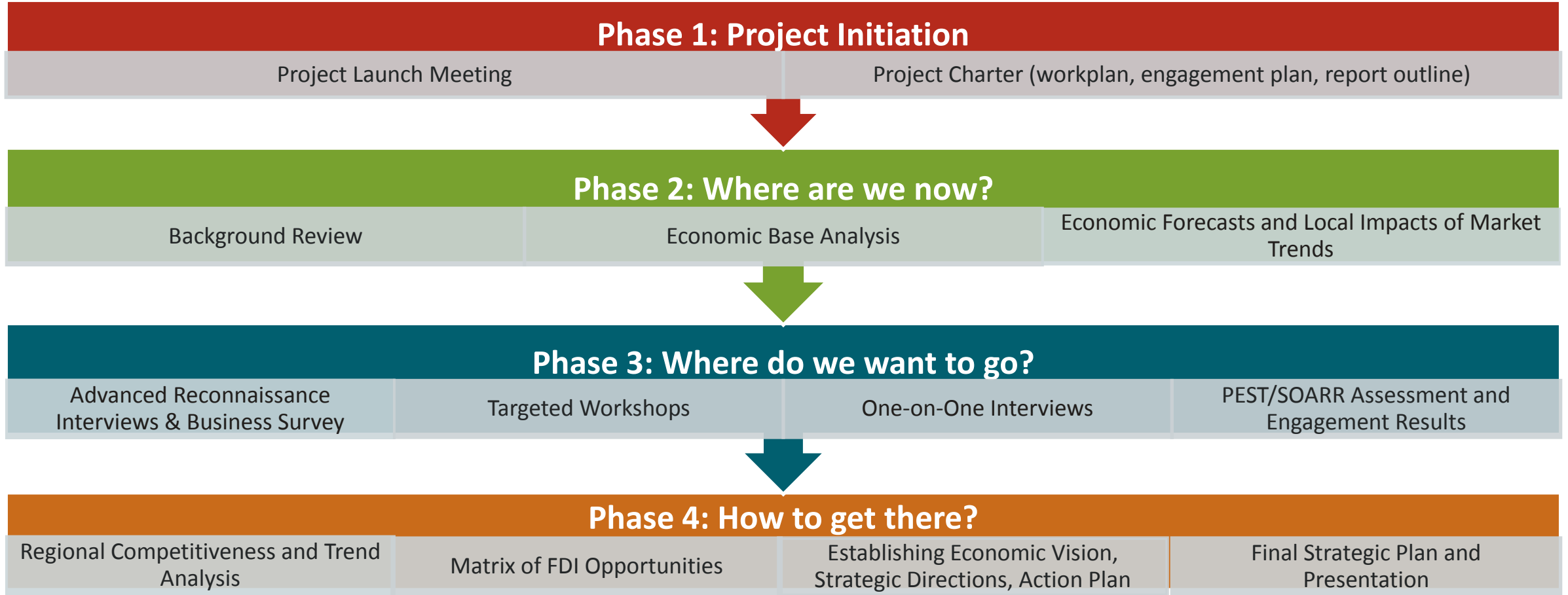


## Today's Agenda

- Moving Forward to 2025 Project and Process Steps
- Strategic Pillars
- Sectors in Focus
- Key Actions
- Implementation
- Communications Framework for Release
- Q+A



# Approach and Methodology







## Economic Base Analysis

- Key Themes Emerging from Document Review
- Current Economic Context
- Competitiveness, Trends and Regional Value Proposition
- FDI Opportunities Matrix



# Strategic Development and Engagement Results Report

- Engagement Activities
  - Round Tables
  - One on One Interviews
  - Business Survey
- PEST/SOARR Assessment
- Strategic Development

# Strategic Pillars



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# SECTORS IN FOCUS

The COEDC delivers impact by building on the strengths and competitiveness of key industries through business enhancement and investment attraction.



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## ADVANCED MANUFACTURING / AEROSPACE

Enhance industry competitiveness for emerging and established businesses, developing core competencies by leveraging and collaborating with industry to advance solutions through aligned research and development expertise, and innovation at post-secondary institutions.



## AGRICULTURE / VITICULTURE

Foster excellence in agriculture production, food processing, experiential and value-added offerings in the region to support development along the entire supply chain from production to consumption.



## ANIMATION / FILM / DIGITAL MEDIA

Showcase competitiveness by increasing awareness of the Region's value proposition and enhancing the profile of regionally-based companies.



## HEALTH

Support health-focused ventures with business development services, connections and collaboration throughout the public health care system and with health research and innovation expertise, and promote the region as the Health Care Hub of the Interior.



## INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)

Leverage federal and provincial programming and serve as a conduit for regional partners to increase capacity and build upon the momentum of the sector.

Focus on the above key sectors does not mean others are less important – COEDC services and support are available to all businesses in the Regional District of Central Okanagan.





## ACTION PLAN

The COEDC will implement **Moving Forward to 2025** with innovative action items that operationalize the Strategic Pillars within Sectors in Focus. The following table provides the foundation of what is operationalized every year within three programming areas: Business Retention & Enhancement, Investment Attraction, and facilitating Coordination and Connection. Each action detailed in annual COEDC Operational plans include well-defined objectives, rationale, tactics and measurements, all of which are monitored and reported on a quarterly basis.



**GROWING  
SUSTAINABLY**

Increased knowledge of industry intelligence, statistics and trends to inform decision making for the future



**COMPETING  
GLOBALLY**

Increased Regional capacity to attract investment through the creation of tools and resources



**INVITING  
TOP TALENT**

Increased capacity of employers to retain, develop, and attract top talent



**BUILDING  
BUSINESS**

Increased capacity of regional business and business service providers to foster growth



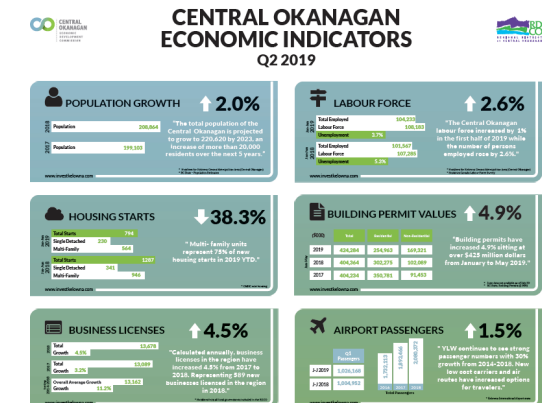
# Growing Sustainably

**ACTION 1:** Support implementation of Regional Growth Strategy priority projects

**ACTION 2:** Engage in and provide industry intelligence to Regional Planning Labs

**ACTION 3:** Provide Regional Stakeholders with economic data to support informed decision making

**ACTION 4:** Share best practices of applied sustainable growth and align with federal/provincial support initiatives



## Economic Indicator Reports



## Competing Globally

**ACTION 1:** Facilitate a regional approach to investment readiness

**ACTION 2:** Development of lead handling protocols

**ACTION 3:** Increase the awareness of the Region's value proposition

**ACTION 4:** Leverage the Region's investment efforts to align with federally/provincially identified target sectors and priority markets



**Economic Profile  
& Sector Profiles**



## Inviting Top Talent

**ACTION 1:** Collaborate with industry and regional partners to support talent development, attraction, and retention

**ACTION 2:** Collect and share labour market intelligence

**ACTION 3:** Facilitate industry and post-secondary connectivity

**ACTION 4:** Showcase career and professional development, success stories across all industries







## Building Business

- **ACTION 1:** Create and connect businesses to resources, tools, support programming and market information
- **ACTION 2:** Partner with Region's business service providers to address needs and opportunities of businesses
- **ACTION 3:** Create assets that showcase successful regional companies and the ecosystem that supports them (i.e. post-secondary institutions, centres of excellence, etc.)
- **ACTION 4:** Gather industry intelligence through direct connections with the Region's businesses



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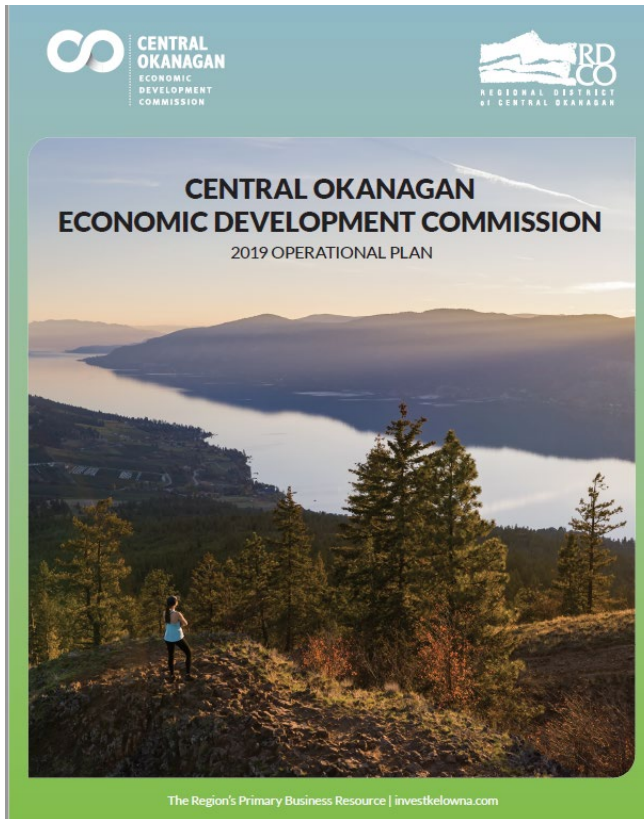
**SMALL BUSINESS WALK**

2017





# Implementation



## THE REGION'S PRIMARY BUSINESS RESOURCE



Economic Profiles & Data



Workforce Development



Business Development



Agricultural Support



Export Development

### Objectives:

- Connect with Central Okanagan businesses to gather industry intelligence and identify barriers and opportunities for business in the region
- Collect and communicate workforce needs of the business community with post-secondary institutions
- Develop industry sectors with regional economic significance or high growth potential

Program & Tactics	Outcomes	Measurement Guidelines
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RETAIN | GROW | ATTRACT



## Communications Framework for Public Release

- Timeline
- Channels
- Key Partners
- Key Messaging



# THANK YOU!

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