

COVID-19

REGIONAL ECONOMIC RESPONSE & RECOVERY STRATEGY



RESPONSE

Regional Economic Response Team

“Weather the Storm”

RECOVERY

Regional Economic Recovery Task Force

“Emerge Stronger”



Objective

Provide support and services to help Central Okanagan businesses respond to the immediate economic impact of COVID-19.

Develop a long-term economic recovery plan to reenergize the Central Okanagan economy, retain business base and support employers/workers in getting people back to work as soon as possible.

Estimated Timing*

1 – 3 Months

4 – 18+ Months, Commence July 2020

Partners

Led by the COEDC and comprised of:

- Support staff from the District of Lake Country, City of Kelowna, Westbank First Nation, City of West Kelowna and District of Peachland
- Representatives from Chambers of Commerce/Boards of Trade of Lake Country, Kelowna, Greater Westside and Peachland
- Tourism Kelowna
- Central Okanagan Business Service Providers
- COEDC staff who act as a conduit for the COEDC Advisory Council

Co-chaired by Chair Given and Mayor Basran and comprised of:

- Chief Christopher R. Derickson, Westbank First Nation
- Regional Board Chair Gail Given, Regional District of Central Okanagan
- Mayor Colin Basran, City of Kelowna
- Mayor Gord Milsom, City of West Kelowna
- Mayor James Baker, District of Lake Country
- Mayor Cindy Fortin, District of Peachland

Key Actions**

- Act as concierge service, providing one on one expertise to businesses
- Collect and share local data from existing survey mechanisms
- Facilitate industry sector roundtables for Aerospace, Manufacturing, Agriculture and other sectors
- Communicate business needs to Provincial/Federal government with One Voice
- Promote ‘support local’ initiatives
- Share all available business support and funding programs in centralized location (investkelowna.com/covid19)

- Provide Central Okanagan Communities a forum for identifying economic recovery needs.
- Position and advocate for anticipated stimulus program funding for Central Okanagan businesses and their employees.
- At a political level communicate Central Okanagan needs with One Voice.
- Identify available areas for collaborative projects to support economic recovery.

COEDC will work with partners to implement strategies identified by the Response Action Team and Recovery Task Force and communicate Central Okanagan business needs with One Voice.

www.investkelowna.com

*All timelines established are subject to change following guidelines and recommendations from Public Health authorities.

** All key actions are subject to change in response to evolving public health and economic conditions.

