



Regional Board Report

TO: Regional Board

FROM: Corie Griffiths
Director of Corporate Services

DATE: August 23, 2021

SUBJECT: UBCM Community Excellence Award Submissions

Voting Entitlement: *All Directors – Unweighted Corporate Vote – Simple Majority – LGA 208.1*

Purpose: To consider a Board resolution in support of two Economic Development Commission (RDCO-EDC) submissions for the Union of B.C. Municipalities Community Excellence Awards.

Executive Summary:

The Union of BC Municipalities (UBCM) Community Excellence Awards recognize and celebrate UBCM members that have implemented projects or programs that demonstrate excellence in meeting the purposes of local government in BC.

Prior to the May 14, 2021 deadline for submissions, the RDCO-EDC prepared and submitted packages in two program areas: Strategic Planning and Community Engagement Process (Attachment 1a), and the OKGo Regional Sector Marketing Partnership (Attachment 1b). Although both were submitted under Excellence in Service Delivery, UBCM has since re-categorized the Strategic Planning program under Excellence in Governance.

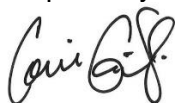
As part of the application process, the submission package requires a resolution from the Regional Board in support of the program areas that are being considered for a Community Excellence Award. The resolutions of support must be forwarded to UBCM by the end of August 2021 to complete the submission package.

RECOMMENDATION:

THAT the Regional District of Central Okanagan supports the Strategic Planning & Community Engagement Process as outlined in the UBCM Community Excellence Award submission attached to the report dated August 23, 2021;

AND THAT the Regional District of Central Okanagan supports the OKGo Regional Sector Marketing Partnership campaign as outlined in the UBCM Community Excellence Award Submission attached to the report dated August 23, 2021.

Respectfully Submitted:



Corie Griffiths, Director of Corporate Services

Approved for Board's Consideration



Brian Reardon, CAO

Prepared by: Krista Mallory, Manager of Economic Development

Attachment(s):

1. Applications – UBCM Award of Excellence
 - a. COEDC Strategic Planning & Community Engagement Process
 - b. OKGo Regional Sector Marketing Partnership – UBCM Award of Excellence

Background:

Excellence in Governance - Regional District of Central Okanagan Economic Development Commission (COEDC) -Strategic Planning & Community Engagement Process

The COEDC provides economic development services to the communities of Lake Country, Kelowna, Westbank First Nation, West Kelowna, Peachland, and East and West Electoral Areas and is accountable to the RDCO Board. In addition to oversight from the Board, the COEDC has a 45-member Advisory Council, made up of industry leaders, community partners, and elected officials, that serves as a conduit of information to/from the Commission.

In an ever pivoting economic climate, the COEDC's strategic plan, Moving Forward to 2025, identifies 4 Strategic Pillars. This strategic plan focuses on partnerships to facilitate and encourage the development of a dynamic sustainable economy by supporting existing businesses and encouraging new business investment.

These pillars are:

1. Building Business
2. Growing Sustainability
3. Competing Globally
4. Attracting Top Talent

This strategic plan is the foundation for developing the annual Operational Plan which details the COEDC's yearly objectives and performance measures.

The Moving Forward to 2025 Strategic Plan was constructed by reflecting on previous RDCO reports (Regional Board Strategic Priorities 2019-2022 and the 2017 Five-year RDCO Regional Growth Strategy Priority Projects Plan) as well as through informed engagement with businesses and community leaders in the region.

This collaborative approach included community consultation through workshops, one-on-one site visits, business walks, and online and telephone surveys all of which contributed to a

Strategic Development and Engagement Results Report. These two resources were the foundation in identifying opportunities for growth and development in the Central Okanagan providing the framework and vision for the 4 Strategic Pillars identified in the Moving Forward to 2025 Strategic Plan.

Other communities and organizations can emulate the COEDC's success by developing similar consultative processes with their stakeholders and developing key performance indicators that have measurable strategic actions. The COEDC Operational Plan and Strategic Plan "Moving Forward to 2025" can be used as a resource for communities developing economic development programs. The COEDC's 2021 Priorities and Moving Forward to 2025 documents are publicly available on www.investkelowna.com

Excellence in Service Delivery - OKGo Regional Sector Marketing Partnership

With the common interest of increasing awareness of the region's economic and tourism opportunities, the RDCO's EDC (COEDC) partnered with regional stakeholders, Accelerate Okanagan (the Region's tech accelerator) and Tourism Kelowna (destination marketing organization), and recognized a shared objective of marketing the region as a thriving hub for innovative growth in five key growth sectors: advanced manufacturing and aerospace; agriculture and viticulture; animation, film and digital media; health; and, information communications technology.

The objective of the campaign is to attract business events, talent, entrepreneurs and investment to the Central Okanagan on behalf of partner municipalities and regional stakeholders. The OKGo campaign has leveraged the resources of all three partners, as well as matched funding received from Global Affairs Canada and the networks of Destination Canada, to create a marketing impact beyond what each organization would be able to achieve individually.

The OKGo campaign can be replicated and is easily transferable to any community. Assets of the campaign – website, magazine, videography, photography, digital advertising – can be adapted to suit each community's needs, style and message. The ability to highlight each community's key industry sectors, have local entrepreneurs open up and tell their own story in their own words, share the benefits of growing a business in the community and highlight the economic factors driving their success provides any campaign with a powerful message.

The Central Okanagan is well known for its collaborative nature among government, industry, post-secondary institutions and business support organizations which has proven key to the success of the campaign.

The most important lessons learned on this project have been the importance of having a supportive, collaborative ecosystem in your community that allows businesses to grow and organizations to find common ground to work on projects like this, along with identifying a common goal of promoting the development of the region and finding the right entrepreneurs to share their story and carry the message.

Considerations not applicable to this report:

- *Strategic Plan:*
- *General:*
- *Organizational:*
- *Financial:*
- *Policy:*
- *Legal/Statutory Authority:*