

2021 COEDC PRIORITIES PLAN



BUILDING BUSINESS

PRIORITY: Support the region's businesses through one on one business guidance

- Provide business guidance and support to businesses across industry sectors including business development expertise and connection to resources
- Deliver up to 25 Economic Climate and about COEDC programs awareness sessions to business and community groups
- Provide agriculture-specific business development expertise through direct visits to 15 farm operators and 1-2 agriculture events through the Agriculture & Agri-Tourism Program
- Provide business development and export expertise to 20 exporters and facilitate 1-2 export related events through Export and Business Development Program

PRIORITY: Create and connect businesses to resources, tools, support programing and market information

- Publish up-to-date COVID 19 resources and communications including plain language business operators guide to business supports and financing initiatives
- Contribute to growth of the entrepreneurial ecosystem by partnering on programs including the OKGN Angel Summit; e@UBCO; Community Futures; Women's Enterprise Centre and others
- Develop, maintain and distribute targeted publications and resources for business
- Launch online interactive database of community information and intelligence to support data-driven decision making

PRIORITY: Gather industry intelligence through direct connections with the region's businesses to identify needs & opportunities

- Seek business intelligence and provide guidance through 125 businesses site visits
- Conduct 8-10 business roundtables
- Support community leads in regional Small Business Walk Program

PRIORITY: Partner with region's business service providers to address needs and opportunities of businesses

- Lead Regional Service Provider Roundtables to ensure awareness of services and inform future response programming
- Serve on and provide economic climate information to regional bodies including the YLW Air Service Development Task Force; BC Tree Fruit Competitiveness Fund Review Committee; Community Futures; Central Okanagan Local Immigration Partnership; and others



GROWING SUSTAINABLY

PRIORITY: Provide regional stakeholders with economic data to support informed decision making

- Provide support & regional economic climate data to elected officials, municipal and WFN staff and Economic Development Committees and stakeholders
- Identify, support and implement Local Government Economic Development Priorities
- Centralize and broadly distribute community, economic and demographic data, and business intelligence information to support data-driven decision making

PRIORITY: Share best practices of applied sustainable growth and align with federal/provincial recovery initiatives

- Share information and advocacy needs to ensure the Region is positioned to benefit from Federal and Provincial COVID 19 Response relief and COVID 19 recovery initiatives
- Recognize and celebrate the sylix/Okanagan culture
- Increase awareness of Federal/Provincial Incentives and Policy Changes

PRIORITY: Support implementation of regional growth strategy projects

- Regional Growth Strategy (RGS): Enhance awareness and support priority projects plan(s)
- Share industry trends & data at RDCO Regional Planning Labs
- Increase awareness of Emergency Preparedness and Recovery for Small Businesses: tools & resources



FOSTERING A VIBRANT WORKFORCE

PRIORITY: Collaborate with industry and regional partners to support talent development, attraction, and retention

- Partner with Tourism Kelowna & Accelerate Okanagan in the second edition of the OKGo campaign focusing on innovation and talent
- Share stories of young, diverse business owners/ leaders and connect young professionals to social, career and volunteer networks through the Okanagan Young Professionals Collective (OYP) Program
- Integrate 30 newcomers, young professionals and recent graduates with professional networks through the Connector Program

PRIORITY: Facilitate industry and post-secondary connectivity

- Increase career readiness of post-secondary students and bridge divide between remote and on-campus post-secondary students and regional businesses through the OYP Student Liaison Program
- Serve as a conduit between industry and academia by Post-Secondary Committee Representation
- Support programs that retain students in the region including the UBCO Arts Career Apprenticeship program, e@UBCO and the Okanagan College School of Business

PRIORITY: Collect and share labour market intelligence

- Provide real-time Labour Market Intelligence for the Central Okanagan
- Publish semi-annual Job Market Report



COMPETING GLOBALLY

PRIORITY: Align the region's investment efforts with federal/ provincial recovery initiatives, target sectors and priority markets

- Position Region for COVID-19 economic recovery with alignment to and promotion of local, Provincial and Federal recovery initiatives
- Maintain relationships and connectivity with Provincial and Federal partners i.e. Canadian Trade Commissioners Service, Trade and Invest BC
- Provide business guidance to up to 20 businesses and facilitate 1-2 export related events through Export and Business Development Program
- Identify partnership and collaboration opportunities through Cascadia Innovation Corridor, Pacific Northwest Economic Region and others to increase awareness of the Region in target markets

PRIORITY: Facilitate a regional approach to investment readiness and increase awareness of the region's value proposition

- Participation on the Okanagan Valley Economic Development Society (OVEDS)
- Partnership with and support of the Okanagan Film Commission
- Provide licensed use of Account Management System to RDCO communities
- Work with community economic development officers to support leads with regional and community level information