



BUILDING BUSINESS

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

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

PRIORITY: Gather industry intelligence through direct connections with business and identify needs and opportunities

PRIORITY: Partner with region's business service providers to address business needs



GROWING SUSTAINABLY

PRIORITY: Support businesses in mitigation and adaptation to climate change

PRIORITY: Identify opportunities to support growth in Clean Technology sector

PRIORITY: Support implementation of regional growth strategy project

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



FOSTERING A VIBRANT WORKFORCE

PRIORITY: Facilitate industry and post-secondary connectivity

PRIORITY: Collect and share labour market intelligence

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



COMPETING GLOBALLY

PRIORITY: Facilitate a regional approach to investment readiness

PRIORITY: Increase awareness of region's value proposition in major Canadian cities and US Pacific Northwest

PRIORITY: Align with Federal/Provincial identified target sectors and priority markets

2022 COEDC PRIORITIES



BUILDING BUSINESS

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

- Provide business guidance and support including business development expertise and connection to resources
- Deliver up to 25 Economic Climate and COEDC programming sessions to business and community groups
- Provide agriculture-specific business development expertise through direct visits to 15 farm operators through the Agriculture & Agri-Tourism Program

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

- Develop, maintain and distribute business resources and publications
- Provide COEDC resources to new Business License Applicants
- Contribute to entrepreneurial ecosystem growth by partnering on programs including the OKGN Angel Summit; e@UBCO; Community Futures; Women's Enterprise Centre; and others
- Provide up-to-date economic climate and market information through data portal and analysis/distribution of statistical information

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

- Seek business intelligence and provide guidance through up to 75 business site visits

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

- Lead quarterly Regional Service Providers Roundtables to ensure awareness of services and inform future programming
- Serve on and provide economic climate information to regional bodies including the YLW Air Service Development Task Force; Community Futures; Central Okanagan Local Immigration Partnership; OC regional advisory committees; and others



GROWING SUSTAINABLY

PRIORITY: Support businesses in mitigation and adaption to climate change

- Increase awareness of Emergency Preparedness for Small Businesses

PRIORITY: Identify opportunities to support growth in Clean Technology sector

- Lead 2022 Okanagan Valley Clean Tech Study to identify clean tech industry, R&D and training assets and develop strategy to grow sector

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

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

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



FOSTERING A VIBRANT WORKFORCE

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

- Share stories and connect young professionals to social, career and volunteer networks through the Okanagan Young Professional (OYP) Collective
- Integrate 30+ newcomers, young professionals and recent graduates with professional networks through Connector Program
- Partner with Central Okanagan Public Schools for the Innovation Generation Challenge Program

PRIORITY: Facilitate industry and post-secondary connectivity

- Increase career readiness of post-secondary students and regional businesses through OYP Student Liaison Program
- Serve as a conduit between industry and academia by Post-Secondary Committee Representation

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: Leverage the Region's investment efforts to align with Federal/ Provincial identified target sectors and priority markets

- Partner with Tourism Kelowna & Accelerate Okanagan in the 2022 OKGo Campaign. Industry target: Aerospace/ Manufacturing, Agriculture/Viticulture, Digital Tech
- Lead 2022 Okanagan Valley Clean Tech Study to identify clean tech industry, R&D, training assets and develop growth strategy
- Maintain relationships and connectivity with Provincial and Federal partners i.e. Canadian Trade Commissioners Service, Trade and Invest BC

PRIORITY: Facilitate regional approach to investment readiness

- Work with community economic development officers to support leads with regional and community level resources
- Participate on Okanagan Valley Economic Development Society (OVEDS)

PRIORITY: Increase awareness of region's value proposition in major Canadian cities and US Pacific Northwest

- Deploy OKGo Campaign assets through digital marketing and in-person activities as appropriate
- Identify collaboration opportunities through Cascadia Corridor, Pacific Northwest Economic Region and other target markets