

COEDC ANNUAL PRIORITIES

Q4 2024 Progress Report



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION



We acknowledge our presence on the traditional, ancestral, and unceded t'mx'wúla?x'w (land) of the syilx / Okanagan people who have resided here since time immemorial. We recognize, honour, and respect the syilx / Okanagan lands upon which we live, work, and play.

Mandate

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.

Our Team



Krista Mallory

Manager

(250) 469-6283

kmallory@investkelowna.com



Eva Weston

Business Development Officer

(250) 469-6294

eweston@investkelowna.com



Sascha Lesack

Business Development Officer

(250) 469-6180

slesack@investkelowna.com



Our Team



Mohana Rambe

Research and Marketing Coordinator
(250) 469-6282
mrambe@investkelowna.com



Jen Walraven

Administrative Assistant
(250) 469-6280
jwalraven@investkelowna.com



Myrna Stark Leader

**Agriculture and Connector Program
Specialist**
(306) 536-5691
agriculture@investkelowna.com
connector@investkelowna.com



Advisory Committee

Executive Committee 2024



Janice Larson



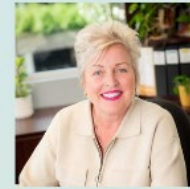
Sharon
Hughes-Geekie



James Calissi



Angela Nagy



Paula Quinn

Incoming Committee Members



Sepideh Rezania



Robert Selby



Christina Ferreira



Chantel Popoff



Carla Berrie



Mark Burleigh



Mike Wolf



INDUSTRY SECTOR REPRESENTATIVES

Gavin Benson	Lloyd Sadd	Professional Services/Manufacturing
Carla Berrie	Vitalis	VP of Revenue
Mark Burleigh	Northside Industries	Manufacturing
James Calissi	Calissi Farms	Agriculture
Nikki Csek	Csek Creative	Professional Services/Communications
Jeremy Dawn	SUNFLWR Investment Corporation	Construction/Development
Sharon Hughes-Geekie	JumpStart Communications	Health Care
Christina Ferreira	Impact Events and Brand Management	Arts/Culture
Janice Larson	Muse&Effect Consulting	Professional Services/Life Sciences
Ryan Malcolm	Emil Anderson Properties Dilworth Homes	Construction/Development
Angela Nagy	GreenStep Solutions Inc.	CleanTech/Environmental Sciences
Chantel Popoff	The Valens Company	Cannabis/Manufacturing
Paula Quinn	Consultant	Aerospace
Sepideh Rezania	Unrooz Solutions	Technology/Professional Services
Robert Selby	TigerCat Industries	Manufacturing
Rich Threlfall	Empacta	Construction/Development
Noel Wentworth	Upbeat Music Academy	Arts & Culture/Small Business
Jill White	Waterplay Solutions Corp.	Manufacturing
Mike Wolf	Wolf Medical Clinic	Health Care

Advisory Committee

GOVERNMENT ECONOMIC DEVELOPMENT REPRESENTATIVES

- BC Ministry of Jobs, Economic Development and Innovation
- District of Lake Country
- City of Kelowna
- Westbank First Nation
- City of West Kelowna
- District of Peachland

BUSINESS AND PARTNER ORGANIZATION REPRESENTATIVES

- Accelerate Okanagan
- Business Development Bank of Canada
- Community Futures of the Central Okanagan
- Economic Trust of the Southern Interior
- Greater Westside Board of Trade
- Kelowna Chamber of Commerce
- Kelowna International Airport
- Lake Country Chamber of Commerce
- Okanagan College
- Peachland Chamber of Commerce
- Tourism Kelowna
- University of British Columbia Okanagan
- WeBC

GOVERNMENT ELECTED OFFICIAL APPOINTEES

- District of Lake Country
- City of Kelowna
- Westbank First Nation
- City of West Kelowna
- District of Peachland
- Regional District of Central Okanagan



Core Services

Core Services include the day-to-day activities that the COEDC team does each year to stay connected to and support businesses in our community.



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION



Q3 Progress: Core Services – Business Outreach

Site visits: 164/150

- Provided tailored business support to 164 businesses.

164 of 150

50+ referrals to partners or business support organizations.



Q4 Progress: Core Services – Connections



Q4 Progress: Core Services – Data

- Economic profile published and shared with 30 partner organizations



- Economic profile shared with 500 businesses or individuals (number does not include PDFs directly sent to businesses by our staff).



- Economic indicator reports released



- Economic Climate presentations to businesses or community groups



Population
▲ 2.8% (235,472)

Unemployment rate
▼ -0.1 (4.0%)

Housing starts
▲ 37.2% (391)

Average Rent
▲ 6.9% (\$1,464)

Vacancy Rate
▼ -1.5 (0.6%)

Building Permits
▲ 2.9% (1,263,118,907)

Core Services – Communications

- 65k users to ok-go.ca (884.85%)
- 44% newsletter open rate (industry average +7%)
- 2.3K LinkedIn followers (+25.05%)
- 640K LinkedIn impressions (+1154.9%)



CENTRAL
OKANAGAN
ECONOMIC
DEVELOPMENT
COMMISSION

2024 Annual Priorities and Major Projects

The COEDC's Annual Priorities focus our work in 2024 to achieve the vision laid out in the Moving Forward to 2025 Strategic Plan and prepare for the future.



2024 Annual Priorities



Invest in Talent

Build inclusive workforce development capacity to foster a strong talent pipeline in the region.

A well-documented global talent shortage is expected to persist for many years. The COEDC is investing in partnerships and programs to foster a strong talent pipeline now and into the future.

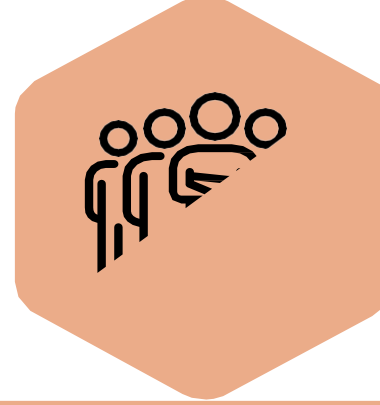


Chart the Course Together

Engage stakeholders and the community to guide the future of economic development.

It is time to develop a new strategic plan to guide the next iteration of the COEDC's work. An "all hands on deck" approach to strategic planning will engage stakeholders and the community.

Q4 Progress: Talent

Objective: Build inclusive workforce development capacity to foster a strong talent pipeline in the region.

- OYP Collective transitioned from contracted program to in-house:
 - 12 events, 533 participants
- Provided updated resources for newcomers through New Residents page
- Matched 35 newcomers, students and young professionals with career networks
- Targeted immigration activities through BCPNP program
- SD23 Partnership – iGen Competition



Hi Myrna,

I hope you are well. I am really glad to tell you that all your efforts and help paid off and I fortunately got a job at the Emil Anderson Group. The position is “project coordinator”, I think that would be a good starting point for me. Thanks a lot for your time, help and support.”

Email from Connectee, a UBCO post-grad student and civil engineer from Iran, referred by a former Connectee

Q4 Progress: Strategic Plan

Objective: Engage stakeholders and the community to guide the future of economic development.

Strategic Plan Engagement:

- Two COEDC Advisory Committee workshops
- Fifteen 1:1 community partner interviews
- Westbank First Nation Council, Chief Spring Salmon Committee and EDC engagement sessions
- Business and Workforce survey
- Comprehensive Economic Base Analysis conducted
- Final report on track to be published in early 2025



Q4 Progress: OKGo

Objective: Position the Central Okanagan as a leader in key industries to attract business events, entrepreneurs, talent and investment.

Marketing Asset Creation:

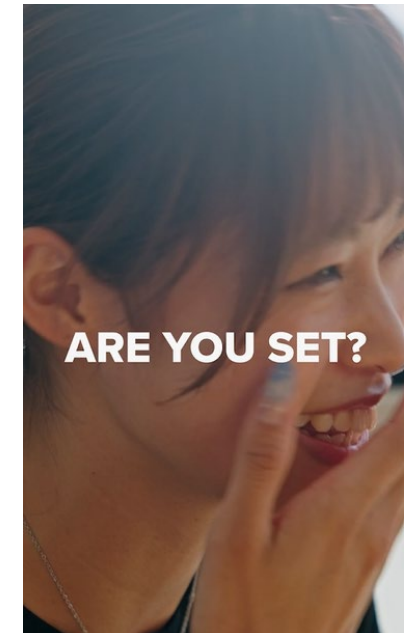
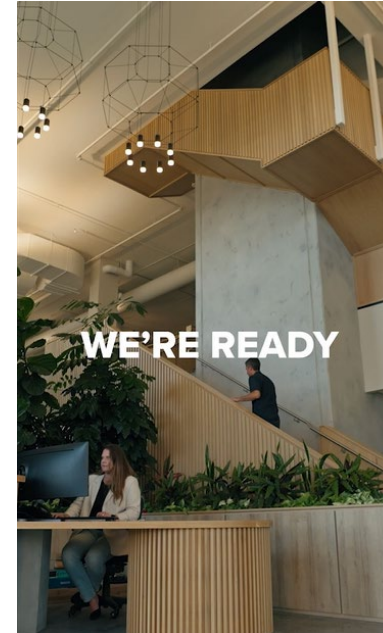
- Indigenous business sector profile completed
- 7 new industry stories

Digital Campaign:

- Awareness campaign completed targeting industry executives in major Canadian cities and US PNW through LinkedIn, Instagram and YouTube
- 3.3 M impressions, 3.9 M views, 16.6K clicks

In-person Activities:

- Advancing Women in Agriculture
- Innovate Canada (agriculture)
- Innovate West (tech)



OKGO

Other Projects

- **Forest Impact Recovery** project: With funding from ETSI-BC, completed scan of forest impacted businesses and provided targeted support through contracted advisor.
- Hosted 2 targeted **Manufacturing Mixer** events to connect executives and operations leaders in the manufacturing sector with 50+ attendees..
- Supported **Regional Employment Lands Inventory** project with RDCO Planning team including population and employment projections. Final report and tool expected in Q1 2025



Get In Touch with Our Team

Central Okanagan Economic
Development Commission
1450 K.L.O. Road
Kelowna, BC V1W 3Z4

Tel: **1-877-332-2673** or **(250) 469-6280**

Email: info@investkelowna.com

Web: www.investkelowna.com



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION

