



# Annual Priorities

Q2 2025 PROGRESS REPORT





# Economic Reconciliation

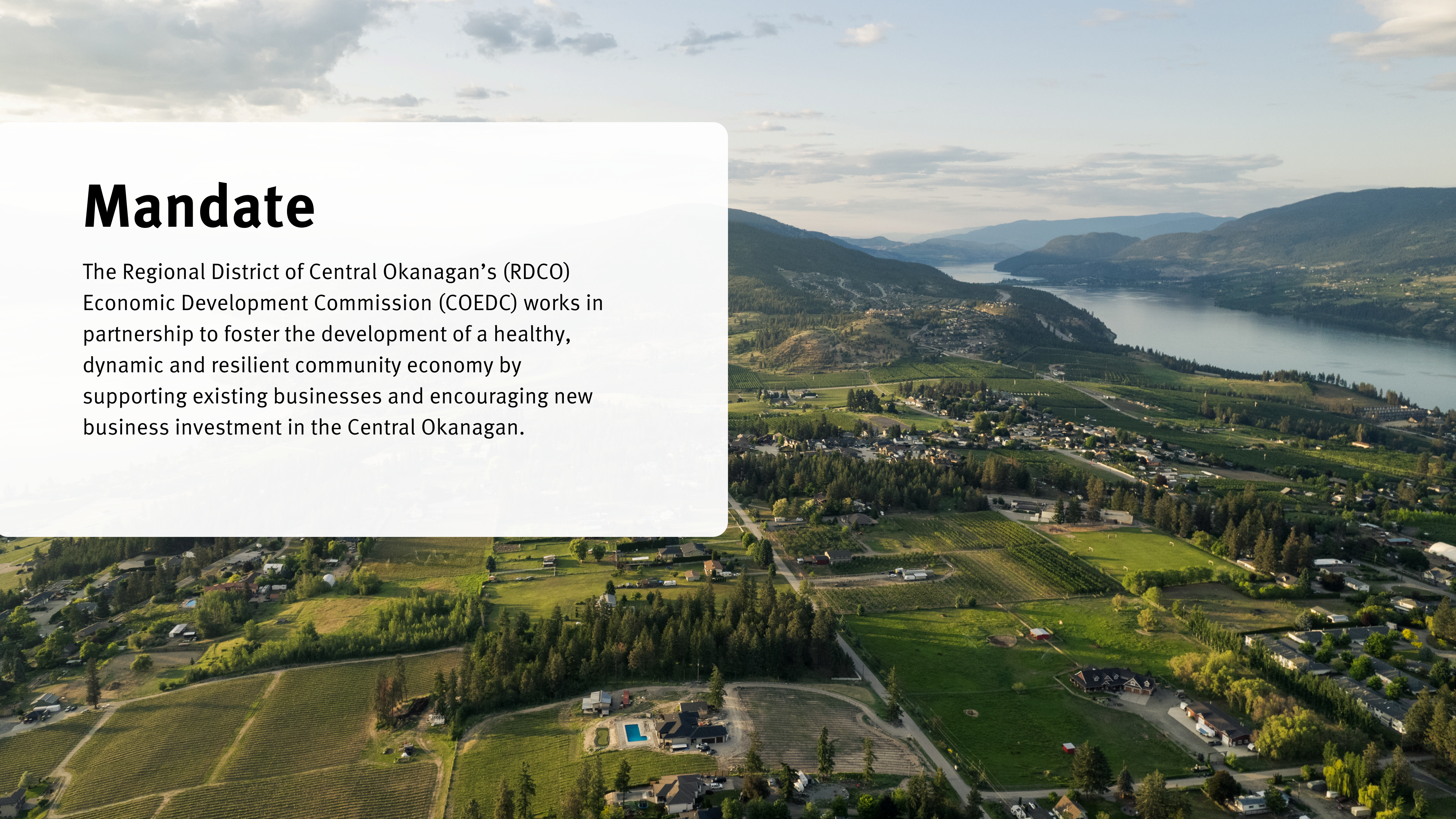
We acknowledge our presence on the traditional, ancestral, and unceded tṁxʷúlaʔxʷ (land) of the syilx / Okanagan people who have resided here since time immemorial. We recognize, honour, and respect the syilx / Okanagan lands upon which we live, work, and play.

The Regional District of Central Okanagan's Economic Development Commission is committed to fostering economic reconciliation. The COEDC Strategy 2025 to 2030 will be implemented in alignment with the Declaration on the Rights of Indigenous Peoples Act. The priorities and actions outlined in this strategy are deeply rooted in collaboration with the syilx/Okanagan people and will be implemented collaboratively to support economic independence and reconciliation.



# Mandate

The Regional District of Central Okanagan's (RDCO) Economic Development Commission (COEDC) works in partnership to foster the development of a healthy, dynamic and resilient community economy by supporting existing businesses and encouraging new business investment in the Central Okanagan.





# Meet Our Team

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**Krista Mallory**  
Manager



**Eva Weston**  
Economic Development Officer



**Sascha Lesack**  
Business Development Officer



**Brianne Ververda**  
Business Development Officer



**Mohana Rambe**  
Research and Marketing  
Coordinator



**Jen Walraven**  
Administrative Assistant



**Victoria Miller**  
Contractor:  
Connector Program Specialist



**Myrna Stark Leader**  
Contractor:  
Agriculture Program Specialist



# Advisory Committee

## Executive Committee 2025



**Sharon Hughes-Geekie**  
Chair



**Paula Quinn**  
Vice Chair



**Janice Larson**  
Past Chair



**Angela Nagy**



**Ryan Malcolm**

## Industry Sector Representatives

### Alexandra Carnio

Produckidvity Co-Founder & CEO  
Education

### Carla Berrie

Vitalis | VP of Revenue  
Clean Tech

### Mark Burleigh

Northside Industries | President  
Manufacturing

### Alan Gatzke

Gatzke Orchards | Owner  
Agriculture

### Garrett Jones

Delphi | Vice President  
Professional Services/Sustainability

### Jeremy Dawn

SNFLWR Investment Corporation | CEO  
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 | Director  
Construction/Development

### Angela Nagy

GreenStep Solutions Inc.  
Clean Tech/Environmental Services

### David Metvedt

Swift Aerial Surveys | CEO  
Tech/Agriculture

### Paula Quinn

Consultant  
Aerospace

### Sepideh Rezania

Unrooz Solutions | Owner  
Technology & Professional Services

### Robert Selby

TigerCat Industries | District Manager  
Manufacturing

### Rich Threlfall

Housing Okanagan Foundation | CEO  
Construction/Development

### Joanna Schlosser

Niche Wine Company | Co-Founder & CEO  
Viticulture

### Roger Wong

Intrigues Wines | Owner  
Viticulture

### Dr. Mike Wolf

Wolf Medical Clinic | Physician  
Health Care

### Chantel Popoff

Consultant  
Cannabis & Manufacturing





# Advisory Committee

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## Government Elected Officials and Staff Liaisons

- District of Lake Country | Mayor Blair Ireland
- City of Kelowna | Councillor Gord Lovegrove
- Westbank First Nation | Councillor Andrea Alexander
- City of West Kelowna | Councillor Jason Friesen
- District of Peachland | Councillor Dave Collins
- Regional District of Central Okanagan | Mayor Tom Dias
- BC Ministry of Jobs, Economic Development and Innovation | Myles Bruns

## Partner Organizations

- Accelerate Okanagan
- Business Development Bank of Canada
- Canadian Home Builders Association
- 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



# Strategic Directions

The COEDC Strategy 2025 to 2030 provides an overall framework to guide COEDC's operational annual priorities. The strategic directions build on regional strengths to support a thriving business environment and promote investment in the region.

Four updated economic development strategic directions emerged for their potential to drive sustainable growth and position the Central Okanagan as a major economy in Western Canada.

For more information visit:  
[COEDC Strategy 2025 to 2030](#)



**Drive Economic Resilience**



**Build a Skilled Workforce**



**Promote Innovation**



**Grow Export-Focused Industries**







# Core Services

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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.



CORE SERVICES

# Business Retention & Enhancement

These services include direct business outreach and support through site visitation, 1 on 1 support, referrals and e-introductions, economic climate presentations, and tailored resource and support services.

## Annual Goals

33

Site Visits

of 100

Conducted 33 site visits to gather direct insights into regional business needs and opportunities

101

1:1 Support

of 125

Provided tailored business support to

45

Referrals

of 50

Provided 45 personalized referrals and e-introductions

23

Presentations

of 20

Provided 23 personalized referrals and e-introductions





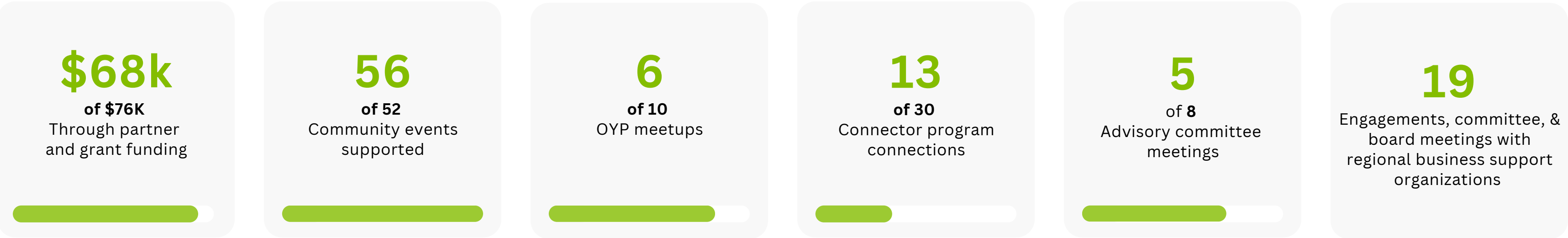
CORE SERVICES

# Connections

Connecting with the regional economy is vital in supporting local businesses and the workforce. Some of the ways we stay connected include attending community events, hosting OYP meetups, connector program referrals, COEDC advisory committee meetings, and collaborating on regional partnerships.



## Annual Goals





## CORE SERVICES

# Data & Communications

We recognize the importance of data in informing business, workforce, life, and investment decisions. Some of the ways we provide access to information are through quarterly economic updates, curating and distributing business resources, and connecting with our audience through various communication channels.

To ensure our services, resources, and investment attraction messages reach our audience, we focus on increasing website traffic, newsletter open rates, and social media followers and impressions.

## Annual Goals

2

of 4

Quarterly economic  
updates

18K

InvestKelowna.com  
Website Visitors

46%

Newsletter open rate  
for Invest Kelowna  
& OYP newsletters

+5%

New followers  
Across all platforms,  
LinkedIn, Facebook,  
Instagram







2025

# Annual Priorities

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Annual Priorities are developed in alignment with the COEDC Strategy 2025 to 2030 and build on regional strengths to support a thriving business environment and promote investment in the region.

## Workforce

Gain understanding of region's current and future workforce needs through collaboration and regional analysis, and develop workforce strategy.

Assess current workforce supply and demand, training and education landscape, analyze workforce shortages to develop regional workforce strategy.



## Business Innovation and Support

Support business innovation by providing technology adoption tools and resources.

Support businesses in adapting to a changing landscape to drive regional economic resiliency and promote innovation to boost labor productivity and resource efficiency.



## Partnerships and Investment Attraction

Foster and build partnerships regionally, provincially, and federally and align investment attraction initiatives.

Strengthen partnerships and target investment attraction in high-potential sectors like aerospace, agriculture, and clean technology to drive regional economic growth.





## ANNUAL PRIORITY

# Workforce

**Objective:**

Gain understanding of region's current and future workforce needs through collaboration and regional analysis, and develop a regional workforce strategy.

**Projects and KPIs**

- Workforce Profile & Strategy
  - Project scope finalized and aligned with project partners, OC & UBCO, RFP issued; 8 bids received.
- SD23 Engagement & Partnership
  - iGen program support through entrepreneurship resource sharing, competition sponsorship and judging.
- Post Secondary Engagement & Partnership
  - Quarterly partnership meetings.
- Okanagan Young Professionals (OYP)
  - 137 people registered for 3 OYP meetups held at The Recovery Spa, Paynter's Fruit Market and The Block.
  - 445 OYP webpage views.
  - 1,971 OYP newsletter subscribers.
- New Resident Resources
  - 252 new resident webpage views.





## ANNUAL PRIORITY

# Business Innovation and Support

**Objective:**

Support business innovation by providing technology adoption tools and resources.

**Projects and KPIs**

- Manufacturing Sector Support
  - Initial phase complete; final report projected for Q3.
- Agri-tech Sector Support
  - Advisory Committee Meeting - April 23
    - Topic: Agriculture Industry Panel
- Business Resource Hub & Business Resiliency Resources
  - Hosted service provider roundtable, collected feedback, and explored resource hub platform options. Platform selection and development projected for Q3.
  - Business resiliency resources updated, assessed and approved by EOC Director to support businesses with emergency preparedness





## ANNUAL PRIORITY

# Partnerships and Investment Attraction

**Objective:**

Foster and build partnerships regionally, provincially, and federally and align investment attraction initiatives.

**Projects and KPIs**

- Provincial and Federal Collaboration & Engagement
  - Hosted Navigating Trade Challenges Roundtable and Panel on April 3
    - 45 Industry Roundtable registrations, 82 Panel registrations.
    - Partnership with Global Affairs Canada, Export Development Canada and Business Development Bank of Canada.
  - Hosted in-bound Cherry Buyers mission with JEDI & AAFC/AAC & BC Cherry Association.
  - Monthly Pan-Canadian Partner Meetings.
- OKGo Partnership
  - Represented the Central Okanagan at Web Summit May 27 - 30
    - 200+ connections, follow up information provided to 25 prospects, 16 hard leads.
    - 8 targeted industry events outside of the general conference.
    - BC Regional Showcase Breakfast - Regional presentation to 103 delegates and International Investors.





INVEST KELOWNA

# Reach out to our team, we're ready to help!

**Central Okanagan Economic  
Development Commission**

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