



Annual Priorities

Q3 2025 PROGRESS REPORT





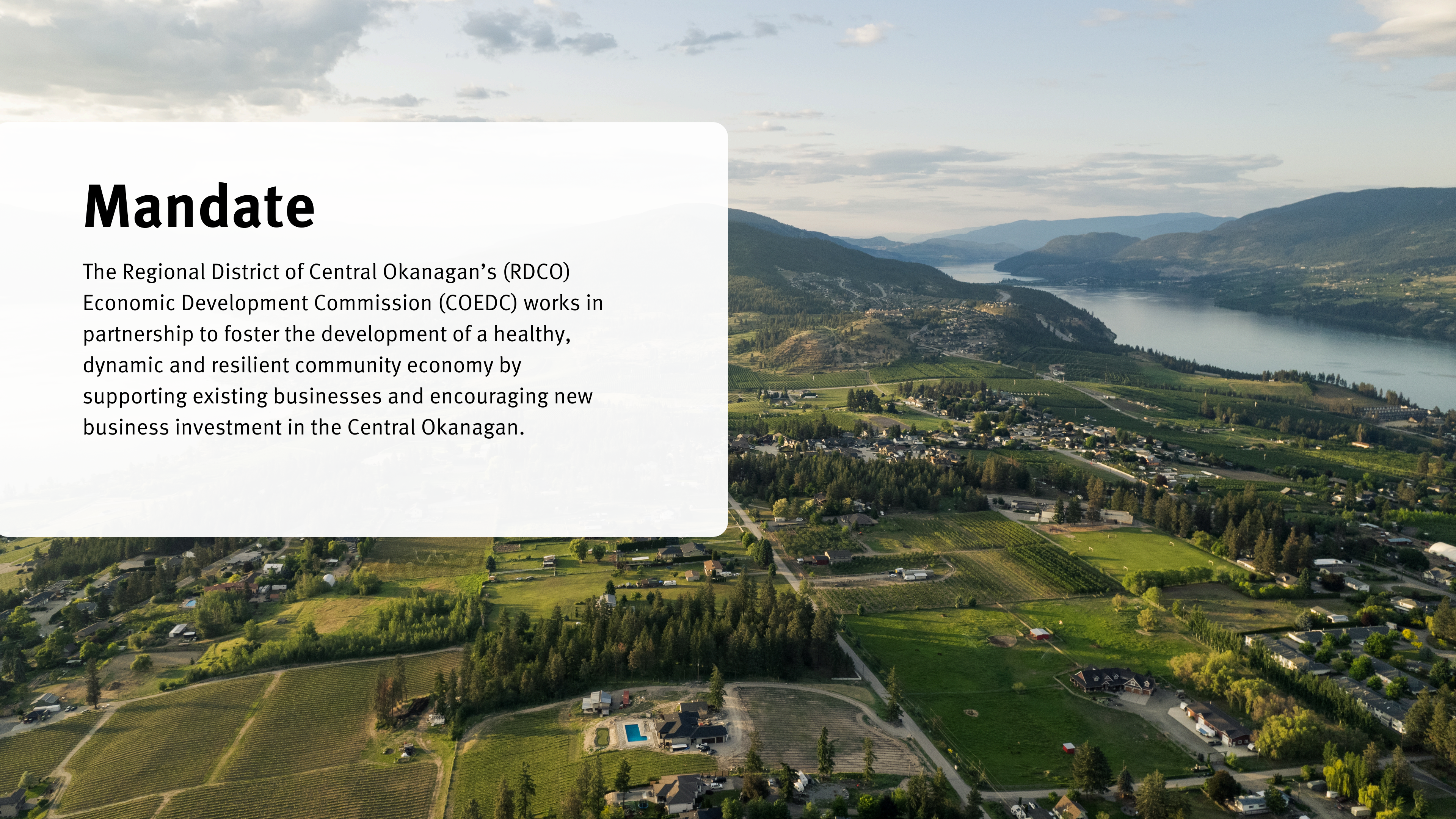
Economic Reconciliation

We acknowledge our presence on the traditional, ancestral, and unceded tṛxʷúlaʔxʷ (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



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

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

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

53

Site Visits

of 100

Conducted 53 site visits to gather direct insights into regional business needs and opportunities

146

1:1 Support

of 125

Provided tailored business support to

64

Referrals

of 50

Provided 45 personalized referrals and e-introductions

32

Presentations

of 20

Provided 23 personalized referrals and e-introductions



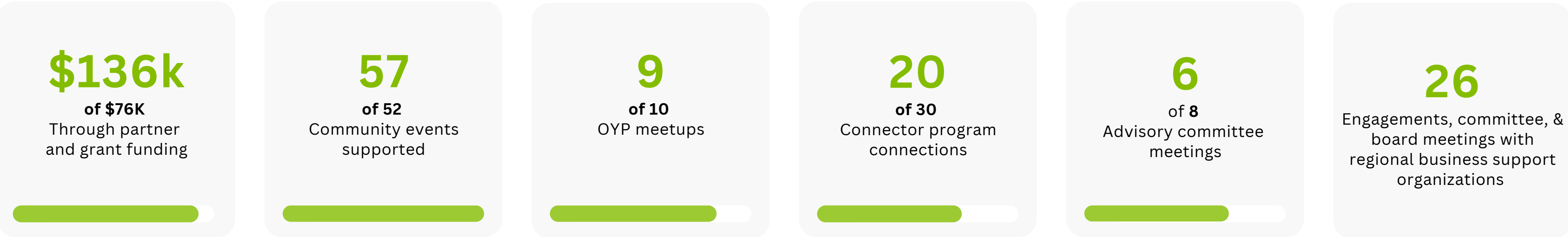
CORE SERVICES

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



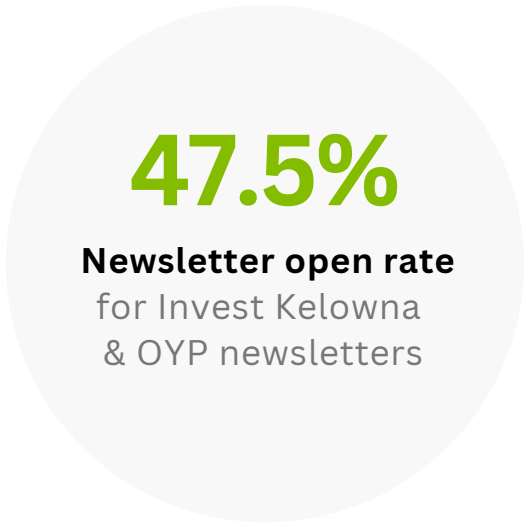
CORE SERVICES

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





2025

Annual Priorities

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
 - Quantitative analysis and employer and partner engagement underway. Estimated project completion: Q1 2026
- Post Secondary Engagement & Partnership
 - Continued engagement with UBC Okanagan and Okanagan College faculty, staff and research teams.
- Okanagan Young Professionals (OYP)
 - 232 people registered for 3 OYP meetups held at The Block, Sandrine Pastry and the Innovation Centre in Q3.
 - 1,793 OYP webpage views from Q1 to Q3.
 - 1,994 OYP newsletter subscribers.
- New Resident Resources
 - 630 new resident webpage views from Q1 to Q3.



ANNUAL PRIORITY

Business Innovation and Support

Objective:

Support business innovation by providing technology adoption tools and resources.

Projects and KPIs

- Manufacturing Sector Support
 - Okanagan Manufacturing Database launched with 750+ firms listed. Promotion of tool to regional and national audiences, including Innovation, Science and Economic Development Canada, and BC Ministry of Jobs and Economic Growth.
 - Supported formation of Okanagan Manufacturers Network, a grassroots association to build connectivity in the manufacturing sector.
- Business Resource Hub & Business Resiliency Resources
 - Contract executed and work started on AI powered business resource hub. Estimated project completion date: Q1 2026
 - Expanded emergency preparedness and business continuity resources available for businesses to prepare for natural disasters.



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
 - Supported BC Ministry of Jobs and Economic Growth hosted delegation of 12 Chinese investors in tourism and manufacturing.
 - Continued coordination with Global Affairs Canada's Trade Commissioner Service on site selection files in the region.
 - Monthly Pan-Canadian Partner Meetings.
- Indigenous Business Attraction
 - WFN to streamline intake process for referrals.
- OKGo Partnership
 - Developed new investment attraction materials and Indigenous business features.
 - 1.55M impressions generated to date through digital marketing.



INVEST KELOWNA

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

**Central Okanagan Economic
Development Commission**

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