



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION

Roadmap to Resiliency

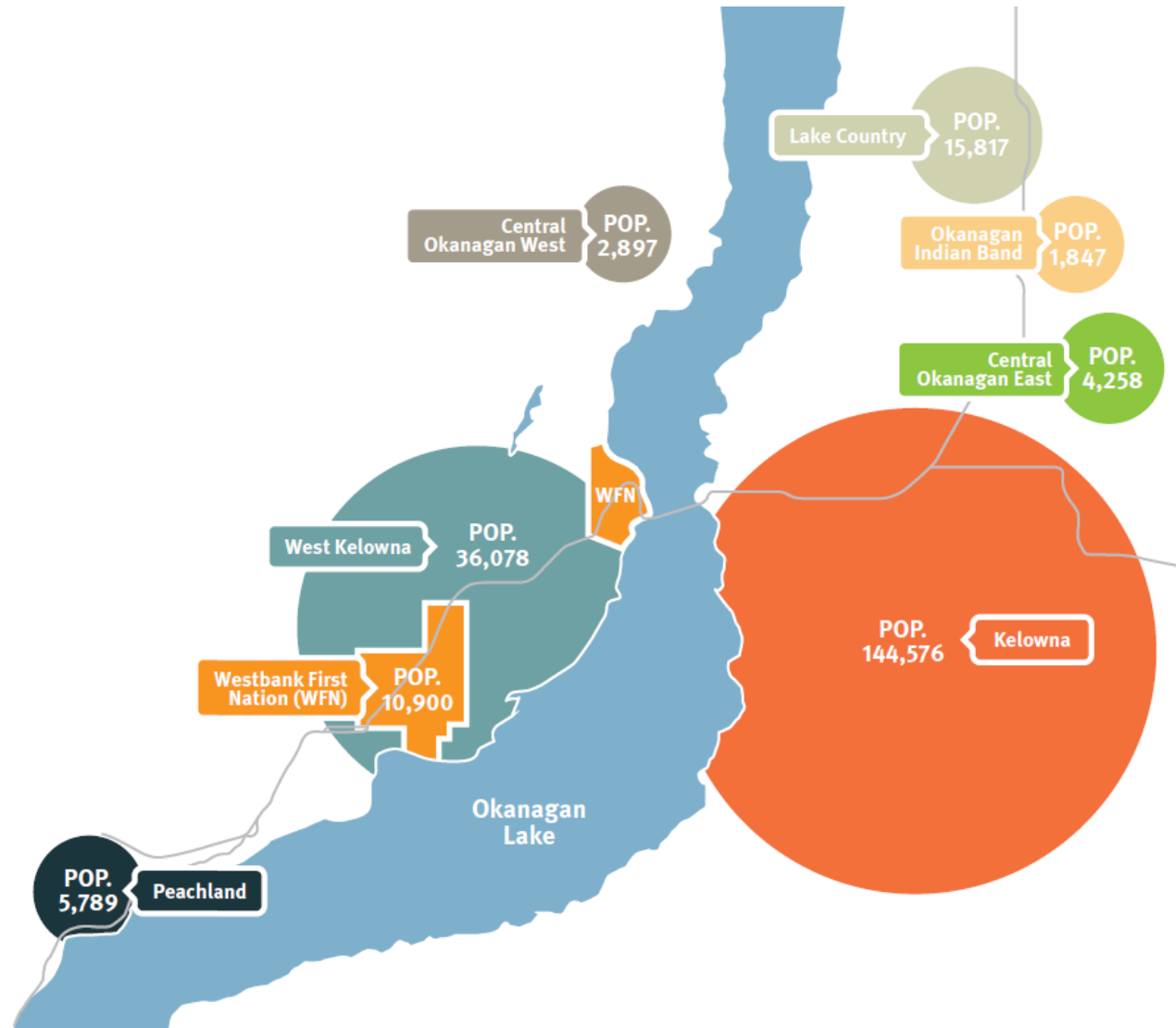
COEDC Strategy 2025-2030

City of Kelowna
April 7, 2025



A program of the Regional District of Central Okanagan

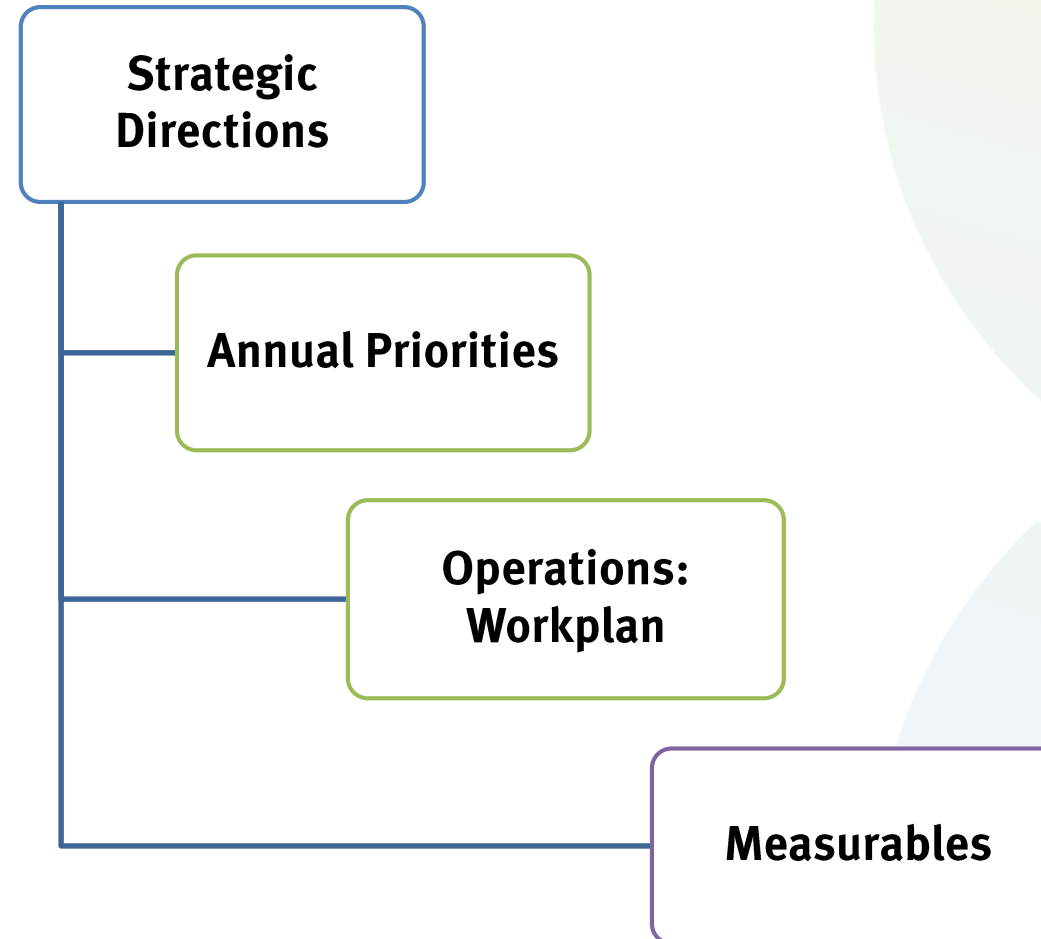
Regional Model



Recognized Best Practice

- Highly integrated regional economy
- Economies of scale
- Impact on national and global stage

Strategic Plan to Workplan



In Action



Business Retention and Enhancement

- Site visits & 1-1 support
- Agriculture support
- Manufacturing sector programming
- Referrals

Workforce Development

- Connector program
- Okanagan Young Professionals Collective
- Workforce profile and strategy

In Action



Investment Attraction

- OKGo partnership
- Digital and in-person marketing
- Trade and Invest BC
- Global Affairs Canada, Invest in Canada

Coordination, Communication, and Facilitation

- Economic data: portal, profile, presentations
- Business resources
- Advisory committee
- Economic development partners

Deloitte.

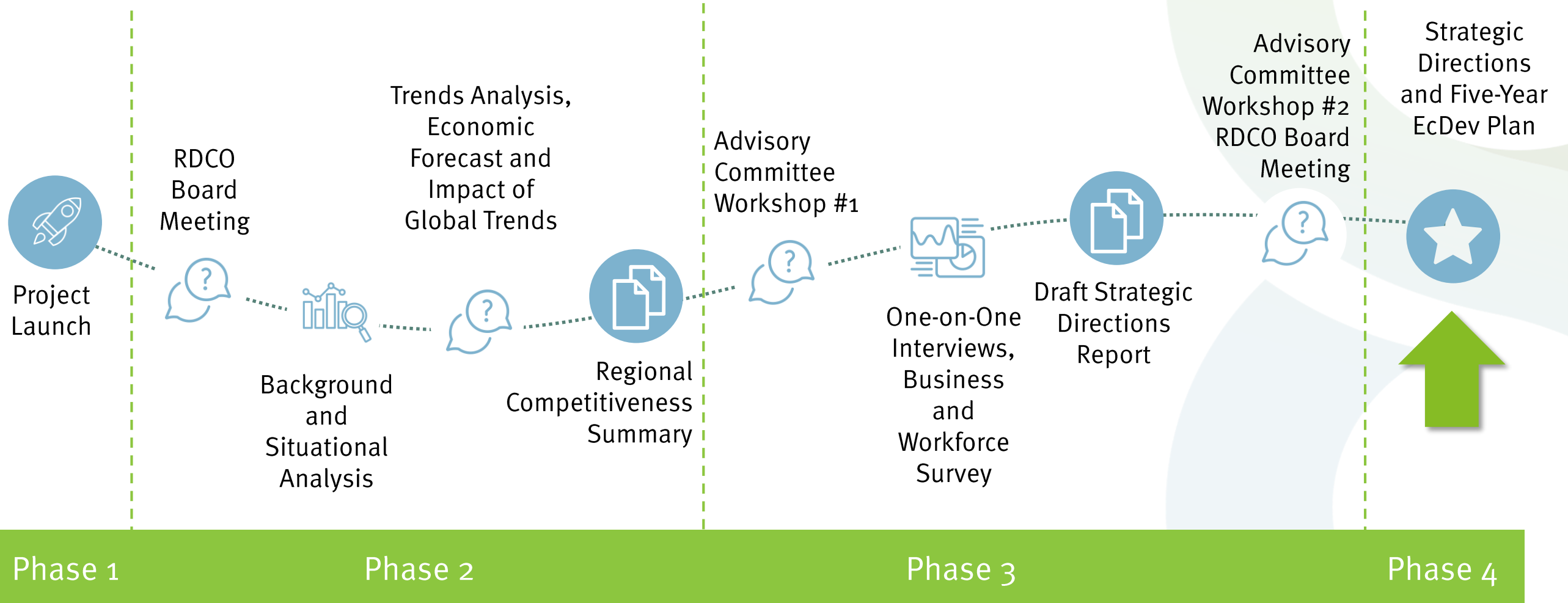


Roadmap to Resiliency

COEDC Strategy 2025-2030



Project Overview



How did we get here?



Background Review

Background documents reviewed from **all Central Okanagan communities** to understand policy context and economic positioning.



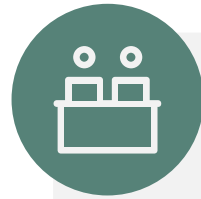
Competitive Assessment

Analysis of trends and economic forecasts and comparisons of the Central Okanagan economy to similar regions and major cities in Canada.



Community Engagement

Community engagement included a **business survey, workforce survey** and **interviews** with representatives of major industries and institutions.



Advisory Committee Workshops

Two **workshop sessions** with the COEDC Advisory Committee.



Strategic Directions

The outcome of the background work is **four strategic directions** to leverage regional strengths, enhance partnerships, and anticipate future economic trends.

Strategic Directions



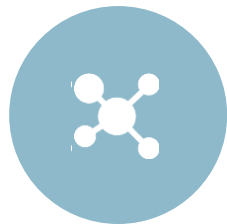
Strategic directions provide an overall framework for operational actions, potential key performance indicators (KPIs), and COEDC's recommended role.



Drive Economic Resilience



Build a Skilled Workforce



Promote Innovation



Grow Export-Focused Industries



COEDC Strategy 2025 to 2030 is in **alignment with projected resources** outlined in COEDC's 5-year financial plan, as well as grant and partnership funding opportunities.

The scope and breadth of the **plan is adaptable** to changing regional needs, available resources, and external economic conditions (such as USA trade barriers).

Drive Economic Resilience

Support businesses in adapting to a changing landscape.

ACTIONS

COEDC ROLE

- 1** Focus investment initiatives on attracting innovative businesses to bolster existing sectors and address local challenges. **LEAD**
- 2** Develop educational resources and tailored adaptation strategies to address challenges and promote resilience. **LEAD & SUPPORT**
- 3** Establish a network of resilience champions to mentor businesses in enhancing their resilience. **SUPPORT**
- 4** Support resiliency and diversification initiatives by engaging with the innovation ecosystem. **SUPPORT**

KPI'S

EVENTS (INVESTMENT ATTRACTION, WORKSHOPS ETC), site visits, resource development & analytics

Build a Skilled Workforce

Foster a skilled regional workforce by focusing on talent development, attraction, and retention.

ACTIONS

COEDC ROLE

- | | | |
|----------|---|----------------|
| 1 | Conduct a labour market study to gather critical intelligence on workforce gaps. | LEAD |
| 2 | Develop targeted talent attraction initiatives based on identified needs. | LEAD |
| 3 | Continue to partner with post-secondary institutions to support program development that aligns with regional industry needs. | SUPPORT |
| 4 | Support regional and municipal housing initiatives by providing a link to regional workforce intelligence and associated housing needs. | SUPPORT |

KPI'S

Partner & grant funding, events, presentations, labour market strategy completion

Promote Innovation

Promote innovation to boost labor productivity and resource efficiency.

ACTIONS	COEDC ROLE
1 Enhance existing business outreach programming by providing technology adoption tools and resources.	LEAD
2 Showcase regional innovations through storytelling.	LEAD
3 Facilitate industry and cross-industry roundtables to share innovation best practices.	LEAD & SUPPORT
4 Support post-secondary in connecting faculties with industry to foster research and innovation addressing community needs.	SUPPORT

KPI'S
Events, site visits, presentations, digital analytics (website, social media, newsletters)

Grow Export-Focused Industries

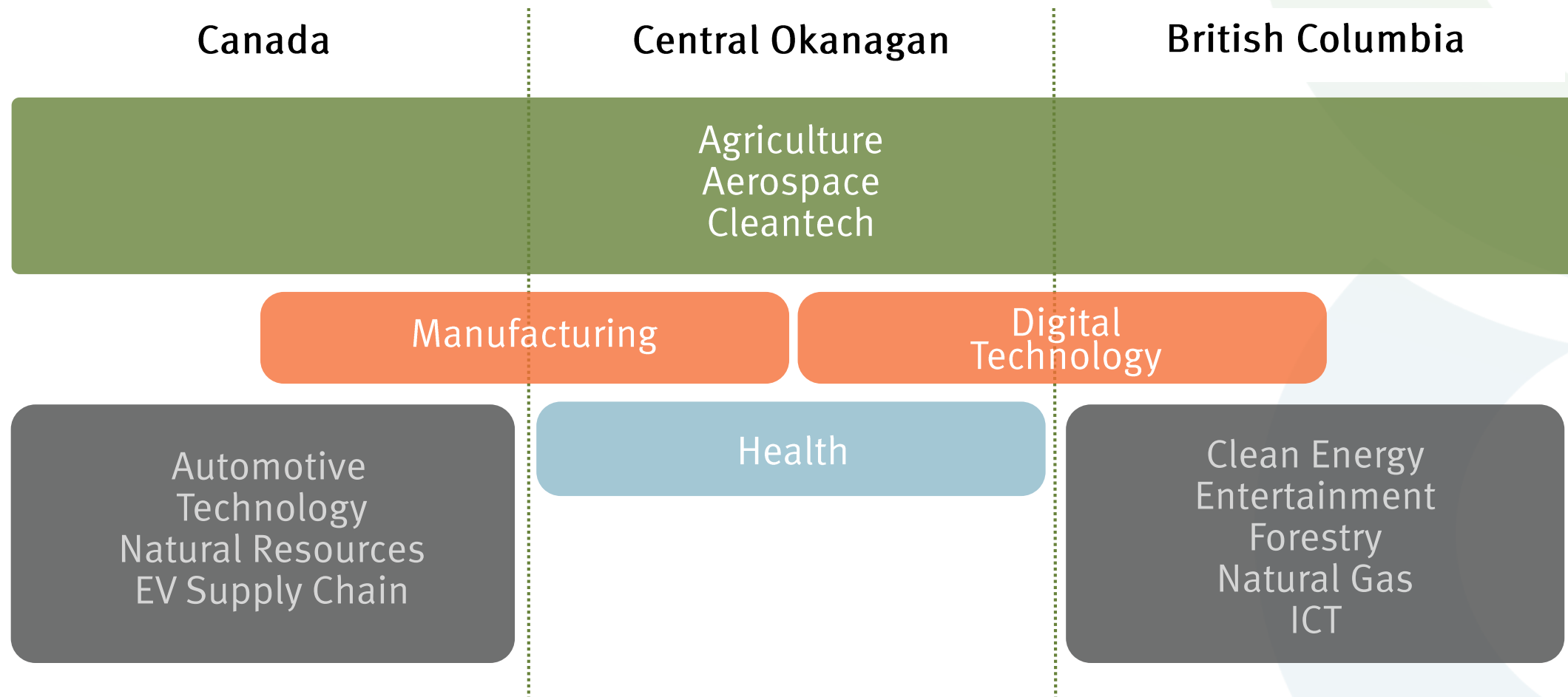
Strengthen export base by attracting high-value companies, supporting market expansion, and building regional supply chains.

ACTIONS	COEDC ROLE
1 Concentrate investment attraction initiatives on export-oriented sectors with growth potential that align with federal/provincial targets.	LEAD
2 Conduct a regional supply chain study to enhance export industry integration with the regional economy.	LEAD
3 Maintain high level of regional business intelligence by actively engaging with export-oriented industries.	LEAD & SUPPORT
4 Support businesses with export development by connecting to Federal and Provincial resources.	SUPPORT

KPI'S
Export-focused events, site visits, presentations, supply chain study completion

Target Sectors

-  Agriculture
-  Clean Technology
-  Manufacturing
-  Digital Technology
-  Health
-  Aerospace



Resources



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LOOKING FOR:

- General information?
- Statistics?
- Quarterly Economic Indicators?
- Industry-specific profiles?
- Export advice?
- Local government connections?
- Workforce sourcing?
- Housing prices?
- Business development assistance?

