

ENTERPRISE KELOWNA

PRINCIPLES & STRATEGIES FRAMEWORK



BACKGROUND

- 2015
 - 1 FTE created
 - Enterprise Kelowna preliminary definition
 - Entrepreneurship, innovation, risk assessment, departmental collaboration

- 2016
 - Business development vs. entrepreneurial focus (75% - 25%)

- 2017 Portfolio switched to *Community Planning & Real Estate*
 - Now ***Community Planning & Strategic Investment***
 - Alignment of resources, skills & talent to move function forward
 - R & R redefined
 - Principles and Strategies developed

ENTERPRISE KELOWNA

Enterprise Kelowna is the business arm of the City that seeks innovative opportunities to achieve community goals

ENTERPRISE KELOWNA PRINCIPLES

1) Business Focused

- Value for money
- Objective view

2) Entrepreneurial/Risk

- Address challenges through new approaches

3) Flexible

- Adaptable and Responsive

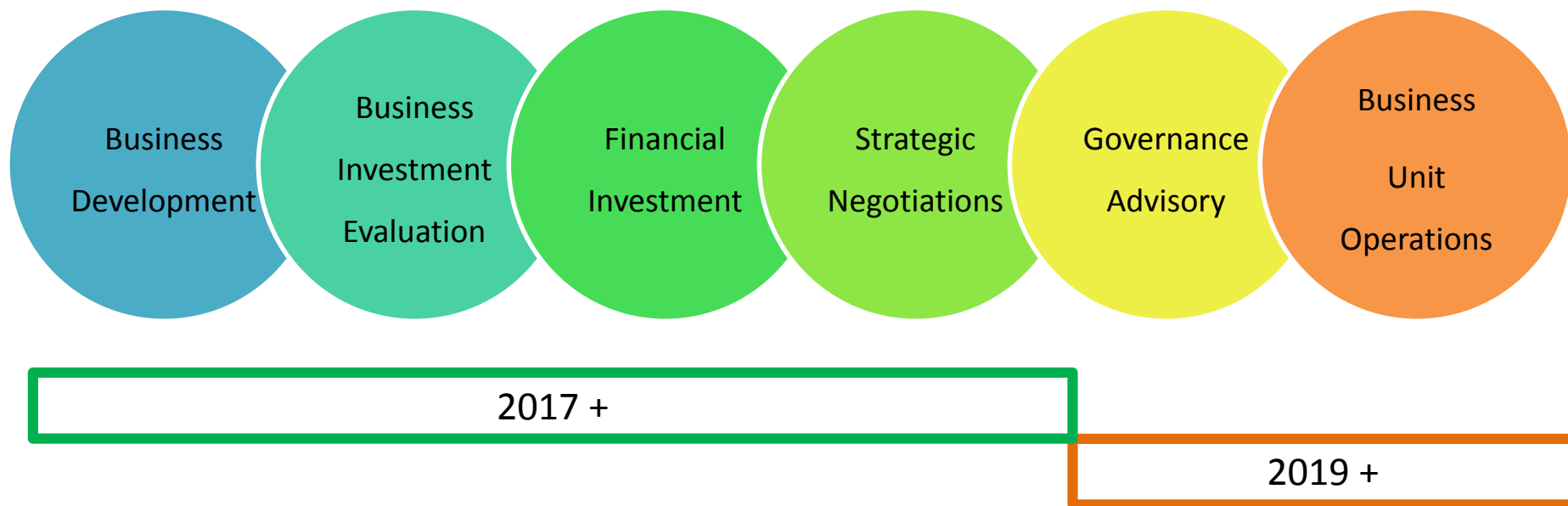
4) Transparent

- Accessible & Visible
- Transparency builds trust

5) Balanced

- Multiple bottom line objectives

STRATEGY CATEGORIES



STRATEGY: BUSINESS DEVELOPMENT

Objective: *To ensure that the City creates a climate that supports the growth of emerging businesses and attracts new investment that will foster economic growth and employment*

- Business Outreach
- Agency Liaison
- Information Sharing
- Knowledge Economy Support



- Investment Evaluation Toolkit
- Business Innovation
- Partnership Evaluation
- Capacity Development



STRATEGY: FINANCIAL INVESTMENT

Objective: *To purposely build investments across the organization that have a higher risk/reward tradeoff with the intention of creating inter-generational wealth, alternative revenue, and capital for key goals of Council.*

- Intergenerational Investments - Legacy, Land & Buildings, Utilities
- Income Generation to Support Key Goals of Council/Corp.
- Calculated Risk Taking



STRATEGY: STRATEGIC NEGOTIATIONS

Objective: *In order to ensure that the resource capacity and capability is available to achieve the desired outcome on key negotiations for the City, Enterprise Kelowna will develop a team of experienced negotiators that can lead or support complex negotiations.*

- Negotiation Preparation
- Ongoing Capacity Analysis
- Advisory Services
- Fairness & Equity (Win/Win)



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~ DISCUSSION ~