



Advisory Committee Meeting Agenda

Wednesday, January 24th, 2023

7:30 AM to 9:00 AM

IN PERSON at Regional District of Central Okanagan, Woodhaven Boardroom

1450 K.L.O. Road, Kelowna

Please note: This meeting will NOT be hosted online

Meeting Theme

2024 Priorities and Major Projects

Opening Remarks – Janice Larson, Chair November 23, 2023, meeting minutes approval	7:30 am
Welcome New Members <i>Janice Larson, Chair</i>	7:35 am
2024 Priorities and Major Projects <i>Krista Mallory, Manager, COEDC</i>	8:00 am
RDCO Board Priorities and Restructuring <i>Sally Ginter, CAO, RDCO</i>	8:40 am
New Business	8:50 am
Adjournment	9:00 am

COEDC ANNUAL PRIORITIES 2024



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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

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Brianne Ververda

Research and Marketing Coordinator
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Program Specialists



Tory Braun

Okanagan Young Professionals Collective
Program Specialist

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Myrna Stark Leader

Agriculture and Connector Program
Specialist

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Service Delivery of the Regional District of Central Okanagan



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, President	Manufacturing
Nikki Csek	Csek Creative	Professional Services/Communications
Jeremy Dawn	Mission Group	Construction/Development
Christina Ferreira	Impact Events and Brand Management, Owner	Arts & Culture
Ryan Malcolm	Emil Anderson Properties Dilworth Homes	Construction/Development
Tony Stewart	Stewart Family Estates	Viticulture
Rich Threlfall	Troika Management Corp.	Construction/Development
Paula Quinn	KF Aerospace, Executive Director	Aerospace
Sepideh Rezania	Unrooz Solutions, Owner	Technology & Professional Services
Robert Selby	TigerCat Industries, District Manager	Manufacturing
Tony Stewart	Stewart Family Estates	Viticulture
Rich Threlfall	Troika Management Corp.	Construction/Development
Noel Wentworth	Consultant	Arts & Culture/Small Business
Jill White	Waterplay Solutions Corp.	Manufacturing
Mike Wolf	Wolf Medical Clinic, Physician	Health Care

Advisory Committee

GOVERNMENT ECONOMIC DEVELOPMENT REPRESENTATIVES

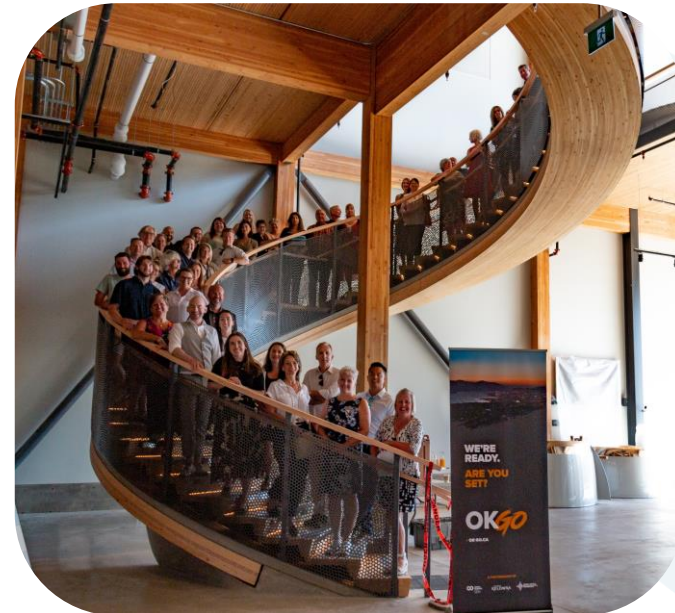
- BC Ministry of Jobs, Economic Development and Innovation
- District of Lake Country
- City of Kelowna
- Westbank First Nation
- City of West Kelowna
- District of Peachland

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



Moving Forward to 2025

Moving Forward to 2025 is a roadmap for building on past success, leveraging the region's strengths, and building a strong and sustainable economy for the future.

The plan identifies four strategic pillars that guide the COEDC's work to 2025.

In 2024, the COEDC will be undertaking a comprehensive strategic plan to guide work in 2025 and beyond.



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.



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Core Services – Business Outreach

- 150 business site visits and 1:1 support
- 50+ referrals to partners or business support organizations



Core Services – Connections

- \$100K partner or grant funding leveraged
- 10 community events supported or amplified
- 10 meetups for young professionals or students hosted or partnered
- 30 individuals connected through Connector Program
- 9 Advisory Committee meetings

Core Services – Data

- Economic Profile published and shared to 30 partner organizations and 500 businesses or individuals
- 4 quarterly Economic Indicator Reports and 2 Job Market Indicator Reports released
- 18 Economic Climate presentations to business or community groups (+50%)

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

- 16K users to investkelowna.com (+15%)
- 9K users to ok-go.ca (+35%)
- 46% newsletter open rate (industry average 27%)
- 2.1K LinkedIn followers (+10%)
- 56K LinkedIn impressions (+10%)



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2023 Annual Priorities

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.

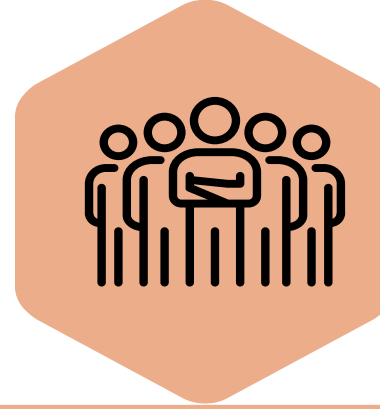


Chart the Course Together

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.

Talent

Objective:

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

Why:

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.

Key Results:

- Connect with 30+ employers to assess long-term needs
- Develop digital resources to connect job seekers to opportunities
- Match 30 newcomers, students and young professionals with networks
- Leverage regional/provincial/federal immigration partnerships



Engage

Objective:

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

Why:

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.

Key Results:

- Execute comprehensive community engagement process to support strategic planning
- Strategic Plan created and adopted
- Engage 1:1 with Advisory Committee members
- Host Service Provider Roundtable



Get in touch with our team

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