

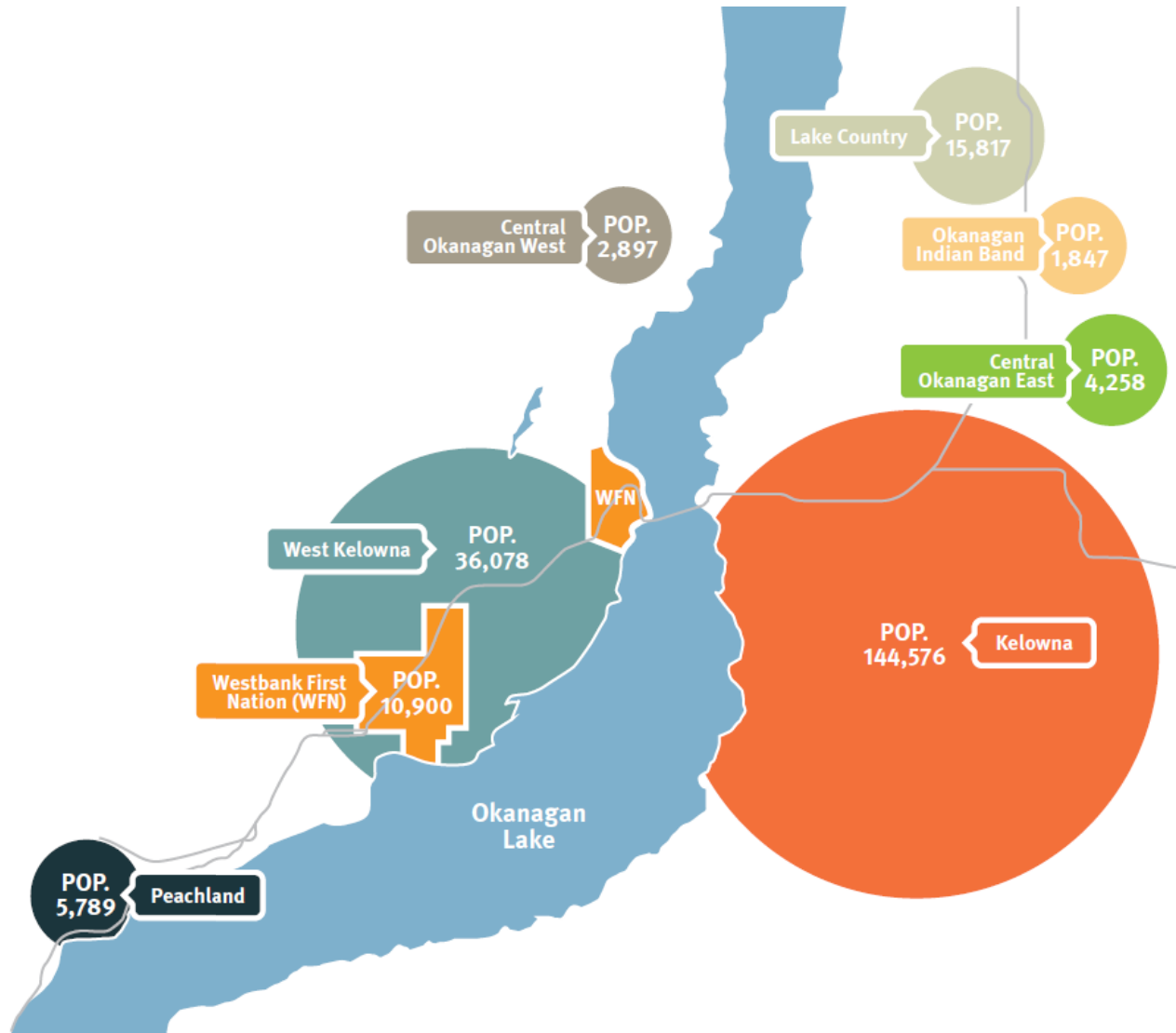
Roadmap to Resiliency

COEDC Strategy 2025-2030

City of West Kelowna
March 25, 2025



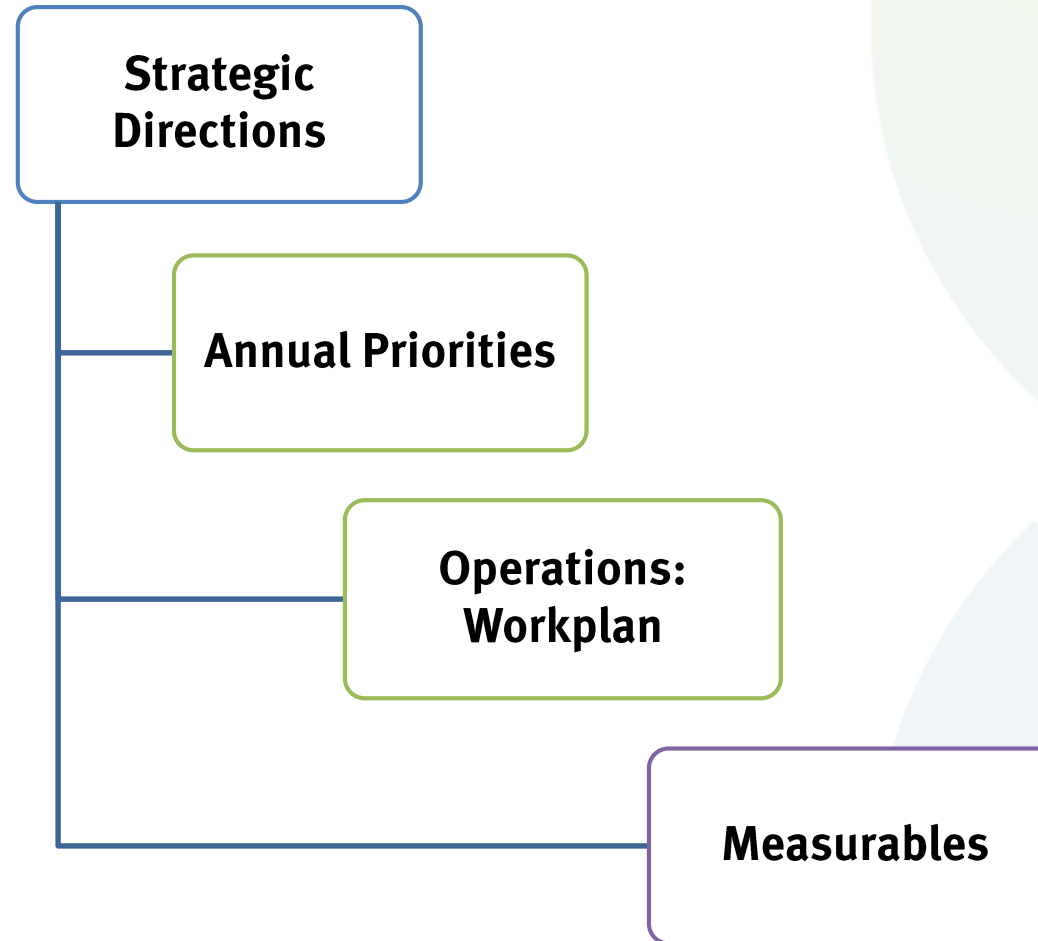
Regional Model



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

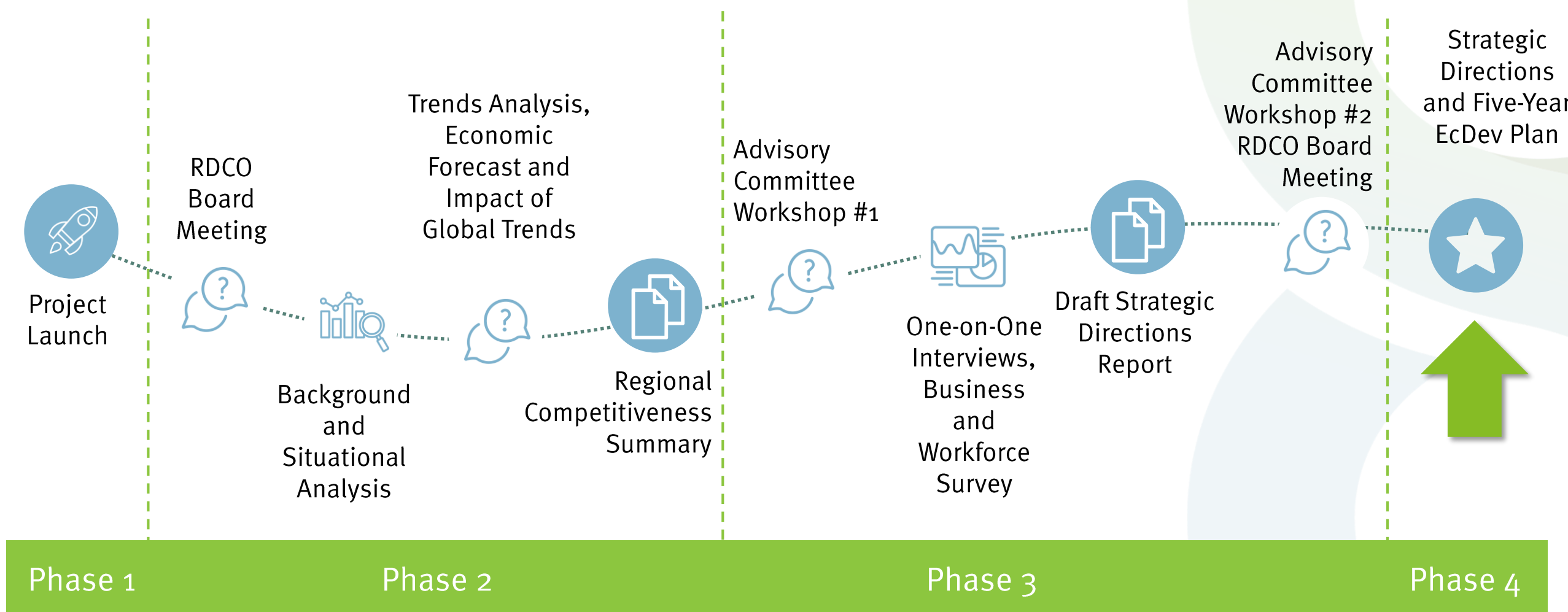
Deloitte.



Roadmap to Resiliency

COEDC Strategy 2025-2030

Project Overview



How did we get here?



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.
- 2** Develop educational resources and tailored adaptation strategies to address challenges and promote resilience.
- 3** Establish a network of resilience champions to mentor businesses in enhancing their resilience.
- 4** Support resiliency and diversification initiatives by engaging with the innovation ecosystem.

LEAD

LEAD &
SUPPORT

SUPPORT

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.
- 2 Showcase regional innovations through storytelling.
- 3 Facilitate industry and cross-industry roundtables to share innovation best practices.
- 4 Support post-secondary in connecting faculties with industry to foster research and innovation addressing community needs.

LEAD

LEAD

LEAD & SUPPORT

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.
- 2** Conduct a regional supply chain study to enhance export industry integration with the regional economy.
- 3** Maintain high level of regional business intelligence by actively engaging with export-oriented industries.
- 4** Support businesses with export development by connecting to Federal and Provincial resources.

LEAD

LEAD

LEAD & SUPPORT

SUPPORT

KPI'S

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


Target Sectors

 Agriculture

 Clean Technology

 Manufacturing

 Digital Technology

 Health

 Aerospace

Canada

Central Okanagan

British Columbia

Agriculture
Aerospace
Cleantech

Manufacturing

Digital
Technology

Automotive
Technology
Natural Resources
EV Supply Chain

Health

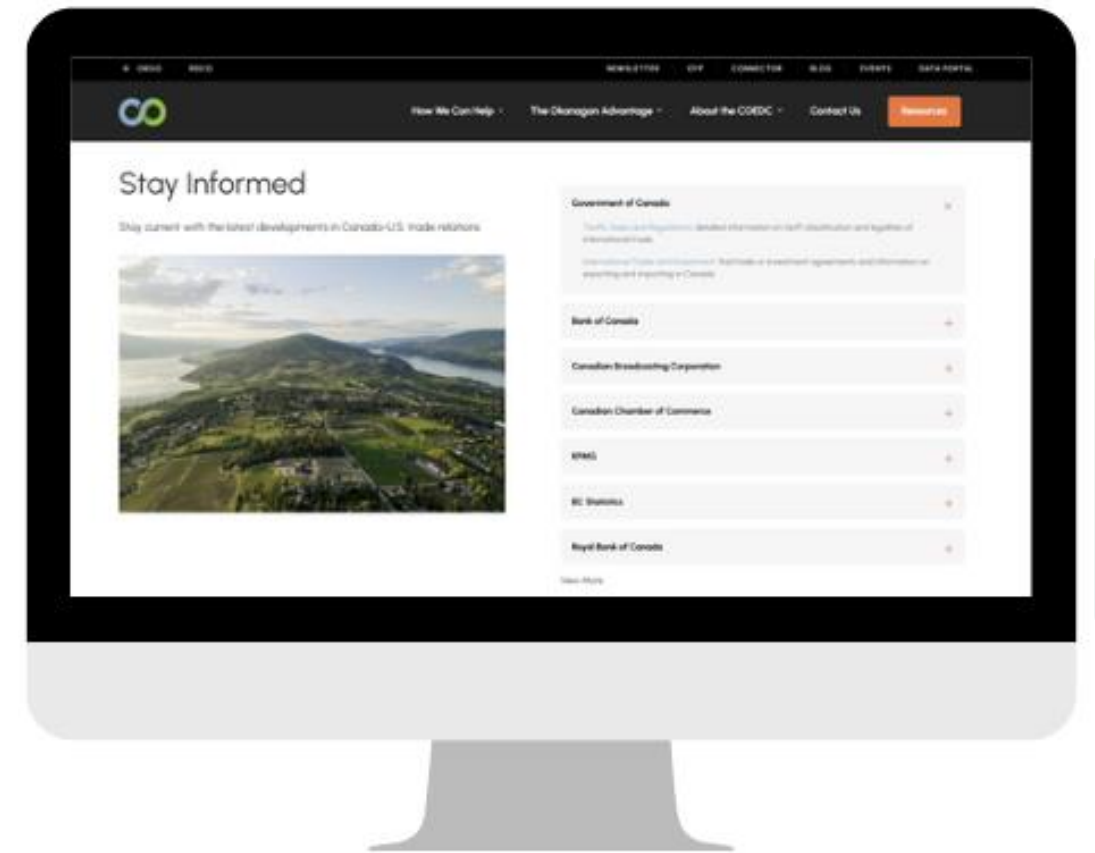
Clean Energy
Entertainment
Forestry
Natural Gas
ICT

CANADA/ US Trade Relations



Actions

- **COEDC Tariff Resources Webpage**
 - Latest developments in Canada-US trade relations
 - Programs and resources for business
 - Events & information sessions
 - www.investkelowna.com/tariffs
- **Navigating Tariffs: Strategies for Resilience**
 - Industry roundtables and panel, April 3rd, 2025
- **Manufacturing Supplier Database**



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?

