Under the Umbrella:

The Central Okanagan's approach to economic development, tourism marketing, destination development, and community building

City of West Kelowna | Committee of the Whole | June 18, 2019

Lisanne Ballantyne
President & CEO

Karen Beaubier
Executive Director

Mandi Carroll
Manager, Economic Development & Communications

Corie Griffiths
Director, COEDC

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Economic Development Officer

Industry terms & definitions

Intersections: A place to visit, live, to do business

Our regional partners & their mandates

How it all works – a family story

Questions

"**Economic development** can also be described as a process that influences growth and restructuring of an **economy** to enhance the **economic well being** of a community."

- International Economic Development Council

"**Destination marketing** is a type of marketing that promotes a destination (town, city, region, country) with a purpose to **increase the number of visitors**. In other words, destination marketing is tourism **advertising for a specific location**.

- www.promodo.com/blog/what-is-destination-marketing

"**Destination development** is the strategic planning and advancement of defined areas to support the **evolution of desirable destinations** for travellers, with a sole focus on the supply side of tourism, by providing compelling experiences, quality infrastructure, and remarkable services to **entice repeat visitation**."

- Destination British Columbia

MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO LIVE

1. Crime & Safety
2. Cost of Living
3. Housing Affordability
4. Housing Availability
5. Job Opportunities
6. Quality of Healthcare
7. Favorable Climate
8. Quality of Environment
9. Avg. Wages & Income
10. Quality of K-12 Schools

Source: Resonance Presentation "Place & Prosperity" – BCEDA 2019 Summit

MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO VISIT

1. Crime & Safety
2. Cost
3. Favorable Climate
4. English Spoken
5. Quality of Environment
6. Flight Access
7. Parks & Recreation
8. Close to Beach / Water
9. All-Inclusive Pricing
10. Public Transportation

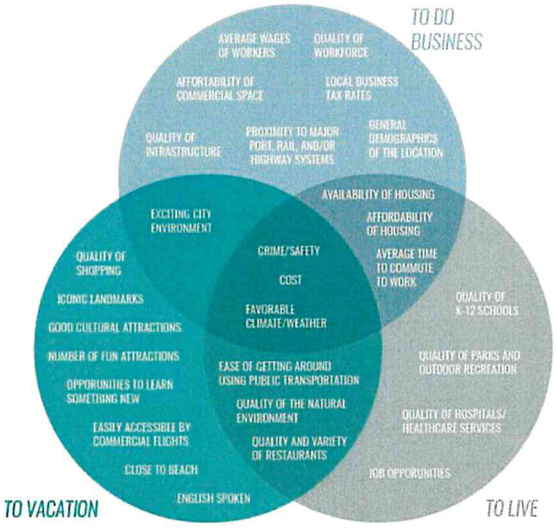
Source: Resonance Presentation "Place & Prosperity" – BCEDA 2019 Summit

MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO DO BUSINESS

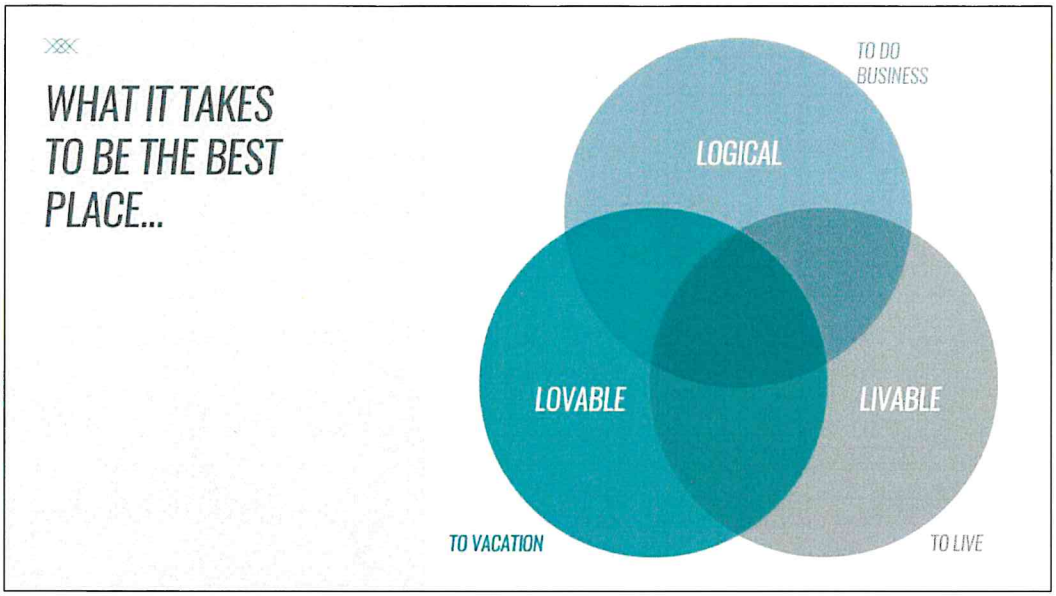
1. Crime & Safety
2. Housing Affordability
3. Commercial Space
4. Local Workforce
5. Commute Time
6. Local Tax Rates
7. Infrastructure Quality
8. Location Demographics
9. Average Wages
10. Favorable Climate
11. Availability of Housing
12. Exciting City Environment

Source: Resonance Presentation "Place & Prosperity" – BCEDA 2019 Summit

WHAT IT TAKES TO BE THE BEST PLACE...



Source: Resonance Presentation "Place & Prosperity" – BCEDA 2019 Summit



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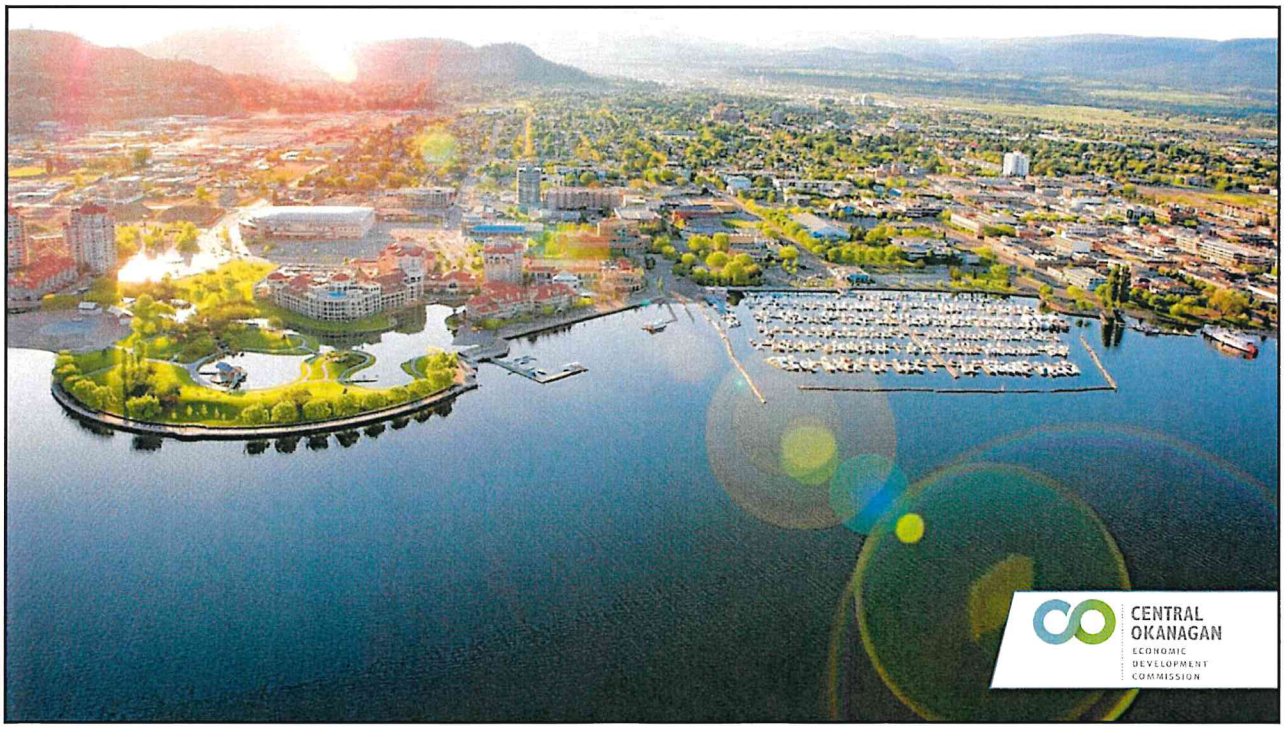


Economic Development is….

A program, a group of policies, or activity that seeks to improve the economic well-being and quality of life for a community

CENTRAL OKANAGAN ECONOMIC DEVELOPMENT COMMISSION

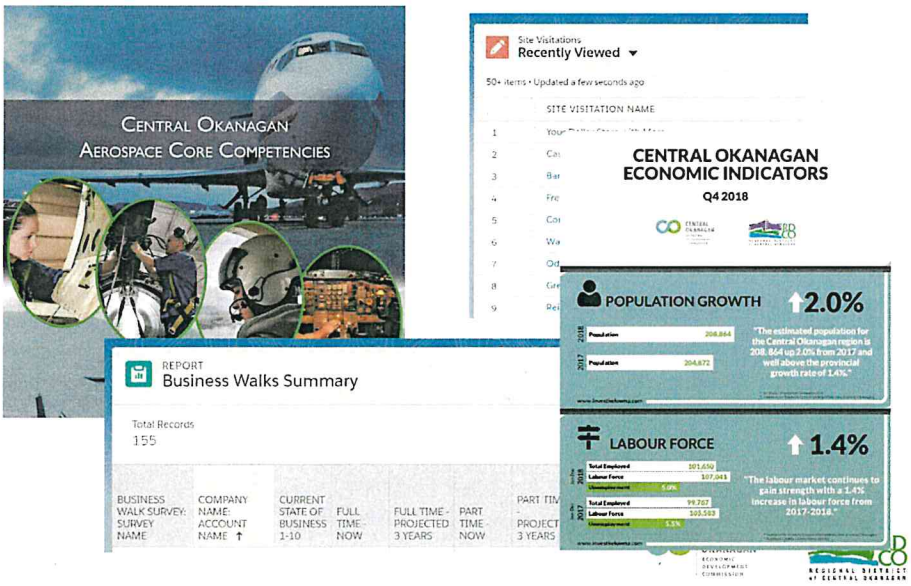
RDCO REGIONAL DISTRICT OF CENTRAL OKANAGAN

CENTRAL OKANAGAN ECONOMIC DEVELOPMENT COMMISSION

RDCO REGIONAL DISTRICT OF CENTRAL OKANAGAN

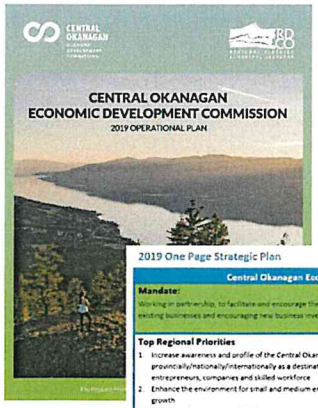
COEDC Advisory Council Roles

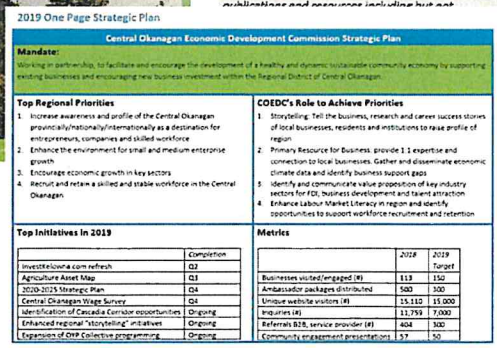
Primary Business Resource



Economic & Industry Profiles

Operational Plan





2019 One Page Strategic Plan

Central Okanagan Economic Development Commission Strategic Plan

Mandate:
Working 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.

Top Regional Priorities

1. Increase awareness and profile of the Central Okanagan provincially/nationally/internationally as a destination for entrepreneurs, companies and skilled workforce
2. Enhance the environment for small and medium enterprise growth
3. Encourage economic growth in key sectors
4. Recruit and retain a skilled and stable workforce in the Central Okanagan

COEDC's Role to Achieve Priorities

1. Storytelling. Tell the business, research and career success stories of local businesses, residents and institutions to raise profile of region
2. Primary Resource for Business. provide 1:1 expertise and connection to local businesses. Gather and disseminate economic climate data and identify business support gaps
3. Identify and communicate value proposition of key industry sectors for FDI, business development and talent attraction
4. Enhance Labour Market Literacy in region and identify opportunities to support workforce recruitment and retention

Top Initiatives in 2019

	Completion
Investkelowna.com refresh	Q2
Agriculture Asset Map	Q3
2020-2025 Strategic Plan	Q4
Central Okanagan Wage Survey	Q4
Identification of Cascadia Corridor opportunities	Ongoing
Enhanced regional "storytelling" initiatives	Ongoing
Expansion of OHP Collective programming	Ongoing

Metrics

	2018	2019 Target
Businesses visited/engaged (#)	113	150
Ambassador packages distributed	500	300
Unique website visitors (#)	15,110	15 000
Inquiries (#)	11,759	7,000
Referrals B2B, service provider (#)	404	300
Community engagement presentations	57	50

Objectives:

- **Inform partner organizations and the business community of range of COEDC programs and services**
- **Develop awareness of economic climate in the region through various data delivery mechanisms**

Program & Tactics	Outcomes	Measurement Guidelines
Publications & Resources		
Develop, maintain and distribute targeted	• Increased knowledge of regional economy, growth sectors and needs of the business community Identification of the region's business attributes and assets	• # of unique visitors • # of inquiries • Web and social media counts • Volume of media coverage

www.investkelowna.com

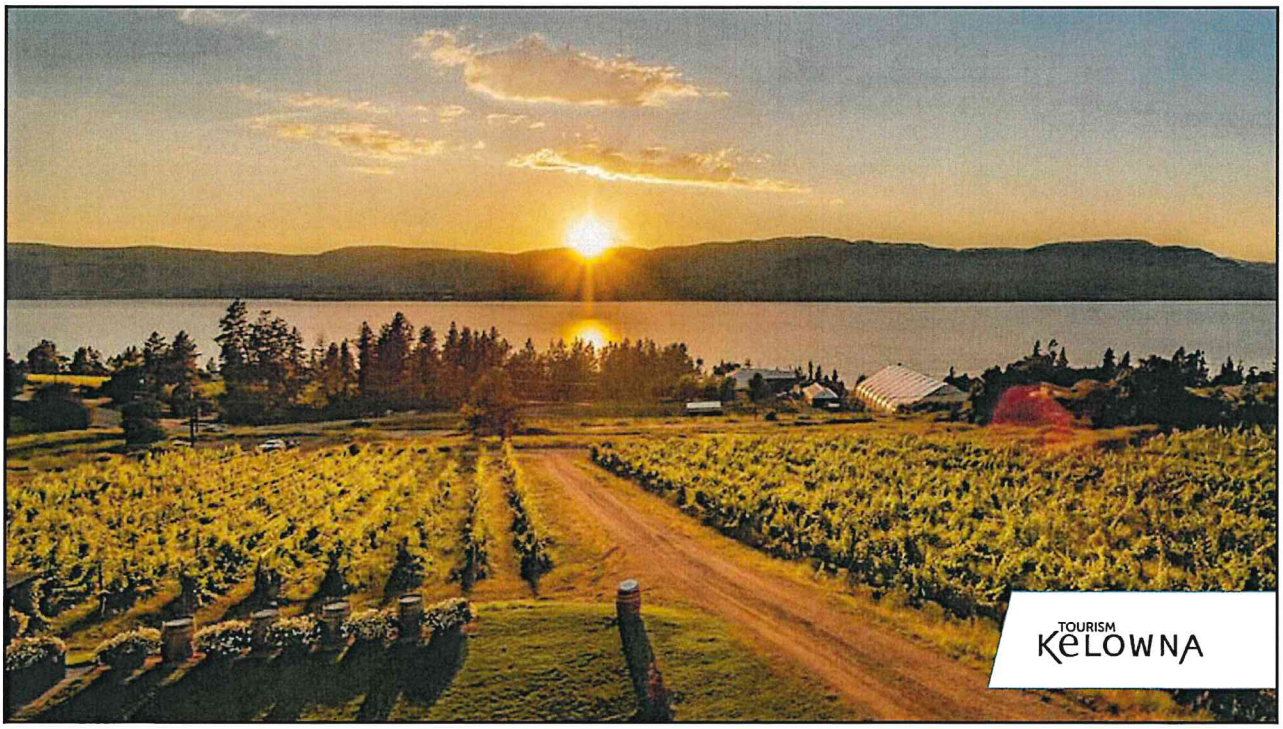
CENTRAL OKANAGAN
ECONOMIC DEVELOPMENT COMMISSION

The Region's Primary Resource for Business

Invest_Kelowna

Invest Kelowna

investkelowna



Tourism Resiliency & Collaboration

KELOWNA
Okanagan Valley, BC

Embedded in the Tourism Kelowna Mandate:

To support and market the tourism destination of the Kelowna Metropolitan Area in a sustainable manner that strengthens the local economy and enriches the quality of life.

Who We Are

- 12 full-time staff
- 6 part-time staff
- 60 volunteers
- 18 volunteer Board directors

Programs & Services

1. **Leisure Travel Marketing**
   - Targeted digital advertising campaigns in target markets
   - Owned digital channels, earned travel media coverage
   - Social media and influencer campaigns
   - Travel Trade (group and tour operators)

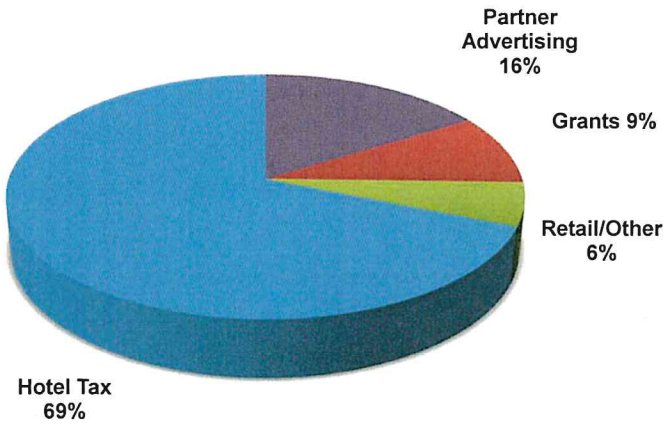
2. **Meetings, Conferences & Events**

   Generate economic impact by securing new, multi-day events, city wide or region-wide e.g. Memorial Cup, International Indigenous Tourism Conference

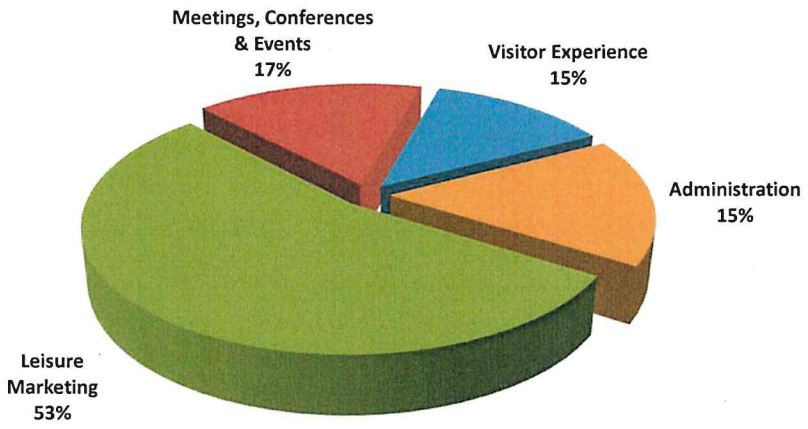
3. **Visitor Experience Team**

   Connect visitors to tourism experiences and influence local spending
   - Kelowna Visitor Centre 220,000 annually
   - Airport Info Kiosk and mobile event services
   - Online and phone inquiries

Revenue Sources



Expense Budget



Tourism KELOWNA

How do we build a sustainable, resilient visitor economy when we currently rely on two months of good weather to generate 50% of our revenues?

KELOWNA
Okanagan Valley, BC

How do we build a sustainable, resilient visitor economy when we currently rely on two months of good weather to generate 50% of our revenues?

Together.

KELOWNA
Okanagan Valley, BC

Building Resiliency

- New focus on four season marketing
- Meetings and events filling shoulder seasons
- Evolution to destination development
- Access to big data, "real" visitor counts
- Growing new travel markets: LBGTQ, culinary and authentic respectful Indigenous tourism
- Competitive differentiator: the centre for accessing the Central Okanagan experience, any time of year

KELOWNA
Okanagan Valley, BC

Stay Connected

#exploreKelowna

WESTBANK
FIRST NATION

Economic Development

Prepared for:
CWK Committee of the Whole
June 18, 2019

Government

MISSION (section 3.1 of the WFN Constitution)

WFN will work to promote a healthy and prosperous future to ensure its continued existence as a strong political, social and cultural community.

VALUES

Equality, Honesty and Fairness, Respect, Integrity, Accountability and Transparency, Sustainability, Understanding, Confidentiality and Efficiency.

VISION

- Govern in a spirit of sovereignty, independence, fairness and transparency while respecting the need for appropriate confidentiality.
- As part of the Okanagan Nation, manage and honour the connection to the lands and resources within our traditional territory.
- Build innovative ideas to support and encourage the growth of the local economy.
- Empower healthy individuals by supporting the dreams and aspirations of WFN's community members.
- Better the lives of Members by efficiently providing relevant and effective community services and programs.
- Protect and promote the syilx language and culture, while adopting modern forms of traditional practices.

Advisory Council

Includes representing the 10,000 non-Member residents living on WFN lands, and providing input into topics that directly affect them.

Terry Turcan, Chair
Old Okanagan/
Bayview District

Gord Couch, Vice Chair
Prairie/Sonoma District

Ludwig Teichgraber
Lakeridge/
West Harbour District

John Cole
East Boundary/
Crown Town District

Rick Ould
Lakeshore/
Shady Beach District

Economic Development Commissi
(EDC)

2007 *first Indigenous EDC in Canada*

Jayne Fosbery, Cain Derrickson, Barry Porrelli, Pearse Walsh, Chris Derickson, Phyllis Sundstrom

2019

Steve Fosbery, Chair

James Carmichael, Vice Chair
(non-Member representative)

Sharon Peterson
(non-Member representative)

Jennifer Money
(Member representative)

Lori Ann Swite
(Member representative)

Lenora Posella-Holding
(elder representative)

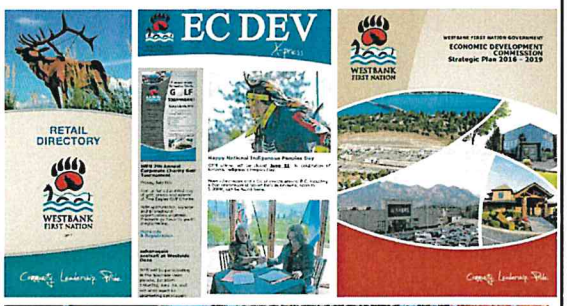
Brianna Wilson
(youth representative)

EDC Mission

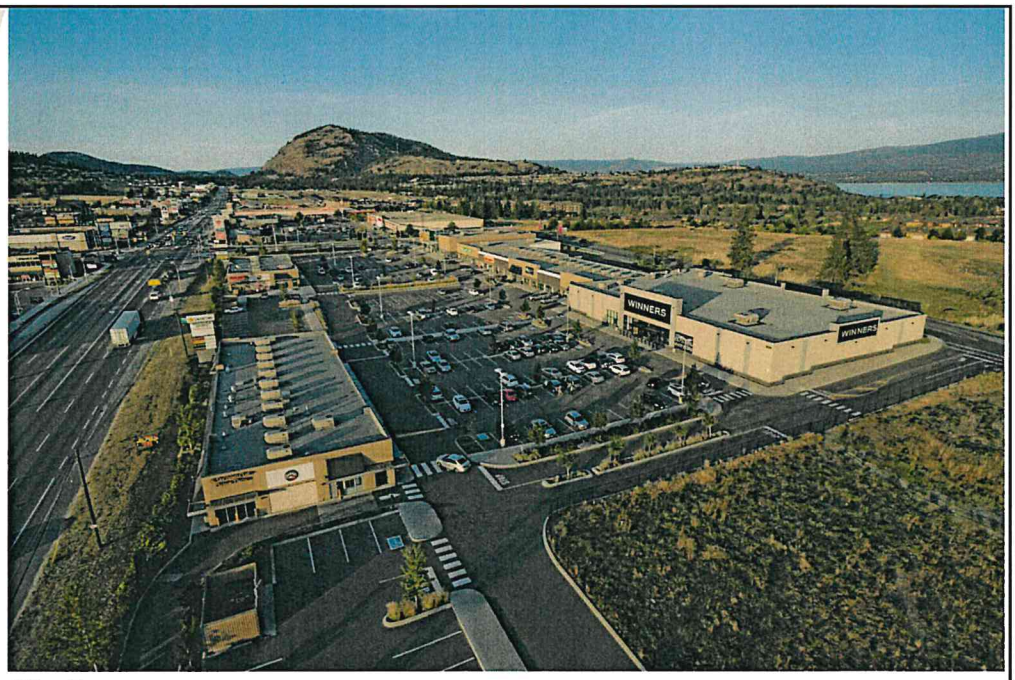
Assist & facilitate Chief & Council & the WFN Business Community in creating a healthy, environmentally sustainable & dynamic economy based upon the values of self-reliance, while also showing respect for the heritage and cultural values of the Okanagan people.

ntityx Spring Salmon - Business Retention

Includes business walks, surveys, retention strategies, referral and business information.



IR 10



IR 9

sp'iʎ'əm Bitterroot - Business Facilitation

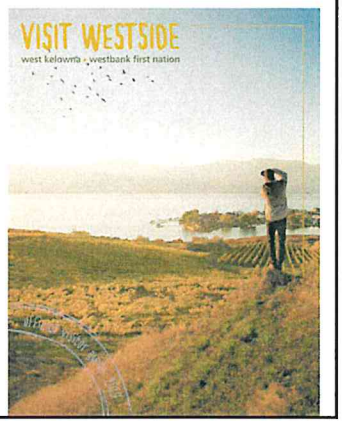
Includes COEDC, GWBOT, Business After Hours, Lands Conferences, workshops & presentations.

Skəmxist Black Bear - Advisory Role to Council

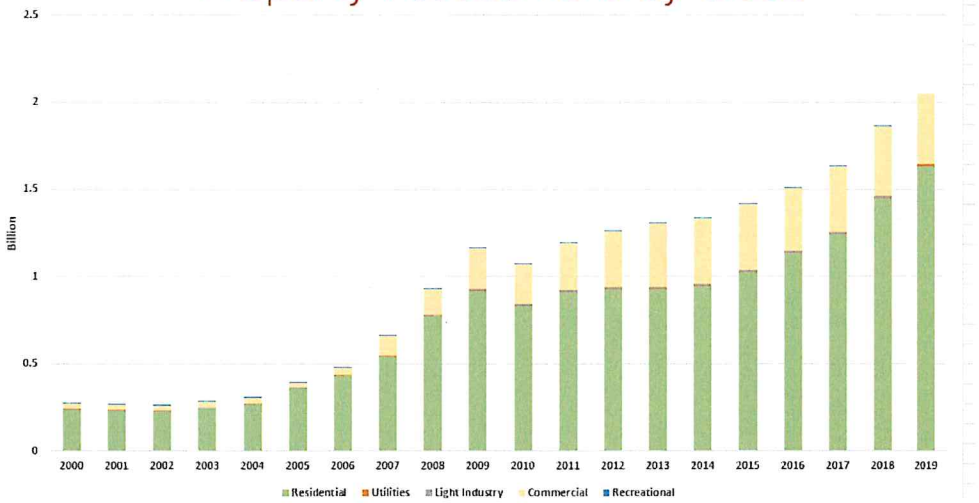
Includes relationship with Council, representing on behalf of Council, acting as a think tank/brain trust for Council re: business matters, and providing Economic Development strategies.

Síya? Saskatoon Berry - Busines: Attraction

Includes site selections, fielding inquiries, investor packages, promotional/ marketing materials, tourism and WFN's sncewips museum.



Property Assessment by Class



SNCƏWIPS
HERITAGE MUSEUM

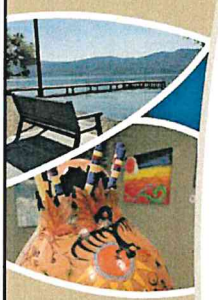
Collecting, preserving and restoring art and artifacts collections, with the main goal to engage public and represent sqilxw people.

Siya? celebra

1st Friday of every June

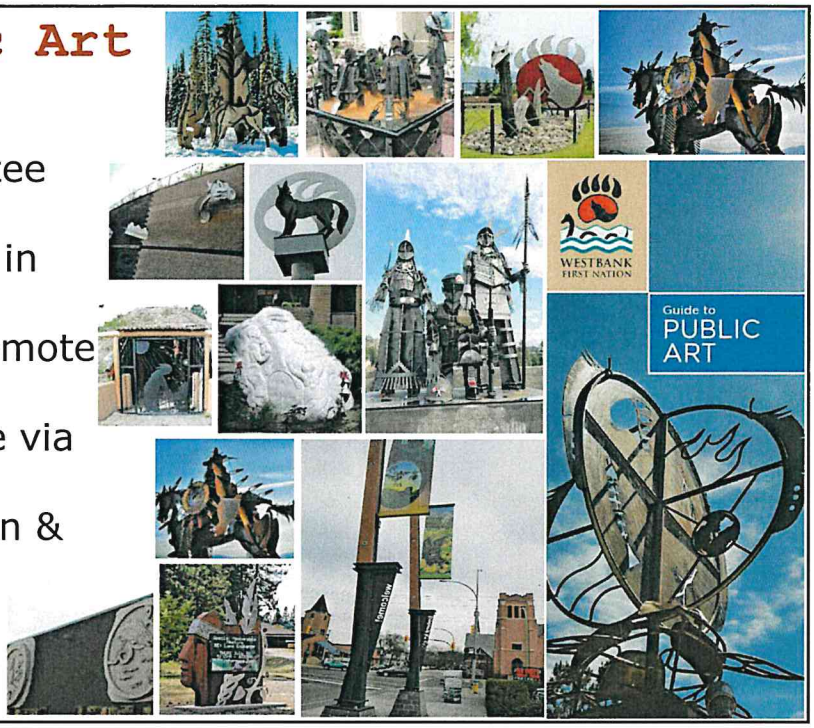
June 5, 2020, marks 30th Annual

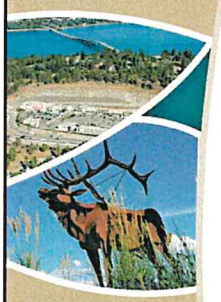
Features dancing, drumming, singing and a sharing of respect for the land and all it offers.



Public Art (PA)

PA Committee established in 2014 to promote syilx culture via arts, both on & off reserve.





Interpretive Signage, Regional

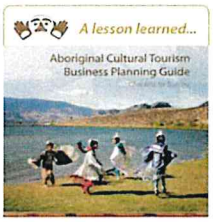
Since 2014, WFN & RDCO have collaborated to develop public awareness about syilx heritage through interpretive signage in Glen Canyon, Kalamoir & Rose Valley, as well as partnering on the management of the sntsk'il'ntən Black Mountain regional park.

YLW cultural learning & experience area

draft conceptual elements for potential future development

- Responsibility to traditional land
- Innovative/modern/interactivity
- Celebrate connectivity/ inclusivity

Indigenous Tourism Workshop



"The basics of running an Indigenous tourism operation are the same as for any business: attracting customers and keeping them happy."

Value of Tourism Workshop

- Explore what tourism business best suits your skills, interests and experience
- Meet with Indigenous tourism industry leaders from ITBC, TOTA, ITAC
- Learn more about Indigenous tourism and why visitors come to the Thompson Okanagan
- Examine community tourism resources and consider ways to plan for and manage them

Supported by:

City of West Kelowna,

Tourism Kelowna, and

Central Okanagan Economic Development Commission

June 27, 2019

9am to 3pm, WFN

Community Services

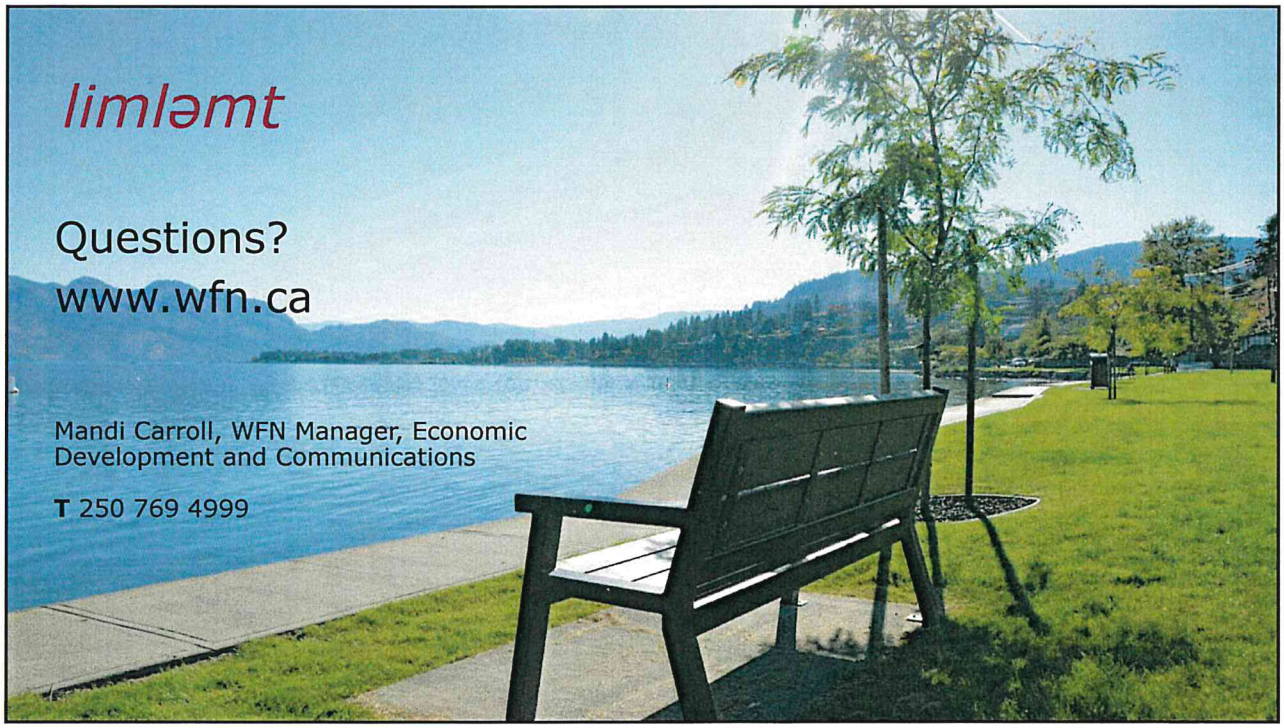
International Indigenous Touris Conference

Inspire. Transform. Unite.

November 13 & 14, 2019

Delta Grand Hotel, Kelowna

indigenoustourismconference.com



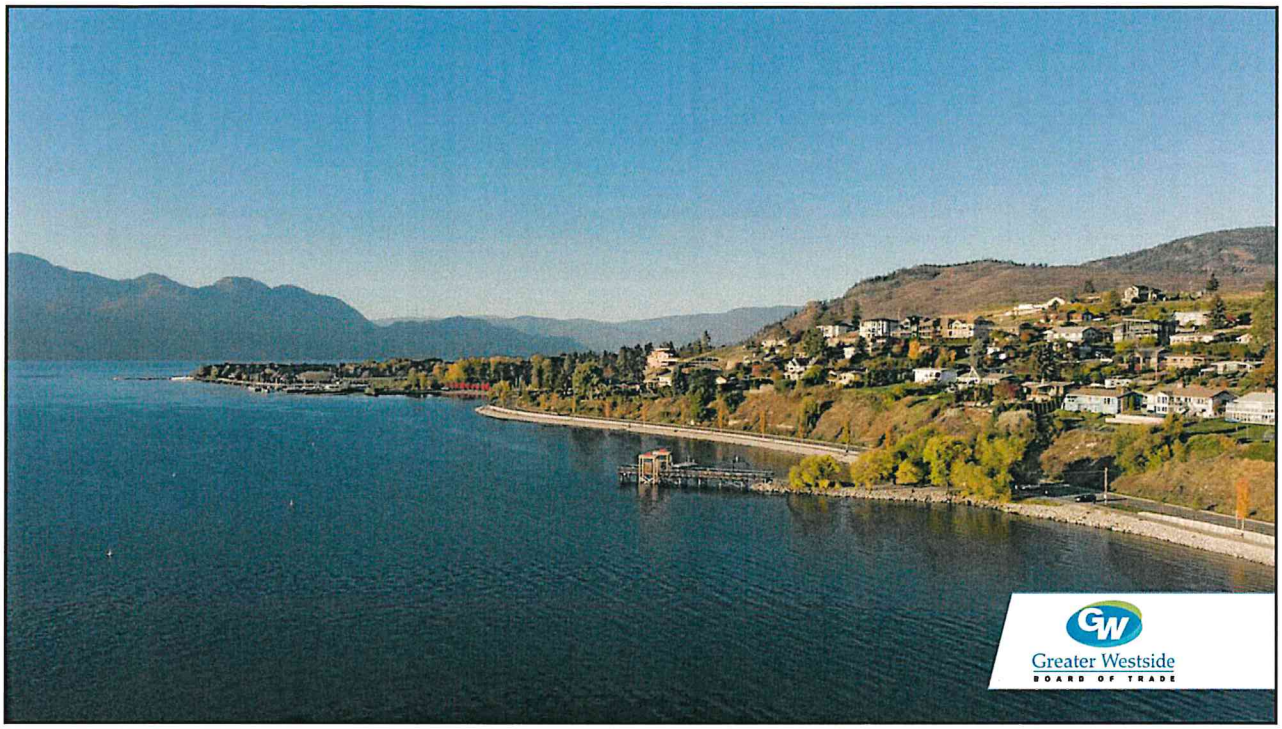
limləmt

Questions?

www.wfn.ca

Mandi Carroll, WFN Manager, Economic Development and Communications

T 250 769 4999

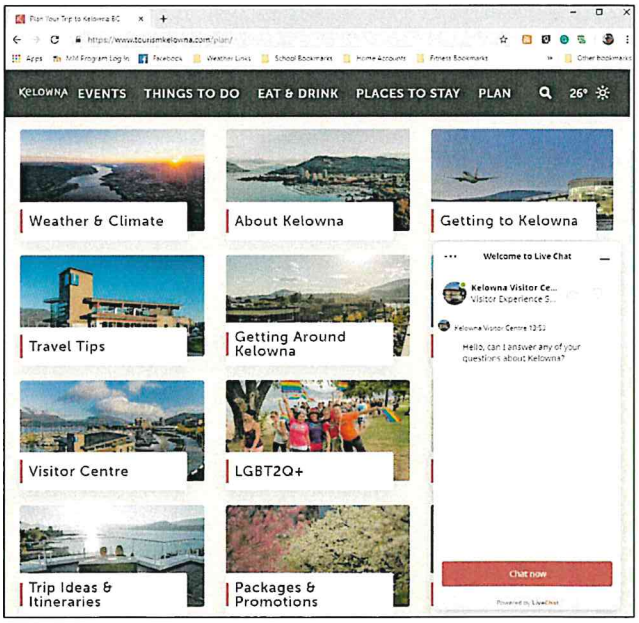

Greater Westside
BOARD OF TRADE

Introducing the Tremblay's

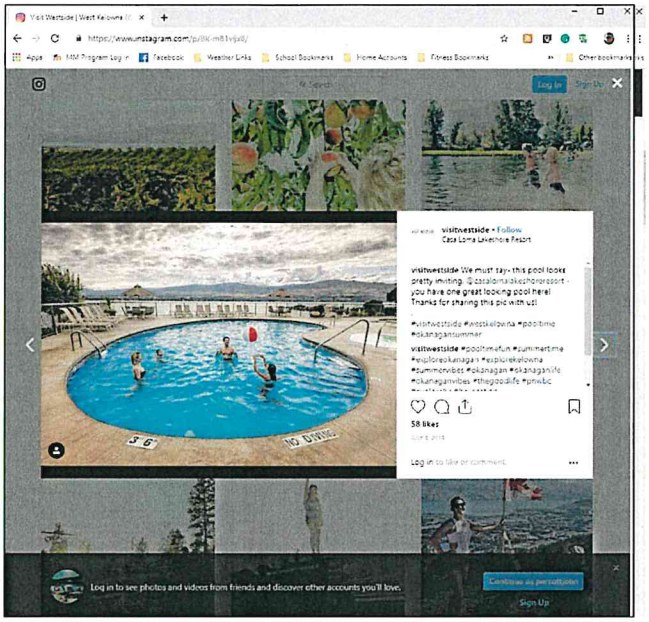
- *Live in GTA*
- *Jim works in aerospace & Jane is an animator*
- *Jane grew up in Vernon*
- *They're an active family*

Jim, Ryder, Sophie, Jane

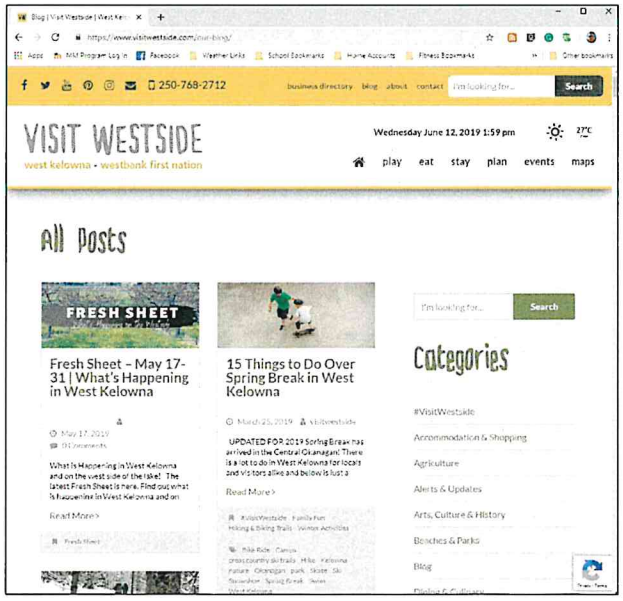
Jane & Sophie planning their trip

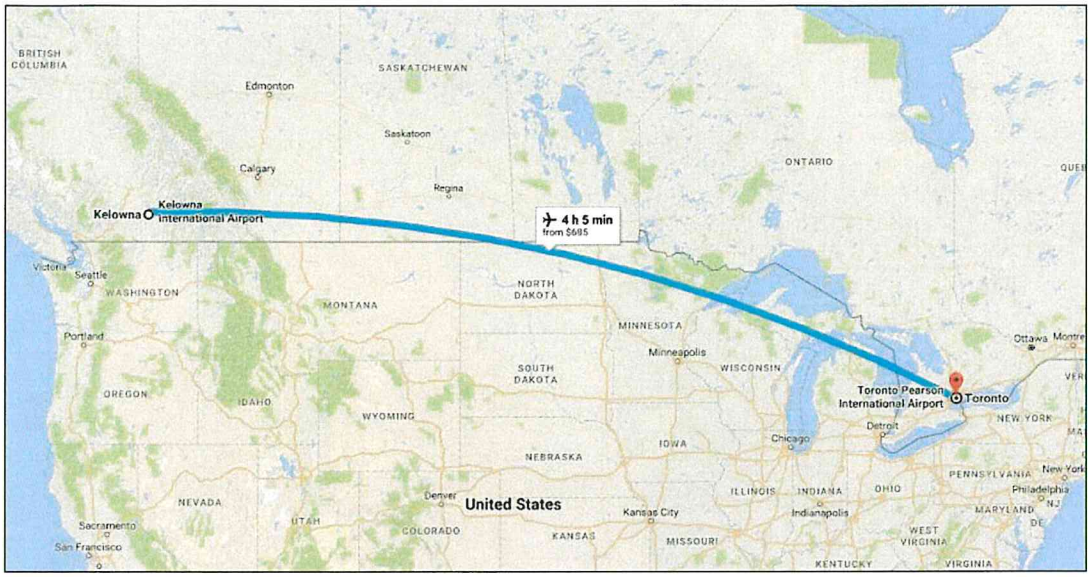


Jane & Sophie planning their trip



Jim & Ryder planning some fun on the Westside




BRITISH COLUMBIA
SASKATCHEWAN
Edmonton
Saskatoon
Calgary
Regina
ONTARIO
Kelowna
Kelowna International Airport
4 h 5 min
from $685
Victoria
Seattle
WASHINGTON
MONTANA
NORTH DAKOTA
MINNESOTA
Portland
Minneapolis
WISCONSIN
SOUTH DAKOTA
OREGON
IDAHO
WYOMING
Toronto Pearson International Airport
Toronto
Detroit
NEW YORK
Chicago
IOWA
NEBRASKA
PENNSYLVANIA
New York
Philadelphia
NEVADA
Denver
United States
ILLINOIS
INDIANA
OHIO
Indianapolis
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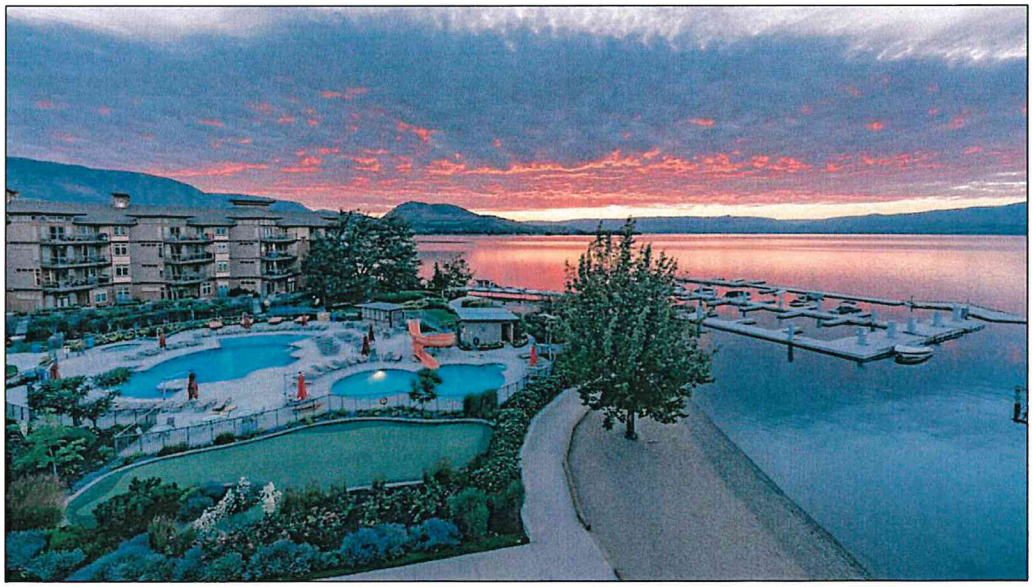
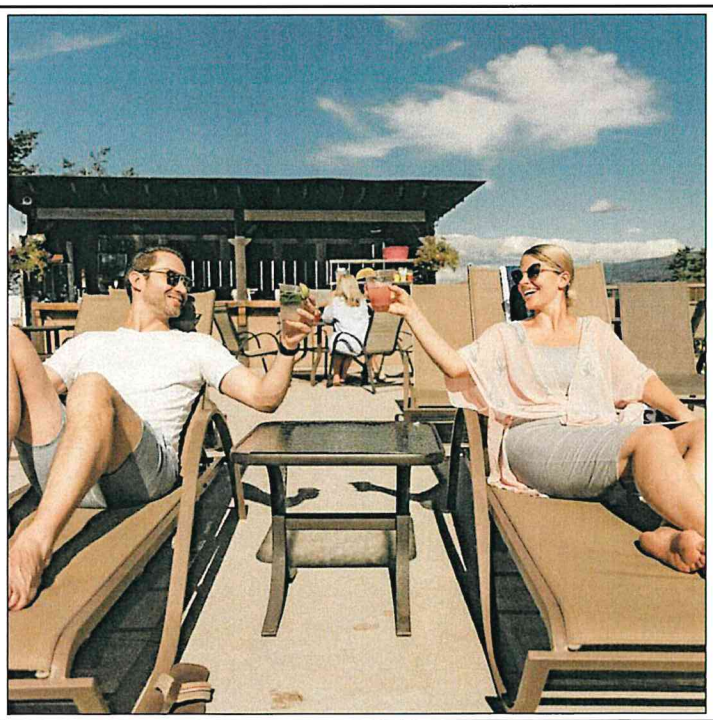
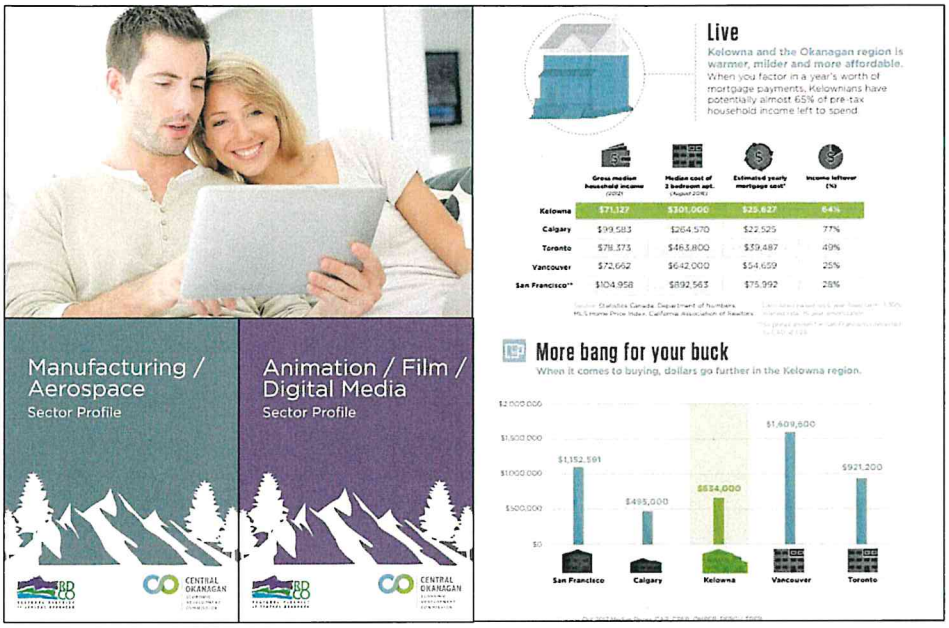
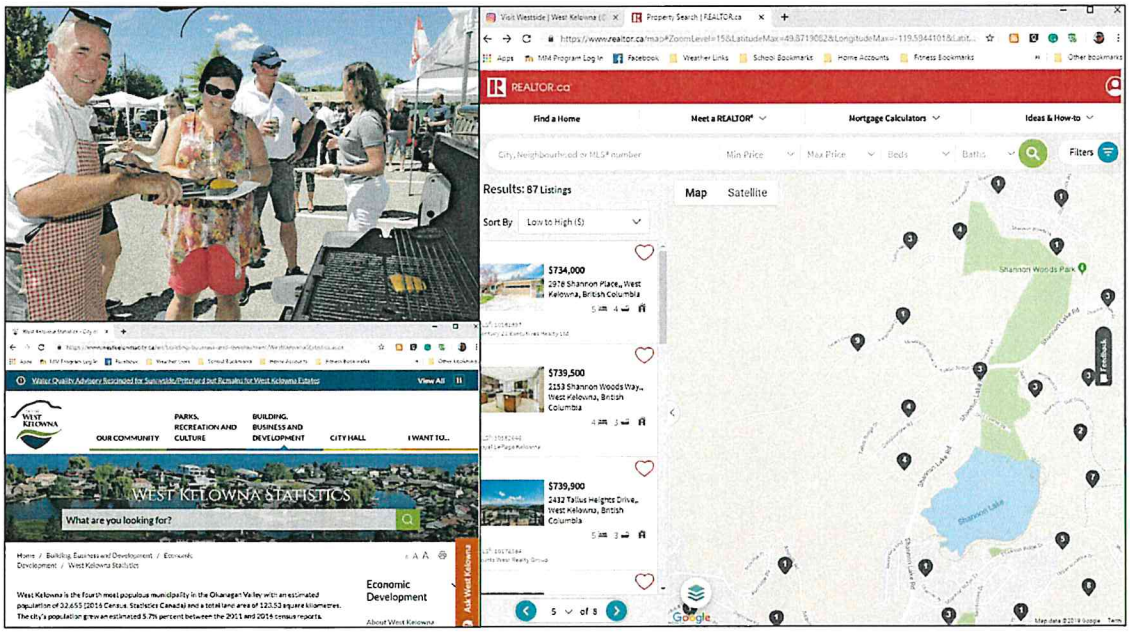
WEST VIRGINIA
San Francisco
KENTUCKY
VIRGINIA



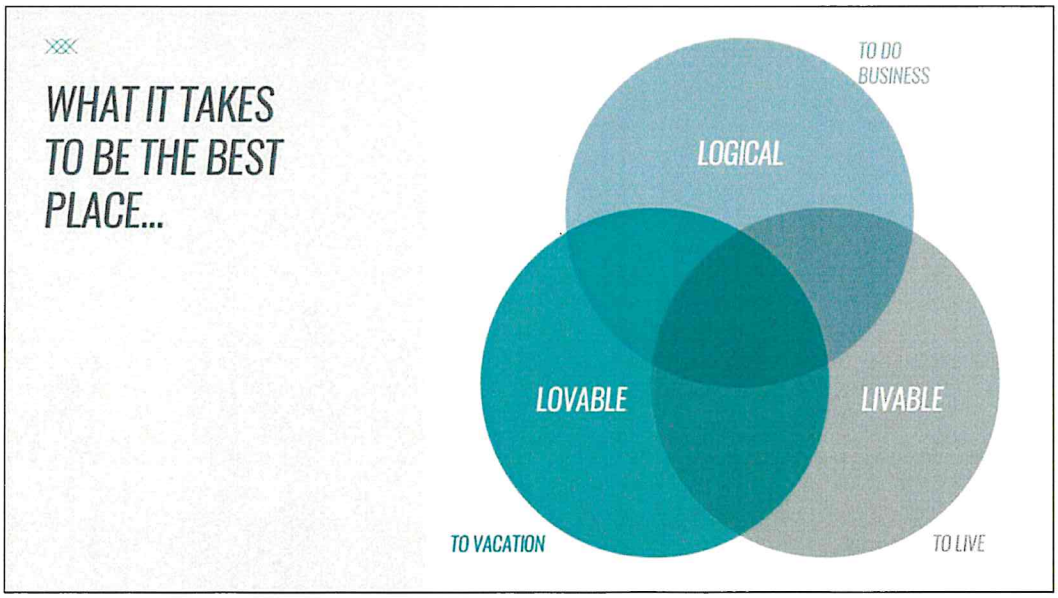



Manufacturing / Aerospace
Sector Profile
Animation / Film / Digital Media
Sector Profile
CENTRAL OKANAGAN
Live
Kelowna and the Okanagan region is warmer, milder and more affordable.
When you factor in a year's worth of mortgage payments, Kelownians have potentially almost 65% of pre-tax household income left to spend.
Gross median household income (2012)
Median cost of 2 bedroom apt. (August 2016)
Estimated yearly mortgage cost*
Income leftover (%)
Kelowna $71,127 $301,000 $25,827 64%
Calgary $99,583 $264,570 $22,525 77%
Toronto $78,373 $463,800 $39,487 49%
Vancouver $72,662 $642,000 $54,659 25%
San Francisco** $104,958 $892,563 $75,992 28%
Source: Statistics Canada, Department of Numbers
MLS Home Price Index, California Association of Realtors
More bang for your buck
When it comes to buying, dollars go further in the Kelowna region.
$2,000,000
$1,500,000
$1,000,000
$500,000
$0
$1,152,591
$495,000
$534,000
$1,609,600
$921,200
San Francisco
Calgary
Kelowna
Vancouver
Toronto


Water Quality Advisory Rescinded for Sunnyside/Pritchard but Remains for West Kelowna Estates
View All
WEST KELOWNA
OUR COMMUNITY
PARKS, RECREATION AND CULTURE
BUILDING, BUSINESS AND DEVELOPMENT
CITY HALL
I WANT TO...
WEST KELOWNA STATISTICS
What are you looking for?
Economic Development
Ask West Kelowna
REALTOR.ca
Find a Home
Meet a REALTOR®
Mortgage Calculators
Ideas & How-to
Filters
Results: 87 Listings
Map
Satellite
Sort By
Low to High ($)
$734,000
2878 Shannon Place, West Kelowna, British Columbia
$739,500
2153 Shannon Woods Way, West Kelowna, British Columbia
$739,900
2432 Tallus Heights Drive, West Kelowna, British Columbia
Shannon Woods Park
Shannon Lake
Feedback

Jim at work on a Bell 212 at Alpine Aerotech

Jane with her new Hyper Hippo team



Questions