

2017 BC Economic Summit: Making Waves
Delta Ocean Pointe, Victoria, BC
June 11-13, 2017
DRAFT AGENDA

Day 1

SUNDAY, June 11, 2017			
1:30PM – 7:00PM	REGISTRATION AND DELEGATE SERVICES Arbutus Foyer		
2:00PM – 4:00PM	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center; vertical-align: top;"> <p>PRE-SUMMIT SESSION - One EDO KICK START: GETTING OFF ON THE RIGHT FOOT IN YOUR NEW COMMUNITY Songhees Suite <i>Derek de Candole, Venture Kamloops</i> <i>John Perrott, City of West Kelowna</i></p> <p>Join this informative workshop to hear tips on staying relevant, overcoming challenges, developing work plans and setting metrics. We will be discussing early wins for new EDO's, managing and setting expectations, economic VS community development and communicating effectively with colleagues. Being a new EDO can be daunting, there are many options for projects to take on and wide ranging expectations. This session will help to cut through the uncertainty and help to build the confidence needed to effectively understand and communicate your role.</p> </td> <td style="width: 50%; text-align: center; vertical-align: top;"> <p>PRE-SUMMIT SESSION – Two ROLE OF LOCAL ELECTED OFFICIALS IN ECONOMIC DEVELOPMENT Harbour Room <i>Mayor Lisa Helps, City of Victoria</i> <i>Chief Councillor Robert Dennis, Huu-ay-aht First Nations</i> <i>Mayor Lori Ackerman, City of Fort St. John</i></p> <p>Join this informative session designed specifically for Mayors, Chiefs, and Councils to learn effective methods for working with your EDO. Learn the 10 things you need to know about economic development and hear some best practices from local leaders whose thriving relationships with their economic development department have helped their community to flourish.</p> </td> </tr> </table>	<p>PRE-SUMMIT SESSION - One EDO KICK START: GETTING OFF ON THE RIGHT FOOT IN YOUR NEW COMMUNITY Songhees Suite <i>Derek de Candole, Venture Kamloops</i> <i>John Perrott, City of West Kelowna</i></p> <p>Join this informative workshop to hear tips on staying relevant, overcoming challenges, developing work plans and setting metrics. We will be discussing early wins for new EDO's, managing and setting expectations, economic VS community development and communicating effectively with colleagues. Being a new EDO can be daunting, there are many options for projects to take on and wide ranging expectations. This session will help to cut through the uncertainty and help to build the confidence needed to effectively understand and communicate your role.</p>	<p>PRE-SUMMIT SESSION – Two ROLE OF LOCAL ELECTED OFFICIALS IN ECONOMIC DEVELOPMENT Harbour Room <i>Mayor Lisa Helps, City of Victoria</i> <i>Chief Councillor Robert Dennis, Huu-ay-aht First Nations</i> <i>Mayor Lori Ackerman, City of Fort St. John</i></p> <p>Join this informative session designed specifically for Mayors, Chiefs, and Councils to learn effective methods for working with your EDO. Learn the 10 things you need to know about economic development and hear some best practices from local leaders whose thriving relationships with their economic development department have helped their community to flourish.</p>
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6:00PM – 7:30PM	OPENING NETWORKING RECEPTION Harbour Room		
	Join us in the Harbour Room to kick off the 2017 BC Economic Summit with opening comments from BCEDA President and CEO, Dale Wheelton, BCEDA Chair, Scott Randolph and a performance by the Lekwungen Traditional Dancers.		

Day 2

MONDAY, June 12, 2017	
7:00AM – 4:00PM	REGISTRATION AND DELEGATE SERVICES Arbutus Foyer
7:30AM – 8:30AM	BREAKFAST Arbutus Foyer
8:30AM – 8:45AM	OPENING CEREMONIES Arbutus Ballroom <i>Scott Randolph, Chair, BCEDA</i>
8:45 AM – 9:30 AM	<p style="text-align: center;">ADVANCING TECHNOLOGY IN YOUR COMMUNITY Arbutus Ballroom <i>Jason Hermitage, Microsoft Canada</i></p> <p>Community leaders, Chambers, and EDO's are challenged to re-envision existing economic development models and embrace a different way of communicating with residents, local businesses, attracting new businesses, empowering employees, and optimizing operations. Cloud computing and communicating has emerged as a vital resource for creating more efficient processes for economic development. Cloud services can now unlock the secrets held by data in ways that create new insights and lead to breakthroughs, not just for science and technology, but for addressing the full range of work that communities are focused upon: economic and social challenges and the delivery of better communications with audiences in order to promote each community for investment and to live in. Learn what's new and emerging to help your community increase awareness of opportunities and to thrive in the next decade and beyond.</p>
9:30 AM – 10:15AM	<p style="text-align: center;">NAFTA – WHY NORTH AMERICA STILL MATTERS Arbutus Ballroom <i>Matthew Rooney, George W. Bush Presidential Center</i></p> <p>Matt's presentation will focus on the "unfinished business" of NAFTA: policy areas that were not addressed in the final agreement, where practical steps to more closely integrate the North American market would produce additional commercial opportunities, economic growth and job creation. The Bush Institute carried out an extensive analysis of this question, based on a broad consultation with political, business and academic leaders from Canada, Mexico and the U.S., and presented an agenda of policy recommendations designed to pursue these</p>

	improvements. With a renegotiation of NAFTA under discussion, this is a timely discussion of a front-burner topic with far-reaching implications for businesses and citizens across North America.		
10:15AM – 10:45AM	BREAK Arbutus Foyer		
10:45AM – 11:45AM	<p style="text-align: center;">CONNECTING PLANNERS & EDOs Harbour Room <i>Joanne Doddridge, District of 100 Mile House</i> <i>Scott Smith, City of Port Alberni</i> <i>Patrick Deakin, City of Port Alberni</i></p> <p>Many EDOs are responsible for, or work closely with the Planning Department. This session will take a closer look at the relationship between the two, as well as the challenges and opportunities from seasoned professionals.</p>	<p style="text-align: center;">DESTINATION DEVELOPMENT FOR ECONOMIC GROWTH Arbutus Ballroom <i>Alison McKay, Destination BC</i> <i>Terry Van Horn, Lower Columbia Initiatives Corporation</i></p> <p>Destination BC's new Destination Development program supports the competitiveness of B.C.'s tourism sector by facilitating collaboration of tourism stakeholders to address key opportunities and issues affecting industry growth. This program will result in a set of 10-year strategic plans to develop the tourism sector across the province that will ultimately inform a provincial destination development strategy. The provincial strategy will align tourism development efforts of individual communities, regions, governments and industry to leverage opportunity and increase the effectiveness and impact of our collective investments.</p> <p>Community and Destination BC representatives will provide perspective on the benefits of this approach, demonstrate the broad public and private sector collaboration, as well as highlight the role we all can play in driving tourism growth and success. Discussions will also be held around the Municipal and Regional District Tax (MRDT).</p> <p>Find out how your community can drive growth, innovation and success in the tourism sector by engaging in Destination BC's new Destination Development Program. Seen as complementary to economic development planning, industry experts will highlight the strength of this program by demonstrating the tangible benefits of collaboration at a regional and ultimately, the provincial level.</p>	
11:45AM – 12:05PM	COMMUNITY FUTURES – YOUR PARTNER IN ECONOMIC GROWTH Arbutus Ballroom		
12:05PM – 1:15PM	LUNCH Arbutus Foyer		
1:15 PM – 3:00 PM	TOWN TALK Population 25,000 and more Population 10,000 to 25,000 Population less than 10,000		
	These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.		
3:00 PM – 3:30 PM	BREAK Arbutus Foyer		
3:30 PM – 4:30 PM	<p style="text-align: center;">10 KEY TRENDS FOR ECONOMIC DEVELOPMENT MARKETING ONLINE Arbutus Ballroom <i>Dr. Alissa Sklar, GIS Planning</i></p> <p>A review of the most significant ED marketing trends in 2017 and beyond. Understand the what and why behind key online marketing trends, identify those areas where your organization falls short, and determine how to implement the changes (from small to big) that can help your community get noticed by businesses seeking locations. This overview of the 10 most important trends in economic development marketing online will feature live examples and practical tips related to the following factors - and more!</p> <ul style="list-style-type: none"> • Mobile • Strategies for engagement 	<p style="text-align: center;">IT TAKES TWO TO TANGO! WORKFORCE & ECONOMIC DEVELOPMENT Harbour Room <i>Introduction: Strac Ivanov, Vicinity Jobs</i> <i>Trudy Parsons, MDB Insight</i> <i>John Leech, ASTTBC</i></p> <p>Community competitiveness is significantly influenced by the ability to demonstrate they have the talent needed to meet investor demand. Failing to do so has resulted in lost growth or relocation of existing businesses, and lost investment in the community. Without clarity of roles and responsibilities, and the intersection points of where collaboration strengthens outcomes, efforts are often reactive, rather than proactive.</p>	<p style="text-align: center;">CO-WORKING SPACES TOUR</p> <p style="text-align: center;">Extra Cost \$25.00</p> <p>Discover some of Victoria's comfortable, creative co-working spaces on this walking tour!</p>

	<ul style="list-style-type: none"> • Microsites • Interactive and dynamic features • Visualizing data • Social Media • Tracking website visitors. 	<p>Economic developers and those in workforce development will benefit from this session as they learn of real examples of what has worked, how it was achieved, and lessons learned along the way.</p> <p>Every community today is competing for talent - strategically planning to bring the right talent and keep the right talent takes a direct connection between what is happening the local economy, local sector activity, ties to training and post-secondary to support alignment, and ongoing and current access to relevant LMI to inform the decision process.</p>	
4:40PM – 5:00PM	BCEDA AGM Arbutus Ballroom <i>Members only</i>		
6:00 PM – 9:00PM	<p style="text-align: center;">PUB NIGHT AT THE 4o7</p> Head across the bridge and join us at The 4o7, a trendy waterfront venue that will play the perfect host to our popular Pub Night! We've got your favourite pub food, an improv performance and an evening of networking all lined up.		

Day 3

TUESDAY, June 13, 2017			
7:30AM – 4:00PM	REGISTRATION AND DELEGATE SERVICES Arbutus Foyer		
7:30AM – 8:15AM	BREAKFAST Arbutus Foyer		
8:15 AM – 9:15 AM	THE CANADIAN ECONOMY: RECENT DEVELOPMENTS AND FUTURE CHALLENGES Arbutus Ballroom <i>Dr. David Williams, Senior Economist, Bank of Canada</i>		
	<p>David Williams is a Senior Economist at Canada's central bank, the Bank of Canada. His research focuses on macro-financial linkages between house prices, credit markets and the real economy. David will discuss recent developments in the global and Canadian economies, including implications for British Columbia. He will also discuss some of the key economic challenges that lie ahead.</p>		
9:15 AM – 10:00AM	SOFTWOOD LUMBER – A New Agreement for the future of BC's Forest Industry <i>John Allan</i> Arbutus Ballroom		
10:00AM – 10:20AM	BREAK Arbutus Foyer		
10:20AM – 11:15AM	ENERGY IN BC Harbour Room <i>Geoff Morrison, CAPP</i> <i>Jason Wolfe, FortisBC</i>	DATA IS GOOD BUT INSIGHTS ARE BETTER Arbutus Ballroom <i>Dave Parsell, Localintel</i>	
	<p>Energy efficiency, diversification, innovations, jobs and infrastructure - there are no shortage of ways that changes in the energy landscape can affect your community and economic development strategy. Economic Developers are involved in this Energy industry in many ways either through working with companies looking to invest in LNG, Gas Transmission pipelines or Oil and Gas and more. This panel will bring speakers from the changing energy landscape and they will discuss how they are preparing for their new energy future and how communities can be involved in what is happening.</p>	<p>The current economic development playbook tells you to put a community profile online with demographics, available real estate and other content typically required by site selectors. Sounds familiar, right? Well, it's time for a rethink. This approach is fine for a handful of site selectors, but not the 1.1 million small to mid-sized businesses (SMBs) who generate 91% of jobs in Canada – and the needs of these SMBs are very different than those of site selectors. In too many instances, and in too many locations, the needs of SMBs are being overlooked and communities are missing out on opportunities as a consequence.</p> <p>In this sponsored workshop, Dave Parsell, Co-founder and CEO of Localintel, draws on extensive company and market research to discuss what businesses really need from economic development professionals to start, expand and thrive in good times and bad.</p>	
11:15AM – 12:15PM	TRANSPORTATION & LOGISTICS TRENDS Harbour Room <i>Patrick Marshall, Capital EDC</i> <i>Adam Wasserman, Global Logistics Development Partners</i> <i>Darryl Anderson, Wave Point Consulting</i>	LEVERAGING THE PRESENCE ECONOMY Arbutus Ballroom <i>Tim Fry, 468 Communications</i>	

	<p>The Implications of Transport and Logistics Trends for Business Led Economic Development are not commonly covered in post secondary education. It is a learned experience. Come and listen in on a panel discussion that covers what's hot and what's not from an American, gateway, rural and business led economic developer.</p>	<p>Assisting local consumers, tourists or other stakeholders to become more Present in an era of engagement erosion can influence their purchase intent and increase their investment of time (and money) locally and regionally. Discover the relevance of the Presence Economy to your community and region and how to leverage it to strengthen your local economies.</p>
12:15PM – 1:15PM	LUNCH Arbutus Foyer	
1:15 PM – 2:15PM	<p style="text-align: center;">PROMOTE YOUR COMMUNITY LIKE A TECH START-UP Arbutus Ballroom <i>Ryley Iverson, Townfolio</i></p> <p>When you have a very small budget, whether you're a startup or municipality, you have to get creative. Townfolio has been bootstrapped from idea to being named one of Canada's "Most Innovative Startups". Knowing economic developers in municipalities of all sizes face similar points of a small budgets and small teams, Townfolio's founders wanted to share immediate takeaways to promote your municipality the same way startups do. This presentation has been shared nationally and EDOs in municipalities of all sizes have found great takeaways.</p>	<p style="text-align: center;">ABORIGINAL & LOCAL GOVERNMENT PARTNERSHIPS Harbour Room</p> <p>Embracing diversity is a critical pathway to local economic development success. Aboriginal communities and municipalities have different but complementary economic strengths in the areas of infrastructure, financing, and access to land and resources. While there are key differences, ultimately, both are champions of the local in terms of sustainable economic development that creates to local jobs and benefits. Learn to bridge differences and harness strengths in common economic cause to yield benefits greater than either community could achieve alone.</p>
2:15PM – 2:35PM	BREAK Arbutus Foyer	
2:35PM – 4:15PM	WAVEMAKERS: A LEARNING LAB OF PROVINCIAL AND OTHER RESOURCES TO AMPLIFY YOUR ECONOMIC DEVELOPMENT Arbutus Ballroom	
	<p>Are your strategies suffering because of capacity issues - not enough time, money, support and focus to accelerate your economic development dreams and visions?</p> <p>Join us for this exciting "hands on" learning & development experience in BC's Economic Learning & Development Lab. In this "learn by doing" design session, you'll be challenged with a scenario that will get you rolling up your sleeves and applying the many free tools and resources readily available to support YOU, and your COMMUNITY, in realizing your economic development potential. Don't miss this capacity building session like no other! You'll leave armed with a whole new suite of tools, resources, contacts and insights that will enhance your strategic effectiveness and help you tackle your most pressing capacity challenges.</p> <p>Explore these and other services available from various BCEDA Partners, in this exciting and informative Learning Lab!</p>	
5:45PM – 6:30PM	PARTNERS' RECEPTION Arbutus Foyer	
6:30PM – 9:30PM	BC ECONOMIC DEVELOPMENT AWARDS BANQUET Arbutus Ballroom	