
Sunday, October 15, 2017

- 12:00 – 1:00 PM** **Registration**
- 12:30 – 1:30 PM** **Basics of Community and Economic Development**
Dale Wheeldon, BCEDA
The goal of this session is to put economic development into context. What is it and how does it affect the local economy? This session will develop a common definition of what is meant by economic development, discuss the major trends and factors that shape local economies, and explore how provincial and local initiatives can further economic development goals.
- 1:30 – 3:30 PM** **Strategic Planning**
Anne Nelson, Drawn2Solutions
So that economic development issues are addressed in a comprehensive way, it is important that communities undergo a strategic planning process. This plan should explore the community's vision of the future while at the same time identifying realistic and measurable goals and objectives to get there. Participants will look at the best ways to structure participation in a strategic planning effort. Upon completion of a planning process, community members should be able to quickly get to work implementing the plan. Utilization of statistics in strategic planning will be discussed along with tools on how to analyse statistics to identify challenges and opportunities.
- 3:30 - 5:30 PM** **Finding and Using Statistics in Economic Development**
Jamie Vann Struth, Vann Struth Consulting
Statistics play a major role in economic development from responding to enquiries and demonstrating return on investment. In this session, we will show participants how to find and use statistics in the day to day job of economic development.

Monday, October 16, 2017

- 8:15 - 10:15 AM** **Small Business and Entrepreneurial Development**
Anne Nelson, Drawn2Solutions
This entertaining and educational session will focus on local programs and strategies to increase the creation and growth of small businesses. Small businesses are increasingly supplying more jobs in today's economy. Local communities can use their influence to help these businesses grow. This session will examine the programs and tools to support business start-ups and efforts to support the growth of existing small businesses.
- 10:15 AM** **Break**
- 10:30 – 12:30 PM** **Business Retention and Expansion**
Kevin Poole, City of Vernon
Business retention and expansion is a core component of any economic development program, in addition to efforts to attract new businesses and encourage the creation of new businesses. Business retention and expansion programs assist businesses in an effort to keep them from relocating to other areas; help them survive economic difficulties; assist them with expansions that add new jobs; and increase their competitiveness in the wider marketplace. The focus is thus on existing companies, which form the local or regional economic base. Studies have shown that the

businesses already existing in a community are responsible for up to 80 % of all net local employment, and a significant percentage of cities consider business retention and expansion programs to be a primary mission.

12:30 - 1:15 PM

Lunch (on your own)

1:15 – 3:15 PM

Managing Economic Development Organizations

Kevin Poole, City of Vernon

Successful Economic Development Organizations (EDOs) are distinguished by their ability to be innovative in their program activities and to quickly react to changes in the marketplace. To do this, EDO leaders must engage the board of directors and staff to create an efficient and effective organization. Participants will be introduced to the various aspects of EDO management, with an eye toward achieving organizational excellence.

3:15 – 5:15 PM

Economic Development Marketing and FDI

Alissa Sklar, GIS Planning

Foreign, Domestic and local businesses, looking to locate or expand need accurate, up-to-date, and credible information and communities need rock-solid marketing techniques to reach the needs of the business community. Course participants will be able to learn how to craft their community's message, how to use the right tools to reach the right targets, current trends in site selection and more. Where is FDI coming from in to Canada and what kinds of incentives, tools and tactics are being used to secure the investment. Case studies, and sample FDI Strategies will highlight the dos and don'ts of economic development marketing and attraction.

Tuesday, October 17, 2017

8:15 – 10:15 AM

Economic Development Ethics

Kevin Poole, City of Vernon

Ethical behavior is conduct that is beyond reproach and is in accordance to the common standards of a society, institution or organization. As organizations and institutions evolve, underscoring the need for regular education about acceptable conduct in the profession and the organization is needed to ensure long-term growth and development. This session will elaborate on ethics and help participants work through case studies to better understand ethics and economic development.

10:15 - 12:15 PM

Economic Development Finance

Diana Sasser, National Development Council

Economic development aims to expand the economies of provinces, regions, cities, and localities by building businesses and new industries to create and retain jobs, enhance the tax base, and improve the overall quality of life for area residents. One of the primary tools for the economic developer is financing. It is a means to stimulate growth and development by increasing access to capital for both ventures and projects that may not take place if left to market forces but would provide economic benefits. What do traditional lenders look for, venture partners and what are some of the government programs that may help in closing that next deal.

12:15 – 3:00 PM

Real Estate Development and Reuse

Tour with Tsawwassen First Nation Economic Development Corporation (Lunch included)

The Tsawwassen First Nation is continuing a rapid pace of economic development that extends to retail shopping, housing and port-related industrial projects on formerly productive farmland. TFN Economic Development Corporation's successes as a leading First Nation economic development organization have brought an excitement to the business community. With innovative offerings, like Deltaport Logistics Centre, which addresses a critical need in the Lower Mainland – zoned

industrial land – showcases how responsive and progressive a local government can be with respect to economic development.

3:00 PM – 5:00 PM

Workforce Development

Allison Larsen, TadZo

Workforce development is quickly becoming the #1 focus for economic development organizations. A skilled and educated workforce is crucial in today's economy. Without the proper infrastructure of skilled labor in place, communities cannot be competitive in attracting and retaining business. This session will focus on the need for the creation of workforce development programs that address both community and business needs. This session will also cover the ways to reach out to the community to help build support for workforce development.

5:30 PM – 8:00 PM

Group Dinner and Gift Exchange

Wednesday, October 18, 2017

8:00 AM – 10:00 AM

Neighborhood Development

Allison Larsen, TadZo

Any local or regional economy is affected by the economies of the communities or neighborhoods in the area. Developing sound economic development strategies within smaller communities and areas will lead to a healthier economy overall. This session discusses working with the community as part of the overall area's economic development plan, and identifies some of the specific hurdles that will need to be addressed.

10:00 AM – 11:15 AM

Leveraging the Presence Economy

Tim Fry, 468 Communications

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.

11:15 AM - 11:30 AM

Wrap-up and Certificates

*** Agenda subject to change**

****PLEASE NOTE: In order to receive full EDAC (9 points) or IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly****