



BCEDA

BC Economic Development Association



The British Columbia Economic Development Association (BCEDA) prospers with a healthy and engaged membership. As the primary economic development association in BC, BCEDA provides leadership to enhance the professional development of its members; advance economic development as a profession; and supports our Indigenous communities, local and regional governments and other partners including the Province of BC and the Government of Canada, in fostering economic prosperity in British Columbia. We are consistently looking to better serve our members and to support and enhance the economic development profession.

Community Delivered Professional Development

Business Retention and Expansion (1, 3, and 5-day options)

Business retention, and fostering the expansion of existing businesses, is the foundation of any sound economic development program. And it should be! Changes in the global, national and regional marketplace have put increased pressure on firms to become more efficient to seek out and take advantage of profit opportunities. Communities must play a role in helping local businesses be competitive not only in the local community but abroad.

This course explores strategies to retain the existing economic base by making businesses and the communities that house them more competitive. Issues covered include how to apply a wide range of economic development resources, tools, and techniques to support local businesses through the creation of a successful business retention and expansion program. Several training options are available for Business Retention and Expansion programs including a one-day session, three days and a five day. Costs vary.

Investment Attraction

Every community is looking at ways to attract new investment to the community. While this is not the most important economic development function, it is a critical expectation of every program. This one-day interactive course is designed to increase a community's understanding of business investment and attraction as a strategy in economic development. It will help you determine if your community is investment ready, how to identify "realistic" targets, developing a strategy, introduction to site selectors and the different phases they go through, and measuring success.

Economic Development for Local Leaders



To be successful in today's competitive economic development community, leaders need and want to understand the different aspects of economic development. Since 2011, BCEDA has delivered more than 75 full day Economic Development for Local Leaders workshops to more than 1,500 local leaders in communities throughout North America making these workshops one of the most delivered in North America. The workshops, designed for local and regional governments and Indigenous communities, aim to assist communities to expand their capacity, knowledge and skill sets to ensure economic sustainability and future growth. These workshops are fully customizable. However, typical content includes an introduction to the field of economic development

and the different structures, Strategic Planning, essential tools, Business Retention, Business Attraction and Investment Readiness, Small Business and Entrepreneurship, Workforce Development and more. You will hear of successful initiatives in each category that have been done globally to show you how risk and imagination is all an important part of economic development.

New 2018: The 12 Things You Need to Know for Successful Economic Development (Indigenous Communities)

This new, interactive half-day workshop, covers the new resource manual launched in the summer of 2017 by BCEDA and is specifically designed for Indigenous Communities. It was first delivered with rave reviews to over 100 Indigenous leaders from around BC in December 2017. The reasons why an Indigenous community will engage in economic development activities varies greatly. Each community has unique characteristics and own reasons for actively engaging in economic development. Communities understand to create economic diversity, maintain and expand infrastructure, create a sustainable economy and to increase their ability to meet the needs of residents and businesses; they need to develop their economic development focus and goals. The more you understand about economic development, the more effective you can be in supporting your community's economic development efforts. This session is directed to all elected leaders including Chief and Council, Economic Development Corporations and all staff. Participants are provided with a complimentary copy of the resource manual.

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Email info@bceda.ca for more information on pricing and availability.

Making Resilience and Recovery the New Norm

Disasters happen. It does not matter if it is a flood, fire, closure of your major employer or something else that negatively impacts your economy unexpectedly. These disasters seem to be happening more frequently. Is your community prepared to ensure you have a resilient community if a disaster happens? BCEDA, as a leader in economic recovery in Canada, is now delivering workshops in a variety of formats. We offer a 90 minutes crash course, a full day condensed but comprehensive session that will get you well on your way to developing a plan, or a two-day extensive session that will provide you with the tools and resources to help you become a more resilient community.

Classroom-Based Professional Development (2019)

In your community or our classroom - training and interactive exercises that can be implemented in your community to support and encourage economic development.

Western Economic Development Course Fall 2019

The Western Economic Development Course provides a solid foundation for entry-level economic development practitioners or seasoned economic developers looking to update current skills and to be aware of the current trends. This Basic Economic Development Course serves as the equivalent to IEDC's Introduction to Economic Development course in preparation for the IEDC Certification exam and is the only one offered in Canada. Accreditation by both IEDC and EDAC ensures that each BEDC covers subject areas determined to be the core building blocks in any economic development organization. This three and a half day course is delivered by experienced professionals in the economic development industry and is held every fall in Vancouver, BC.



Tech-Led Economic Development

March 6-7, 2019 - Richmond, BC

This advanced course delivered in partnership with IEDC will focus on the key principles and practices of professional management in economic development. It will define excellence in economic development and explain the fundamentals of managing for results, outcome-based performance, organizational assessment, stakeholder identification, vision and mission scope, organizational culture and more. Also, participants will learn how to engage their board or council, staff and community stakeholders, constituents, and customers to achieve results in job creation, tax-base stabilization and community growth and development. Since EDOs differ from one another depending on their available resources, location, and mission, this course is designed to equip a leader of any organization to make the right decisions. Email info@bceda.ca for more information on pricing and registration details. NOTE: Some Indigenous communities from BC may be eligible for financial support to attend this course.

BC Economic Summit: Turning Community Dreams into Realities

March 3-5, 2019 - Richmond, BC



The BCEDA BC Economic Summit takes you out of the office and gives you the space to imagine, create and discuss key issues facing economic developers, local Aboriginal and non-Aboriginal leaders, community planners, and more, with some of the most creative and strategic minds in the industry.

Every community in the world is going through constant change. Over the past number of years, with a changing global economy, communities in British Columbia have had to identify ways that they can diversify and create more sustainable local economies. Through strategic planning, public consultation and business retention, communities have developed programs to turn the dreams of local citizens and businesses into realities. The 2019 BC Economic Summit will look at the steps that local and Indigenous governments are taking to turn dreams into realities and at the successes and challenges that they are having. The Summit will also explore how Indigenous communities, local governments and the private sector are all working together to help communities achieve their dreams.

The following are just some of the many benefits you will experience as a member of BCEDA.

The BCEDA Wayfinding (Mentorship Program): BCEDA's goal, through the Economic Development Wayfinder Program (EDWP), is to connect experienced economic developers with new or young economic developers around the province. In addition, experienced economic developers can use the program to help identify new methods, overcome specific challenges or just bounce of ideas for new initiatives.

Economic Development Resource Library: BCEDA provides resources to ensure members have the tools they need to succeed. Working with government, international partners and others, the library aims to provide users with up to date information and research on a variety of topics. BCEDA also assists members in reaching out to other members for input on best practices, project development and other related issues in our Economic Development in Action series.

Training at Reduced Rates: One of BCEDA's core objectives is the professional development of its members. BCEDA professional development events and webinars educate and connect industry leaders across the profession. As a member you have access to a variety of programs, designed to help you reach your full potential through interactive learning opportunities that are relevant and easily transferable to your workplace. BCEDA training earns you certification points that can be applied to Ec.D. and CEcD designations. BCEDA is also the only province in BC to annually host the Basic Economic Development Course which is a requirement for international certification.

Discounts on Travel: BCEDA has negotiated discounts with many providers to help our members find affordable alternatives for travel – whether for business or pleasure.

Economic Development Tools: BCEDA Members gain access to special tools designed to help you achieve your economic development goals. The **BC BusinessCounts** program provides you with a CRM that is a necessary tool to help you work with your existing businesses to help them achieve goals and overcome challenges. The **BCEDA Insider App** is another tool that can help you achieve tourism goals and help ensuring that your residents shop local.

Economic Disaster Recovery: BCEDA is the leader in Canada on the topic of Economic Disaster Recovery. BCEDA offers a variety of tools and resources all designed to help you prepare your economic base before a disaster and to help rebuild if you experience one.

Free Job and RFP postings: As a member you can post as many job postings as are required to build your economic development program or any hire needed for your organization. You can also post an unlimited amount of RFP's whether it is for infrastructure projects, economic development plans or anything else you are looking for.

Timely communication about BC's Economic Development Profession: As a member you get access to regular newsletters and event blasts all designed to make sure that you have information you need to help your economic development program be successful. We will also highlight your initiatives.

Economic Development Awards: The BC Economic Development Association's BC Economic Development Awards recognizes the Province's best economic development marketing materials; programs and partnerships. These prestigious awards honor organizations and/or individuals for their efforts in creating positive change in urban, suburban, indigenous and rural communities.



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