



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.

Professional Development 2020

Beyond COVID-19 Economic Development Course Outlines

BCEDA is focused on supporting communities and their economic recovery post-COVID. The pandemic provided a timely opportunity for the development of new course material as economies face increasingly unprecedented challenges like never before. It is a crucial time for communities to understand and respond to the need for growing, strong local economies. Training can be delivered virtually or in-person, adhering to social distancing measures with under 50 capacity.

Community/Region-Based Offerings

Business Engagement in a Post-COVID19 Environment - 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 increased pressure on firms to become more efficient to seek out and take advantage of profit opportunities and, now, COVID-19 has reshaped the business landscape. These are not normal times. Economic development must change with the environment and learn how to engage with local businesses to gather solid business and worker impact data to inform local leadership's response and create resiliency in communities.

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. In addition to learning ways to engage with local business in an everyday environment you will also learn ways to do it during and after a disaster whether it is a fire, flood or even a pandemic. Several training options are available for Business Retention and Expansion programs including a one-day session, three days and a five day. Costs vary. Email dwheeldon@bceda.ca for more information on stakeholder group pricing and availability.

Investment Attraction in a post-COVID19 Environment

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.



Unpredictable events and crises such as the COVID-19 pandemic pose significant challenges to communities their investment attraction efforts. Economic developers are at the forefront of business attraction and need to be ready to react quickly to these challenges. COVID-19's impact on foreign direct investment has been significant with projected drop in FDI, changes to wider government policies and pressure on public budgets.

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. In this session we will also outline new ways of communication, post-COVID, with external clients and how to use new innovative tools to highlight what your community has to offer. Email dwheeldon@bceda.ca for more information on stakeholder group pricing and availability.

Economic Development for Local Leaders – Post-COVID19 Version

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 days Economic Development for Local Leaders workshops to more than 1500 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. Through a combination of presentations and interactive exercises, participants will help to develop a list of initiatives that can be implemented in the community to support and encourage economic development. A brief report is provided within two weeks of the workshop to all participants with the initiatives summarized to allow for implementation. Email dwheeldon@bceda.ca for more information on stakeholder group pricing and availability.

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The 13 Things You Need to Know for Successful Economic Development (Local Governments)

This new, interactive half-day workshop, covers the new resource manual launched in the summer of 2017 by BCEDA. Recognizing the impacts of COVID-19 this session has been updated to incorporate how the “13 Things” have changed but still must remain as top priorities for a strong economy. The reasons why a 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



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

more effective you can be in supporting your community's economic development efforts. This session is directed to all elected leaders including Mayors, Chiefs, council members and regional directors as well as economic development boards and team members. All participants are provided with a complimentary copy of the resource manual. Email dwheeldon@bceda.ca for more information on stakeholder group pricing and availability.

The 13 Things You Need to Know for Successful Economic Development (Indigenous Communities)

This interactive half-day workshop, covers the new resource manual launched in the summer of 2017 by BCEDA and is specifically designed for Indigenous Communities. Recognizing the impacts of COVID-19 this session has been updated to incorporate how the “13 Things” have changed but still must remain as top priorities for a strong economy. 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. Email dwheeldon@bceda.ca for more information on stakeholder group pricing and availability.

Making Economic Resiliency and Recovery The New Norm

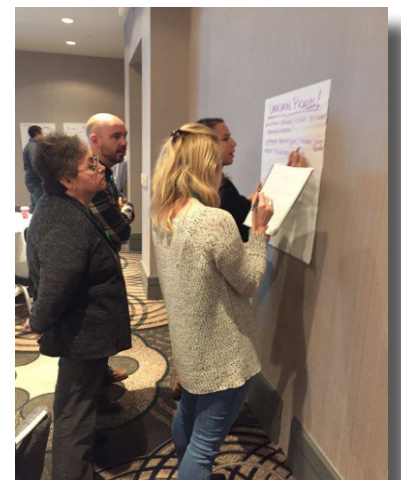
All over the world, communities and their economic development efforts are navigating uncharted waters. The COVID-19 pandemic has opened many questions about a post-COVID economy. While COVID-19 has been a devastating disaster affecting the world there are other disasters that can happen at any time and hit at a more local level. It does not matter if it is a flood, a fire, the closure of your major employer or something else that unexpectedly negatively impacts your economy. These disasters seem to be happening more frequently and your community needs to be prepared to ensure you have a resilient community if one 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. It is available in both a one day condensed, and two day full version. Email dwheeldon@bceda.ca for more information on stakeholder group pricing and availability.

Classroom-Based Offerings (2021)

Western Economic Development Course

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



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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5428 Highroad Crescent, Chilliwack BC V2R 3Y1

Tel: 604-795-7119

Email: info@bceda.ca

Web: www.bceda.ca