



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



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.

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

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.



Economic Development Tools for BCEDA Members

Insider App

Curate an Experience: Easily customize the look and feel, locations and content in your app. Name and brand your brand, including logo, icon design and color scheme.

Reward Exploration: Assign points to each location in your app, creating incentives for users to visit points of interest and make purchases while earning rewards at local businesses.

Instantly Update Your App: Easily set up, manage and dynamically update information within your app through a user-friendly online control panel.

Generate Insights: Your control panel provides valuable data about visitor activity. Generate reports to show popularity of individual locations, periods of peak activity, and where visitors are from.

Category: Shop Local, Tourism, Marketing, Business Retention & Expansion

BC BusinessCounts Program

Business Retention is best performed as a community driven activity to maximize local development of existing industry. Each community or region develops its own approaches to conduct business outreach. A robust CRM is an integral part of this approach. The BC BusinessCounts Program, powered by ExecutivePulse™ has the ability to upload your business database, enter survey results in the system and run robust reports.

Category: Business Engagement, Business Retention & Expansion

Spring Business Resilience Program

BCEDA has partnered with Spring, a global incubator and accelerator that empowers entrepreneurs and entrepreneur ecosystem organizations, to launch the Business Resilience Program, an online program created to help businesses recover, adapt, and survive challenging economic conditions.

Category: Resilience & Recovery, Training

SupportLocalBC.ca - Province-Wide Shop Local Program

Support Local BC is an online gift certificate marketplace where 100 per cent of the proceeds go directly to the business owners. To date, the website features over 1,300 businesses and has sold more than \$100,000 in gift cards.

Category: Shop Local, Resilience & Recovery

EcDevinAction.ca

BCEDA is continuing to seek success stories to highlight on the Economic Development in Action website. The website is advertised internationally and used as a tool to market your community and attract investors. Economic Developers can use the website to collaborate on ideas and gain inspiration from others. We are looking for a brief summary of your successful projects, partnerships and initiatives.

Category: Best Practices, Resilience & Recovery

Individual Annual Memberships start at \$325.00, or an Organizational Membership with an unlimited number of members for \$595.00 annually. See website for details: <https://www.bceda.ca/join.php>



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