



BCEDA EDRP COVID19 - Economic Response and Recovery (Restart) Conference Call

Thursday, May 7, 2020



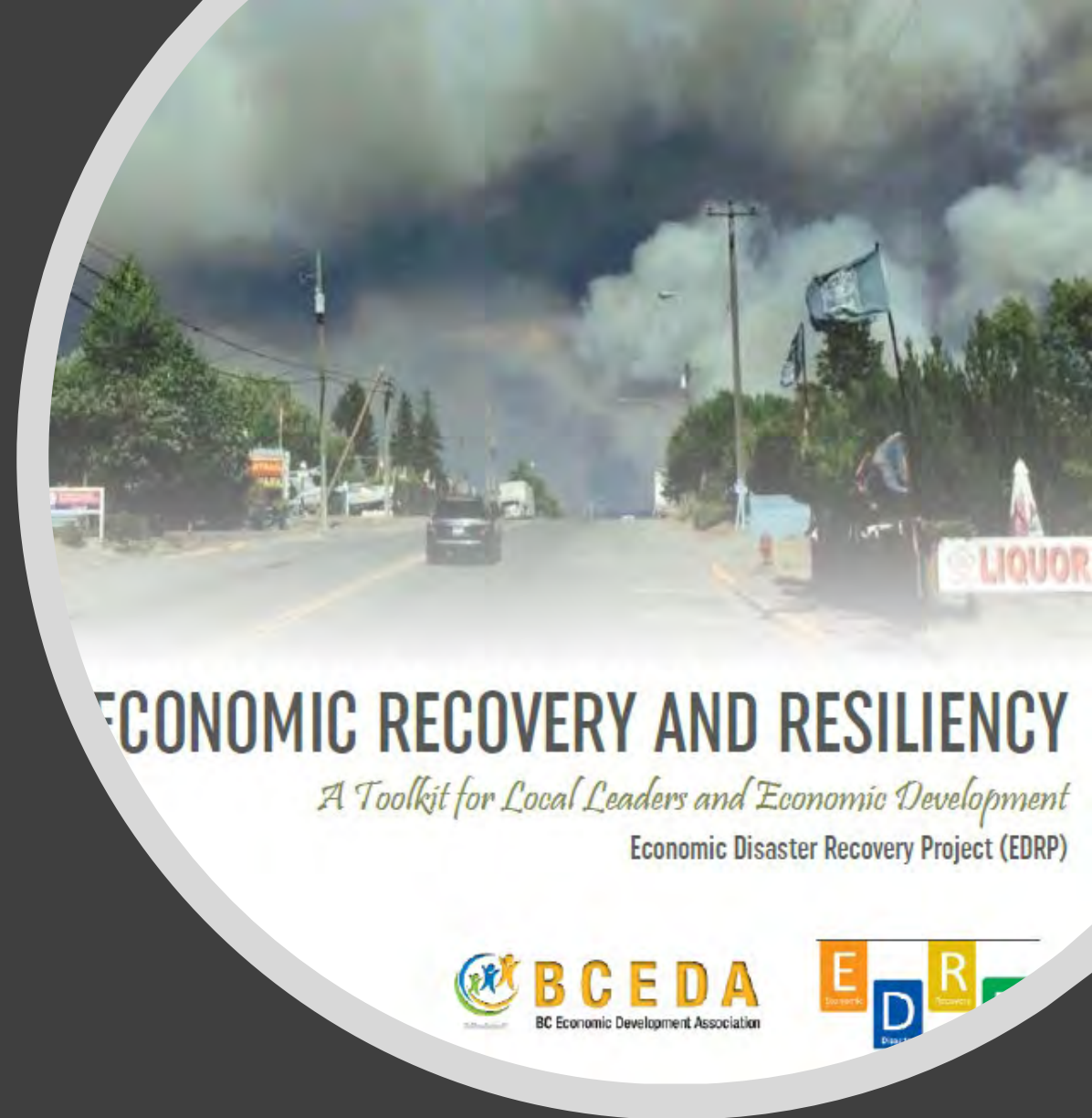
Economic Development Week

- Working and building relationships in the community
- Projects we get involved with have a real impact on our communities
- Small things make big differences
- Helping small businesses
- We're building something important for our citizens



What is BCEDA Doing?

- COVID19 Webpage:
<https://www.bceda.ca/covid19.php>
- BCEDA #COVID19 Resources for BC Businesses Guide – Live document
- Calls, webinars and information sharing
- BCBusinessCounts – COVID Survey Phase 2
- recovery@bceda.ca
- Economic Recovery and Resiliency Toolkit



Recovery Toolkit

- What role do you play
- Engaging your businesses
- Small business assistance
- Communications
- Strategic planning

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Resource Updates

- Canada's Farmers, Food Businesses & Food Supply
 - Emergency Processing Fund
 - AgriRecovery, AgriStability, AgriInsurance
 - Canadian Dairy Commission
 - Surplus Food Purchase Program
- Wage Top Up Program
- Canadian Hospitality Worker Relief Fund
- BC Tourism Resiliency Network
- BC Restart Plan





Steven Pedigo
Vice President, Strategy

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B.C. ECONOMIC DEVELOPMENT & RESILIENCE IN THE AGE OF COVID-19

Steven Pedigo, Resonance VP, Economic Development &
Professor of Practice, Director of the LBJ Urban Lab
The University of Texas at Austin

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TAKEAWAYS

The effects of COVID-19 will be nuanced and complicated.

- What can we learn from the past?
- How will communities be reshaped?
- What factors leave cities more vulnerable or protected?
- How can B.C. communities prepare to open and recover?
- How can we ensure greater economic resilience in the future?



URBANIZATION & CLUSTERING > INFECTIOUS DISEASE

Our communities will survive and grow stronger.

- Worse pandemics have not altered the course of clustering and urbanization:
 - Spanish Flu of 1919
 - London Cholera Epidemic



COVID-19 WILL REINFORCE THE GEOGRAPHIC DIVIDE

- Vancouver will recover but it will take time
- Many smaller B.C. communities like Salmon Arm, Prince George, Kamloops and others will have opportunity, too
- Accentuate “winner-take-all urbanism”
- May temporarily attenuate affordability challenges



THE COVID-19 CRISIS MAY ACCENTUATE THE KEY DIVIDES

CLASS DIVIDE AT WORK

- Affluent professional workers can work remotely and isolate safely using delivery
- Front-line workers are exposed and use transit to get to work

DENSITY DIVIDE

- Rich place density vs. poor place density

RESPONSE DIVIDE

- Playing out in how communities are responding



SOME PLACES ARE
MORE VULNERABLE
THAN OTHERS

DENSITY IS JUST ONE
FACTOR

1. **CLASS DIVIDE**
Education, poverty levels and income
2. **HEALTH AND FITNESS**
Levels of health and fitness play a role, too
3. **CHILDLESSNESS**
Seattle and San Francisco have been condemned as “childless” but this may work to their advantage as well
4. **MULTI-GENERATIONAL FAMILIES**
Living in one household
5. **RELIGION AND SOCIAL CAPITAL**
Religion and social capital matter



THE VIRUS WILL SHAPE URBAN CORES, SUBURBS & RURAL AREAS

Local health and security concerns will play out in city planning, building codes and public sanitation

TOWARDS CITIES & URBAN CORES

- Some clusters require proximity
- Air travel restrictions
- Walkable area will become more attractive
- Limited suburban access to core

TOWARDS SUBURBS & RURAL AREAS

- Remote work
- Fear of transit
- Desire for private amenities
- Rural gentrification



THE SHIFT TO REMOTE WORK WILL ACCELERATE

Major disruptions tend to
accelerate existing trends

- Increase in remote work
 - Big cities: 10 – 15% of workforce
 - Smaller communities: 24% – 40%
- Will likely cause a shift to rural fringe
- Smaller cities can benefit: i.e. Tulsa Remote



HOW CAN WE PREPARE NOW AND PLAN FOR A RECOVERY?

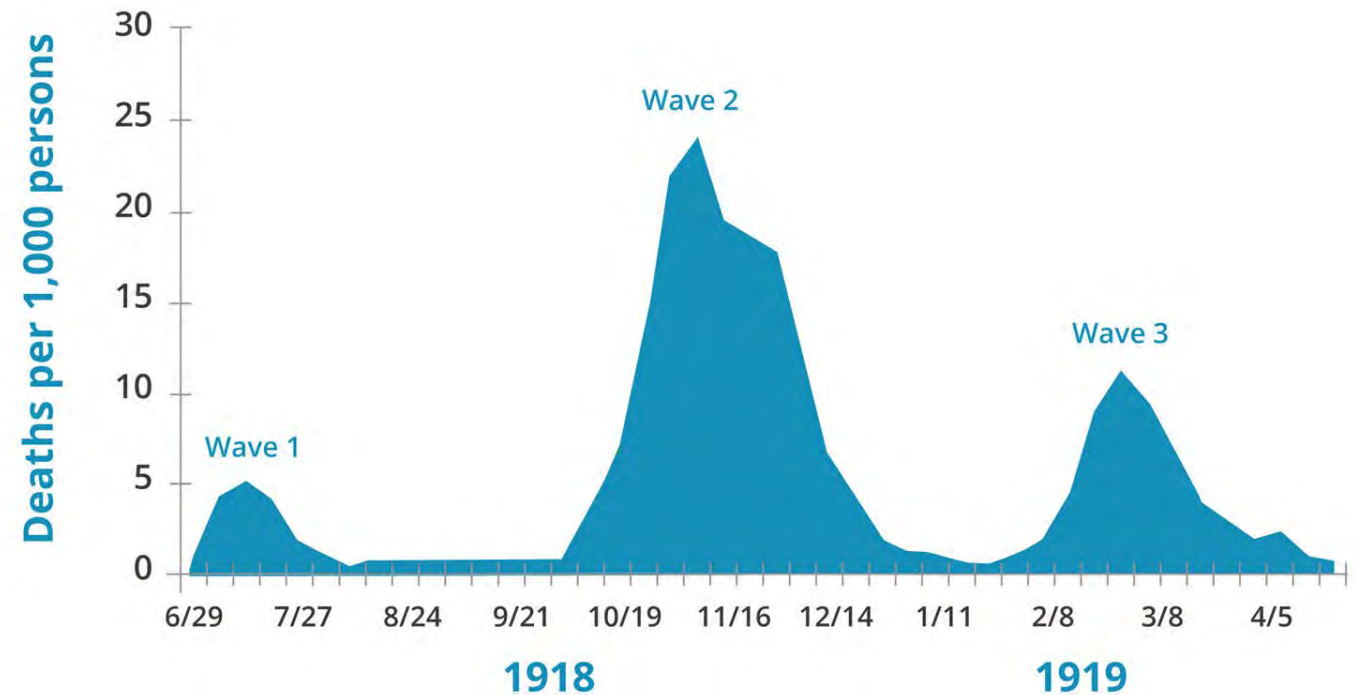




PREPARE FOR A PERIOD OF ADJUSTMENT AS WE REOPEN

PANDEMICS OCCUR IN WAVES

- 12 – 18 months before we got to something “normal”
- Some trends will stick; other will go away





THREE-PHASE REOPENING AND RECOVERY

Phase 1: Initial Reopening

Lower Risk
Populations
and Activities

Phase 2: Broader Reopening

Higher Risk
Businesses
and Activities

Key Assets:

Anchors and
Hubs

Phase 3: Recovery

Position
economies
for longer-run
Resiliency



THE FOUR KEY DIMENSIONS

Personal Protective
Equipment

Health screenings &
temperature checks

Design for social /
physical distancing

Personalized service
provision



1. ASSESS INDUSTRIES & CLUSTERS FOR RISK & EXPANSION

Some industries and clusters will be more affected than others; recovery efforts should be cluster-focused

Should be tailored; not one-size-fits-all





2. EXECUTE AN ALL-HANDS-ON-DECK EXPORT BUSINESS RETENTION / VISITATION PLAN

B.C.'s exports sector will drive its recovery.

- Direct economic development staff to conduct “virtual outreach” to export / cluster businesses to assess challenges, opportunities and needs
- Ensure a systematic approach is in place for collecting information and results of the outreach
- Utilize results of the visitation plan, along with cluster assessments and working groups, to inform support programs and next steps



3. ENLIST & READY ANCHOR INSTITUTIONS

Anchor institutions must help lead our recovery.

- Engage anchors to devise strategies for boosting local purchasing and employment
- Commit to a local purchasing goal in the coming months and communicate that goal to the community
- Convene universities to develop an action plan for reopening their facilities safely for on-campus research, in-person course instruction and on-campus living



4. ENSURE MAIN STREET BUSINESSES SURVIVE

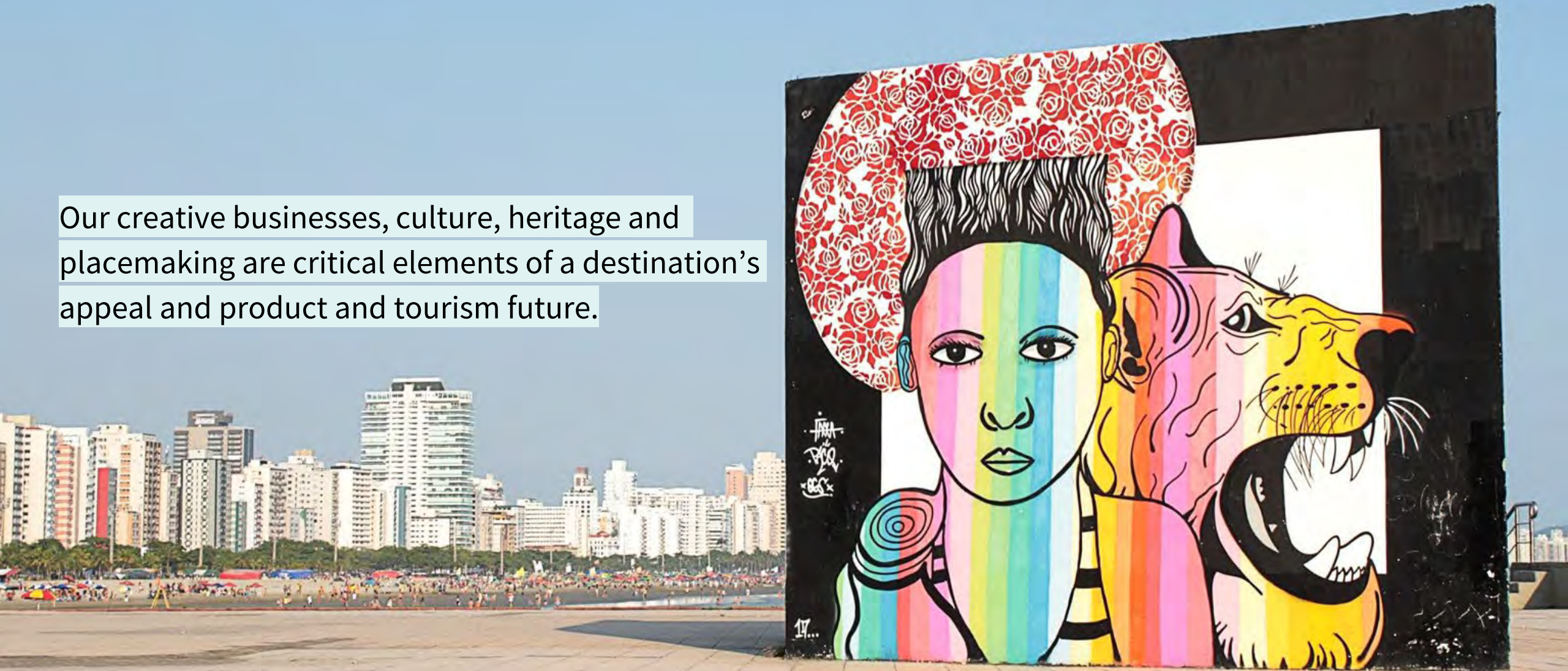
Small businesses are the “souls of our communities.”

- Execute an outreach plan to local business about loan program awareness
- Create a working group of medical professionals to provide advice on health and wellness protocols
- Deploy a “Made In...” campaign more broadly as a means for promoting local businesses and services
- Partner with local anchor institutions to commit to temporary local purchasing



5. PROTECT THE CREATIVE ECONOMY & PLACEMAKING

Our creative businesses, culture, heritage and placemaking are critical elements of a destination's appeal and product and tourism future.





5. PROTECT THE CREATIVE ECONOMY & PLACEMAKING

Establish a team to marshal funding and technical assistance for arts and cultural organizations and creative enterprises, including designing for distancing





5. PROTECT THE CREATIVE ECONOMY & PLACEMAKING

Convene philanthropic organizations, private donors and large-scale anchors to create budget support gap measures for creative and arts organizations

Create micro-funding mechanisms to support small-scale community arts-based and placemaking initiatives





6. PROTECT SERVICE WORKERS & UNDERSERVED COMMUNITIES

The economic fallout will hurt the most for the least-advantaged in B.C.

- Ensure the efforts of related recovery initiatives for anchors, small businesses and the arts addresses equity challenges
- Mobilize to provide protective gear now and for the long-term for frontline service workers
- Focus workforce initiatives on developing opportunities for residents of less advantaged neighbourhoods



7. PREPARE FOR MORE REMOTE WORK

Communities can learn from each other about how to best support remote work

- Provide access to resources for attracting and managing a remote workforce, with a focus on building social and civic connectivity
- Focus talent initiative on remote workers as a key priority; this can become a “brain-gain” program
- Convene telco providers to assess broadband strength
- Develop and promote efforts to create community online and off
- Learn from programs like Tulsa Remote





8. MODIFY AIRPORTS, TRANSIT, CIVIC ASSETS & PUBLIC SPACE

City museums, libraries, heritage sites, sports facilities, performing arts centres, airports & transit hubs must be adjusted for social distancing.



- Create a task force of City departments to ready civic assets for a transition period; this will require cross-department collaboration
- Develop and action plan for redesigning assets for necessary social distancing and health and temperature screenings
- Execute a public-awareness campaign about safety procedures and the reopening of civic assets
- Pedestrianize our downtowns



HOW CAN WE ENSURE FUTURE RESILIENCY?





HIGH-GROWTH ECONOMY

A key goal for all economic development entities

- A globally connected economy tied to growth sectors and emerging technologies that is adaptable with highly skilled and entrepreneurial labour

Key fundamentals

- EDUCATION INVESTMENT: Education attainment, high school-graduation rates, CTE programs etc.
- INNOVATION ECOSYSTEM: STEM R&D per capita, percent foreign-born, startups, percent of innovation industries, etc.



WHAT IS RESILIENCE?

Communities with stronger resilience experience less shock

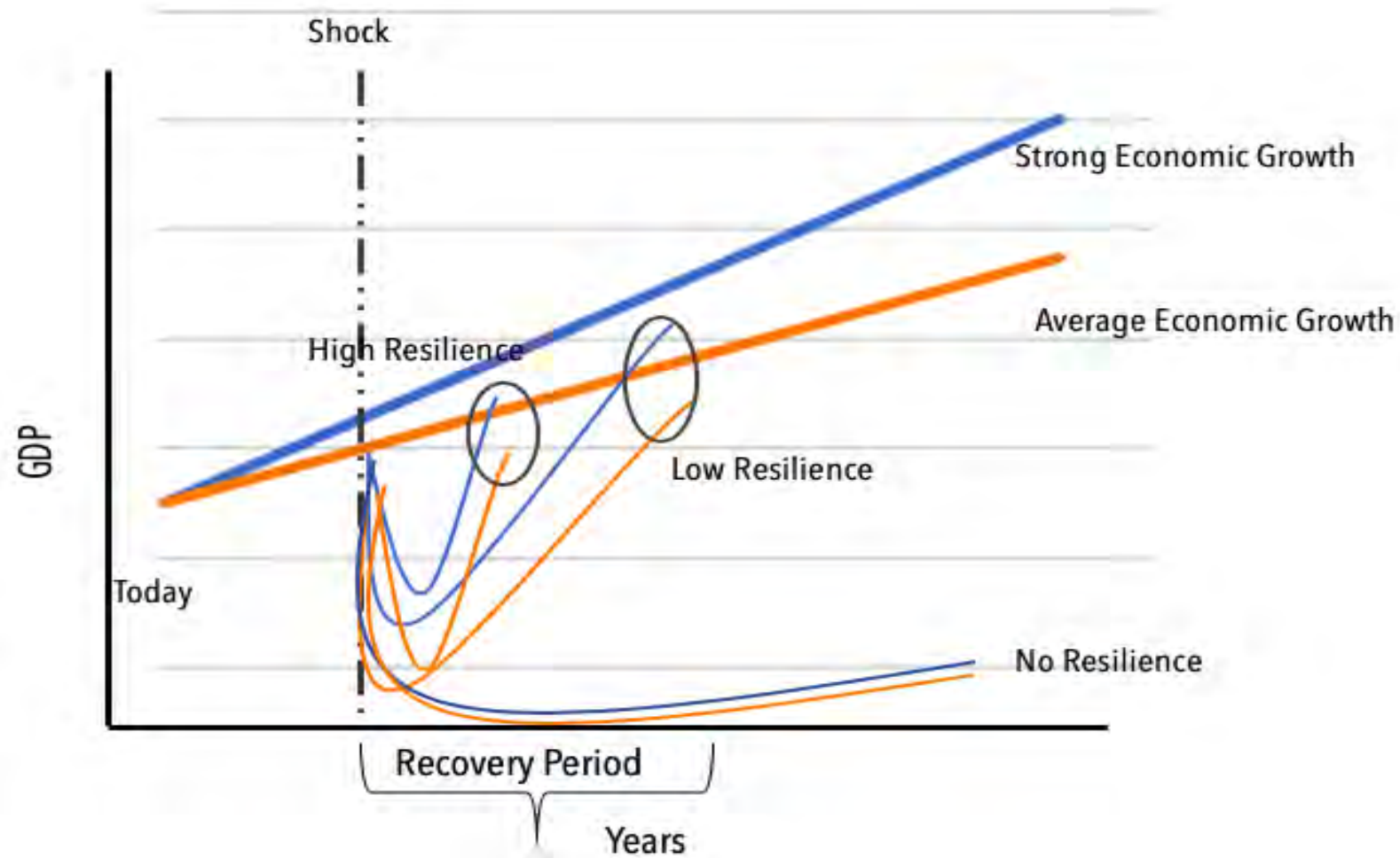
- The capacity of individuals, communities, institutions, businesses and systems within a city to survive, adapt and grow, no matter what kind of chronic stresses and acute shocks they experience

Key fundamentals

- DIVERSE INDUSTRY BASE: Variety of clusters, high-skills, FDI, exports etc.
- LIMITED CHRONIC STRESS: Poverty, rent-burdened, home ownership etc.

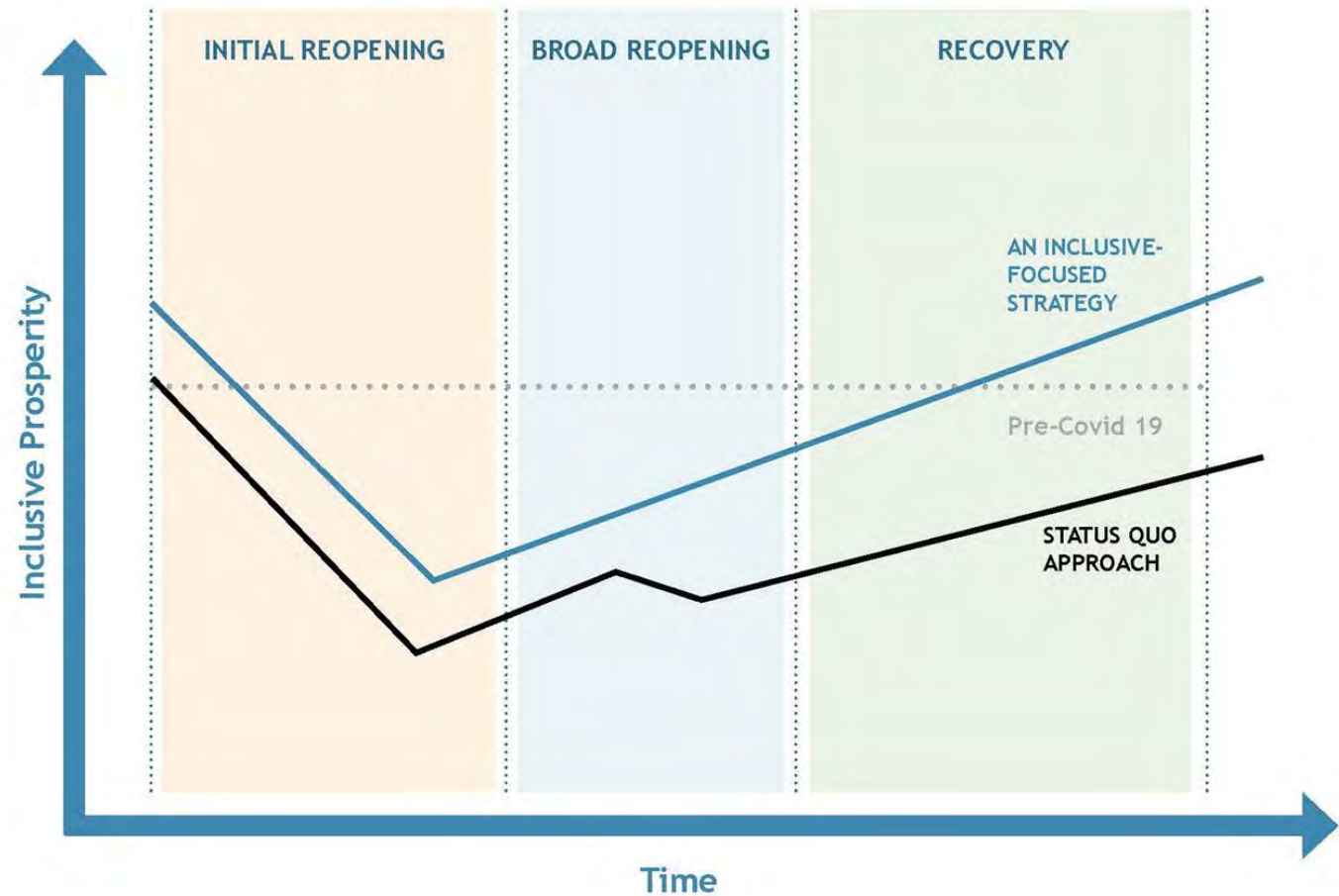


HIGH VS. LOW RESILIENCE?





FRAMEWORK FOR RESILIENT & INCLUSIVE PROSPERITY





GUIDING PRINCIPALS FOR BRITISH COLUMBIA'S RESILIENCE

Resilience will be about not
bowing to unnecessary
trade-offs

1. COLLABORATION, NOT COMPETITION

Improved collaboration among all sectors and levels of government; formalizing public-private sector engagement is essential

2. DIVERSIFICATION IS KEY

Exports and local economy both matter. So do both small and large firms

3. HEALTHCARE IS EVERYTHING

Healthcare and public health *are* economic development

4. RURAL COMMUNITIES MUST REGIONALLY PLAN TO BUILD MORE ROBUST ECONOMIES

The Province must support these efforts with the appropriate infrastructure



GUIDING PRINCIPALS FOR BRITISH COLUMBIA'S RESILIENCE

Resilience will be about not
bowing to unnecessary
trade-offs

5. ENSURING SAFETY NETS FOR ESSENTIAL SERVICE-BASED WORKERS IS A MUST-HAVE

The workers keeping our essential services running
are key infrastructure

6. SKILL INVESTMENT MUST ACCELERATE

A broader skills program is fundamentally inclusive

7. ANCHORS MUST STEP UP

We cannot simply go back to the pre-crisis status
quo

THANK YOU. QUESTIONS?

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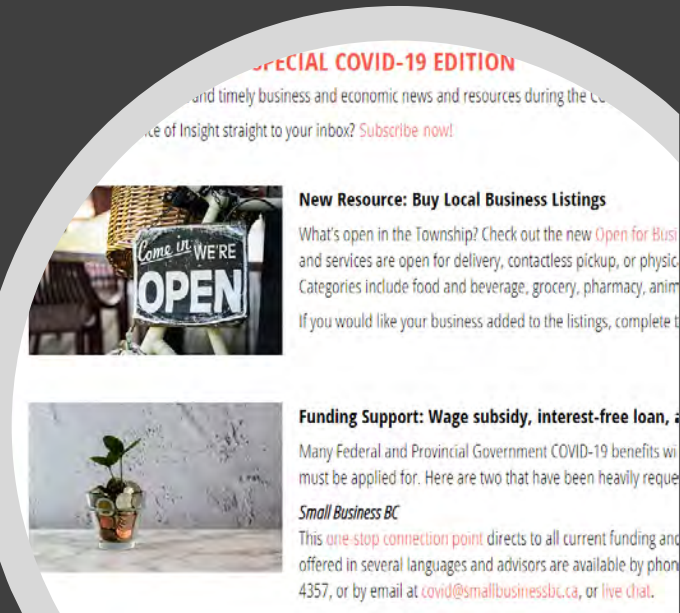
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WEBINAR NEXT WED., MAY 13, 8 A.M. PT
HOW TO SAVE MAIN STREET
[RESONANCECO.COM/WEBINARS](https://resonanceco.com/webinars)

What Communities and Others are Doing

- Victoria – Bingo for Local Business
- Kamloops – Kamp-in
- Chilliwack – Support Local
- Township of Langley – Economic Development Week Celebration
 - Buy Local
 - Business Insight Newsletter





Remember Other Disasters Will Happen

- Forecast for above, or well above, average wildfire danger
- All of BC has elevated fire danger above historical norms
- Province showing above average danger through August
- Half are human caused – half are lightning strikes



Questions

- What type of assistance would be helpful from the Province of BC and the Government of Canada? For you, or your businesses.
- What type of assistance could BCEDA provide?



Thank you

- Please send us an email with topics that you would like to see covered in future conference calls/webinars.
- If you have ideas on things we should be doing, are willing to offer assistance, or just want to provide us with updates on how this crisis is impacting you, please reach out.
- recovery@bceda.ca

We are confident that together we will all come through to the other side, and when we do, our communities and our economy will prosper. When that great day comes, BCEDA will be there to support our return to normalcy and our ability to retain and attract businesses, residents and tourists. Be safe.