

Understanding BCEDA

Board Orientation & CEO Recruitment Preparation



BCEDA

BC Economic Development Association

Purpose of This Session



Provide Overview

Align on what BCEDA is, what we do, and where we're headed



Board as Ambassadors

Equip every director to speak confidently about the organization



Strengthen Recruitment

Ensure clarity and confidence for CEO candidate conversations

What is BCEDA?

- The leading voice for economic development in British Columbia
- Represents Local Governments, First Nations, Chambers of Commerce, Community Futures, and more
- Established as a BC Society in 1981
- Registered as a non-profit corporation with CRA in 2008
- A connector across sectors — building bridges between communities



Our Mission

The British Columbia Economic Development Association (BCEDA) is dedicated to providing services that support its members, advance the profession, and bolster economic development goals. As the lead association in BC, we foster sustainable, inclusive growth by enhancing member expertise, forging partnerships, and offering disaster recovery tools.



Tammy Verigin-Burk

Executive Director
Castlegar and District Chamber
of Commerce/Economic Development

“

BCEDA has been an important partner in strengthening how we deliver economic development in Castlegar & District. The BCEDA Summit provides valuable opportunities to connect with practitioners from across the province and bring back ideas, insights, and innovations that directly influence our work locally.

BCEDA's leadership, peer network, and practical tools, including Executive Pulse, have helped us build a more integrated and collaborative approach across economic development, tourism, chamber services, and business support. BCEDA continues to provide meaningful connections, leadership, and resources that support communities like ours in delivering stronger economic development outcomes.

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Venture Kamloops values its membership in BCEDA for the professional development and practical resources it provides, but just as importantly for the ability to connect with peers from across the province. Being able to consult with other economic development professionals, share ideas, and discuss best practices is a meaningful benefit. BCEDA helps foster a strong professional network that supports better, more informed economic development work in communities like ours.



Jim Anderson

Executive Director
Venture Kamloops

Goals of the Society



Be the voice of economic development for communities in BC



Provide disaster recovery tools and services to help communities rebuild after disasters



Establish economic development as a core service of local, regional, and provincial government



Expand engagement with Indigenous Nations and develop programs for economic development skills



Collaborate with other agencies to provide economic development tools and services



Enhance the awareness of BC and member communities as locations for investment



Provide professional development opportunities for those in economic development



Encourage community-based strategies that improve economic opportunity for all

Governance & Board Role

Governance Model

- Board sets strategic direction
- President & CEO has broad freedom to determine means to achieve organizational aims
- Clear separation of governance and operations

Board Responsibilities

Strategy — Set vision and long-term direction

Oversight — Monitor performance and accountability

Support — Empower the President & CEO

Representation — Champion BC's regional diversity

Delivery Model & Culture

Contract-Based

Long-standing, proven
delivery model

Lean

Efficient structure widely
used across similar
organizations

Flexible

Adapts quickly to emerging
community needs

Outcomes

Results-driven approach to
every initiative

Our Culture

Collaborative · Practical · Impact-Focused

Partnerships & Collaborations

Association Partnerships

- Community Futures BC
- BC Chamber of Commerce (emerging/expanding relationship)
- Indigenous and regional economic development organizations
- National and international economic development associations
- Sector partners supporting business, investment, and workforce development

Funding & Program Partners

- Government of Canada (e.g., PacifiCan)
- Province of British Columbia (Ministries & Agencies)
- Indigenous Services Canada
- Canadian Red Cross
- Regional and sector-based funding partners
- Project-based partners supporting training, recovery, and tools

BCEDA Membership Options

Supporting Economic Development Professionals, Organizations & Partners Across British Columbia

Organizational Membership

Designed for local governments, First Nations, Chambers, Community Futures, and economic development organizations.

- Includes voting privileges
- Unlimited non-voting members from your organization
- Access for staff, councils, boards, and leadership teams
- Ideal for organizations wanting broad team engagement

Individual Membership

For individual economic development professionals and practitioners.

- Full access to BCEDA programs and resources
- Professional development opportunities
- Networking and provincial connections
- Industry updates, tools, and member benefits

Affiliate Membership

For consultants, developers, suppliers, and private sector professionals.

- Connect with BC's economic development network
- Participate in events, training, and initiatives
- Access BCEDA resources and communications
- Build relationships with communities and practitioners

Additional Membership Options

InterProvincial / International | Elected Officials & Board Members | Retired or In-Transition Professionals | Student Memberships

Programs & Services

Driving economic development across British Columbia

Did You Know?



Established the first Economic Development Week in North America (2011)



The only provincial ED association funded by Indigenous Services Canada



Created Canada's first Economic Disaster Recovery Program (2012)



Highest Indigenous community participation of any ED association in Canada



Launched the first province-wide BRE Platform in Canada (2009)



First provincial association to establish a Code of Ethics Program (2013)



677% Membership Growth Over 20 Years

Strong provincial reach across local governments, First Nations, and partners



BC Economic Summit

Flagship Event

BCEDA's premier annual gathering bringing together economic development professionals from across BC

Collaboration Hub

Drives cross-sector partnerships and knowledge exchange

Revenue Driver

Self-sustaining since 2009, preserving partnership funds for other programs and operations

Training & Development

Leadership Learning Exchange

- Hands-on training with real local initiatives
- Provides recommendations to host communities
- Leadership development focus
- A requirement of the CEDP.BC Program

Economic Development for Local Leaders

- Over 100 programs delivered since 2015
- Trained 1,500+ local leaders in BC, Canada, and USA
- Full-day workshop with current economic trends
- Includes a one-year economic development workplan

CEDP.BC Certification Program

What It Involves

- Professional certification for economic developers in BC
- Recognizes knowledge, experience, and commitment to the profession
- Core training and coursework
- Practical, hands-on experience
- Examination and applied knowledge assessment

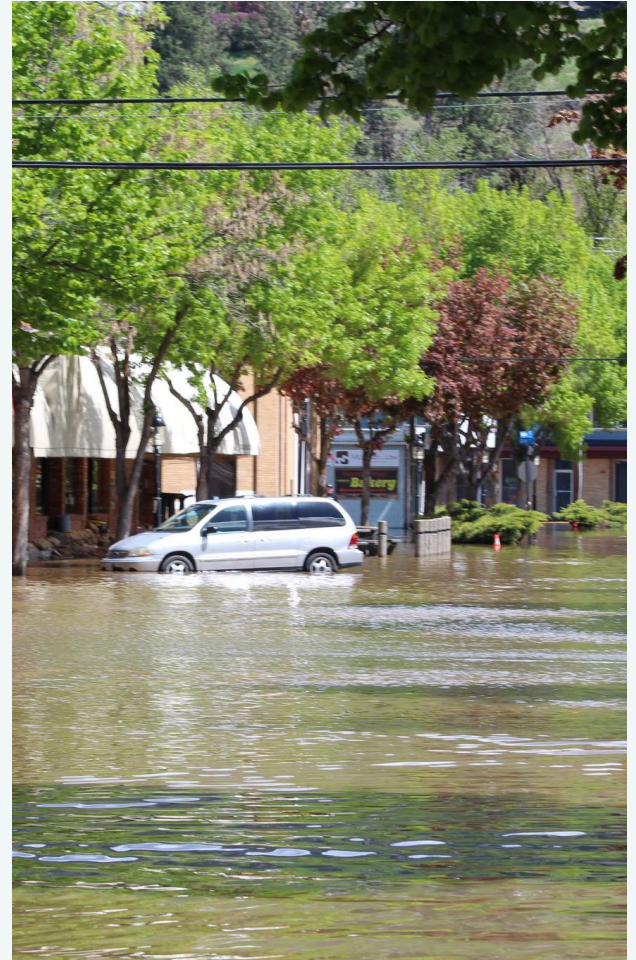
Why It Matters

- Strengthens professional standards across BC
- Builds capacity in communities
- Supports career development for practitioners
- Aligned with real-world economic development practice in BC
- Serves both local government and Indigenous economic development professionals
- Includes the Leadership Learning Exchange as a requirement

DisasterSmartBC™

Canada's first economic disaster recovery program

- National & international deployment (Canada & U.S.)
- Partnered with Canadian Red Cross
- Contributed to national & U.S. recovery frameworks
- Trained 2,000+ economic developers across North America
- Practical tools, training, and online assessment platform
- Frameworks for local governments & Indigenous communities



DisasterSmartBC™ Approach

Phase 1

Assessment & Planning

- Community assessment
- Recovery strategy & plan



Phase 2

Implementation

- Local Recovery Manager support
- Business engagement & data collection
- Coordination with partners



Phase 3

Delivery & Impact

- Action-focused implementation
- Data-driven decision making
- Measurable outcomes

Economic Development Manuals

BCEDA has developed a comprehensive library of practical guides



Indigenous & Local Government Partnerships



Local Leaders



Economic Recovery & Resiliency



Neighbourhood Development



Business Walks



Local Economic Recovery & Restart Toolkit



Economic Development Ethics



10 Steps to Prepare Your Business for Evacuation



Investment Readiness



13 Things for Successful ED (Local Governments)



Economic Development Statistics



13 Things for Successful ED (Indigenous Communities)

Awards & Recognition



Chair's Award

Honours outstanding contributions to economic development in BC. Named in memory of Doug Weir.



BC ED Awards

Five categories: Community Projects, Marketing & Innovation, Resiliency, Reconciliation, Tourism & ED. Independent adjudication.



Life Membership

Established 1998. Awarded to: Lew Rossner, David Grant, Peter Monteith, Robert Fine, Bill Ellwyn, Sue Kenny.

Member Programs & Services

Partnership Programs

- Exclusive member discounts and partner offers
- Health benefits and insurance programs
- Home and travel insurance offerings
- Savings on travel, accommodations, and services
- Preferred rates on professional development
- Access to specialized ED tools and resources
- Ongoing expansion of member value programs

Additional Services

- BCEDA Website & Calendar of Events
- Webinars & Professional Development
- Job Postings and RFPs
- BC BusinessCounts
- Shop Local and Tourism App
- Invest in BC Magazine

Our Next President & CEO



Lead the Organization

Champion BCEDA's mission and elevate its role across BC



Manage the Model

Steward the contract-based delivery model with efficiency



Grow Our Impact

Expand programs, reach, and member value



Strengthen Partnerships

Deepen relationships with government, First Nations, and sectors