

REPORT: BCEDA  
ACTIVITIES  
ALIGNED WITH  
CONSTITUTIONAL  
GOALS (2025)



# Introduction

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In 2023, the members of the BCEDA board, and membership, reconfirmed these goals by approving a revised Constitution that outlines the ten strategic goals guiding the Association's work. The goals were officially established and approved by the board and membership in 2020, and incorporated those goals established in 2012. This report outlines some of the progress and activities related to each goal, showcasing BCEDA's ongoing commitment to supporting communities, advancing professional development, and enhancing economic development throughout British Columbia.

## a) To be the voice of economic development for communities in BC.

- BCEDA continues to represent member interests through active engagement with provincial ministries, including the Ministry of Jobs, Economic Development and Innovation, the Ministry of Municipal Affairs and Housing, as well as Emergency Management and Climate Readiness. We have added the Minister of State for Local Governments and Rural Communities from the Office of the Premier to our list of regular outreach. BCEDA does not receive funding from the Province, but continues to pursue opportunities to secure funding which will allow us to expand services and partnerships. Relationships remain positive and ongoing.
- Through policy advocacy and media representation, BCEDA has established itself as a thought leader in economic resilience, investment readiness, and local economic development.
- Partnerships and MOUs with various organizations to ensure that the interests of economic development are being considered. This includes:
  - Technology Professions BC
  - CANDO
  - EDAC
  - IEDC
  - BC Aviation Council





- The Annual Economic Development Week Proclamation celebrates and advocates for the profession. (BCEDA was the first organization in North America to achieve this in collaboration with the Ministry of Jobs, Economic Development and Innovation. Staff facilitates this process for us).

**b) To establish economic development as a core service of the local, regional, and provincial government.**

- The “Economic Development for Local Leaders” workshops assist local councils and staff in grasping the strategic significance of economic development. Since 2015, we have delivered over 80 workshops to over 2400 local leaders, with majority supported by the Province of BC.
- BCEDA has partnered with organizations such as the Planning Institute of BC to present joint sessions that illustrate how economic development aligns with land use planning and service delivery.
- We have expanded this goal to include Indigenous communities. Through partnerships with CANDO and Indigenous Services Canada, we have helped increase Indigenous community participation in BCEDA events, programs, and activities.
- Developed Canada’s first Economic Development Ethics program, including a violations policy manual.

**c) To collaborate with other agencies to provide a suite of economic development tools and services.**

- BCEDA collaborates with organizations such as CANDO, BC Hydro, and the Red Cross to provide regional training, business surveys, and community assessments.
- BCEDA’s collaboration with Northern Development Initiative Trust (NDIT) exemplifies collaboration by co-developing and delivering tools, training, and



strategic supports tailored for Northern BC communities. This includes joint efforts on initiatives like the development of a Regional Economic Development Network, training on community needs, and support for addressing the unique community needs and a forum for sharing issues, challenges and opportunities. By working together, both organizations are expanding the reach and effectiveness of economic development resources in the North.

- Ongoing partnerships with tool providers such as LocalIntel, ExecutivePulse, CityViz, and ResearchFDI assist members with business intelligence and lead generation resources. Efforts continue to deliver value throughout the entire year for our partners.
- BC BusinessCounts is a foundational tool offered by BCEDA to communities across BC and beyond. By licensing and customizing the ExecutivePulse CRM platform, BCEDA provides a sophisticated and adaptable system that supports business retention and expansion (BRE), investment attraction, and project tracking. The program exemplifies BCEDA's commitment to delivering practical, scalable tools in collaboration with other economic development organizations and partners.
- BCEDA's partnership with Destination BC demonstrates the power of effective collaboration. Together, they deliver information sessions, training opportunities, and resource materials—such as practical manuals—that equip communities with the tools to strengthen their local tourism economies and integrate tourism into broader economic development efforts.
- We have developed a series of manuals, some of which were developed with the financial support of the Province of BC. Some of these manuals were used by the Ministry to add resources to their website to provide continuing to support for communities. The manuals developed, include:
  - Business Walks (now used throughout North America)
  - Business Retention and Expansion
  - Investment Readiness
  - Economic Development for Local Leaders
  - Neighborhood Development
  - Economic Development Statistics
  - Economic Development Ethics





d) Provide professional development opportunities to support the skill development of those involved in economic development.

- The BC Economic Summit provides thorough professional development sessions and keynote panels focused on current trends in economic development.
- BCEDA launched CEDP.BC, a certification program tailored to the context of British Columbia, which supports ongoing skills development for practitioners.
- The Economic Development Leadership Learning Exchange (EDLLE) continues to provide immersive, community-based learning experiences for emerging leaders. This three-day session is now being moved annually around the Province. BCEDA was the first provincial organization in Canada to provide an extensive economic development learning opportunity.
- Webinars providing various professional development opportunities for economic developers are held periodically to enhance professional growth. The webinars are also used to introduce new opportunities for local Economic Development Offices to provide support to existing and future businesses. These opportunities include those offered by the Government of Canada, Province of BC, and external agencies.
- BCEDA provides regular speakers at CANDO Links to Learning Conference to provide economic development sessions for Indigenous communities.

e) To provide disaster recovery tools and services to help communities rebuild an economy after a disaster.

- The DisasterSmartBC program provides training for economic disaster recovery.
- Originally established in 2012, the Economic Recovery and Resiliency program was the first in Canada. The program is now called DisasterSmartBC.
- We are also launching a DisasterSmartBC website (late summer 2025) that will compile information for individuals, businesses, local and Indigenous

governments, and non-profits, providing access to tools and resources. Developed in partnership with the Red Cross, we will also offer an assessment tool with links to resources to help communities better prepare for managing the economic impacts of disasters.

- BCEDA's efforts in Merritt, Princeton, and other communities, supported by the Canadian Red Cross and the Province of BC, exemplify a national model for economic revitalization after disasters. The City of Merritt serves as a prime example of how our initiatives foster success. The City has utilized our economic recovery report, developed in the aftermath of the 2021 floods, to attract millions of dollars in support for economic recovery.
- Developed Canada's first Economic Recovery Framework guide for Local and Indigenous communities.
- Coordinating with partner agencies such as Destination BC, EMC Canada, BC Hydro, and others to provide up-to-date and relevant information during disasters.
- Provide complimentary BC BusinessCounts licenses to disaster-impacted communities when invited to conduct an economic impact analysis and assist in developing a recovery plan.

f) To deliver member services and communications to enhance and encourage member engagement.

- BCEDA's regular newsletters, topic-specific e-blasts, and the posting of RFPs and career opportunities are key components of its member engagement strategy. These communications ensure that members stay informed about emerging trends, funding opportunities, job postings, and relevant industry updates—helping them stay connected, responsive, and supported. The newsletter now reaches over 3,400 recipients across British Columbia.
- BCEDA provides “edoconnect” which increases communication and sharing of information between communities throughout British Columbia.
- Improved communications encompass personalized outreach, new member welcome kits (under development), and member spotlights.



- Maintains active LinkedIn and Facebook social media profiles to establish an online presence.
- The BC BusinessCounts CRM supports ongoing engagement with local businesses and service providers by enhancing communication strategies and generating actionable insights. It enables BCEDA members to better understand business needs and refer businesses to appropriate support services efficiently.
- BC communities, through our partnership with 468 Communications, can leverage the BC Shop Local and Tourism App to engage their communities, promote local businesses, and connect residents and visitors with economic and tourism opportunities.

g) To expand and engage with Indigenous Nations and to develop programs to provide economic development skills and opportunities.

- Indigenous participation in the Economic Development Leadership Learning Exchange is a priority, with sponsored spaces and tailored content.
- BCEDA fosters strong relationships with First Nations economic development officers and partners with CANDO on collaborative programming.
- New partnerships are being pursued, alongside the ongoing collaboration with Indigenous Services Canada (BCEDA is the only non-Indigenous economic development organization in Canada that they financially support).

h) To enhance the awareness of the Province of BC and Member communities as locations for investment.

- Investment readiness assessment tool, along with the ongoing Invest in BC Magazine.
- BCEDA showcases success stories ([www.ecdevinaction.ca](http://www.ecdevinaction.ca) – currently under redevelopment) and community opportunities through its website, publications, and external speaking engagements.





- Partnership projects (e.g., Tourism Investment Readiness Manual – Destination BC) assist local governments in promoting their community strengths.
- BCEDA, in partnership with BC Business, publishes an annual Invest in BC Magazine, highlighting every economic region of the Province.

i) To provide sustained excellence in governance and management of the Association.

- BCEDA has implemented strategic plans created in collaboration with the board and staff and clarified the roles of both the board and contracted staff through the Board Manual.
- Succession planning for the President and CEO position is in progress, with documentation and transition resources provided to the board for their consideration.
- The Association maintains financial sustainability through prudent budgeting, strategic partnership development, and diversified revenue streams. Special projects—funded by partners such as the Red Cross, Destination BC, and others—contribute significantly to BCEDA's economic stability. As a result, BCEDA has consistently operated without deficits and has successfully grown its reserves to help manage potential funding fluctuations.

j) To encourage community-based strategies that aim to improve economic opportunity for all, regardless of social status, race, colour, religion, or sexual orientation.

- The annual BC Economic Development Awards acknowledge and celebrate outstanding economic development programs, partnerships, economic reconciliation efforts, and marketing campaigns within the province.
- BCEDA incorporates inclusive economic principles into all its programs, including training sessions, funding applications, and assessment tools.
- Workshop content promotes equitable access to economic opportunities and nurtures partnerships among Indigenous, rural, and underserved communities.



# Conclusion

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The work of BCEDA aligns closely with the goals reaffirmed by the Board of Directors, and membership, in 2023. Through a diverse range of programs, partnerships, and advocacy efforts, the Association continues to lead the economic development profession in British Columbia, supporting communities of all sizes in building resilient, inclusive, and prosperous local economies.

