

NEWS RELEASE

For Immediate Release

BC Economic Development award winners for 2025 announced

PENTICTON, B.C., May 16, 2025 - The British Columbia Economic Development Association (BCEDA) announced the winners of the 2025 BC Economic Development Awards at the BCEDA's annual awards presentation held at the Penticton Trade and Convention Centre in Penticton during the BC Economic Summit.

These awards recognize BCEDA members for outstanding work in supporting their local economies and making a meaningful difference in their communities. For over 30 years, the BCEDA has given these awards to individuals and groups who have dedicated their time to community-based economic development. BCEDA is pleased to recognize partnerships, agreements and activities that advance shared reconciliation and resiliency.

Congratulations to the following 2025 BC Economic Development Award winners:

Economic Development Marketing Innovation Award

The BCEDA Marketing Innovation Award recognizes achievement in marketing initiatives that support economic development.

Winner (community less than 10,000 population): Town of Princeton - *Princeton Welcomes the World Marketing Campaign*

Winner (community 10,000 to 25,000 population): City of Cranbrook - *Choose Cranbrook Special Purpose Website*

Winner (community more than 25,000 population): Central Okanagan Economic Development Commission - *OKGo Marketing Campaign*

Economic Reconciliation Award

The BCEDA Economic Reconciliation Award includes submissions for partnerships, agreements and activities that advance shared economic reconciliation work.

Winner (community 10,000 to 25,000 population): Hupacasath and Tseshaht First Nations, and Port Alberni - *CEDI Project at Clutesi Haven Marina Uplands*

Winner (community more than 25,000 population): Musqueam Capital Corp. - *Langara YMCA: A Model for Community-Led Reconciliation*

Community Project Award

The BCEDA Community Project Award recognizes an organization that has implemented various economic development initiatives that provide economic benefits to a community or region.

Winner (community less than 10,000 population): Integris Credit Union - *Restoring Financial & Economic Stability in McBride BC*



Winner (community 10,000 to 25,000 population): Township of Esquimalt - *Youth Aquatic Safety & Leadership Program*

Winner (community more than 25,000 population): City of Campbell River Economic Development - *The Rail Yard Market*

Community Resiliency Award

This category includes submissions for programs, activities, and projects that represent a successful recovery initiative from natural and man-made disasters, including the loss of a major employer, housing and labour shortages as well as submissions that represent replicable measures undertaken to promote long term resiliency and/or sustainability from future disasters.

Winner (community less than 10,000 population): Lytton First Nation Economic Development Corp. - *Lytton First Nation: Rebuilding with Resilience*

Winner (community more than 25,000 population): Kootenay Employment Services - *Rural Entrepreneurship Development (RED) Program*

Chair's Award

The Chair's Award is presented annually to recognize a member of BCEDA who has made a significant contribution towards the profession of economic development as well as the function, goals and/or mandate of the BC Economic Development Association.

BCEDA Board Chair Brian Coombes, presented the 2025 Chair's Award to the City of Penticton. Since 2023, the City of Penticton has energetically played host to the BC Economic Summit, providing staffing, planning, and partnership amongst many levels of support.

People's Choice Award

BC Economic Summit delegates were asked to vote for one of the above winners as the People's Choice and the selected project was Hupacasath and Tseshah First Nations, and Port Alberni - *CEDI Project at Clutesi Haven Marina Uplands*.

"We are incredibly proud to celebrate the exceptional achievements of Local and Indigenous leaders and BC's Economic Developers," stated Dale Wheeldon, President and CEO of BCEDA. "The multitude of nominations from communities reflects the creative approaches being implemented to bolster local economies. The theme for this year, 'Connecting the Dots: Collaboration. Innovation. Resilience.', was vividly represented through all the submitted projects, underscoring the collaborative efforts essential for advancing BC. Our deepest thanks go to each participant who entered their projects, as our judges faced a challenging selection process. We commend all nominees for their dedication to enhancing local economies and for their commitment to economic resiliency and economic reconciliation."

For more information about the BCEDA and the summit, visit: bceda.ca.
To find out more about the Mission and the Goals of the Society, [click here](#).

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About BCEDA

The BC Economic Development Association (BCEDA) is the leading professional association of economic development practitioners in the Province of BC. BCEDA currently has over 450 members from communities throughout the province. BCEDA provides services that help member communities grow and expand new and existing businesses, attract new business investments, and work towards strategic infrastructure investment, land use planning, and community enhancement. BCEDA services include an annual summit and networking event, educational and professional development opportunities, public relations, advisory services and resources and partnering with communities and the Province of BC to market British Columbia for business investment.