

Sharpen Your Skills, Learn from Peers – Continue to Use Data to Your Advantage

Building on the extremely popular Using Data to Your Advantage webinar series offered by ETSI-BC in early 2022, this highly relevant and inspiring series will share examples that demonstrate how communities use data to support planning and decision-making. All sessions will include interactive discussions using tools such as polls, breakout rooms, whiteboards, open conversation and networking.

Good community and economic development data allows communities to:

- strengthen grant applications and access funding more easily,
- guide strategic planning and make decisions on where to put time and effort,
- support current and new businesses,
- decide which projects are the most important at any given time, and
- measure the impact of community and economic development initiatives over time.

During this six-part interactive webinar series, participants will:

- learn about data-driven projects across the Southern Interior of BC, how they're used and what challenges needed to be overcome to make them work,
- get insights from economic development peers as to how others are using data to support economic development outcomes in their communities,
- share information about economic development projects being worked on in the region, and
- build your community of practice, and receive support to improve data use towards economic development outcomes in your community.

Register for Sessions here: [Zoom Registration Link](#)

SERIES OVERVIEW

Session	Date	Title
1.	May 4, 2023	The Lowdown on Using Data: A Review
2.	May 11, 2023	Using Data for Disaster Planning and Recovery
3.	May 18, 2023	Using Data to Support Housing Needs and Labour Attraction
4.	May 25, 2023	Using Data for Economic Impact and Planning
5.	June 1, 2023	Community of Practice: Finding and Collecting Data
6.	June 8, 2023	Community of Practice: Analyzing and Presenting Data

NOTE: All sessions run from 10:00 – 11:30 am Pacific Time.

DETAILED SESSION DESCRIPTIONS

SESSION ONE	The Lowdown on Using Data: A Review
Date & Time	May 4, 2023, 10:00 – 11:30 PT
Overview	Join Mike Stolte as he reviews everything that was discussed in the Using Data to Your Advantage series last year in one quick, engaging and insightful session.
Presenters	<p>Mike Stolte</p> <p><i>Mike Stolte is President of the Centre for Innovation and Entrepreneurial Leadership (CIEL – www.theCIEL.com) and originator and co-creator of the Business Vitality Initiative, the Community Vitality Initiative, the Communities Matrix, Tourism 360, and other tools for assessing and strengthening communities. He has spent years working in community, economic & business / entrepreneurial development and is a former economist with the Government of Canada.</i></p>

SESSION TWO	Using Data for Disaster Planning and Recovery
Date & Time	May 11, 2023, 10:00 – 11:30 PT
Overview	Learn from the experiences of Lytton and Grand Forks as to how they are using data to support decisions around disaster planning and recovery.
Presenters	<p>Colin O’Leary, O’Leary Associates Jennifer Wetmore, Community Futures Boundary Graham Watt, City of Grand Forks</p>
Presentation Details	<p>Presentation: Using “Human” Data to Support Lytton’s Disaster Recovery Efforts</p> <p><i>In 2017 Colin O’Leary founded O’Leary and Associates to provide consultation to businesses, non-profits, public entities and social enterprises on financial, innovation and strategic management needs. A focus area for Colin has been working with communities and businesses that have experienced devastation due to a natural disaster, such as a wildfire, and assist them with their economic recovery.</i></p> <p><i>Colin’s experience goes beyond speaking with hundreds of business owners pre and post disaster – he brings a personal level of “lived experience” to the table as he has directly lost everything, he and his family had owned to a house fire. He understands the frustration, complexity, and trauma associated with a life-altering event such as this.</i></p> <p>Presentation: Uncertainty and information for big decisions: community, economic and disaster hazard risk information in the 2018 Boundary Flood Recovery and City of Grand Forks Flood Mitigation Program</p> <p><i>Jennifer Wetmore is the General Manager of Community Futures Boundary and was the lead for Economic Recovery in the Boundary in 2018 following what was then deemed the most impactful flooding event in BC’s recent history. While working</i></p>

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	<p><i>with Boundary Flood Recovery, she and her team met with over 125 small businesses and farms to assess impacts and provide direction on how to access resources. She advocated on behalf of small business and worked with the Federal and Provincial Governments to leverage \$2.9 million in supports related to recovery from this event. She is passionate about sharing what she learned through this event and about helping to build and understand resilience in rural communities.</i></p> <p><i>Graham Watt is a watershed, land use and environmental planner with municipal and non-profit experience in watershed analysis, emergency management, disaster recovery, stakeholder engagement and hazard mitigation plans. As Manager of Strategic Initiatives and Flood Recovery for the City of Grand Forks, he coordinated the 2018-2019 Flood Recovery program and currently leads non-structural risk reduction in the City's Flood Mitigation Program and long-range planning projects including the Official Community Plan and Zoning Bylaw. Graham was previously the City's Senior Planner, Project Coordinator for the Kettle River Watershed Management Plan for the Regional District of Kootenay Boundary, and Basin Planner for the North Saskatchewan Watershed Alliance in Alberta.</i></p>
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SESSION THREE Using Data to Support Housing Needs and Labour Attraction	
Date	May 18, 2023, 10:00 – 11:30 PT
Overview	Learn from Creston and Castlegar as to how they are using data to support the housing needs in their communities, and how Salmon Arm is using data to help with labour attraction.
Presenters	Leandri Kleinhans, Creston Valley-Kootenay Lake Economic Action Partnership Meeri Durand, City of Castlegar Lana Fitt, Salmon Arm Economic Development Society
Presentation Details	<p>Presentation: How do you eat an elephant...? Using data to tackle a big problem in a small community.</p> <p><i>Leandri (Leah) was born with a bad case of wanderlust, so she left her native South Africa to study, live, and work in several countries including the UK, China, Saudi Arabia, and Turkey. After years of travel, Leah gratefully settled in the Creston Valley where she now brings her insatiable curiosity to bear on economic development issues as the Creston Valley-Kootenay Lake Economic Action Partnership (EAP) Manager.</i></p> <p><i>Since starting her role with the EAP, much of Leah's focus has been on the housing issues plaguing Creston-Kootenay Lake. As housing plays such a foundational role in each and every part of the economy, increasing the supply of affordable housing tops the EAP's list of economic development priorities. Data on the average household income in the Valley and the cost of developing new housing initiatives has been essential for coming up with a plan of action to tackle this elephant-sized issue.</i></p>

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	<p>Presentation: City of Castlegar Housing & Service Needs Assessment <i>Meeri Durand is a passionate community planner, that has spent the last 20 years working in small towns and rural communities within British Columbia, the last 15 years in the West Kootenay region. She currently works at the City of Castlegar as Manager of Planning, Development, and Sustainability. She will be discussing the City of Castlegar Housing & Service Needs Assessment project which aims to understand the supports those experiencing poverty need by undertaking an estimation of rural homelessness, housing insecurity, and service needs in the Castlegar area. This project will partner with community serving organizations to assist the City in determining the local experiences of those living in poverty, who are most vulnerable in our community, and what barriers they are facing in their journey to find adequate shelter and supportive services.</i></p> <p>Presentation: Using Data for Strategic Planning and Workforce Development <i>Salmon Arm Economic Development Society (SAEDS) will share how they use various data sets to support their strategic planning and progress monitoring. Learn how SAEDS used custom data to determine their priority economic clusters and how they are monitoring changes in the City's workforce supply and demand to inform workforce attraction efforts.</i></p> <p><i>Lana Fitt is the Executive Director for Salmon Arm Economic Development Society. Bringing over fifteen years of experience in community development and non-profit management, she has been successful in developing, implementing and sourcing funding for numerous economic development initiatives. Her background includes overseeing the planning, development and operations of the Salmon Arm Innovation Centre, Salmon Arm MRDT Program, and most recently, the Zest Community Food Hub.</i></p>
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SESSION FOUR Using Data for Economic Impact and Planning	
Date & Time	May 25, 2023, 10:00 – 11:30 PT
Overview	Learn from Hope and Greater Trail as to how they are using data to review the economic impact of events and ways they support investment attraction.
Presenters	Arnice Asquin, Community Futures Sun Country Rebecca Richards, Lower Columbia Initiatives Corporation
Presentation Details	<p>Presentation: Quantifying the impact of one film, still generating tourist traffic and revenue 40 years later <i>Advantage Hope's team have a story of data and impact and legacy to share. There is the "Keeper of the data" . . . Sarah Brown who is their fierce visitor centre leader who oversees the day-to-day operations of the Hope, Cascades & Canyons Visitor Centre, as well as the management of museum artifacts.</i> <i>When we think about the visitor experience and your time spent in the Hope, Cascades & Canyons region, like many other regions in BC, it is full of excitement, awe inspiring views, and memories that will last a lifetime. But the one thing that we can offer you that is different from every other destination is Brian McKinney! Brian</i></p>

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	<p><i>is also the unofficial Filmed in Hope, BC. Rambo expert! Welcoming on average more than 15,000 fans a year, Brian can share years full of stories and what it was like to be on set during the filming.</i></p> <p><i>Community Futures Sun Country Recovery Advisor Arnice Asquin's family restaurant was the unofficial office, green room and craft food location during the filming of Rambo. Cast, crew, stunt personnel, extras all mixed with locals and tourists. Arnice will present the data on behalf of Advantage Hope and Hope, Cascades & Canyons Visitor Centre.</i></p> <p>Presentation: Mapping It Out: The Power of Visualizing the Data with GIS Technology</p> <p><i>Rebecca Richards is the data nerd at the Lower Columbia Initiatives Corporation (LCIC). She has a Bachelor of Arts in Sociology and in Economics from the University of Calgary, and a Master of Arts in Political Studies from Queen's University. This educational background has given her a love of data, both qualitative and quantitative. She believes in using the power of research to provide her with the basis for all the economic development activities taken on by the LCIC. Recently, she has discovered how visualizing data can be an important step to improve understanding and make more effective use of information. She's excited to share her experiences to give new ideas on how to make the best use of research activities in the economic development field!</i></p>
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SESSION FIVE	
Community of Practice: Finding and Collecting Data	
Date & Time	June 1, 2023, 10:00 – 11:30 PT
Overview	<p>Share your own data projects and receive support from peers and data experts as you discuss challenges and successes with finding and collecting data.</p> <p>Do you have a project you'd love some insights and support with? Are you struggling to identify a data source for a project you're working on? Sign up to share your project at this interactive session.</p>
Data Experts	<p>Colin O'Leary, O'Leary Associates</p> <p>Jayne Jones or Leeza Perehudoff, State of the Basin</p> <p>Mike Stolte, Centre for Innovation and Entrepreneurial Leadership</p> <p>Sarah Breen, Selkirk Innovates</p> <p>Scott Peters, Simon Fraser University</p>

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SESSION SIX	
Community of Practice: Analyzing and Presenting Data	
Date & Time	June 8, 2023, 10:00 – 11:30 PT
Overview	<p>Share your own data projects and receive support from peers and data experts as you discuss challenges and successes with finding and collecting data.</p> <p>Do you have a project you'd love some insights and support with? Are you wondering how best to present some data you have collected? Sign up to share your project at this interactive session.</p>
Data Experts	<p>Colin O'Leary, O'Leary Associates</p> <p>Jayme Jones or Leeza Perehudoff, State of the Basin</p> <p>Mike Stolte, Centre for Innovation and Entrepreneurial Leadership</p> <p>Sarah Breen, Selkirk Innovates</p> <p>Scott Peters, Simon Fraser University</p>

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