

ETSI-BC & CFDC East Kootenay

DATA 101- SESSION 4

Creating a Decision Based Culture

Eva Weston

Central Okanagan Economic Development Commission



**CENTRAL
OKANAGAN**

ECONOMIC
DEVELOPMENT
COMMISSION



Agenda

- Intros
- Economic Development 101
- Strategic Planning & Data
- Performance Measures
- Data-Driven Decision-Making
- Helpful Resources
- Questions?

Economic Development is....

A program, a group of policies, or activity that seeks to improve the economic well-being and quality of life for a community



Economic Development 101

- Who are Economic Developers? Enter in the Chat!
 - Elected Leaders
 - Ec. Dev. Officers
 - Community Planners
 - Chamber of Commerce
 - Tourism Organizations
 - Business Support Organizations
 - Universities and Colleges
 - Private
 - NPO's
 - Basically everyone...

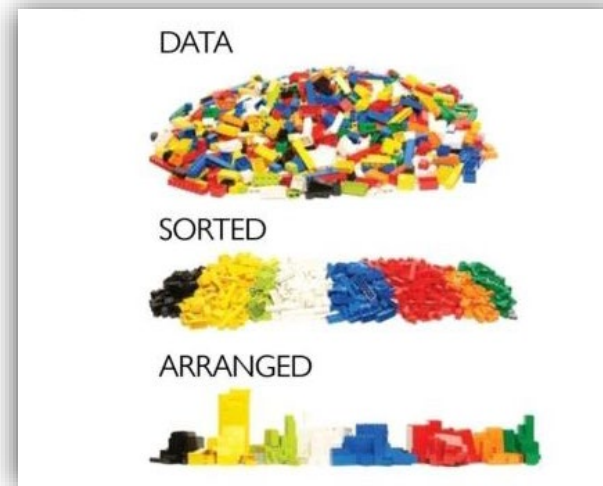


Service Delivery of the Regional District of Central Okanagan

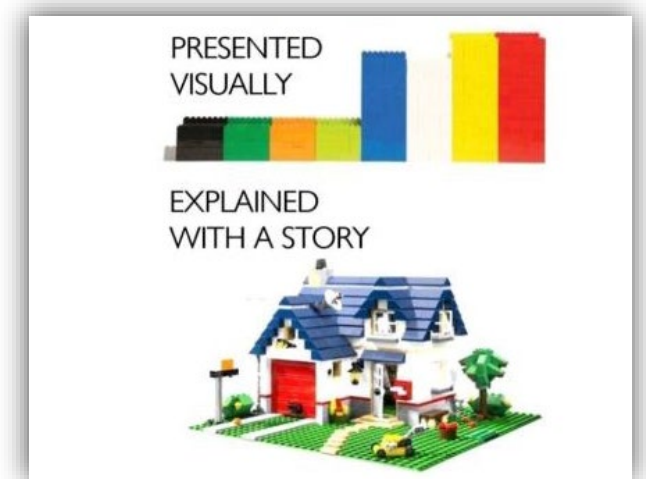


Data & Storytelling

Analysis



Storytelling



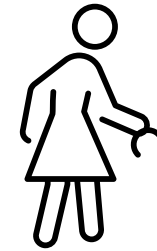
Data & Strategic Planning

- Assets
- Community & Stakeholder Engagement
- Organizational Strategies & Priorities
 - 1, 2, 5, 10 Year Plans



Chat: *What are your community's assets?*

Data & Strategic Planning Example





OKANAGAN YOUNG
PROFESSIONALS
COLLECTIVE

Connecting people, sharing
resources and opportunities.
Building community.

- Connect with OYP
 - Oypcollective.com
 - [@oypcollective](https://twitter.com/oypcollective)
 - [newsletter](#)
 - [Events page](#)
 - oyp@investkelowna.com



Connector Program

CONNECTOR

- **Connectors:** Successful professionals with well-established networks
- **Connectees:** Newcomers, returnees, post-secondary graduates or students



Learn more about the Connector Program!



Volunteers, key to Connector Program



Connector Program – Connectee Q&A with Nathalia Balthazar & Otavio Chaves

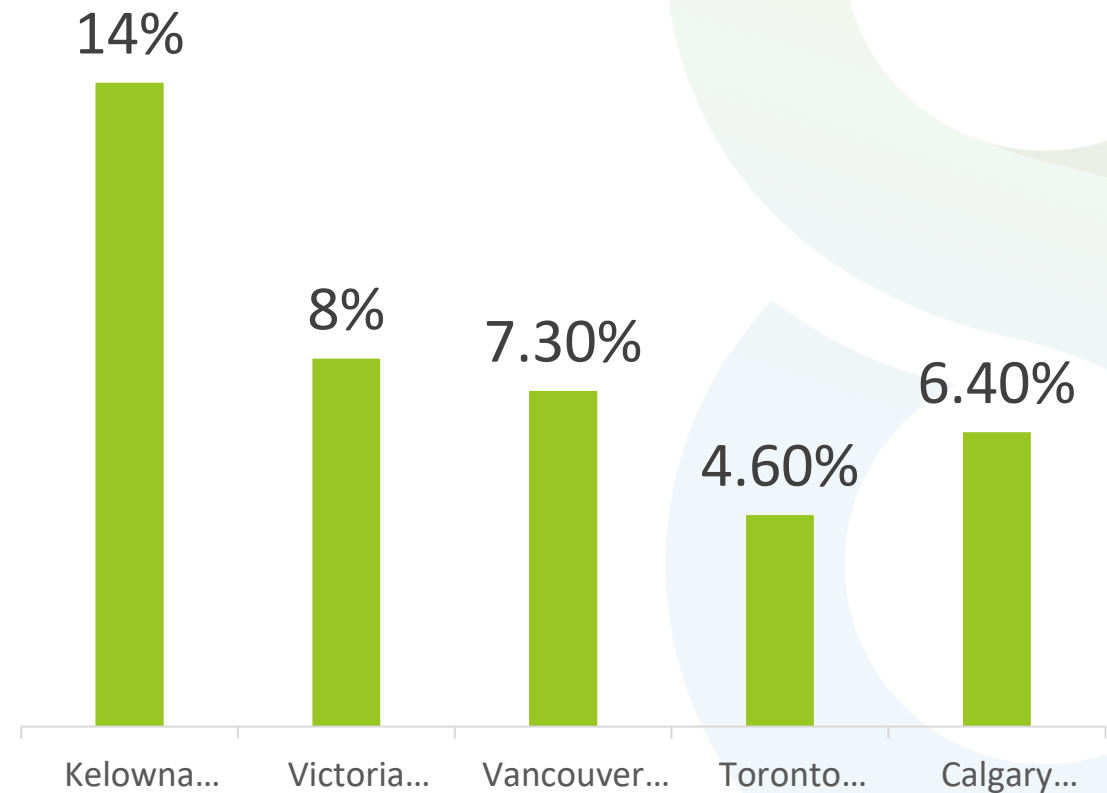


Connector Program – Connectee Q&A with Sophie Poulin

Performance Measures - *Census Population Growth Comparison*

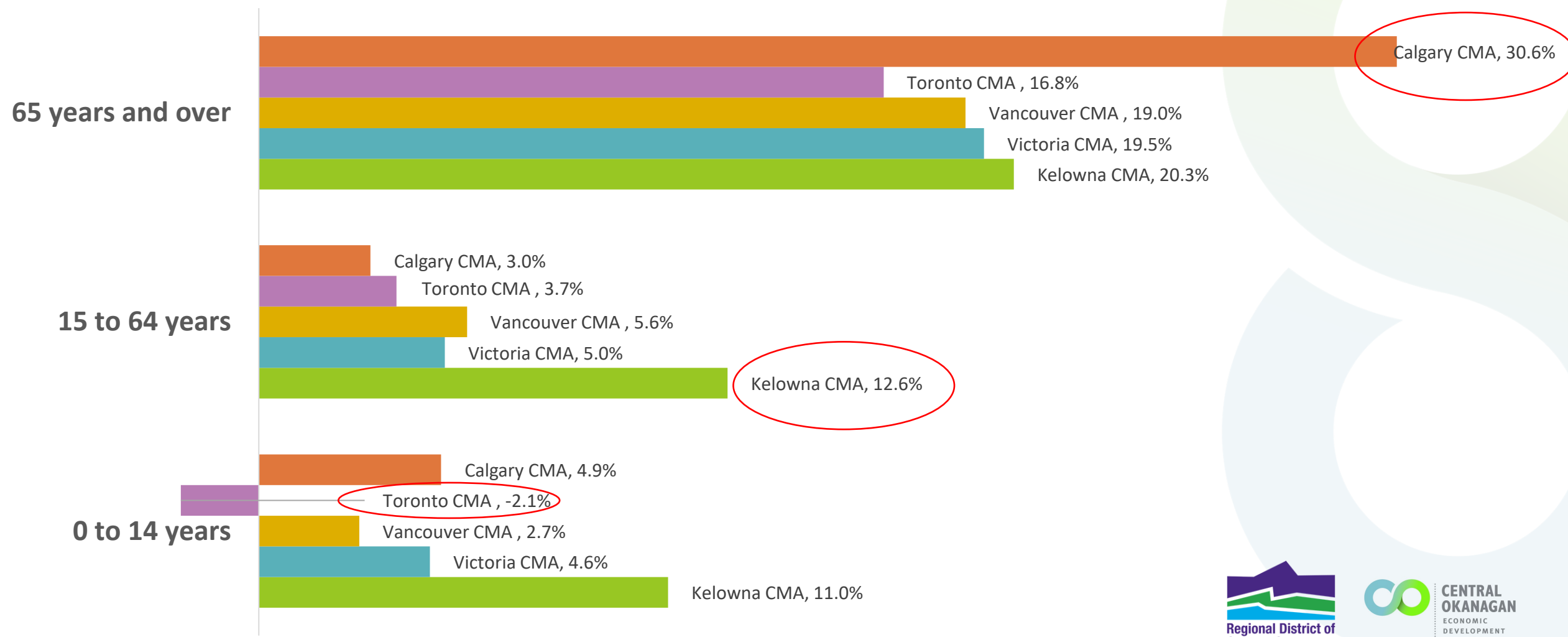
Geographic Name	Population 2021	Population 2016
Kelowna CMA	222,162	194,892
Victoria CMA	397,237	367,770
Vancouver CMA	2,642,825	2,463,431
Toronto CMA	6,202,225	5,928,040
Calgary CMA	1,481,806	1,392,609

2016 to 2021 Population Percentage Change



Performance Measures - Census CMA Comparison

Population by Broad Age Groups – 2016 to 2021 Percent Change (%)



OYP & Connector Program – International Recognition



Silver Award in the **Talent Development & Retention Category** for: [Connector Program](#) – a formalized community networking initiative designed to broaden a job seeker’s network through one-on-one meetings with business leaders in the community.

Bronze Award in the **Innovative Programs & Initiatives** category for: [Okanagan Young Professionals Collective](#) – a group creating a dynamic and vibrant culture and community to attract and retain young professionals to the Central Okanagan.





Let's take a break....



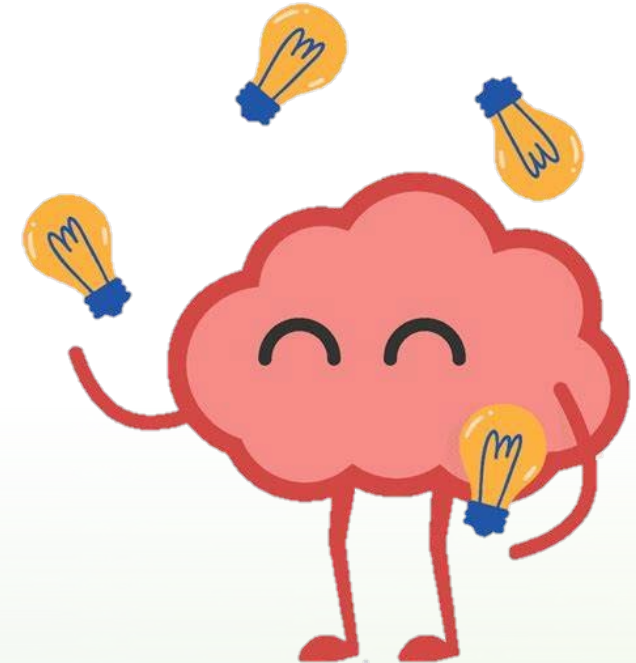
Questions?



Brainstorm Session?



What challenge are you currently facing?



Data-Driven Decision-Making

COEDC – In Practice



**CENTRAL
OKANAGAN**
ECONOMIC
DEVELOPMENT
COMMISSION



COEDC Core Services

- **Business Outreach**
 - Site Visits
 - Referrals
- **Connections**
 - Okanagan Young Professionals Collective (OYP)
 - Connector Program
 - Agriculture Program
 - Advisory Committee Meetings
- **Data**
 - Quarterly Economic Indicators
 - Semi-annual Job Market Indicators
 - COEDC Data Portal
 - Presentations



COEDC hosts agriculture and viticulture familiarization tour

OKGO

OCTOBER 17, 2023



Join the Conversation: "OKGN Pulse" Survey Invites Central Okanagan's 18-40 Year Olds to Speak Up

OYP

JULY 7, 2023



OKGo Wins Multiple Awards!



Welcoming Our New Forest Impact Recovery Advisor

Connecting Businesses with Resources for a Sustainable Future

Organizational Progress/Performance Reports

Annual OKR's

Our Brand:

- Published 2023 Economic Profile
- Hosted 3 Industry Sector Tours

Story:

- 5 OKGo Stories Published
- Updated Industry Profiles
- 2 OKGo Video's Released

Talent:

- 2,500 new resident packages
- 39 newcomers matched
- OYP Survey & Report

Core Services

Business Outreach:

- 143 Site Visits and one-on-one support
- 23 Government and advocacy engagements

Connections:

- 129 Community Events
- 9 Advisory Committee Meetings
- 14 OYP Meetups

Data:

- 4 Economic Indicator Reports Released
- 2 Job Market Reports
- 26 Economic Climate Presentations

Data Collection & Organizational Culture

/ DATA COLLECTION PROCEDURES

- / UGLY EXCEL SPREADSHEET (OLD SCHOOL, BUT WE LOVE IT)
- / LABOUR FORCE SURVEY (MONTHLY)
- / STAFF ACTIVITY REPORTING (MONTHLY)
- / ECONOMIC INDICATORS (QUARTERLY)
- / JOB MARKET INDICATORS (SEMI-ANNUALLY)
- / CENSUS RELEASE HIGHLIGHTS (EVERY 5 YEARS)
- / DATA PORTAL (LIVE)

/ Identify Priorities & Delegate



Data Collection: COEDC Resources

CENTRAL OKANAGAN ECONOMIC DEVELOPMENT COMMISSION

REGIONAL DISTRICT OF CENTRAL OKANAGAN

QUICK FACTS

- Population (Census 2021): **222,162** (Up 14.0% from previous census)
- Population in 2022 (annual estimate): **235,472** (Up 2.8% from previous year)
- Households: **94,335** (102,097 total housing units (Census 2021))
- Median household income: **\$85,000** (20% increase from Census 2016)

POPULATION

The estimated population of Central Okanagan in July, 2022, is 235,472. It increased by 2.8% from the year before (based on Statistics Canada Annual Population Estimates).

Between the two most recent census years (2021 and 2016), the population increased by 14.0% (from 194,892 to 222,922). Population density is 76.5 inhabitants per square kilometer.

Population growth - percentage change
Population estimates are periodically revised due to revisions to the underlying data, methodology and to reflect updated base year data from new census

Year	Population	Change (%)
2021	222,922	2.8%
2020	217,000	2.2%
2019	212,500	2.4%
2018	207,500	2.6%
2017	202,500	2.2%
2016	194,892	2.6%
2015	189,500	2.2%
2014	184,500	2.3%
2013	179,500	2.4%
2012	174,500	2.6%

Unemployment rate: 1.1% (0.5%)
Housing starts: 677.5% (301)
Average Rent: 13.8% (\$1,664)
Vacancy Rate: 0.7% (0.3%)

Data Portal

Central Okanagan Economic Indicators 2023

Population Growth **↑ 4.3%**

Year	Population
2023	245,939
2022	235,473

The Central Okanagan community with the largest population increase from 2022 to 2023 was Lake Country with an increase of 7%.

Economic Indicators

Central Okanagan Job Indicators 2023

Labour Force **↑ 4.2%**

Category	Jan-Dec 2023	Jan-Dec 2022
Total Employed	118,008	109,367
Labour Force	118,923	115,067
Unemployment	3.1%	5%

The average number of people in the labour force increased by 4.2% and the number of people employed increased by 6.1%.

Labour Market Indicators

...and more!

REGIONAL DISTRICT OF CENTRAL OKANAGAN

QUICK FACTS

Population (Census 2021)

222,162

Up 14.0% from previous census

Population in 2022 (annual estimate)

235,472

Up 2.8% from previous year

Households

94,335

102,097 total housing units (Census 2021)

Welcome to the COEDC data portal. The COEDC is providing this data to support access to information about the people, businesses, and communities of the Central Okanagan. As you use the data available please note the data sources include but are not limited to Statistics Canada, BC Statistics, and the Canadian Mortgage and Housing Corporation. Each data set has a specific methodology and data collection schedule. Throughout the portal you have the option to print or download data as PDF or Word reports or Excel CSV files.

If we can help in any way connect with COEDC Staff at <https://www.investkelowna.com/contact/>.

ABOUT

Canada's fastest growing and most entrepreneurial region, the Central Okanagan is comprised of six distinct but closely related communities:

- District of Lake Country
- City of Kelowna
- Westbank First Nation
- City of West Kelowna
- District of Peachland
- Central Okanagan West and Central Okanagan East Electoral Areas

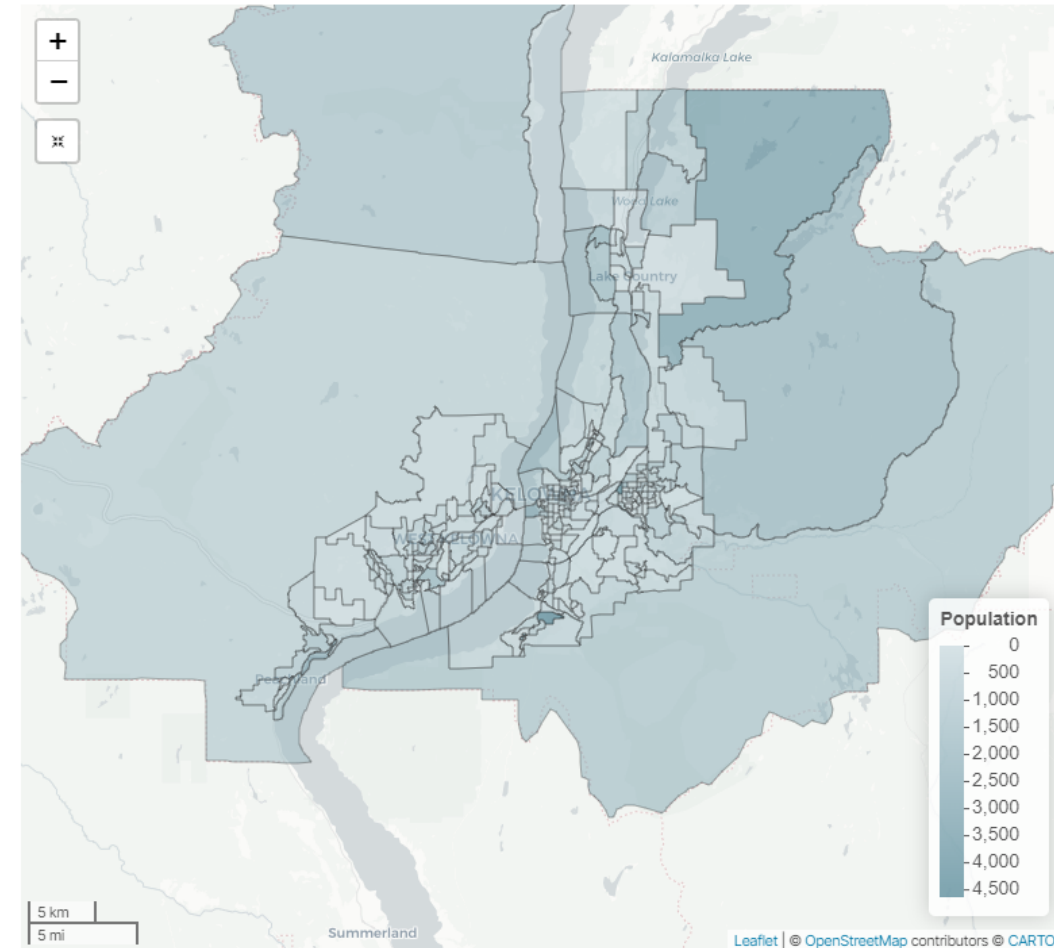
POPULATION

The estimated population of Central Okanagan in July, 2022, is 235,472. It increased by 2.8% from the year before (based on Statistics Canada Annual Population Estimates).

Between the two most recent census years (2021 and 2016), the population increased by 14.0% (from 194,892 to 222,162). Population density is 76.5 inhabitants per square kilometer.

Population growth - percentage change

Population estimates are periodically revised due to revisions to the underlying data, methodology and to reflect updated base year data from a new census



Unemployment rate

▼ -0.1 (2.7%)

Housing starts

▼ -77.1% (88)

Average Rent

▲ 13.8% (\$1,664)

Vacancy Rate

▲ 0.7 (1.3%)

Building Permits

▼ -21.2% (368,369,740)

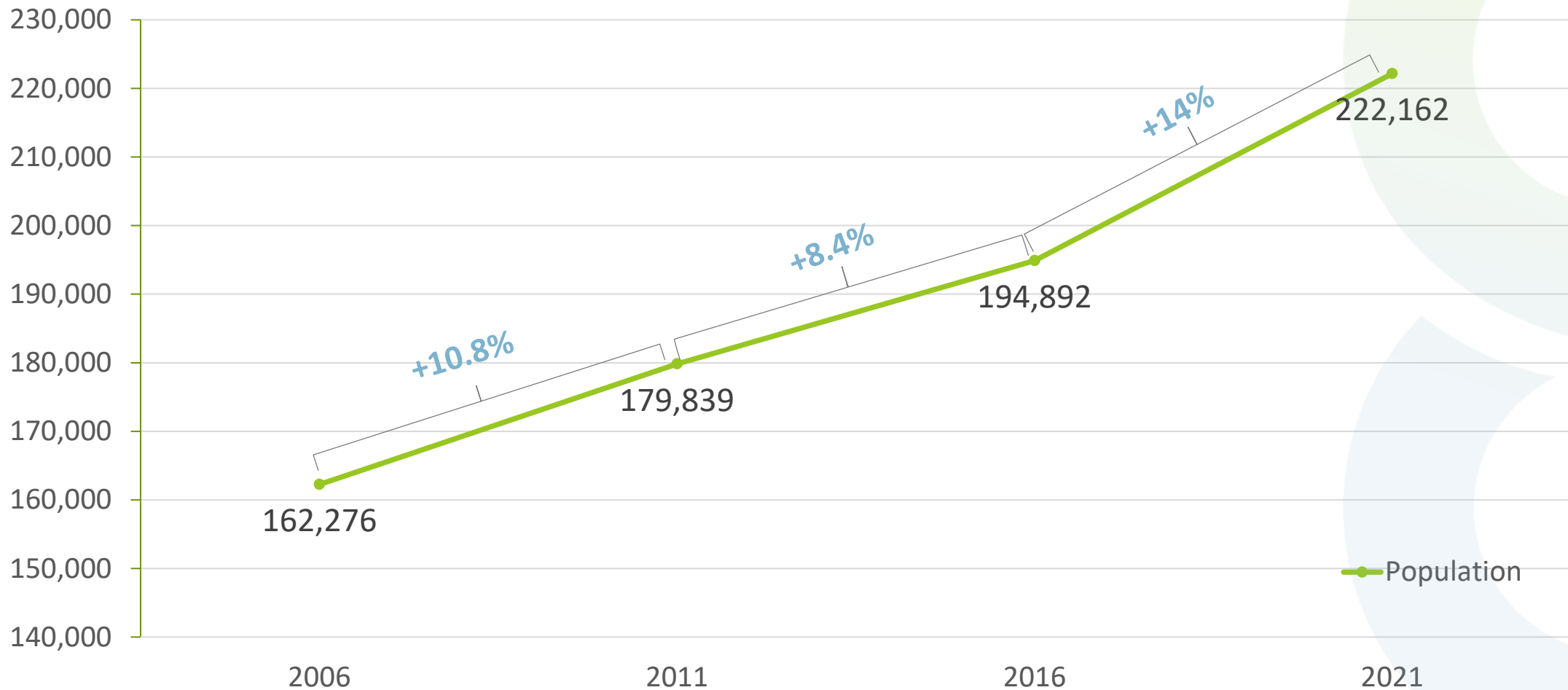
Business Licenses

▲ 4.1% (16,054)

Median New Home Price

▲ 20.8% (1,395,000)

Census- Kelowna CMA 2006-2021 Population



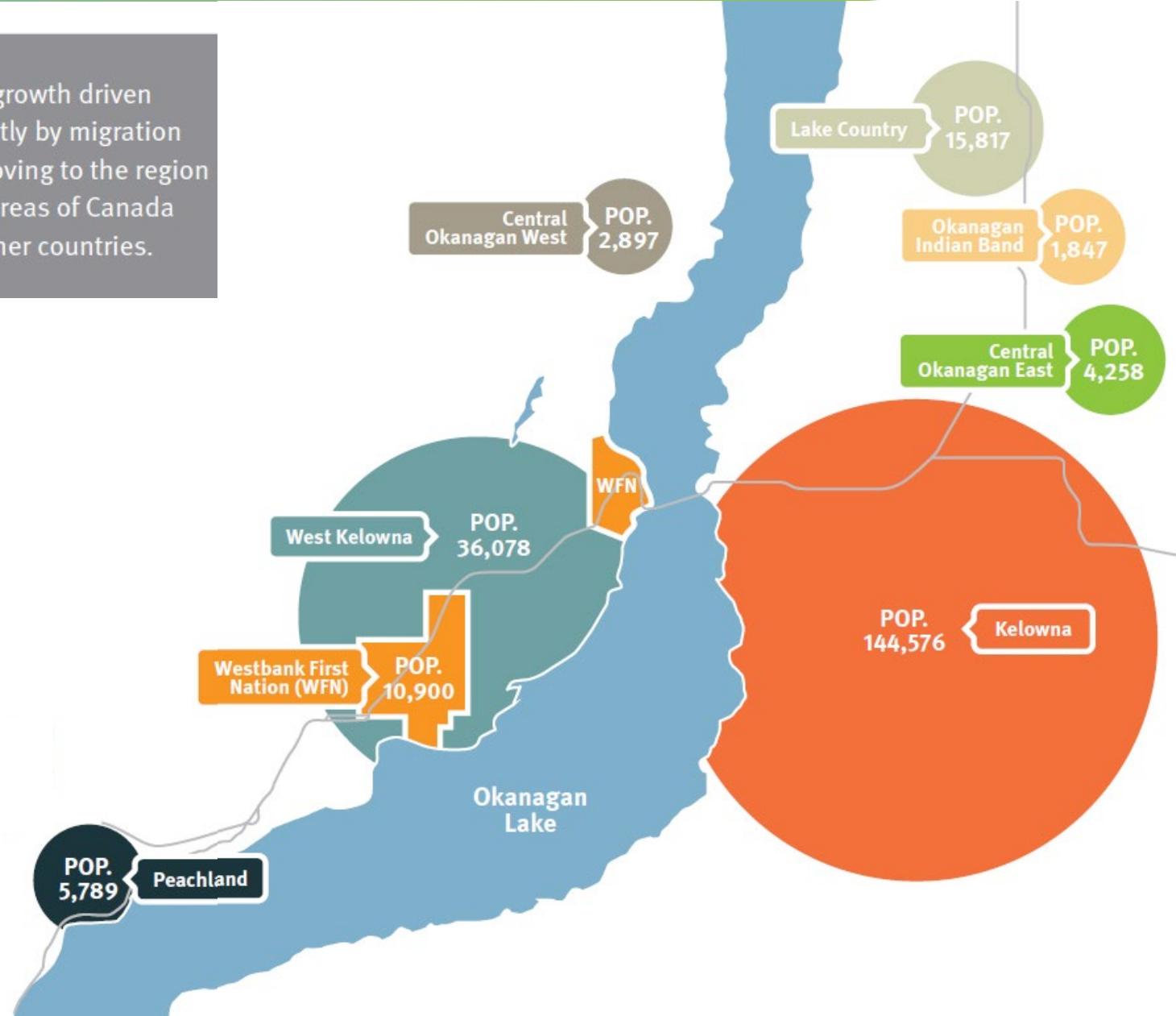
Central Okanagan Population

BC Stats Population projections for Kelowna CMA:

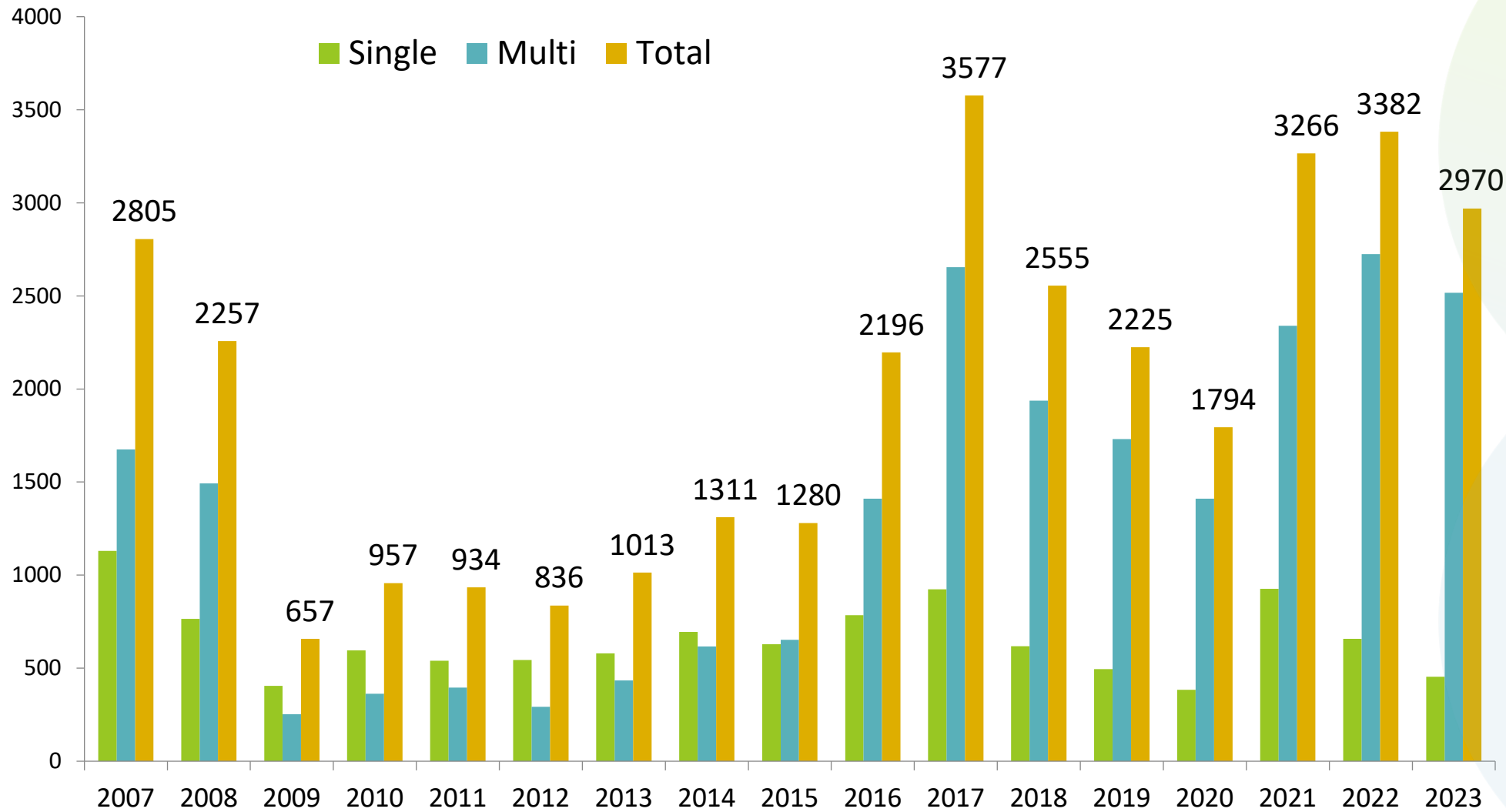
2030 > 290,635 2040 > 339,954
2035 > 317,781 2045 > 360,377

Population growth driven predominantly by migration – people moving to the region from other areas of Canada and from other countries.

- / EMPLOYMENT OPPORTUNITIES
- / CHILDCARE
- / HEALTHCARE
- / HOUSING
- / EDUCATION
- / ARTS & RECREATION
- / HOSPITALITY & TOURISM
- / DIVERSE COMMUNITY GROUPS
- / TRANSPORTATION
- / AND AND AND.....



Housing Starts 2007-2023



Source: CMHC Housing

Employment Landscape

Top 3 Industry Sectors

Healthcare & Social Assistance	14.0%
Retail Trade	12.7%
Construction	11.5%



Fastest Growing Industry Sectors by Share Of Labour Force (2016-2021)

Professional, Scientific and Technical Services	6.6% to 8.0%
Health Care and Social Assistance	12.9% to 14.0%
Education Services	6.1% to 7.0%

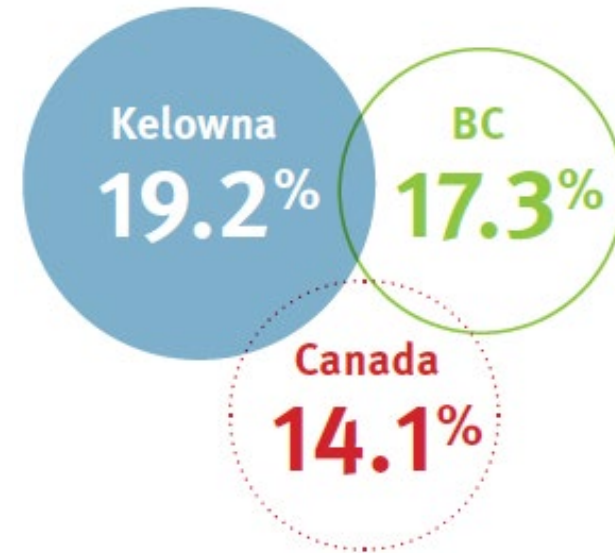


Top 3 Occupations

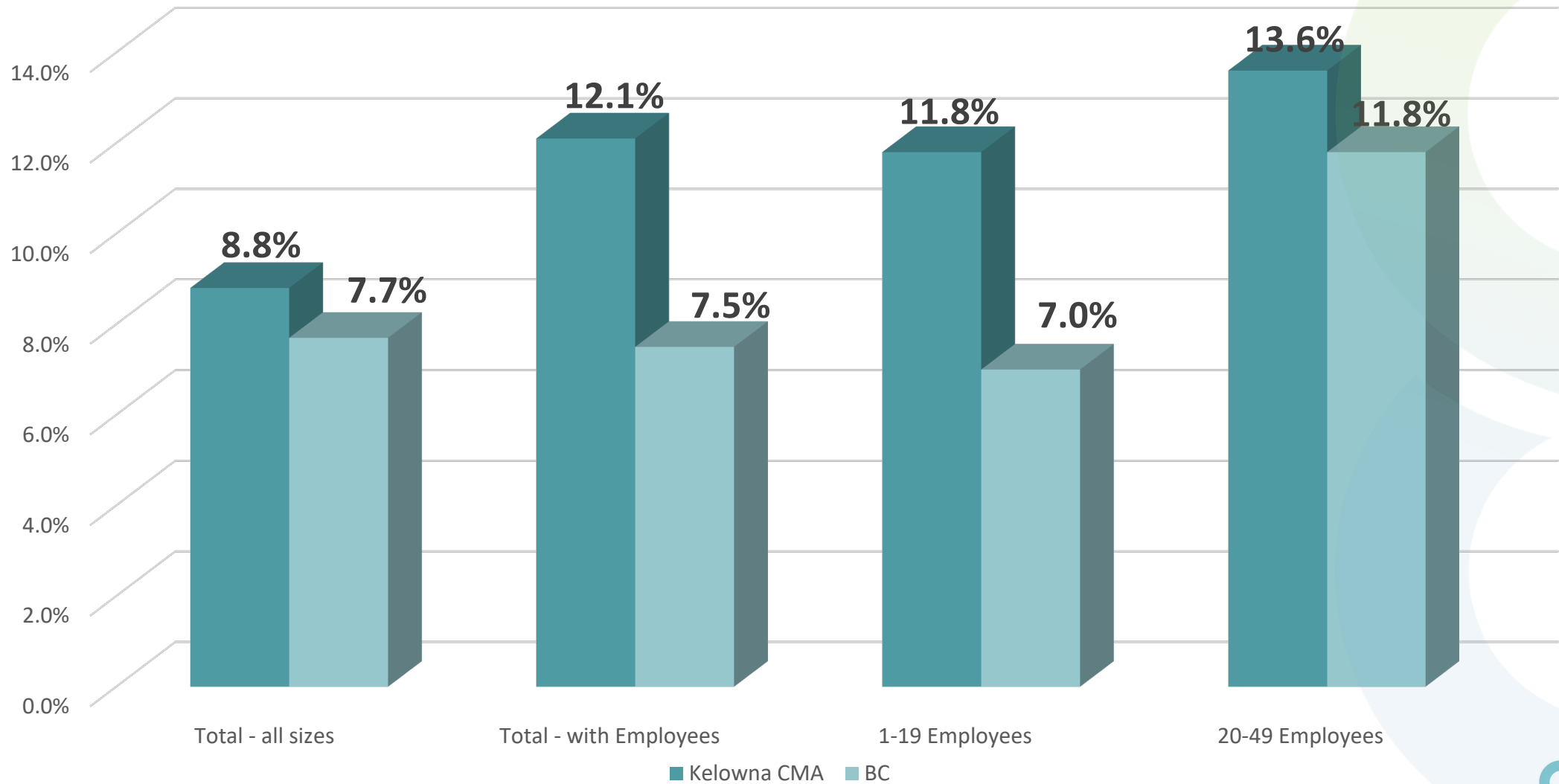
Sales and Service Occupations	27.1%
Trades, Transport and Equipment Operators and related occupations	18.7%
Business, Finance and Administration	16.1%



Self-Employed

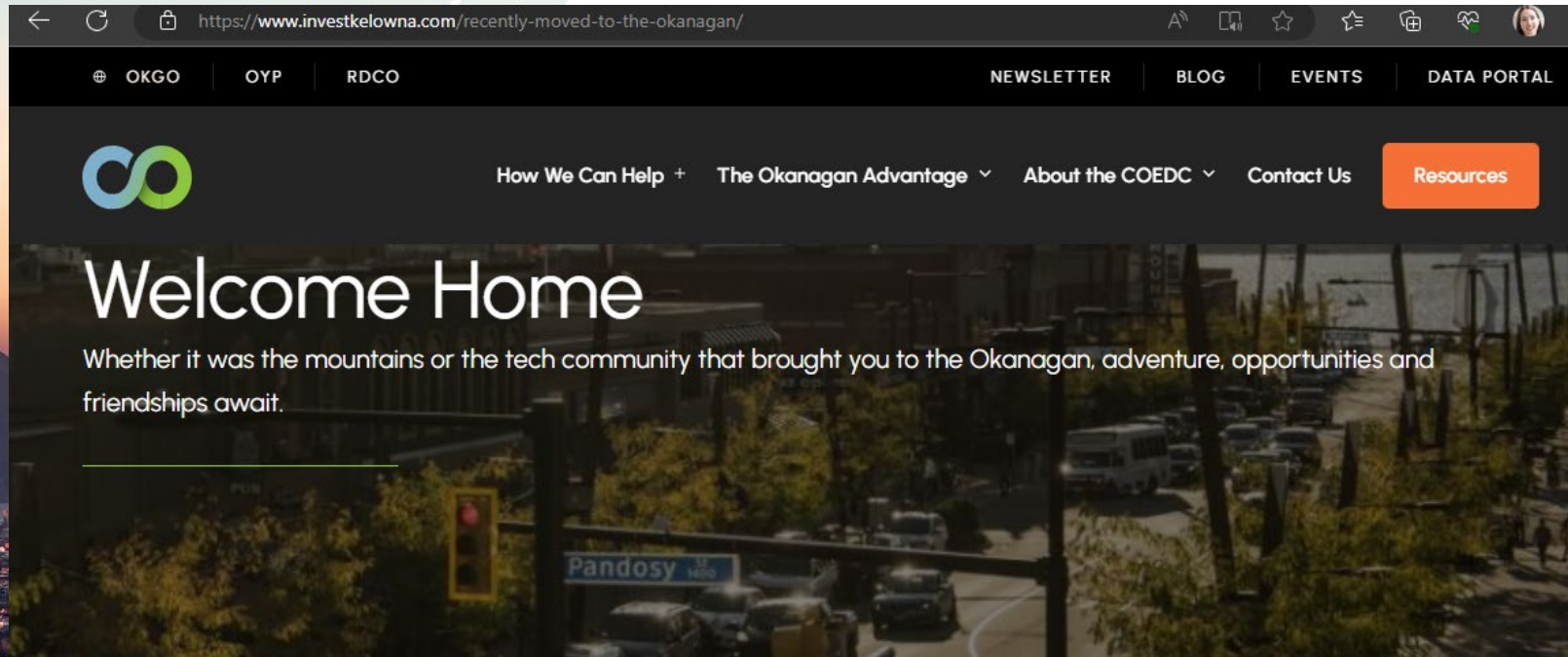


Growth of Businesses by Employee Size (2017 to 2022)



Source: BC Stats

COEDC New Resident Page



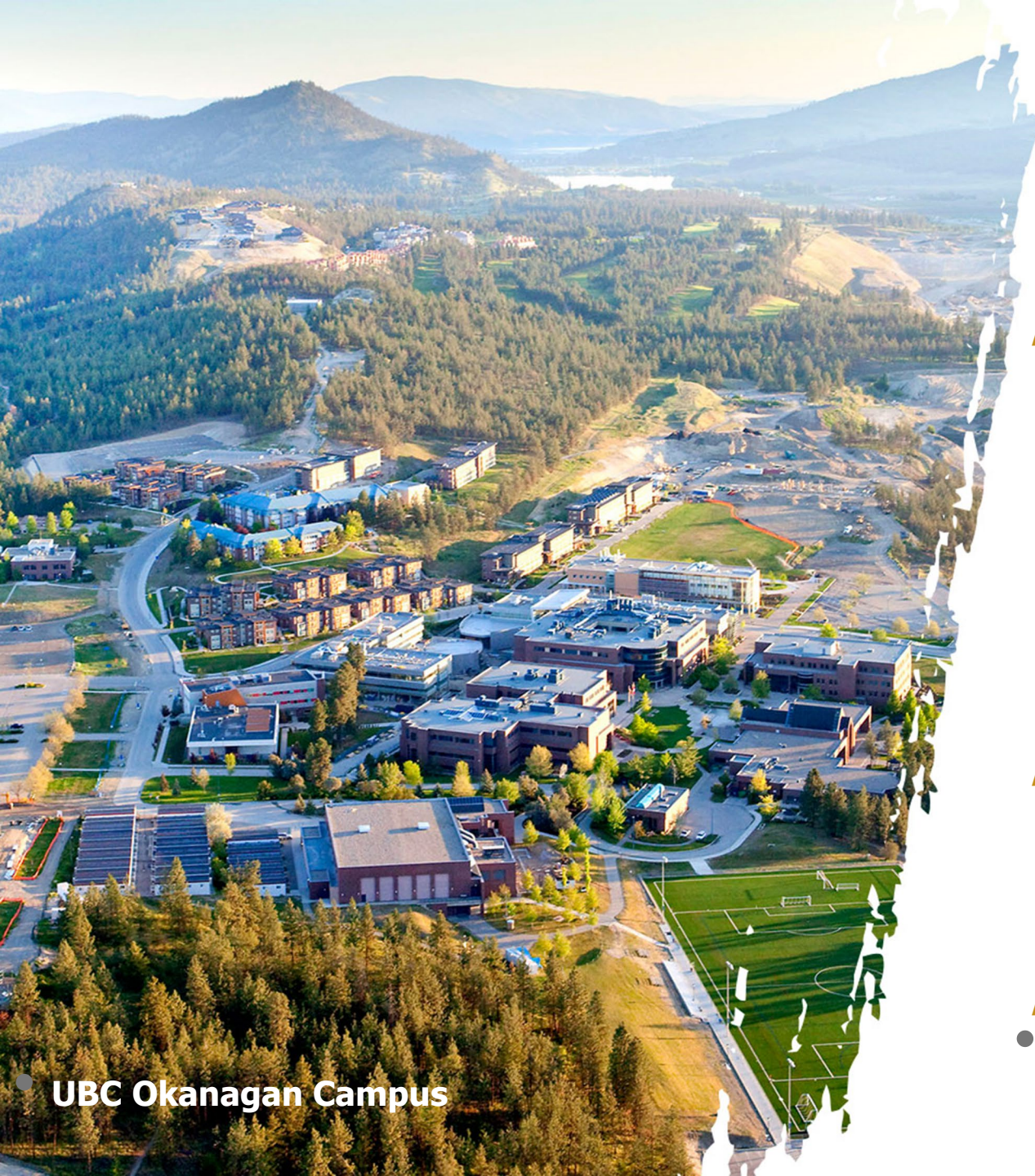
The Central Okanagan

As Canada's fastest-growing census metropolitan area, the Central Okanagan has become one of the most desirable places to live. The appeal of Okanagan Lake, the natural beauty of the surrounding hillsides and the fragrant orchards and vineyards continue to draw people to the valley.

[TOURISM KELOWNA RELOCATION GUIDE](#)

[REGIONAL STATISTICS](#)

<https://www.investkelowna.com/recently-moved-to-the-okanagan/>



WE GROW TALENT

/ UBC OKANAGAN

- 10,700+ students, including 2000+ International students from 109 countries
- 139 Industry Research partnerships
- Undergraduate and Graduate programs in computer science, data science, mathematical sciences, mathematics, physics, or statistics.
- 19,000 alumni, 44% still residing in the Okanagan today

/ OKANAGAN COLLEGE

- 20,000+ students, including 1500+ International students
- Degree and Diploma programs in Computer Information Systems and Trades Training programs

/ CENTRE FOR ARTS AND TECHNOLOGY

- Programs in filmmaking, animation, audio engineering, interior design, photography, graphic design, and network security

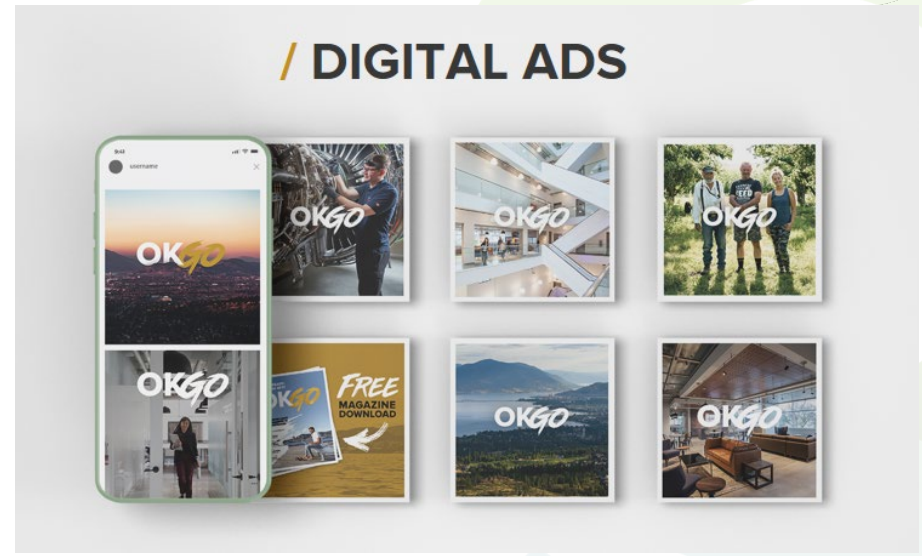


AND TALENT WANTS TO BE HERE

/ FOR AN AREA CELEBRATED AS A FOUR-SEASON PLAYGROUND, IT'S ELECTRIFYING TO SEE JUST HOW MUCH ENERGY WE CAN GENERATE AROUND HERE.

- Above average growth in young professionals with an increase of 22% compared to only 14% in BC and 8% across Canada, driven by strong migration from major Canadian cities (Vancouver, Calgary, Toronto)
- Of course, the outdoor lifestyle helps, with over 2,000 hours of sunshine every year as well as trestles, trails, and endless beaches to explore.
- Easy access and proximity to the major Pacific Northwest centres of Vancouver BC, Calgary AB, and Seattle WA, including direct daily flights through Kelowna International Airport.
- Ideal seasons with low-humidity summers and mild winters mean there's no digging your car out of the snow and you can usually leave the umbrella at home.

OKGo Campaign - WWW.OK-GO.CA



OKGo Campaign – Data & Storytelling

CLEANTECH

WE'RE CLEANING UP FOR A GREENER TOMORROW

CREATING A CLEANER FUTURE FOR ALL

At the heart of the Okanagan, a green revolution has rapidly taken shape, transforming the region and beyond thanks to innovative cleantech solutions that are establishing a sustainable and vibrant future.

From carbon capture and storage to hydrogen and fuel cell technology, the areas of specialization in the Central Okanagan continue to expand, gaining global recognition in the process. The region's two post-secondary institutions—University of British Columbia Okanagan and Okanagan College—work together to cultivate future leaders in the sector, prepare skilled workers, and conduct vital research for new and innovative technology.



The region contributes to Canada's growing environmental and cleantech sector which was valued at over \$7.3 billion in 2021.

As companies throughout the province and in our region continue to scale up and new ventures take flight, there is no doubt that the future of BC cleantech is bright—and green.

\$11B
CONTRIBUTED TO BC'S GDP BY CLEANTECH SECTOR

TOP 10
BC'S CLEANTECH SECTOR RANKS IN TOP 10 GLOBALLY

500+
CLEANTECH COMPANIES IN BC EMPLOYING OVER 23,000

AEROSPACE

WE'RE FLYING TO GREAT HEIGHTS

READY FOR ADVENTURE?

If you want to see an aerospace powerhouse in action, set your GPS to 49 degrees North and 119 degrees West.

From aircraft maintenance and engineering, to cargo delivery, high-tech flight tracking and aviation communications, this region is on the forefront of all things aerospace.



With industry leadership in avionics, pilot training, fixed-wing and rotary aircraft manufacturing and maintenance, we're only looking up. Add in innovative research and advanced materials and defense technology at the University of British Columbia Okanagan (UBCO), local researchers and engineers are shaping the future of flight craft.

If you're ready to find Canada's best in aerospace, just follow the coordinates.

\$2.4B
IN ANNUAL REVENUE GENERATED PROVINCially (\$1.3B DIRECT GDP)

18%
OF BC'S AEROSPACE COMPANIES ARE LOCATED IN THE CENTRAL OKANAGAN

9,300+
DIRECT JOBS AND OVER 20,000 IN INDIRECT

DIGITAL TECHNOLOGY

GAMING THE SYSTEM FOR SUCCESS

TECH THAT'S PUNCHING ABOVE ITS WEIGHT.

Today, there are more people employed in the BC tech sector than in mining, oil, gas and forestry combined. It's no secret that technology has dramatically changed the local landscape, particularly in Kelowna, which is part of Canada's Digital Tech Supercluster.



The Okanagan region is an important part of the Cascadia Innovation Corridor, linking innovators in British Columbia with others in Washington State and as far down as Silicon Valley. The diversity of the area's digital tech boom is exciting. Animation studios, game developers, Canada's premier medical record platform, AI-powered, online content filtering systems, aviation satellite data tracking systems... and the list goes on.

One success story is Lane Merrifield, currently a Dragon on CSO's Dragon's Den, and the co-founder of the massively popular online game, Club Penguin. After selling the business to Disney, he started FreshGrade, a portfolio assessment platform used by educators around the globe.

The Okanagan's position as a technological mecca is also part of its appeal for startups. The lifestyle, the relaxed pace, lower costs of living and good weather make a pretty attractive addition to the compensation package.

\$1.67B
IN ECONOMIC IMPACT

694+
TECHNOLOGY COMPANIES

\$35M
INNOVATION CENTER PARTS MULTIPLE HIGH-TECH BUSINESSES ALL UNDER ONE ROOF

POST-SECONDARY

OKANAGAN COLLEGE

With campuses and centres located throughout the Okanagan and Shuswap/ Revelstoke, Okanagan College is a community of learning made stronger by its connections to industry and local businesses. OC's commitment to students and their success is evidenced by smaller class sizes, instruction with real-life experience, and hands-on learning opportunities.

OC's largest campus is located in the heart of Kelowna, walking distance from the city's downtown core and thriving business district. The Kelowna campus is also home to a modern health sciences facility, Centre for Learning, and Trades training complex, and the future home to a new Centre for Food, Wine and Tourism—which will begin construction in 2024.

With over 60,000 alumni, Okanagan College and its students—both current and graduated—have ties to industry, governments and organizations throughout the region and beyond. OC partners with local employers to create and deliver programming that's relevant to the workplace, and responsive to student needs.



OC SCHOOL OF BUSINESS

The Okanagan College School of Business provides a career-oriented and innovative approach to education to that learners of various ages, experience levels, and cultures succeed. Specialized business programs have a strong focus on integrating theory and subject-matter knowledge with practical applications through business competitions, community-based course projects and work experiences.

TRADES & APPRENTICESHIPS

Okanagan College offers the latest equipment and technologies in state-of-the-art training facilities located in Kelowna, Vernon, Salmon Arm, and Penticton. Students master skills taught by industry-leading instructors while gaining hands-on experience. Aerospace, Carpentry, Electrical, Mechanical Building, Welding and Collision Repair are some of the many program areas offered to students, as OC works with local professionals to deliver in-class and workplace-

OKANAGAN CHIEF SCHOOL & FOOD, WINE AND TOURISM

OC's programs in Culinary and Pastry Arts, Tourism and Hospitality and Viticulture and Wine Studies reflect the Okanagan Valley's natural environment and focus on a quality learning experience that connects their students with the people and places that make the Okanagan one of the leading food and wine destinations in North America. In Penticton, OC supports the beverage industry through the BC Beverage and Technology Access Centre and wine sensory lab.

POST-SECONDARY

THE UNIVERSITY OF BRITISH COLUMBIA'S OKANAGAN CAMPUS

Located in the picturesque Okanagan Valley, the University of British Columbia's Okanagan Campus attracted \$45 million in research funding in 2022/23 and currently has more than 1,000 active research projects in partnership with industry and non-profits. Since it was established in 2005, UBC Okanagan (UBCO) has seen its enrolment grow from 3,500 to 12,000 students a year, now representing more than 100 countries from around the globe.



ADVANCING AI

Terasense Analytics, collaborated with UBC's STAR initiative, linking industry and academia. Working with Dr. Zheng Liu, an AI expert, they secured a \$10 million federal contract. Since then the company has grown from two employees working with UBC STAR to nearly 30 employees. Their success highlights the synergy between tech innovation, research, and academic partnerships.



RECYCLING PLASTICS

UBCO Okanagan's Plastics Recycling Research Center, led by Dr. Mohammad Arjmand, aims to repurpose the 200 million tonnes of global plastic waste produced annually. Leveraging UBCO's expertise and equipment, they enhance plastic properties, creating sturdier or electrically conductive plastics. Collaborating with Advanced BC Carbon 3D, they craft composite plastics for affordable 3D-printed homes.



IMPROVING BATTERIES

Simultaneously, Dr. Jan Liu and his team are developing safer, more powerful batteries for electric vehicles and solar panels, fastening a Western Canadian supply chain using local resources like lithium, graphite, and tellurium. Their innovative projects include their collaboration with Trail-BC based Ferals Advanced Materials, converting recycled tellurium into cathode material for high-performance lithium-tellurium batteries.

CLEAN TECH



Clean Tech
BC's cleantech sector, ranking in the top 10 globally, contributed \$11B to its GDP

MANUFACTURING



Manufacturing
From jet components to compostable cell phone cases, 609 firms are making it happen.

AEROSPACE



Aerospace
Canada's #1 commercial MRO is based in Kelowna along with 18% of the province's industry.

VITICULTURE



Viticulture
84% of BC's total vineyard acreage is planted here, generating a \$2.8 billion impact.

AGRICULTURE



Agriculture
From orchards to dairy, this rich sector has been feeding BC's economy for 160 years.

DIGITAL



Digital
\$1.67 billion in everything from games and animation to cybersecurity and medtech.

Key Takeaways

- / USE DATA TO BUILD STRATEGIC PLANS
 - ENGAGE WITH STAKEHOLDERS TO IDENTIFY ASSETS, GAPS & SOLUTIONS
- / IDENTIFY DATA TO TRACK COMMUNITY'S PROGRESS
- / IMPLEMENT DATA TRACKING PROCEDURES
- / IMPLEMENT ORGANIZATIONAL PROGRESS/PERFORMANCE REPORTS
- / DEVELOP A SUITE OF DATA ASSETS (CAPACITY DEPENDENT)
- / CREATE DATA & STORYTELLING DISTRIBUTION PLAN OR MARKETING PLAN
- / RE-EVALUATE YEARLY, WHAT'S WORKING, VALUE?, STILL RELEVANT?

COEDC Data & Resources

COEDC – [Central Okanagan Economic Development Commission](#)

COEDC Newsletter Signup - [Newsletter - Central Okanagan Economic Development Commission \(investkelowna.com\)](#)

COEDC Resources - [Resources - Central Okanagan Economic Development Commission \(investkelowna.com\)](#)

- Census Highlights
- Industry Profiles
- Economic Profile
- Economic Indicators
- Job Market Indicators

COEDC Advisory Committee - [Meet Our Advisory Committee - Central Okanagan Economic Development Commission \(investkelowna.com\)](#)

COEDC Data portal - [Overview - Economic Development Data Platform \(investkelowna.com\)](#)

OKGo Campaign - [The Okanagan, Canada's Hot Spot for Entrepreneurs | OKGo \(ok-go.ca\)](#)

Additional Resources

ETSI-BC – [Economic Trust of the Southern Interior](#)

Province of British Columbia - [Labour Market Statistics](#)

BCEDA – [British Columbia Economic Development Association](#)

Kelowna International Airport - [Facts & statistics | Kelowna International Airport](#)

Association of Interior Realtors - [Market Stats \(interiorrealtors.ca\)](#)

CMHC - www03.cmhc-schl.gc.ca/hmip-pimh/en#Profile/1/1/Canada

Stats Canada – [Statistics Canada: Canada's national statistical agency \(statcan.gc.ca\)](#)

BC Stats - <https://www2.gov.bc.ca/gov/content/data/statistics>

JERI – [Ministry of Jobs, Economic Recovery & Innovation](#)

Trade & Invest BC - <https://www.britishcolumbia.ca/>

Pacific Economic Development Canada - [Pacific Economic Development Canada - Canada.ca](#)

Questions?

Eva Weston

Business Development Officer

Central Okanagan Economic Development Commission

250-469-6294

eweston@investkelowna.com

www.investkelowna.com



/ Looking For :

- General information?
- Statistics?
- Quarterly Economic Indicators?
- Industry-specific profiles?
- Export advice?
- Business development assistance?
- Local government connections?
- Workforce sourcing?
- Housing prices?
- Today's temperature?

WE'RE YOUR FIRST STOP FOR ALL THIS AND MORE

We facilitate business investment and support existing businesses. With minimum fuss and maximum speed. Questions? Bring them on. We're ready.