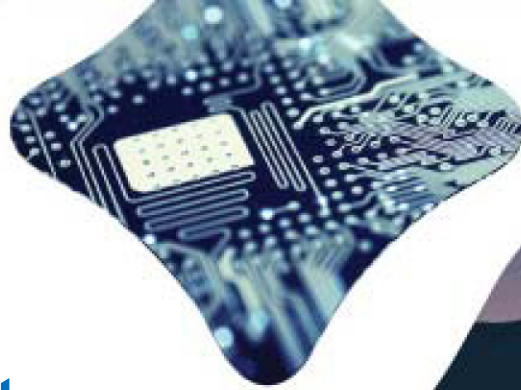


# Economic Development Briefing

2019-JAN-28



# Agenda

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- Background
- Economic Development Function
- Accomplishments in 2018
- Partners in Economic Development
- Key City Initiatives - 2019

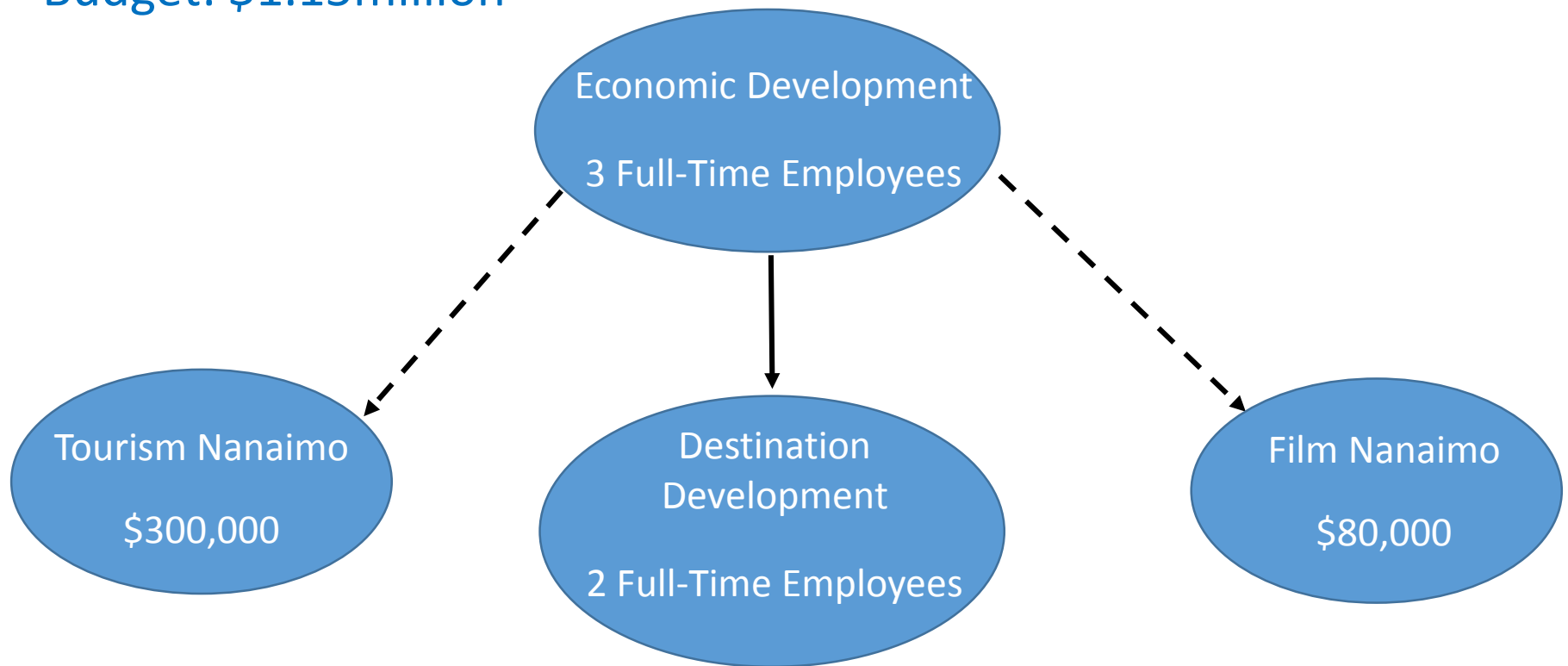
# A Brief History

- City of Nanaimo has funded an Economic Development function since the late 1980's.
- Mandate has been to provide the community with leadership on economic development issues.
- Pioneered & introduced many business programs.
- Employed 'In House' and 'External' models



# Economic Development Function: In House Prior to 2012

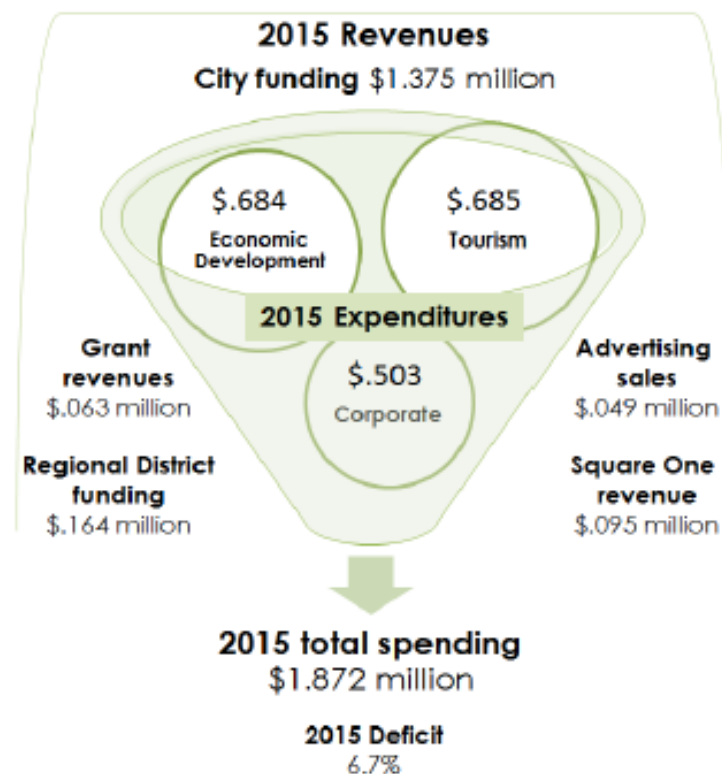
Budget: \$1.15million



# Nanaimo Economic Development Corporation

## 2011 - 2016

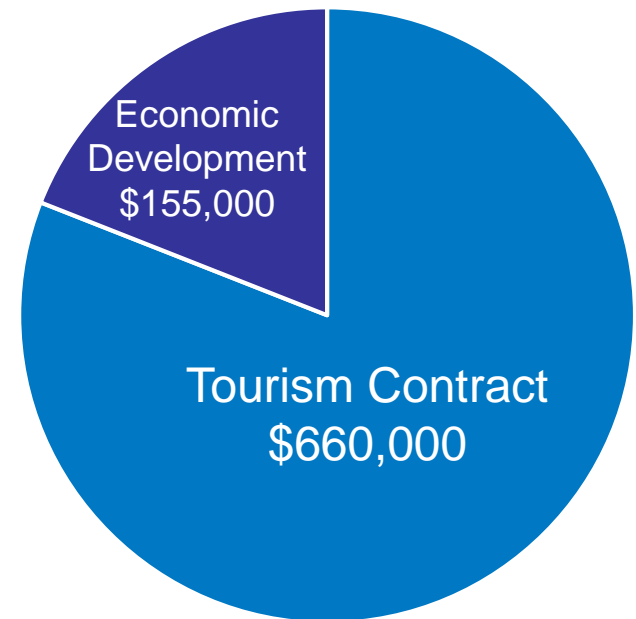
- Non-profit, wholly owned by City
- Incorporated June 2011
- Key Functions:
  - Business Retention & Expansion
  - Marketing/Business Recruitment
  - Research & Analysis
  - Small Business Start Ups
  - Tourism Development/Promotion
  - Local/Downtown Development
  - Grant Administration



## Economic Development Today

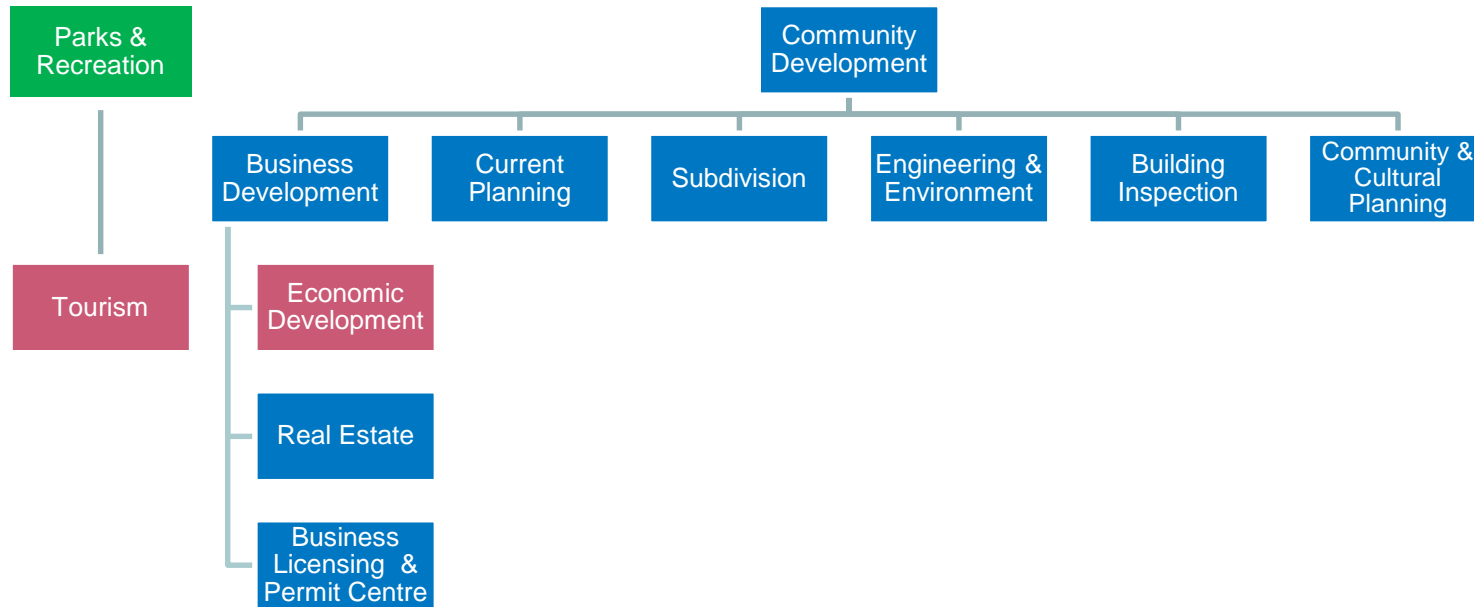
- In House – Capacity Building; Business Development; Marketing and Promotion
- 1 Full-Time Employee
- Tourism contracted to Tourism Vancouver Island for 5 years
- Business Attraction – Mid-Island Business Initiative privately funded

**2019 City Funding \$815,000**





# Economic Development – City Org Chart



# 2018 Accomplishments

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- Creation of Downtown Revitalization Tax Exemption
- Home-Based Business Bylaw Review
- Completion of Community Profile & marketing materials
- Mid-Island Tech Strategy
- Economic Development Roundtables (3)



# Nanaimo Economic Partners

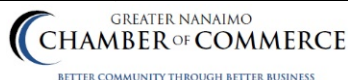
## Economic Development



## Tourism Sector



## Advocacy & Networking



## Technology Sector



## Finance & Business start-ups



## Marketing Mid Van Island



## Infrastructure



# Mid-Island Business Initiative 2018 Achievements

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- Initiated and raised funding to launch a marketing campaign to raise awareness of the mid-island in the Vancouver market – kick off in December 2018 until June 2019
- Established the monthly Promotional Authorities meeting with VICC, TVI, Chamber, City and MTEC
- Working with the BC and Federal Trade Commissionaires in the Pacific North West to put the Mid-Island on the map
- Hosted 13 Consulate Generals at VIU



# Nanaimo Airport 2018 Achievements

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- Commenced construction on the Terminal Expansion project (\$15m), scheduled to open in Q4 2019
- Secured non-stop Toronto to YCD service with Air Canada Rouge during the summer months
- Passenger growth is expected to increase to 425,000 in 2018
- Completed a Land Charrette and Public Information Sessions in preparation for major land development projects
- Implementation of Phase 1 of the Airport Master Plan

# Tourism Vancouver Island

## 2018 Achievements

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- FY19 Marketing Plan spends approx. \$750,000 in market (increased investments from Destination BC and NHA)
- Tourism Development Fund provides \$125,000 in investment dollars to stakeholders – focused on smart leveraging
- Combined development/marketing rate of return in 2017 (\$) 1:64
- Hospitality Ambassador program extended mobile visitor servicing 145% YTD
- Collaborations: Red Bull Qualifier, Art Gallery campaign, Business Tourism video and Mountain Biking Campaign (viral video)

# Nanaimo Port Authority 2018 Achievements

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- Finalized lease terms/arrangements with:
  - Island Ferry Services Limited (service anticipated to commence Summer 2019)
  - Western Canada Marine Response Corporation to locate HQ in Nanaimo
- Commenced construction on the Vehicle Processing Centre (VPC), a \$19m investment, which will initially create 50 full-time jobs
- Completion of the Boat Basin Master Plan to set out a vision for the redevelopment of the marina

# Greater Nanaimo Chamber of Commerce

## 2018 Achievements

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- Published 2<sup>nd</sup> Annual Business Resource Handbook & Relocation Guide
- Formed Downtown Advocacy Committee and created the Commercial Street Night Market
- Developed successful lobby policies for Feds. (Abandoned & Derelict Vessels) & Province (Innovation in Solid Waste Management)
- Nanaimo Business Awards and Business Expo
- Government Advocacy Committee / 2018 Local Gov't Elections

# Vancouver Island Economic Alliance 2018 Achievements

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- Island Good Point of Sale Campaign
- Foreign Direct Investment Initiative – preparing business cases
- Forestry/Wood Industries Initiative
- October 2018 – 12<sup>th</sup> Annual Economic Summit in Nanaimo



# Vancouver Island Conference Centre 2018 Achievements

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- Hosted the VIEA Summit, Prime Minister of Canada and Cabinet Retreat, International Science & Spirituality Conference and many more
- Meetings with Promotional Authorities to leverage conference business for tourism/investment/business
- NEA/TAVI – Doing Business in Nanaimo video
- In the first three quarters of 2018 and October, there have been 27,447 Delegate Days versus 19,235 last year and 69,135 Participant Days versus 39,340 last year

# Petroglyph Development Group 2018 Achievements

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- Completion of Saysutshun Business Plan
- Operation of Newcastle Island Marine Park
- Operation of Newcastle Island Ferry Service
- Mt. Benson Forestry – Timber and Firewood Sales



# MTEC/Makerspace 2018 Achievements

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- Completion of MTEC Business Plan
- Meetings with Minister of Jobs, Trade and Technology
- Letters of Support from numerous stakeholders
- Moving along with Program Development with stakeholders



# Nanaimo Hospitality Association

## 2018 Achievements

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- 2018 MRDT Funds Collected: \$531,299 (first nine months)
- Created the Nanaimo Hospitality Ambassador Program with Nanaimo Port Authority, Harbour Air and Tourism Nanaimo
- Approved over 100 Grant Applications
- Developed a Nanaimo Mountain Bike Trail Map
- Helped SFN with the launch of the Saysutshun Business Plan
- Commissioned an Economic Impact Study of the MRDT.

# The Central Vancouver Island Multicultural Society 2018 Achievements

- Career Paths: designed to help skilled immigrants in the Vancouver Island North region re-establish their careers in Canada
- Employment Program of British Columbia / Work BC: for specialized populations
- Local Immigration Partnership: support the community in building a strategy to make Nanaimo more welcoming for newcomers
- Estimated 903,000 job opening in BC over the next 10 years



# Community Futures 2018 Achievements

- \$1.390m loan dollars lent supporting 19 businesses that have created or maintained 46 fulltime jobs and 50 part-time jobs and leveraged \$3.643m from banks and other sources of funding and leverage
- \$255,000 in successful grant applications, leveraged by \$42,500 equity
- \$1.236m in owner's equity
- Recipient of the 2018 Investment Fund Award for Community Futures in BC

# Innovation Island 2018 Achievements

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- 2018 (FYTD) achieved over \$5million in client performance metrics (\$3.1m in new revenues, \$2m in new investment, 26 new tech-based jobs, approx. 30% of activity based in mid-Island region)
- #BCTECH Summit partnering and rebranding of Innovate BC (formerly BCIC)
- Roundtable with the Honourable Navdeep Bains and Anil Arora, Chief Statistician of Canada (Digital Economy)
- VICEDA Tech Attraction Strategy (concept planning and consulting)
- VIEA Summit (Tech Showcase and breakout session with Dr. Alan Winter, BC's first Innovation Commissioner)



# 2019 – Key City Initiatives

