



# Economic Development Strategy Focus Group Sessions

2020-JUN-19



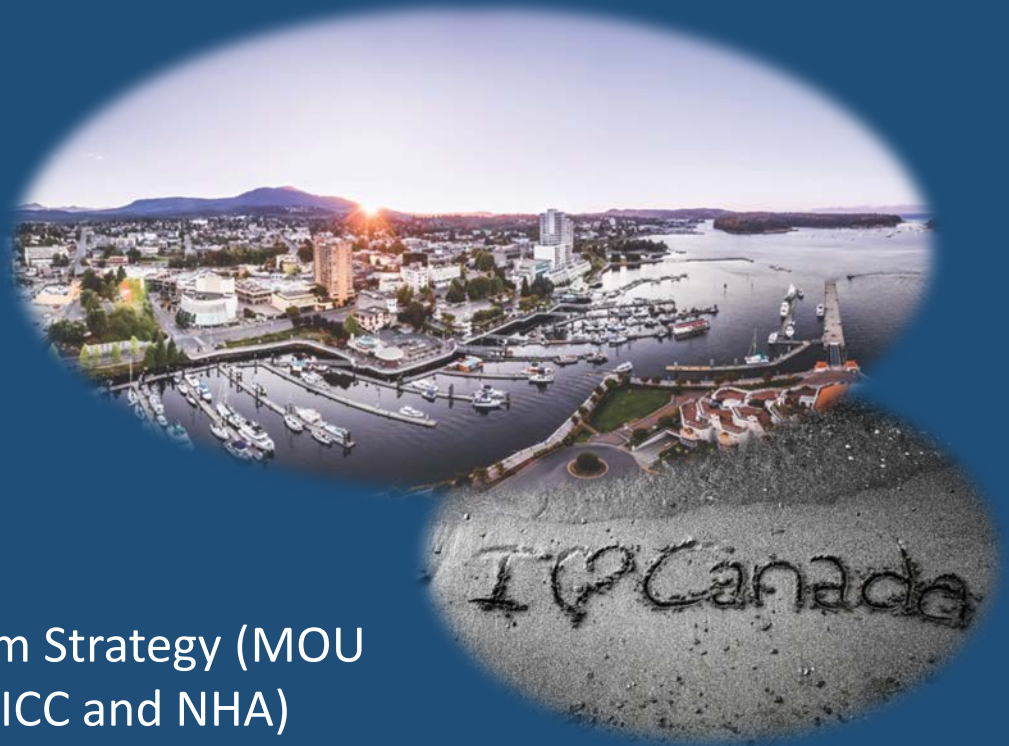
# Tourism

## Issues:

- Pride of Place
- Promotion of City
- Downtown Core
- Homeless/Safety Issues
- No Brand Awareness

## Opportunities

- Tourism Roundtables
- Business and Meetings Tourism Strategy (MOU with City, Tourism Nanaimo, VICC and NHA)
- More funds put towards marketing
- Branding needs to be a long game
- Build on mountain biking reputation



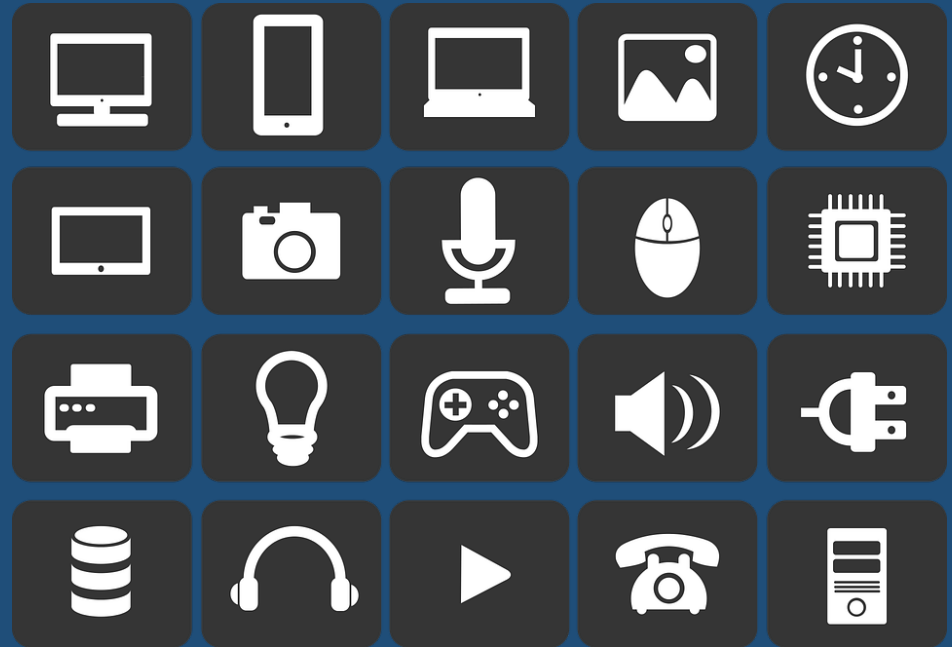
# Technology

## Issues:

- Competition with big companies
- Retention of talent
- Investment money not always available for tech startups
- Filling coworking space

## Opportunities

- Engagement with VIU
- Potential for collaborations with technology meet-ups
- Foot Ferry would help with recruitment from Vancouver



# Land Use and Infrastructure

## *Land, Port and Transportation*

### Issues:

- Slow Permitting
- Uncertainty
- Nanaimo's Reputation
- Safety and Security
- Supply of Industrial Land

### Opportunities

- Redevelopment of Key Sites  
(Port Drive, A&B, etc.)
- Improved Streamline Permitting
- Re-Imagine Nanaimo process
- Transportation Master Plan for  
Vancouver Island
- Investment in Hospital
- Leveraging the University



# Industrial

## *Forestry, Agri-Food, Manufacturing and Construction*

### Issues:

- Fibre Supply
- Transportation Costs to Move Product off the Island
- Supply of Industrial Land

### Opportunities

- BRE for City's top Employers
- Better Marketing of Nanaimo
- Capitalize on People wanting to Leave Vancouver or Victoria
- Spin Offs from University



# Business Development

## *Entrepreneurship, Labour Market and Access to Capital*

### Issues:

- Permit Process (Tenant Improvements)
- Competing with Amazon/Shopify
- Homelessness/Safety Issues
- Attracting a younger age demographic

### Opportunities

- City led rezoning of specific corridors
- Fibre infrastructure
- Building unity within the community
- Working with VIU on recruitment/retainment



# Services

## *Business, Professional and Medical*

### Issues:

- Permit Process / Red Tape
- Nanaimo isn't recognized by Province for funding in healthcare, opportunities given to Victoria
- Homelessness/Safety Issues
- Generation Gap

### Opportunities

- Advocate for healthcare sector
- Hospital Campus being built
- Tourism packages through Port
- Leading role in homelessness discussion
- Partnering with other strategic organizations
- Job retention



# Place Making

## *Positioning and Promoting Nanaimo*



### Issues:

- Reputation
- Vacant Prominent Sites
- Loss of DNBIA as a voice for downtown
- Unclear Vision and Goals for the City
- Homelessness/Safety
- Unfinished Business
- Vacuum of Leadership

### Opportunities

- Big Ideas and Vision
- Readapt Space, such as the VICC
- Create Complete Neighbourhoods
- Build on the Great Bones (waterfront, downtown, parks)
- University Students
- Hospital as a Draw
- Make Things Happen

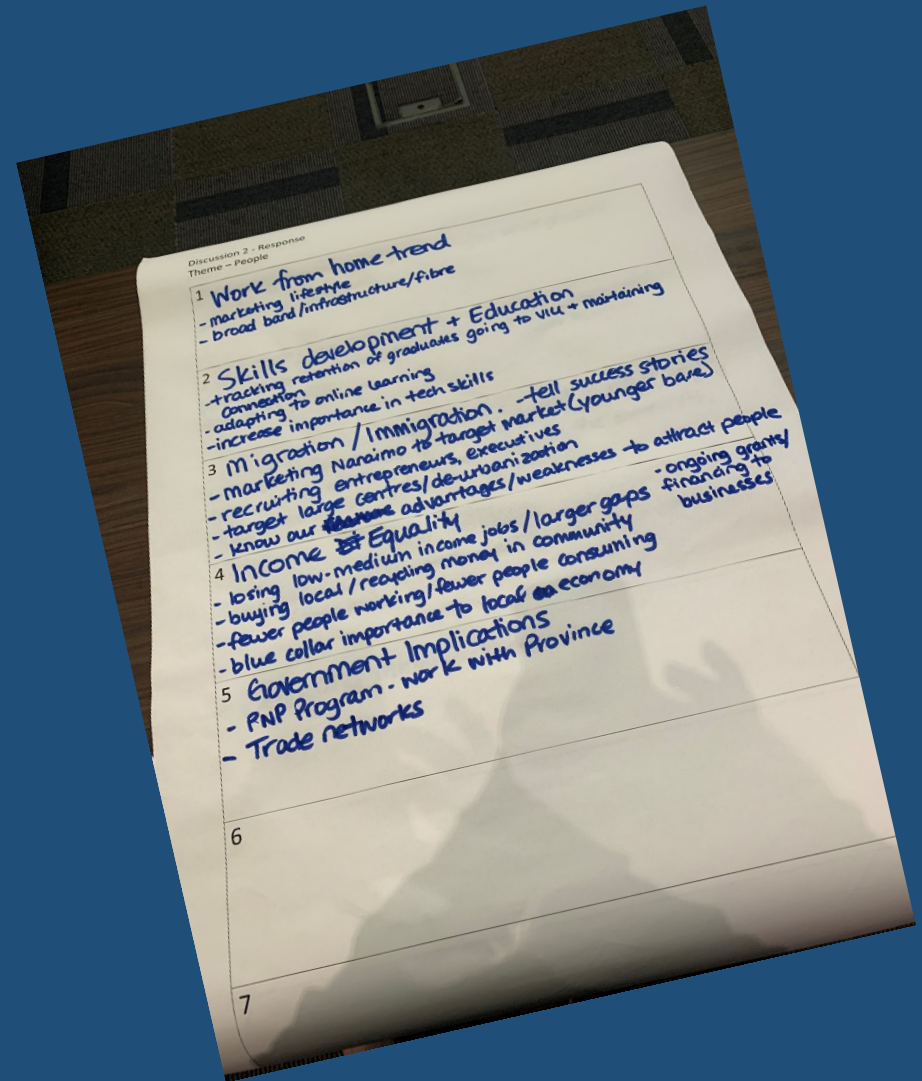




# Scenario Planning

## COVID-19 - People

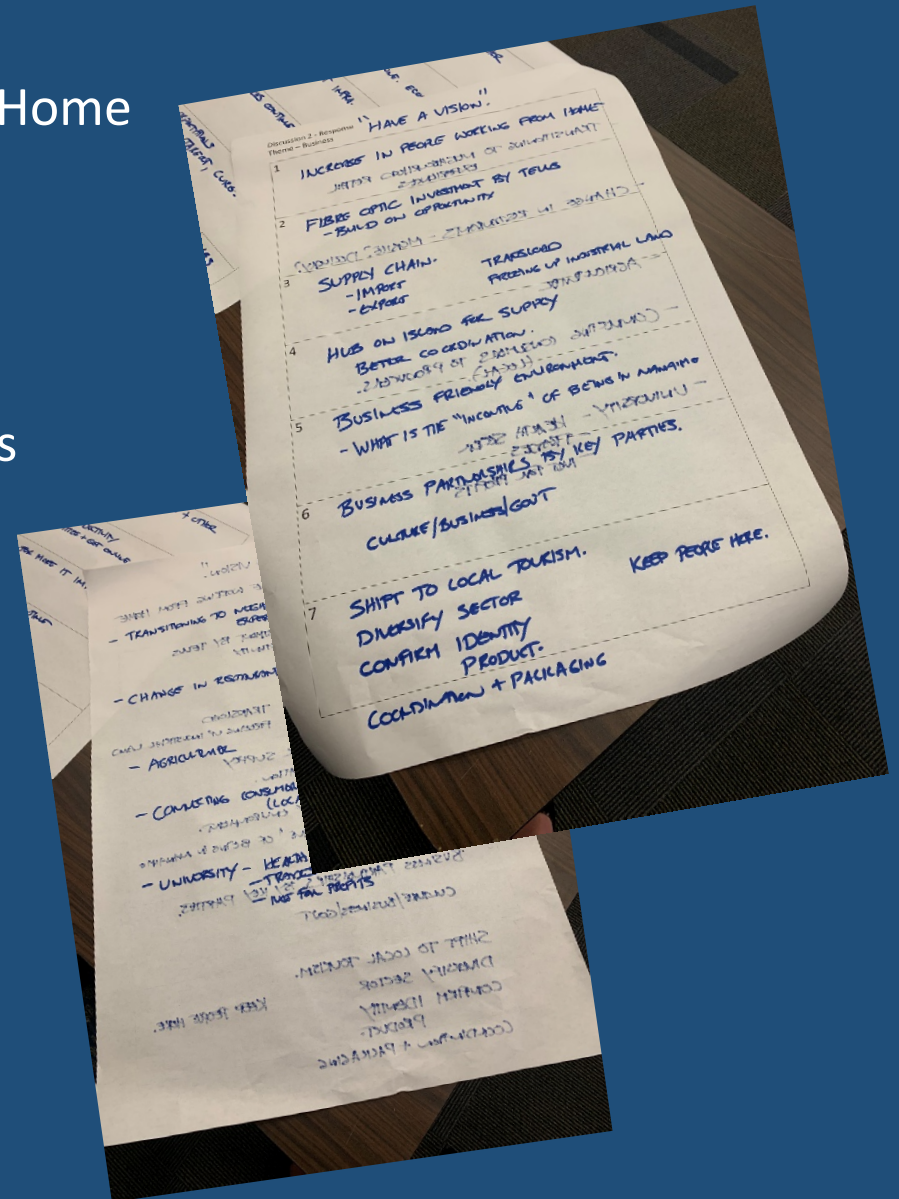
- Work from Home Trend
- Skills Development and Education
- Migration / Immigration
- Income Equality
- Government Implications



# Scenario Planning

## COVID-19 - Business

- Income from People Working from Home
- Fibre Optic Investment by Telus
- Supply Chain
- Hub on Island for Supply
- Business Friendly Environment
- Business Partnerships by Key Parties
- Shift to Local Tourism
- Transitioning to Neighbourhood Retail Experiences
- Change in Restaurants (Mobile/Delivery)
- Agricultural
- Connecting Local Consumers to Producers
- University (Health Sector, Trades, Not-for-Profits)



# Scenario Planning

## COVID-19 - Places

- Densify the nodes further
- Increase marketing on opportunities
- Business friendliness reputation
- Encourage local purchasing
- De-Retail
- Attract more social dollars from various leads of Government
- Continue investing in safety & security
- Investing in new infrastructure and refreshing old

