

# REPORT TO COUNCIL

September 23, 2024

**NANAIMO**  
PROSPERITY CORP.



## NPC acknowledges

that our work takes place on the traditional lands and waters of the Snuneymuxw First Nation, whose connection to this territory has sustained them for generations.

# Staying closely in touch.

Quarterly updates are an essential element in an effective communications plan between the City and NPC.

- Plan will grow to incorporate shared planning, monitoring and reporting.



## Strategic Governance



## Optimized Performance



## Integrated Service Delivery Model

Leveraging the City's strength on matters of infrastructure, land use and development with NPC's market-oriented approach to innovation, attraction and entrepreneurship.

## Championing Major Projects

Major projects stimulate widespread economic activity. They generate jobs, attract businesses, and create demand for services, boosting local and regional economies.

High-profile projects signal to outside investors and businesses that Nanaimo is open for growth.



## Local Economic Development

It takes a network  
to drive success.



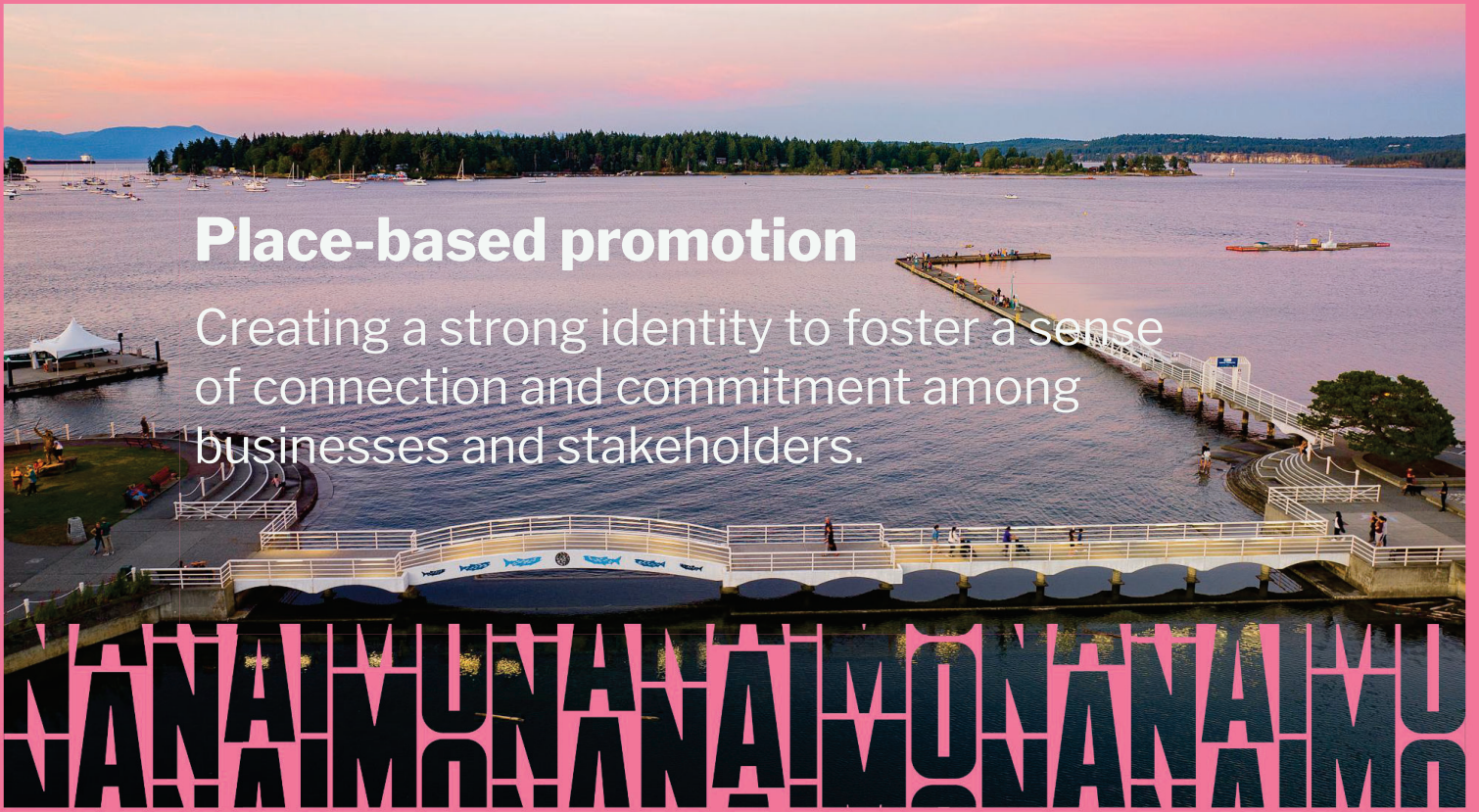
## Doughnuts for the people.

The Doughnut is only as effective as the community's understanding and enthusiasm to invest in its potential.

It's time to shift from the City being the primary steward of Doughnut Economics to becoming one of many partners and enablers.

NPC is an ideal partner to be activated as a community convener and industry enabler.





## Place-based promotion

Creating a strong identity to foster a sense of connection and commitment among businesses and stakeholders.

## Nanaimo is gifted

with many advantages.

Moving forward, the most transformative differentiator will be the City's efforts to improve performance with its economic development functions with **an emphasized focus on investment promotion.**



# Fall 2024 Coming Events

VIEA SUMMIT

October 23-24

DOUGHNUT DAYS

November 6-9

BUY LOCAL WEEK

December 2-8

# We want to hear from you.

Connect with us online at [investnanaimo.com](https://investnanaimo.com)

Email your questions or ideas to [contact@investnanaimo.com](mailto:contact@investnanaimo.com)

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