

# REPORT TO COUNCIL

January 20, 2025

**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.



# About Us

## Vision

The Nanaimo Prosperity Corporation will serve as a catalyst for transformative economic and community development, strengthening our capacity to build a thriving, resilient economy both now and in the future.

## Impact Objectives

NPC's four impact objectives - **championing major projects, elevating local industry, strengthening community development, and stimulating investment** - are the actionable strategies that turn our mission and values into tangible outcomes.

These objectives align with our vision by driving growth, fostering collaboration, empowering local industries, and ensuring inclusive, sustainable development.



Image by Dirk Heydemann of HA Photography

# Buy Local Week

Consumer campaign to encourage local spending in Nanaimo during the busy holiday season.

Collaborated with channel partners to drive business participation.

For NPC, the campaign significantly boosted reach, engagement and traffic across owned media channels, driving meaningful audience growth and interaction.

Future opportunities for business-to-business capacity development workshops and reinvigoration of government-to-business impact procurement initiatives.

## LOCAL BUSINESSES CREATE 4.6X MORE IMPACT



Local businesses recirculate \$63 out of every \$100 back into the local economy compared to \$14 by multinationals.

LO  
CO

Civic Economics Indie Impact Series: A Comparative Survey for LOCO BC, 2019

NANAIMO NANAIMO NANAIMO NANAIMO NANAIMO

# Budget

## Capacity Building

Focus on operational stabilization in first year has transitioned to expanding programmatic and strategic work in FY2025.

## Shift Toward Mission Delivery

Increase in program expenses, particularly in strategic initiatives and contract services, highlights a shift from foundational setup to directly advancing the organization's mission through high-impact programs.

## Revenue Diversification and Sustainability

New revenue sources are evidence of early steps toward reducing reliance on City of Nanaimo but securing diversified funding will remain a priority for NPC's future growth.



# Socio Economic Impact Study

Comprehensive assessment of the economic, social and environmental impacts of the development of a Cardiac Catheterization Lab and new 600 bed patient tower in Nanaimo.

The study is intended to document the current economic footprint of healthcare and potential benefits of enhancing healthcare in the mid and central island regions and illustrate how it could help to address existing inequities and negative social outcomes.

Jointly funded by partners in Fair Care Alliance

Final report expected late Spring 2025



# Foreign Direct Investment

“Understanding global investment and trade, its influences and the impacts of associated changes is important to developing and executing effective investment promotion programs.”

The intent of the FDI strategy is to provide Nanaimo and the region with an investment attraction plan that achieves two objectives:

1. to offer a focused, strategic approach to attracting investment based on local strengths and advantages, and
2. to establish an FDI team and build training and capacity for executing this strategy with local and regional partners.

The goal is to establish Nanaimo as a leading Foreign Direct Investment destination on Vancouver Island and in British Columbia.



Image by Dirk Heydemann of HA Photography

# BREAkfast Table

**Business Retention, Expansion, and Attraction (BREA)** programs keep existing businesses strong, support their growth, and bring in new companies, which together create jobs, increase local spending, and make the economy more lively and resilient.

BREA programs are more effective when delivered through partnerships with like-minded organizations sharing resources, expertise, and networks.

The purpose of **The BREAkfast Table** - through quarterly convenings over breakfast - is to (re)establish, maintain and leverage close working relationships between business-supporting organizations operating in the Nanaimo area.



# On Our Radar

## Industrial Land Reserves

Commercial and industrial lands are essential for driving economic growth and employment intensification.

## Social Purpose Real Estate

Leveraging community and charitably owned land to create social assets such as non-market housing and affordable commercial spaces.

## Artificial Intelligence & Machine Learning

Enabling data-driven decision-making, personalized support, and greater operational efficiency.



# Thank-you

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

Follow us on **LinkedIn**, **Instagram** and  
**Facebook**

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

And make sure you **subscribe to our  
newsletter** by clicking the link embedded  
in the QR code

