

ECONOMIC DEVELOPMENT  
**WEBINAR SERIES**

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# BC Ideas Exchange Showcase: Workforce and Resident Attraction Strategies

**Sept 12, 2019**

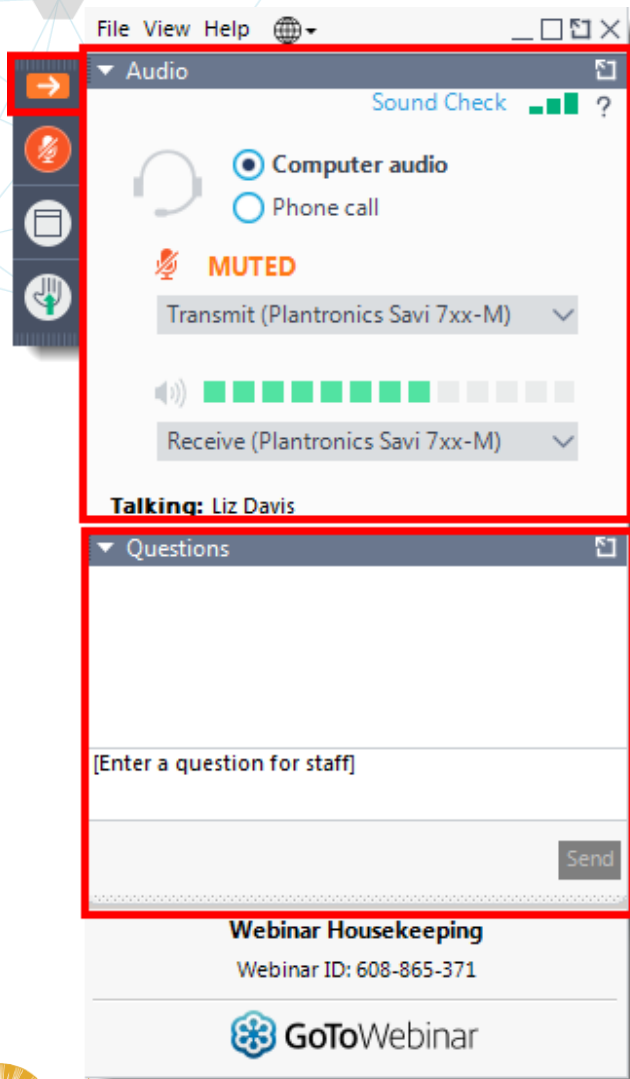
**Featuring Randy Morse and Terry Van Horn**



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# Housekeeping



## Your Participation

Open and close your control panel

Join audio:

- Choose **Mic & Speakers** to use VoIP
- Choose **Telephone** and dial using the information provided

Submit questions and comments via the Questions panel

**Note:** Today's presentation is being recorded and will be provided within approximately 1 week.



# Session Recording

- View audio/screen recording of session
- Speaker slides/presentations will be shared
- Visit [gov.bc.ca/economic-development](http://gov.bc.ca/economic-development) and look under “BC Ideas Exchange” for our Past Webinars recordings.



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# Today's Objectives

By the end of today's webinar, attendees will be able to:

- Describe how resident and workforce attraction fits into a community's economic development strategy
- Relate to a B.C.-based, community-driven examples of workforce and resident attraction strategies
- Identify actions that communities can take to advance workforce and resident attraction strategies in their local economy



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# Poll Question!

How important is workforce attraction to your community's economic development strategy?



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# Attracting Young Urban Creatives to Small Town B.C.

Randy Morse, BC Rural Centre



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# The BC Rural Centre

*Helping Rural Communities Succeed*



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# Escape the City

**Win an all-expenses paid visit to BC's most beautiful village!**



**Tired of the rat race?** Ridiculous commutes and crazy housing costs getting you down? Worried about your kids every time they go outside to play?

If so, we've got the solution for you.

It's called *Kaslo*.

A sweet village of 1,000 colourful, creative characters, drawn to the shores of magnificent, fjord-like Kootenay Lake from all over the world — a tiny town that punches way above its weight class when it comes to natural beauty, recreational opportunities, and key amenities, including plenty of essential shops, restaurants, and services, a fantastic K-12 school, a theatre, two galleries, a microbrewery, and fibre-based high-speed internet.

There are no fast food outlets, big box stores, or traffic jams here. Compared with life in big urban centres, this place is uber chill — work and leisure sort of seamlessly merge in Kaslo.

Sound intriguing? Then we have good news for you!

**CLICK HERE TO LEARN MORE!**

**Audience:** Millennials with children based in the lower mainland

**Perks:** Four nights accommodation & three days in Kaslo and full slate of activities over the Canada day long weekend

**How to Win:** Write a 250 word essay, produce a YouTube Video, Skype Interview

**Promotion:** Social media campaign in coordination with local government, community and tourism groups, and traditional media



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# The Response



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# Successes of Escaping the City



- Community Connection
- Identification and celebration of community strengths
- Increased fanbase and social media following
- One of the families relocated to Kaslo

# Recent Initiatives – First Impressions

A simple concept –

- 1<sup>st</sup> - Locals from neighbouring communities share observations about one another's towns
- 2<sup>nd</sup> – Participating communities take action based on their neighbours' observations and suggestions



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# Community Collaboration to Attract Residents and Increase Workforce Capacity

**Terry Van Horn**, Lower Columbia Initiatives  
Corporation



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# Lower Columbia **Initiatives**

Economic  
Development



# Creating Knowledgeable Local Ambassadors

“Good News Messages”





# Anyone Can do it!

The theme is specific to the region and can be specific to any community!



**Thriving  
Businesses**

Lower Columbia Region ...

**\$30M**

New Hotel Investment

**RED**  
MOUNTAIN RESORT  
ROSSLAND BC, CANADA

Lower Columbia  
**Initiatives**  
Economic  
Development

[www.lcic.ca](http://www.lcic.ca)

# Be Creative

Made a mock up one  
when we applied for the  
BCEDA Marketing Award!  
WE WON!



# Lessons Learned

- Time consuming collecting info
- Expensive for a local market
- Great way to tract metrics
- Increase visibility of the LCIC



*"The LCIC's Thriving Communities Metric campaign is a very creative and innovative effort to spread the word about key economic drivers for our region. As the mayor of a small town it is always a challenge to get the good news out there. This campaign is fun, eye catching and effective. I strongly support the effort and look forward to each new installment. It helps inform the local population as well as potential investors in our area. Its catchy and simple messages are easy to remember and share. What a great campaign. Many thanks to the hardworking and creative team at LCIC."*

Kathy Moore  
Rossland Mayor





# metaltechalley

Trail, British Columbia, CANADA

T i m i n g   i s   e v e r y t h i n g .



# What is metaltechalley

## MARKETING STRATEGY

Cluster approach to economic development that tells the story about the region that is different than anywhere in BC.





# Key Areas of Focus



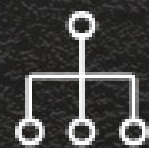
**Digital Fabrication  
and Advanced  
Materials/Metallurgy**



**Recycling and  
Circular Economy**



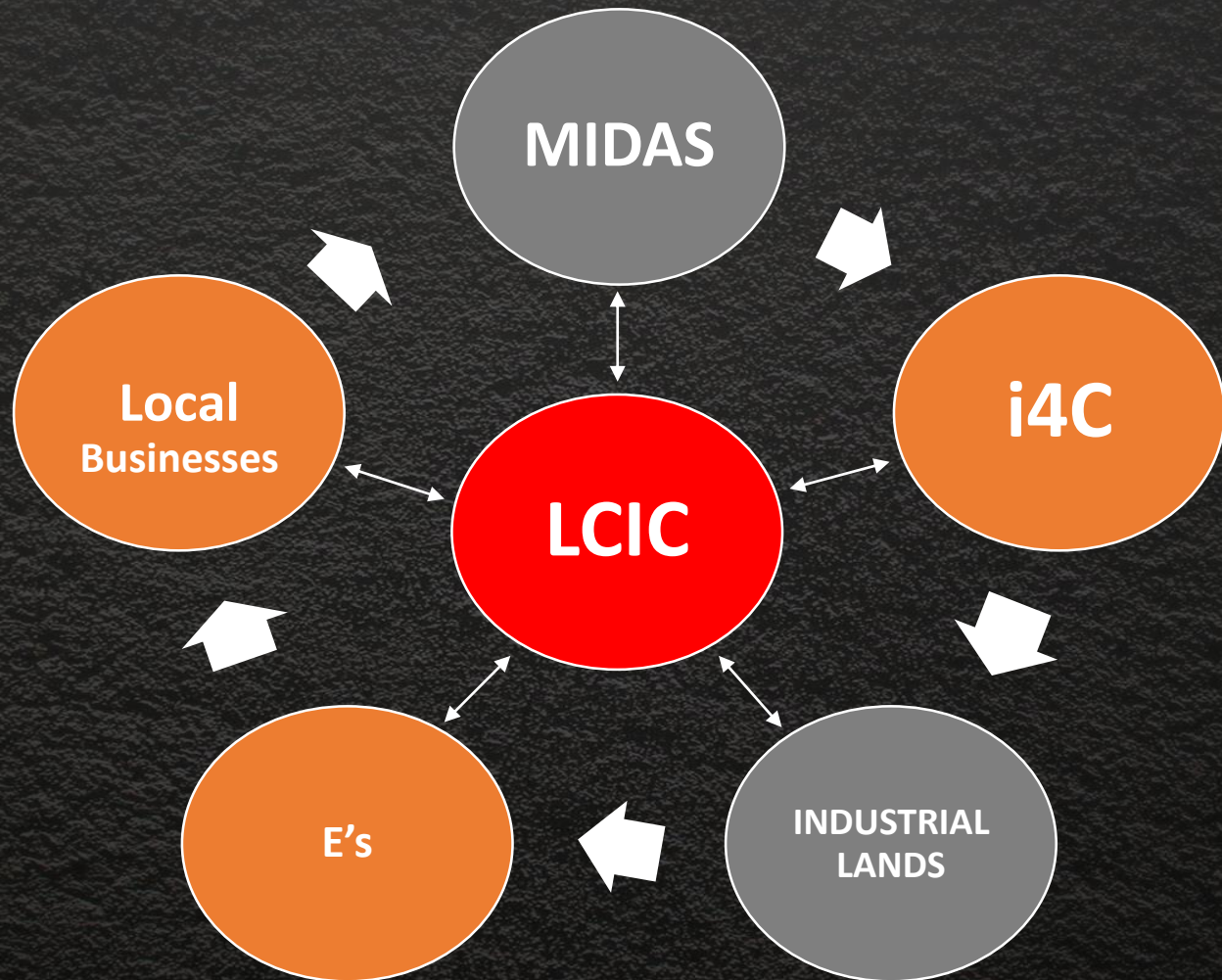
**Technology and  
Innovation**



**Service Supply Chain**



# VISION





# Successes **To Date**

- Investment Inquires have more than doubled in the past 2 years
- 19 New Jobs created locally
- 9 new Companies have relocated to region
- \$5M increased revenues for region
- 5 Keynote National / International MTA Speaking requests
- 6 Provincial Partnership projects promoting MTA
- 4 diff Ministries with 10 officials visited the region (most for the 1<sup>st</sup> time)
- i4C only rural company part of the BC Digital Supercluster
- Metal Tech Alley Trademarked
- Won 2019 Open for Business Award and 2019 BCEDA Community Impact Award



# Lessons **Learned**

- **Doesn't happen overnight-took 4 years**
- **Collaboration is key**
- **Educating businesses, partners and local leaders to tell the story is imperative**
- **Use a single marketing company to do all**
- **Sustainability plan**
- **Build it and they will come!**
- **Be Entrepreneurial, Be Passionate, Don't Be Afraid**
- **If its not working PIVOT no matter how good YOU think it is!**
- **With success comes other ED issues to consider**



# Contact Us

**Terry Van Horn**

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250-364-6461

# Discussion: Resident and Workforce Attraction

- Projects or initiatives in your own area
- Share resources or tools
- Ask questions for the panel members or your peers in the economic development field



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# Thank you for participating!



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**Does your community have an  
innovative economic development  
story like the ones you heard today?**

Email us at  
[EconomicDevelopment@gov.bc.ca](mailto:EconomicDevelopment@gov.bc.ca)



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# Upcoming Webinars

Register and learn more about upcoming webinars on our [website](#)

## What is coming up next:

- October 3, 10 am – 11 am PDT

How Can Free Trade Agreements Benefit Your Community?



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# Got Webinar Ideas/Requests?

- Winter 2019/20 webinars are being planned now!
- Send requests or offers to be a speaker to [EconomicDevelopment@gov.bc.ca](mailto:EconomicDevelopment@gov.bc.ca) or put a request to be contacted with your contact details in your survey response.





# Get Webinar Invitations!

Sign up for our invitation list:

<http://cm.pn/3inj>

“Title” is job title

“Company Name” is your organization



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# After This Webinar

- Please complete the feedback survey that you receive via email after this session
- Recording will be posted in approximately one week to <http://gov.bc.ca/economicdevelopment>
- Don't forget to register for our next webinar!



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Thank you for joining us!

Need more info?

Email: [EconomicDevelopment@gov.bc.ca](mailto:EconomicDevelopment@gov.bc.ca)



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