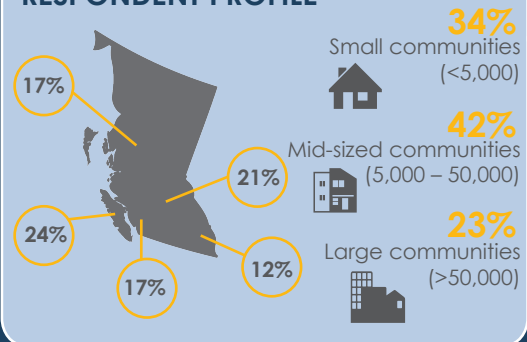


# Local Economic Development in BC

## 2016 Survey

Over 400 economic development stakeholders from around the province participated in the survey, including Economic Development Practitioners (18%), elected officials (31%) and local government staff (22%).

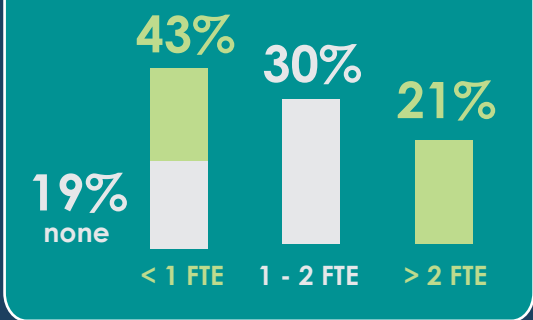
### RESPONDENT PROFILE



### STRUCTURE



### DEDICATED ED STAFFING



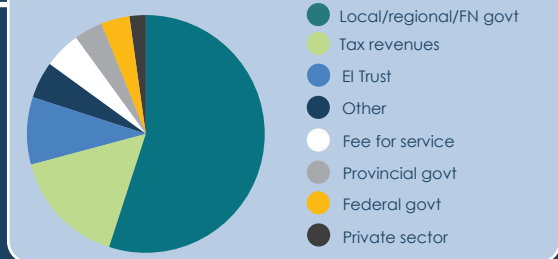
### SUPPORT



### TOP FORMS OF SUPPORT INDICATED

- 51%** Inclusion in Official Community Plan
- 50%** Dedicated, consistent funding
- 42%** Access to project-based funding
- 40%** Advocacy by local gov't for continued support of ED work

### FUNDING SOURCES



In partnership:



Ministry of  
Jobs, Tourism  
and Skills Training



**BCEDA**  
BC Economic Development Association

For the full report: [gov.bc.ca/economicdevelopment](http://gov.bc.ca/economicdevelopment)

## PLANNING



Have and actively use an **ED PLAN**

Of those who have a plan,

**75%**  
think it's  
EFFECTIVE

**43%**  
update  
annually

**27%**  
update  
every 2-4 yrs

## COMMON FORMS OF REPORTING ON ED EFFORTS:



Formal Reports

**57%**



Website

**25%**



Public Events

**24%**



Social Media

**23%**

## MOST COMMON BRE ACTIVITIES

- Community profile (70%)
- Developed website (64%)
- Personal contact w/ businesses (56%)
- Business Walks program (45%)
- Promotional brochure (44%)
- Promotion of "Buy Local" events (44%)

## CHALLENGES

### INTERNAL

- 52%** Lack of financial resources
- 46%** Lack of human resources
- 34%** Lack of leadership/priority

### EXTERNAL

- 55%** Lack of support
- 50%** Global economic conditions
- 29%** Resource downturn

## TRACKING

**32%** Have a performance measurement plan

**32%** Don't have a plan, but provide info as needed

**20%** Don't have a plan, and are not asked for performance info

## PRIORITIES & ACTIVITIES

- 65%** Business retention & expansion (BRE)
- 48%** Tourism & cultural activities
- 41%** Business & industry attraction
- 25%** Entrepreneurial development

## RESOURCES

**85%**

would find additional resources, training & external support valuable for their communities

## ECONOMIC DIVERSITY



**33%** consider their communities reliant on a single resource or industry

**43%** consider their communities very or moderately resilient to economic fluctuations



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