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

- Small communities (<5,000): 34%
- Mid-sized communities (5,000 – 50,000): 42%
- Large communities (>50,000): 23%

DEDICATED ED STAFFING

- 19% none
- 43% < 1 FTE
- 30% 1 - 2 FTE
- 21% > 2 FTE

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 govt for continued support of ED work

STRUCTURE

- 64% Involved in a regional economic partnership
- Feel their approach has been effective

SUPPORT

- 81% EDPs Agree: Political will and support exists among local leaders for ED work
- 84% Elected Officials
- 72% Local Govt Staff

FUNDING SOURCES

- Local/regional/FN govt
- Tax revenues
- EI Trust
- Other
- Fee for service
- Provincial govt
- Federal govt
- Private sector

For the full report: gov.bc.ca/economicdevelopment
### PLANNING

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>51%</td>
<td>Have an ED PLAN</td>
</tr>
<tr>
<td>40%</td>
<td>Update annually</td>
</tr>
<tr>
<td>23%</td>
<td>Update every 2-4 yrs</td>
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</table>

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%

### PRIORITIES & ACTIVITIES

1. **Business retention & expansion (BRE)**: 65%
2. **Tourism & cultural activities**: 48%
3. **Business & industry attraction**: 41%
4. **Entrepreneurial development**: 25%

### 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%)

### RESOURCES

85% would find additional resources, training & external support valuable for their communities.

### CHALLENGES

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

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

### ECONOMIC DIVERSITY

- 33% consider their communities reliant on a single resource or industry
- 43% consider their communities very or moderately resilient to economic fluctuations

In partnership:

- UBCM
- British Columbia Ministry of Jobs, Tourism and Skills Training
- BCEDA

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