

Agenda



- Nelson and Area Business Community Overview
- The Partnership Structure
- 2016 Work Plan Action Highlights
- 2017-2018 Strategic Work Plan Priorities
- Question and Answers



Presented by: Colin McClure, Tom Thomson and Andrea Wilkey

Key Employers in Nelson and Area

Nelson continues to outpace similar sized jurisdictions with close to 1300 business licenses issued in 2016, generating \$175,000 in license revenue annually, & 27% of all taxation



Pacific Insight
Martin Hotel Group
Whitewater Resort
Nelson Cares
Save on Foods
Selkirk Paving Ltd
Kootenay Co-Op
Selkirk College
City of Nelson
RDCK
Maglio Building
School District 8
Kootenay Lake Hospital



Coordinating Committee Members

City of Nelson

- ▶ City Councilor Anna Purcell
- ▶ CFO Colin McClure

RDCK Area E and F

Tom Newell

Ramona Faust

Community Futures

- ▶ Andrea Wilkey
- ▶ Bob Wright

Nelson Chamber

- ▶ Tom Thomson
- ▶ Justin Pelant



NAEDP Advisory Committee

City of Nelson Anna Purcell, Janice Morrison, Mayor Deb Kozak

Areas E & F Tom Newell, Ramona Faust

Community Futures

Andrea Wilkey, Bob Wright, Ron Ross

Nelson Chamber

Tom Thomson, Justin Pelant, Randy Horswill

Members at Large

Jocelyn Carver

Dianna Ducs

Erin Handy

Deryk Weanus

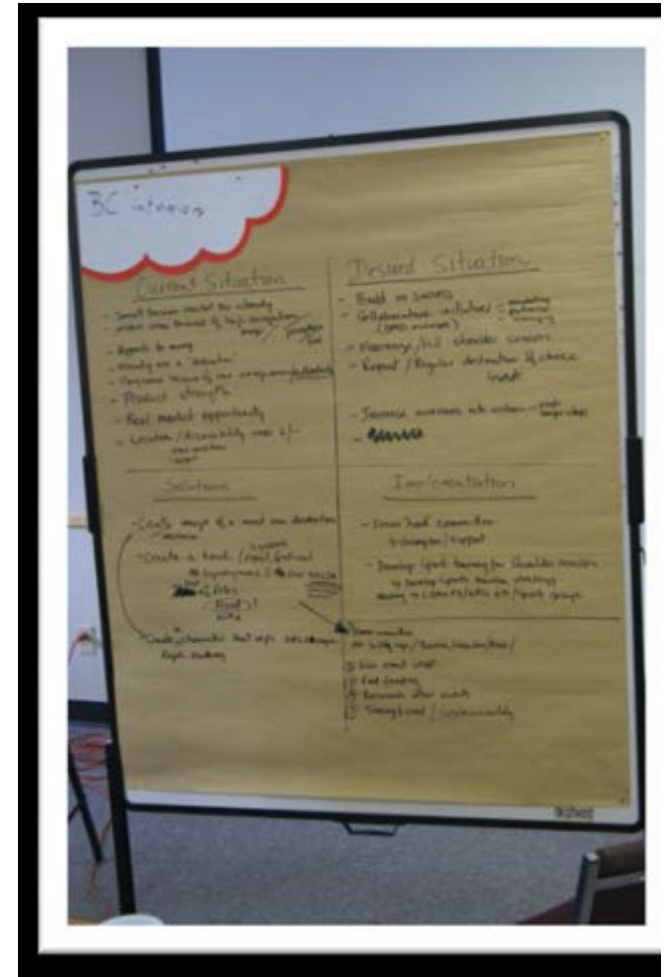
Doug Mann



2015 – 2017 Strategic Plan

Strategic Priorities:

- Support Business Retention & Expansion through Research
- Drive Technology Adoption
- Become an Intelligent Community
- Help create a Good Downtown into an Outstanding Downtown



Business Retention & Expansion Survey

Taking the pulse of the business community's needs

NAEDP was able to leverage project funds by \$22,500

Completed more than 120 Business Surveys in 2015

Analysis is being completed through RDI

Final Report expected January 2016

- Communicate
- Research
- Analyze
- Report back to businesses
- Develop action plan



Business Retention & Expansion

THINK LOCAL FIRST

LIVE. SHOP. PLAY

NELSON AND AREA



Natasha Guillo, Samara Nicoll (Manager), and Letty Bartels (Owner) – Otter books

Shopping local means supporting your community and neighbours by increasing employment, financial well-being and food security, while fostering local ingenuity, entrepreneurship and creativity to build a rich collaborative community and lifestyle. It means buying local products as well as shopping at local stores.

- Letty Bartels

THINK LOCAL FIRST

LIVE. SHOP. PLAY

NELSON AND AREA



Choosing to support your local economy is choosing to support your family, your friends and your neighbours. Shopping local creates opportunities for innovation and encourages the character of this town to live on. Shop local, eat local, and of course drink local.

- Eddie Thomas,
Nelson Brewing Company



NELSON STAR



NELSON STAR

Drive Technology Adoption

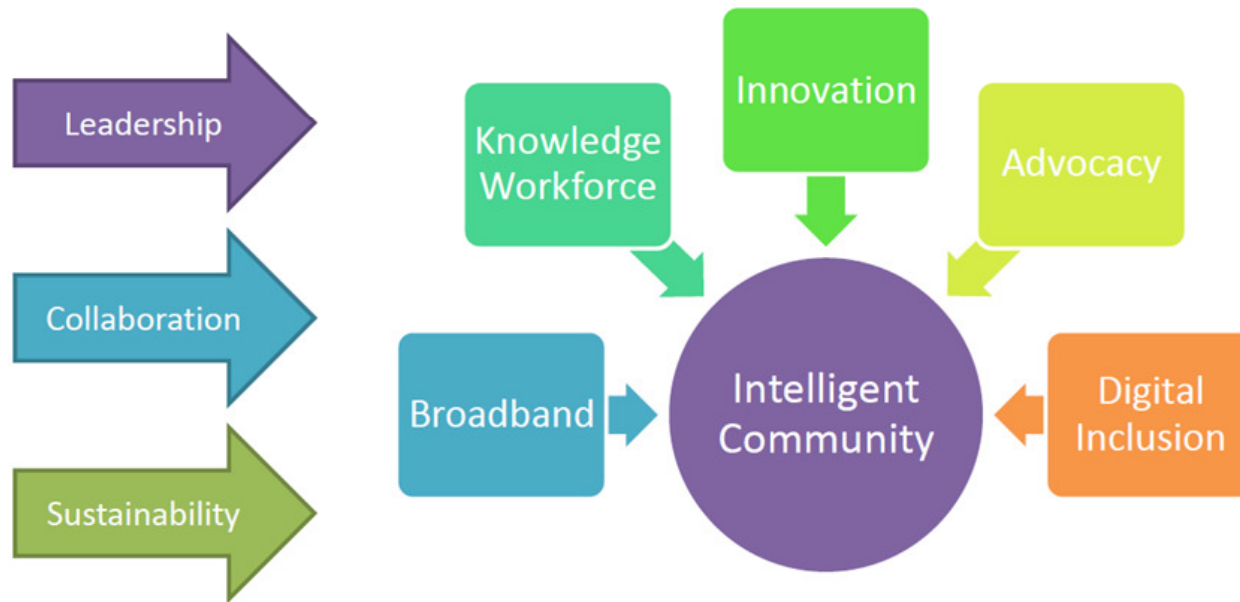
Increase the uptake and utilization of broadband

- Target: 100 businesses online by 2017
- 2015 Activities:
 - Provided financial support for City of Nelson IT Manager hire
 - Internet Service Provider Engagement
 - ISPs selling broadband
 - 30+ businesses using fibre (Jan);
 - and 20+ service sites including the City of Nelson, RDCK, Selkirk College, schools, etc.



Becoming an “Intelligent Community”

In 2016 the NAEDP will continue to support and strengthen our growing digital economy with the goal of *Intelligent Community* recognition by 2018.



Becoming an Intelligent Community

▶ Retreat Guru Co Work Location



Technology Sector co working freelance business space in downtown Nelson — an opportunity to work, and share an environment with other like-minded professionals.



Becoming an “Intelligent Community”

Nelson Tech & Knowledge Workers Group



- Tech & Knowledge worker group formed organically
 - >160 member facebook group and growing
 - Meet monthly to network since Spring 2015
-



Becoming an “Intelligent Community”

NAEDP Tech & Knowledge Sector Coordinator

- Support organic Tech & Knowledge worker group
- Rose Hoeher, KAST business coach
- 2 days/ week December 2015 – March 2016

- Role:
 - Coordinate monthly networking events
 - Coordinate sector training
 - Communications (facebook group)
 - Identify sector priorities and opportunities
 - Connect sector and business resources
 - Research Digital Innovation Centre



Investment & Attraction

Imagine Kootenay

Nelson and area has realized \$3,624,500 of business investment success stories from Invest Kootenay business transactions over the period 2013-2016

Chamber distributed 207 in person investment and relocation packages
in 2016



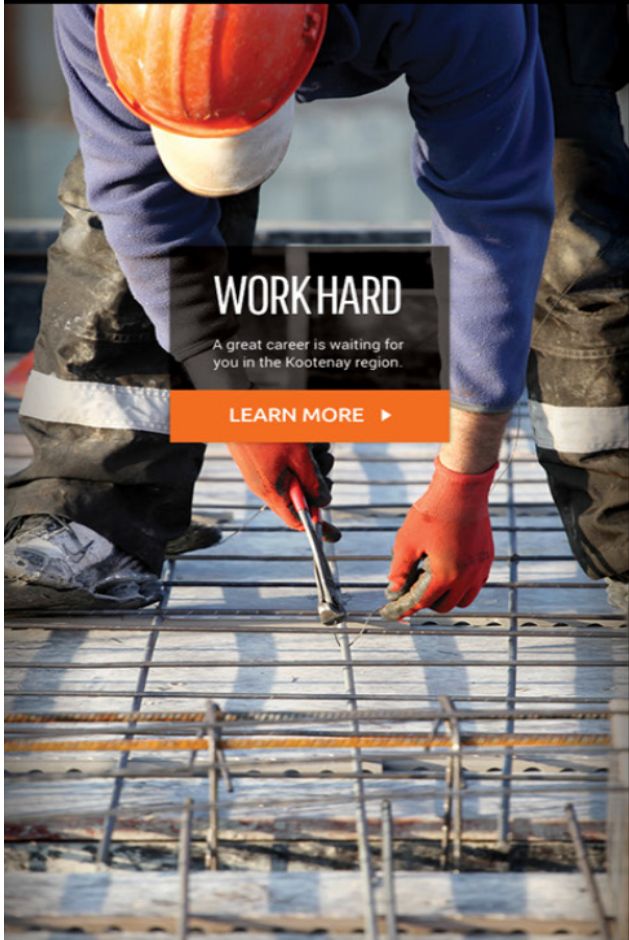


imaginekootenay

Your better life

LOGO GOES HERE

TAGLINE GOES HERE



WORK HARD

A great career is waiting for you in the Kootenay region.

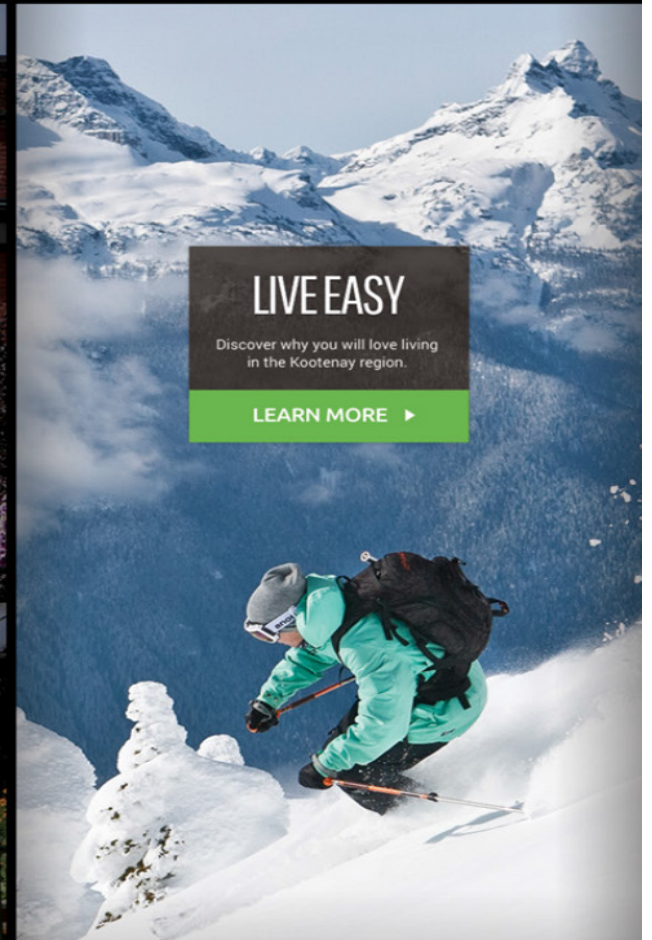
[LEARN MORE ▶](#)



INVEST SMART

Explore the advantages of doing business in the Kootenay region.

[LEARN MORE ▶](#)



LIVE EASY

Discover why you will love living in the Kootenay region.

[LEARN MORE ▶](#)

Building a good Downtown into an outstanding Downtown



Baker Street 1976

Composite image: 400 Block of Baker Street (North), 1977 and present, Collection of Touchstones Nelson



Baker Street Now



Baker Street Future

The future is in our hands- Let's all commit to supporting our local businesses, so we can ensure a strong, vibrant and sustainable community.

Think Local First... *Shop Nelson and Area.*



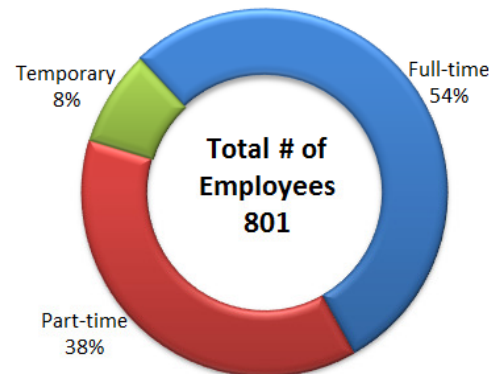
Private Sector Downtown Revitalization

Nelson Commons, Kootenay Country Co-op ,Falls Music Lounge, Farm Fresh



Business Walk Small Business Month

- The Economic Development Partnership completed a Business Walk in the fall of 2016.
- Visited 46 downtown businesses representing over 800 employees



- **Top 3 reasons to do business in Nelson:**
 - *1. Clientele*
 - *2. Location*
 - *3. Availability of Talented Labour*
-



Business Walk Concerns

- ▶ Access to more Co-operative Marketing Opportunities
- ▶ Rising cost of doing business-Property Taxation
- ▶ Parking
- ▶ Street Culture
- ▶ Technology for business training
- ▶ 42% of businesses do not have a formal succession plan
- ▶ **What we can do in 2017**
- ▶ Collaborate on co-op marketing initiatives
- ▶ Succession planning workshops
- ▶ Continue to offer technology for business learning opportunities



Becoming An Outstanding Downtown

There is clearly a lot of economic activity taking place in the downtown, and Nelson is doing many things very well. In 2017, the NAEDP wants to continue working with the City through process of turning a good downtown into an outstanding downtown.

- *Continue to engage business community involvement throughout the process*
- *Establish downtown working groups to engage with consultants and City to maximize implementation plans and mitigate business concerns*



Railtown and Downtown Planning



Downtown Nelson
Then, Now, Tomorrow




Regional Co-operation: West Kootenay Economic Development Partnership

Brings together economic development partners for Nelson, Castlegar, Rossland and Greater Trail

Identify and collaborate to address priority economic development goals include:

Sector development: agriculture, industry, technology and tourism sectors

Areas where support is required:

1. Regional branding and marketing
 2. Land development and transportation
 3. Business supports and coordination
 4. Workforce development
-
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2017 Manufacturing Sector Labour Market Study

- ▶ Nelson and District, Balfour, Kaslo, Castlegar and Area
The Labour Market Research will;
- ▶ Identify local skills shortages in the manufacturing sector
- ▶ Determine current training needs of the region's manufacturers
- ▶ Assess the availability and quality of training that is utilized by the local manufacturing sector as it relates to competitiveness and productivity
- ▶ Develop a recommended approach to increase available skills development in an effort to increase productivity and competitiveness



Mobile Business License Adopted

Benefits for local government

- Mobile Business Licenses allow eligible businesses, contractors to operate across participating communities without having to buy a separate license in each community.
- Increase license compliance, and reduces license processing time

Benefits for Businesses

- Saves money, and saves time by purchasing one license rather than multiple licenses
- Reduces administrative burden and red tape

Participating Communities

- Nelson, Castlegar, Creston, Rossland and Kaslo



Focus Areas



- ▶ Business Retention & Expansion
- ▶ Technology Adoption-Intelligent Community
- ▶ Business Investment and Attraction
- ▶ Regional Cooperation

Operating budget and supporting documents have been provided.

Thank you for your on going support.

- ▶ Questions?

