

Economic Development Cowichan September 2020 Update

Presentation to Town of Lake Cowichan

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Update Topics

- Strategic plan
- Looking back
- Then COVID-19 happened...
- COVID-19 Response to Recovery
- Measuring Success



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EDC Strategic Plan (2018-2022)

Goal 1: Business Retention Expansion and Attraction

Goal 2: Sector Development

Goal 3: Strengthening Communities

Goal 4: Communicating our Story, and

Goal 5: Alignment with CVRD Strategic Activities



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Looking Back...



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Looking Back...

- **Cowichan Tech Strategy (2017)**
- **Industrial Land Use Strategy (2019)**
- **Air Transport Study (2019)**
- **Heritage Symposium (2019)**
- **Island Agriculture Show (2020)**
- **Shawnigan Lake Design Charrette (2020)**
- **Ladysmith Investment Attraction App (2020)**
- **Food Processing Feasibility Study (2020)**



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Then COVID-19 happened...



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EDC COVID-19 Response Activities

Initial COVID Activities:

- Regional Emergency Operation Centre (REOC)
- COVID-19 Resource Page
- Economic Development/Business Support Organizations join forces
- Buy Local Cowichan Partnership (formerly, Cowichan Strong)
 - Weekly coordination, project development and sharing of best practice



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EDC COVID-19 Response Activities

Buy Local Cowichan Partnership Activities:

- COVID-19 Business Resource Website
- Weekly Webinars/Coffee Chats
- Buy Local Cowichan Marketing Campaign
 - Website, social, video, TV, billboard, print
- Business Survey x 2
- Island Good support
- Supporting Regional Initiatives:
 - Digital Economy Restart, Recover, Reimagine Program (DER3), and BC Tourism Resiliency Program



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EDC COVID-19 Response Activities

Other Activities:

- Film Cowichan paused –restarted in August
- Participating “Cowichan Task Leaders” weekly call (coordinated by Our Cowichan Health Network)
- Supporting non-profits and agricultural organizations
- VICEDA – Coordination calls, Tech attraction website techisland.io



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COVID-19 Response to Recovery



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COVID-19 Response to Recovery

- COVID Specific Responses – upcoming:
 - Enhancing Buy-Local-Cowichan
 - Ongoing Business Surveys
 - Recovery Dashboard
 - Spurring Innovation – tech, industrial, food/beverage
 - Other projects in development



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COVID-19 Response to Recovery

- Accommodations Strategy

 - Recommend postponement – reassess need post COVID-19

- Tech Strategy – Implementation

 - Connectivity Strategy – Recommended for 2021

 - High School/VIU – Tech Training

 - Tech Networking – Enhanced DER3

- Agriculture and Food Innovation

 - Food Processing Hub, Business Incubation

 - Island Ag Show 2021 (tbt)

 - Cannabis



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COVID-19 Response to Recovery

- **First Nation Relations**
Strengthened Communication, Aligned focus, Partnerships
- **Industrial Land Use Strategy – Implementation**
Sector Development, Support OCP policy options
- **Sub-Regional Strategy/Design Charrette Support**
Shawnigan, Ladysmith, Cow Bay, Cobble Hill, Lake Cowichan



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COVID-19 Response to Recovery

- Inspiring Innovation – Business & Ecology
Circular Economy, Doughnut Economics
- Film Cowichan
- Working with Partners
Tourism, Chambers, BIAs, First Nations, Non Profits
- EDC Strategic Plan Review



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Measuring Success



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Measuring Success

- Business Surveys, Recovery Dashboard
- Action on Recommendations of Tech, Industrial Land Use, Food Processing and other studies
- Response to Communications and Outreach
- Action in response to COVID-19



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Thank you!

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