



NAEDP Strategic Goals 2018 – 2020

The NAEDP is a partnership between the City of Nelson, Community Futures Central Kootenay, the Nelson & District Chamber of Commerce and Regional District of Central Kootenay Areas E and F. The partnership's goal is to take a unified approach to community economic development initiatives for the city and region.

Goal 1: Business Retention & Expansion

Goal: To be leaders in maintaining and growing of the number of businesses in Nelson and Area, and addressing barriers to expansion. To create a climate for sustainable growth in terms of the number of businesses in Nelson & Area, and number of employees per business.

Priority Actions:

- Create a Nelson & Area Community Investment Fund to provide local investors with a platform to invest in local businesses and to improve local businesses' ability to access capital.
- Provide (with partners) ongoing training/support for local businesses to adopt technology to assist in achieving business goals.

Other Actions:

- Facilitate sharing of local business and procurement opportunities.
- Create an inventory of available buildings and lands for development.
- Build on recommendations of the Manufacturing Labour Market study concerning workforce, skills training and raising the profile of the manufacturing sector in partnership with industry (look to leverage additional funding).

Ongoing Activities:

- Facilitate communication and advocacy between businesses and local government to support a healthy business climate.
- Continue to conduct sector consultations to understand needs of specific sectors and advocate for best practices solutions to business challenges
- Think Local-Buy Local First Advocacy and Marketing Campaigns
- Business Training and Succession Planning Workshops and Seminars

Metrics: Compare BRE survey results over time (2010, 2015 and 2020), and business license numbers annually. Look at implementing metrics reporting similar to Okanagan Economic Development Corporation and Lower Columbia Initiatives Corporation.

Goal 2: Building our Digital Economy

Goal: Lead Nelson & Area to strengthen our digital economy and be recognized as one of the Top 7 by the Intelligent Community Forum by 2020.

Priority Actions:

- Nelson Innovation Centre launched by 2020.
- Improve digital equality of organizations and citizens in Nelson & area.
- Improve the digital literacy of 100 residents per year (through programs such as Canadians Learning Code).
- Market Nelson & area as a rural technology hub and communicate our community economic development story to the outside world.

Other Actions:

- Support creation of tech & knowledge workers through public schools, post-secondary education as well as workshops.
- Support the attraction of tech & knowledge workers through partners such as KAST.
- Consider hiring a tech strategy coordinator.
- Integrate Intelligent Community priorities into other NAEDP Strategic Goals.

Metrics:

- Intelligent Community application results.
- Intelligent Community application criteria.
- Number of residents that have taken coding training including demographics
- Tech club participant numbers

Goal 3: Workforce

Goal: Lead residents to discover career paths that can retain them and support employers to attract and retain staff that meet their needs.

Priority Actions:

- Invite someone from the school district to an NAEDP meeting to understand the skills training taking place in schools.
- Invite someone from Selkirk College to understand how industry is connected to curriculum development.
- Understand current labour pool's demographics and barriers to engagement in the workforce. Potential partners include Labour Marketing Partnership (LMP) and Kootenay Career Development Society (KCDS).
- Host a Career Day or promote "100 Mile Career Path" to promote education and career paths in the region.

Other Actions:

- Advocate for alignment between education and workforce needs.
- Recruitment workshops for employers.
- "Come Home" campaign to encourage former residents to come back by the time they're 30.
- Create a formal system for seasonal employees sharing.

- Encourage employers to hire co-op students and apprentices as a way to build their future work force.

Ongoing Actions:

- Junior Dragons Den event to promote entrepreneurship as a career option to youth.

Metrics:

- KCDS stats on #of job openings available or employment rate.
- # of Selkirk College students employed in the region after training.
- Monitor how labour market study barriers change over time.
- How do BRE study findings re: workforce change over time.

Goal 4: Housing

Goal: A variety of housing options is available for the workforce. Support the creation of short-term and long-term solutions and lead where needed.

Recognizing that local government and other community organizations are very active in addressing housing solutions, the areas where NAEDP can provide support are as follows.

Priority Actions:

- Work with developers, businesses and local government in developing rental housing.
- Identify barriers and incentives for builders.

Ongoing Actions:

- Support local government in its actions to address housing needs.
- Communicate business/workforce housing needs to local government and inform business community about housing solutions in development.

Metrics: Rental vacancy rates, number of new housing units over time

Advocacy Areas:

The NAEDP sees a need to support and advocate for solutions in the following areas:

- Transportation;
- Social development including poverty reduction; and
- Downtown.

This plan is aligned with local government’s vision which include:

Nelson - *A prosperous and resilient community with robust ecosystems and safe, welcoming neighbourhoods where diversity, history and culture are celebrated.*

<https://www.nelson.ca/DocumentCenter/Home/View/227>

Regional District of Central Kootenay - *Our ambition is that our pristine natural environment and spirited communities provide a peaceful home, balanced economy, and wild recreation experiences for all residents and visitors.*

<http://www.rdck.ca/assets/Services/Land~Use~and~Planning/Documents/RDCK%20Vision%20FINAL%20sent%20April%20rev.pdf>