



## **CORPORATION OF THE CITY OF VERNON**

### **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

**OCTOBER 17, 2024, AT 3:30 PM**

**OKANAGAN LAKE ROOM (COUNCIL CHAMBER)**

## **A G E N D A**

**1) CALL TO ORDER**

**2) LAND ACKNOWLEDGEMENT**

*As chair of the City of Vernon's Economic Development Advisory Committee, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

**3) ADOPTION OF AGENDA**

**4) ADOPTION OF MINUTES**

a) May 30, 2024 (attached)

**5) UNFINISHED BUSINESS**

**6) NEW BUSINESS**

- 2024 Economic Impact Study (*Alex Goodhew, Accelerate Okanagan*)
- Economic Development and Partnerships - Project Updates (*John Perrott*)

**7) INFORMATION ITEMS**

**8) DATE OF NEXT MEETING**

The next meeting will be at the Call of the Chair.

**9) ADJOURNMENT**



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF THE  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
HELD MAY 30, 2024 AT 3:30 PM  
OKANAGAN LAKE ROOM (COUNCIL CHAMBER)**

**PRESENT:** Angie Lof, Okanagan College Rep.  
Dan Proulx, Greater Vernon Chamber of Commerce Rep.  
Jessica Wicks, Accelerate Okanagan Rep.  
Larry Olson, Province of BC Rep.  
Laura Frank, RDNO Rep.  
Leigha Horsfield, Community Futures North Okanagan Rep.  
Mayor Cumming

**ABSENT:** Colin Wilson, UBCO Rep.  
Annette Sharkey, Social Planning Council of North Okanagan Rep.  
Keelan Murtagh, Downtown Vernon Association Rep.

**STAFF:** John Perrott, Manager, Economic Development and Partnerships  
Gemma Patterson, Administrative Assistant  
Jennifer Pounder, Records/Committee Clerk

**ORDER** The meeting was called to order at 3:35 p.m.

**LAND  
ACKNOWLEDGEMENT** *As Chair of the City of Vernon, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

**ADOPTION OF THE  
AGENDA** Moved by D. Proulx, seconded by L. Horsfield:

THAT the agenda of the Economic Development Advisory Committee meeting be adopted:

**CARRIED**

**ADOPTION OF THE  
MINUTES** Moved by D. Proulx, seconded by L. Horsfield:

THAT the minutes of the February 22, 2024 Economic Development Advisory Committee meeting be adopted:

**CARRIED**

**UNFINISHED BUSINESS:**

*Angie Lof joined the meeting at 3:37 p.m.*

**NEW BUSINESS:**

**COMMUNITY  
PROJECT UPDATES**

Members of the Committee provided project update presentations and the following was noted:

- In the last year, 8,624 people have moved from BC to other Provinces.
- There are currently 445 jobs available in Vernon.
- The biggest issue currently is attracting and retaining skilled labor.
- An application is being submitted to the Ministry of Health on June 3, 2024 for a new Community Health Clinic in Vernon. It will bring four full time family practitioners, three nurse practitioners, two registered nurses, license practical nurse, physiotherapist, occupational therapist, social worker, clinical counselor, community health worker and medical office assistants. There will be a classroom in the facility for workshops and public health education classes. Hoping to attach 6,200 patients with a family doctor.
- There will be a new dormitory opening on the Okanagan College Vernon campus in September, 2024. It will contain 101 bedrooms (30 of which are already taken) and rent is starting at \$625/month.

**INFORMATION ITEMS:**

**NEXT MEETING**

The next meeting for the Economic Development Advisory Committee will be at the call of the Chair.

**MOTION TO ADJOURN**

Moved by A. Lof, seconded by L. Olson:

THAT the meeting of the Economic Development Advisory Committee be adjourned.

**CARRIED**

**ADJOURNMENT**

The meeting of the Finance Committee adjourned at 4:55 p.m.

**CERTIFIED CORRECT:**

\_\_\_\_\_ Chair



# OKANAGAN TECH SECTOR REPORT

ECONOMIC IMPACT STUDY 2023 EDITION





# Way' / Welcome

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Accelerate Okanagan acknowledges that the land in which we work, live, and play is the unceded traditional, ancestral, territory of the Syilx and Secwepemc peoples.



# Our Mission

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## THE HOW

We give entrepreneurs the mentorship, connections, and community they need to build technology-driven ventures.

# Our Vision

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## THE WHY

A thriving entrepreneurial ecosystem has the power to inspire innovation and transform community.





# People



## THE WHO

### Entrepreneurs

Startup, Scale Up, Anchor

### Community

Members, Students, Tech Talent

### Partners

Funders, Sponsors, Supporters

FOUNDERS

COMMUNITY

PARTNERS

# AO By the Numbers

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**277**

Active  
Members

**986**

Companies  
Supported

**383**

Founders  
Accelerated

**113**

Investors  
Trained

**\$81.5M**

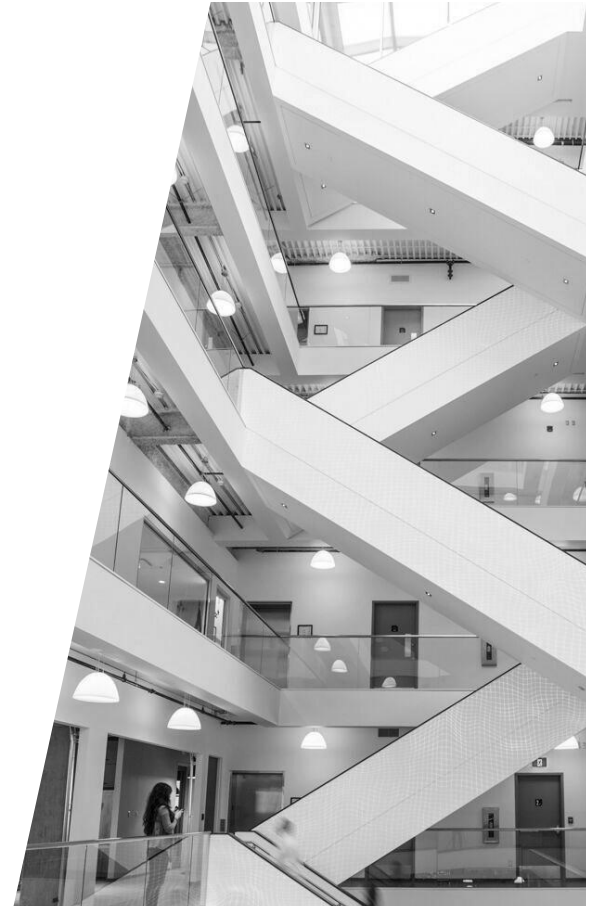
Investment Received

**1K+**

Jobs Created

**\$169M**

Revenue  
Generated



# Annual Membership

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## COMPANY MEMBERSHIP

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**\$350/Annual**

For Companies, Startups, Freelancers

## SUPPORTER MEMBERSHIP

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**\$500/Annual**

For Government Organizations, Educational Institutions, Funding Agencies

### Member Benefits:

- Unlimited Job Board Listings
- Press Release Promotion
- Public Member Profile on AO Website
- Early access and discounted tickets
- Access to Member Lounge
- Discounted rates for AO Programs and desks
- Access to Member Perks Platform (*Perks examples: AWS credits, Stripe discounts, special hotel rates, and more*)
- Access to a network of community members who are dedicated to supporting the Okanagan Tech industry
- Access to our Startup Basics online education

# Workspaces

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## OKGNworks, Kelowna Innovation Centre

201-460 Doyle Ave  
Downtown Kelowna



## The Vernon Innovation & Entrepreneur Workspace (The VIEW)

2933 30th Ave  
Downtown Vernon

**OPTIONS AVAILABLE** |



Meeting Room Rentals



Monthly tenancy



Hot Desking

## Core Funders

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innovate BC



**NRC · IRAP**

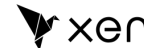
Canada

## Partners & Patrons

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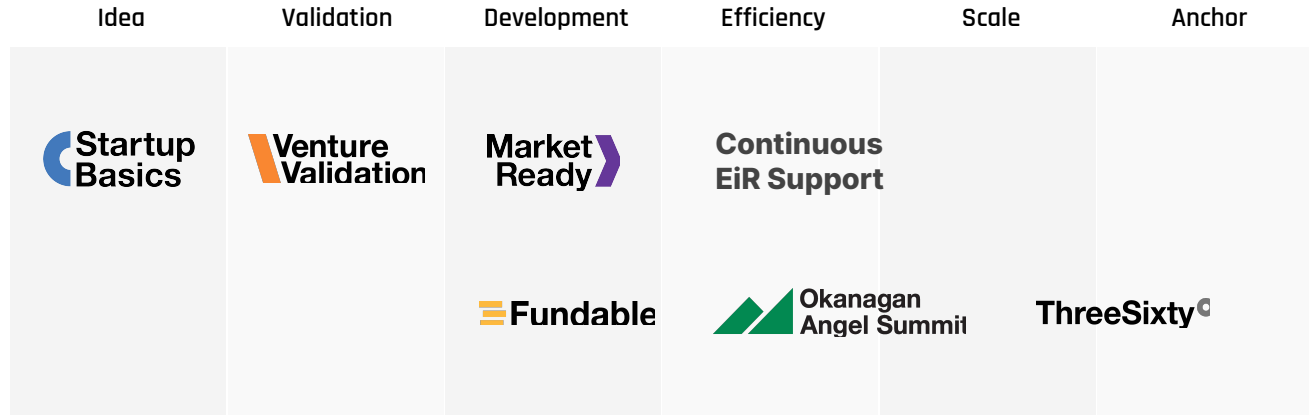


avantage



# Acceleration Stack

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ALSO AVAILABLE:



The logo for 'Startup Basics' features a blue stylized 'C' shape on the left, followed by the words 'Startup' and 'Basics' in a bold, black, sans-serif font stacked vertically.

# Startup Basics

Startup Basics is a self-paced online course designed for aspiring entrepreneurs with early-stage ideas. Learn to validate your concept and develop a solid business foundation.

- Master core entrepreneurial concepts
- Develop a clear business hypothesis
- Explore market potential and customer needs

# Venture Validation

Venture Validation is an intensive 11-week program for early-stage founders with a promising idea. Validate your concept and build a strong foundation for growth through hands-on customer development and mentorship.

- Conduct in-depth customer research
- Develop a minimum viable product (MVP)
- Refine business model and value proposition



**Justin Goodhew**  
Facilitator

SUPPORTED BY **innovate BC**



“

The Venture Validation program gave me an incredible opportunity to systematically evaluate my start-up concept and really put it to the test before spending a significant amount of time and money on it.



**Spencer Harry**  
Program Alumni

# Market Ready

Market Ready is an 11-week program designed to help early-stage founders with a validated idea and MVP work toward product-market fit. Learn how to acquire early customers, refine your product, and prepare for growth.

- Develop and execute a go-to-market strategy
- Build a customer base and generate revenue
- Refine product-market fit



**TY SUMMACH**  
Facilitator

SUPPORTED BY **innovate BC**



“

The Market Ready program has helped me become unstuck time after time, from figuring out how to grow a team on a budget, to increasing capacity, to developing a marketing strategy...this has been an enormous help and support.



**Matt Canzer**  
Program Alumni

# Fundable

A 10-week program for early to late-stage founders seeking investment or exploring funding options. Learn how to craft a compelling investment story, build a robust data room, and prepare for due diligence.

- Develop a compelling investment narrative
- Prepare financial projections and key performance indicators
- Develop strong pitching and investor relations skills
- Pitch prep, practice and presentation to investors with feedback



**Brodie Desimone**  
Facilitator

SUPPORTED BY **NRC · IRAP**



“

The resources and programs, especially Fundable, were not just educational but transformative for me, preparing me well for the challenges of entrepreneurship.



**Mangesh Bhamre**  
Program Alumni



# Okanagan Angel Summit

## STARTUP TRACK

The Summit allows startups to connect with a network of active investors, learn alongside other entrepreneurs raising capital, and have a chance at securing investments.

- Prepare a compelling pitch and investor presentation
- Participate in investor feedback sessions and due diligence
- Present in a public finale event for a chance at the investment

*trellis*

**MiNGA**



CertiCraft



**SIGNALY+IC**





# Okanagan Angel Summit

## INVESTOR TRACK

The Okanagan Angel Summit is an 8-week investor-led program designed for new and experienced investors seeking to connect with other investors and explore opportunities to invest in early-stage companies.

- Build relationships with experienced investors
- Gain practical experience in angel investing
- Participate in investment due diligence and decisions



# ThreeSixty<sup>o</sup>

ThreeSixty is a customized mentorship program for founders with proven traction and a strong leadership team. Prepare to scale your business, raise seed to Series A funding, and build a sustainable, high-growth company.

- Receive tailored mentorship and support
- Refine business strategy and operations
- Prepare for investment and scaling

SUPPORTED BY **NRC · IRAP**



# AccelerateIP

AccelerateIP empowers tech founders to protect and leverage intellectual property. Develop an IP strategy, understand IP options, and access resources for IP protection.

- Learn IP fundamentals and best practices
- Develop a comprehensive IP strategy
- Access IP experts and resources

# Okanagan Tech Sector

AS OF 2023

The Okanagan technology sector has an average rate of **14% YOY** since 2013.



# Special Thanks

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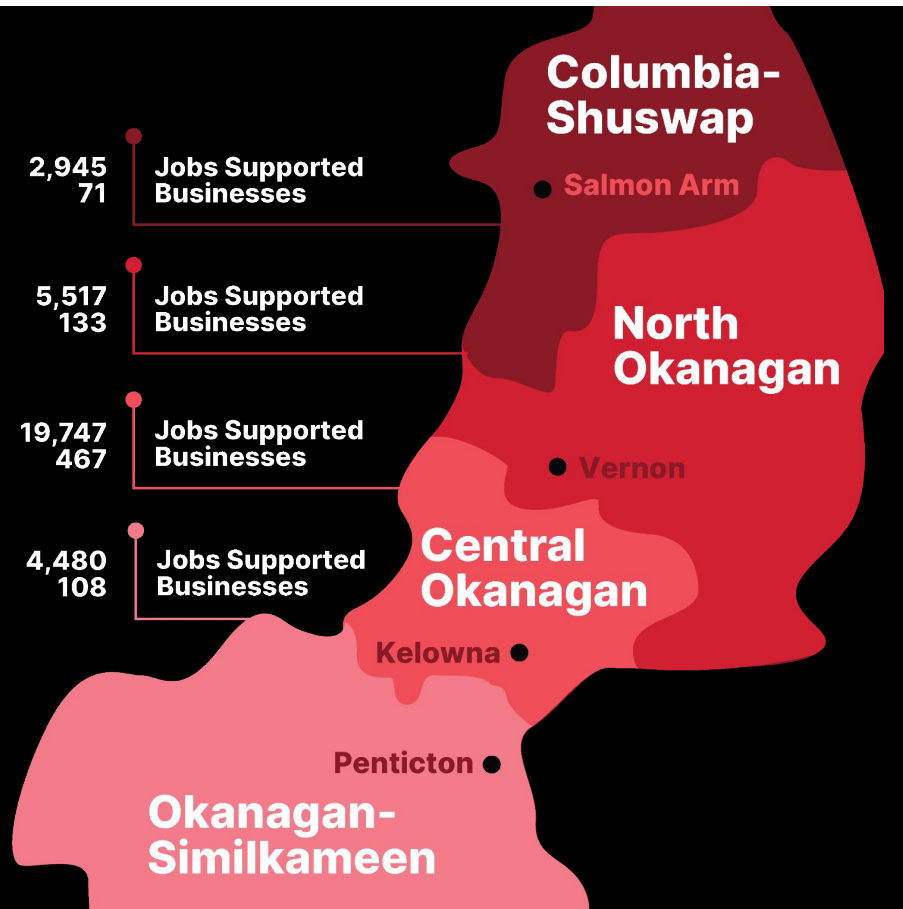
This study could not have been conducted without the support of our project partners:



# Companies

787 TOTAL TECH COMPANIES

The Okanagan now boasts 787 tech companies that support 32,645 jobs.



# The North Okanagan

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**\$840M**  
**5,517**  
**133**

**Economic Impact**  
**Jobs Supported**  
**Businesses**

**Columbia-Shuswap**

● **Salmon Arm**

**North Okanagan**

● **Vernon**

**Central Okanagan**

# Estimated Regional Revenues

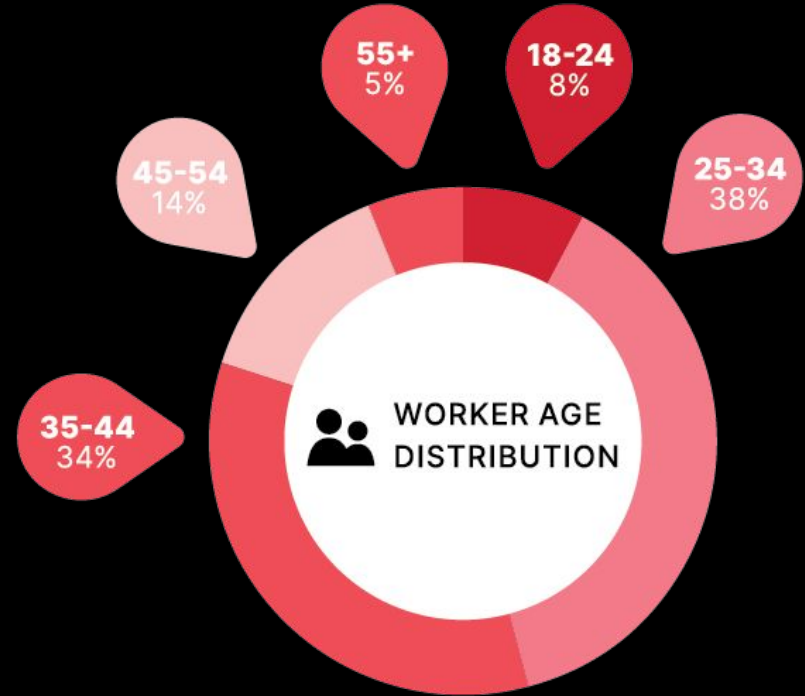
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REGION	\$B IN 2024
Columbia-Shuswap	\$0.4B
North Okanagan	\$0.7B
Central Okanagan	\$2.7B
Okanagan-Similkameen	\$0.6B
<b>TOTAL ESTIMATED REVENUE</b>	<b>\$4.4B</b>

# Tech Teams

**46%** of employees are under the age of 35.

**65%** of companies expect to hire in the next 12 months.



# Advantages & Challenges

## TOP LOCATION ADVANTAGES



## TOP LOCATION CHALLENGES

Cost Of Living - 70%

Travel Costs - 40%

Distance To Clients - 40%

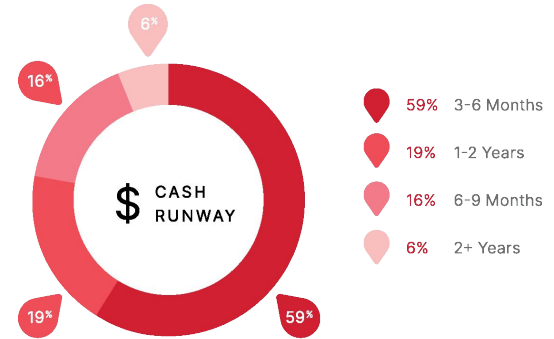
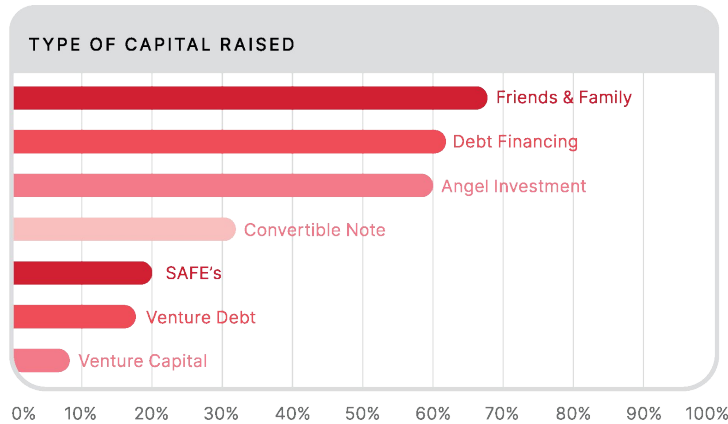
## TOP GROWTH CHALLENGES

Access To Capital - 36%

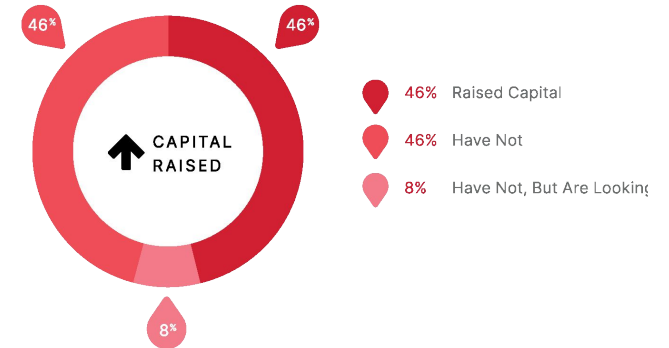
Access To Markets Or Customers - 35%

Access To Technical Talent - 35%

# Capital Insights



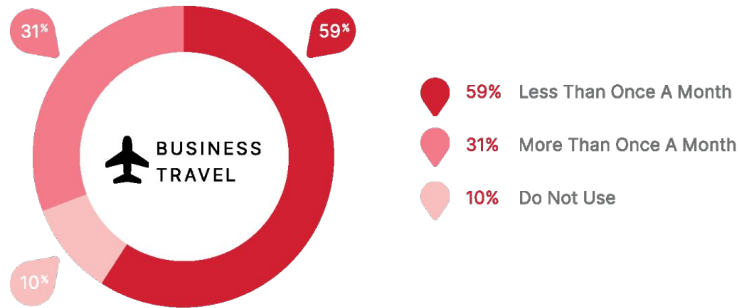
59% of firms have a cash runway of 3-6 months.



Near-even split between firms that have secured capital, and those that haven't.

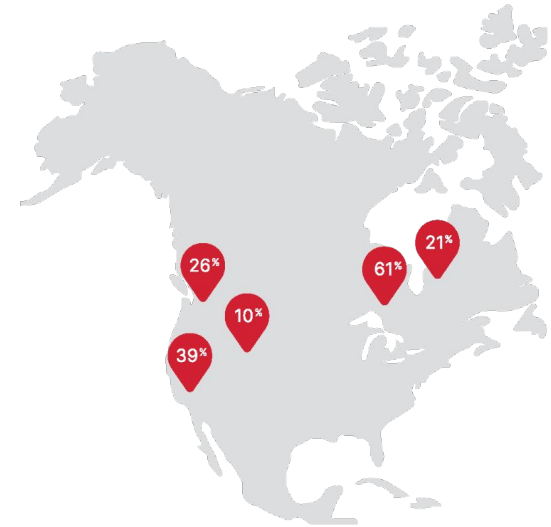
# Tech Travel

Okanagan tech companies have customers, clients and engagements around the North America.



### Travel Frequencies

90% of tech companies reported using Kelowna International Airport (YLW).



10% Colorado

21% Quebec

26% Washington State

50% Outside Canada & United States

58% Other US States

61% Ontario

# Subsector Showcase

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The Okanagan region is home range of diverse subsectors.



**8%**

ADVANCED  
MANUFACTURING



**5%**

CLEANTECH



**3%**

AEROSPACE &  
AVIATION



**4%**

GAMING &  
ANIMATION



**3%**

AGRITECH



**11%**

LIFE  
SCIENCES



**9%**

ARTIFICIAL  
INTELLIGENCE (AI)



**16%**

SOFTWARE AS  
A SERVICE (SAAS)

# Advanced Manufacturing

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Advanced Manufacturing is the application of innovative processes and technologies to enhance the efficiency, productivity, and competitiveness of manufacturing operations. It involves integrating digital technologies like automation, robotics, artificial intelligence, and data analytics, into traditional manufacturing processes.



**8%**

ADVANCED  
MANUFACTURING



RAINSTICK

# Aerospace & Aviation

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The aerospace and aviation sector encompasses the design, development, manufacturing, and operation of aircraft and related systems, including drone technologies. This encompasses aerospace engineering, aircraft manufacturing, satellite communications, and aviation services.



**3%**

AEROSPACE &  
AVIATION



AEROSPACE

**SKYTRAC**

# Agritech

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Agricultural technology, or agritech, leverages technological innovations to improve practices and increase agricultural productivity for farmers. This sector includes areas such as precision agriculture, agricultural robotics, food processing technology, and agricultural data analytics.



# Artificial Intelligence (AI)

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AI is the development of computer systems capable of performing tasks that typically require human intelligence. This includes machine learning, natural language processing, computer vision, and robotics. Artificial Intelligence (AI) serves as a catalyst for innovation and transformation across sectors.



**9%**

ARTIFICIAL  
INTELLIGENCE (AI)



# Cleantech

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Clean technology, or cleantech, includes any process, product, or service that reduces negative environmental impacts through significant energy efficiency improvements, the sustainable use of resources, or environmental protection activities. Sometimes the phrases "greentech" and "ecotech" are used interchangeably with "cleantech."



**5%**  
CLEANTECH

 **GreenStep**  
SOLUTIONS

**lomi**™

# Gaming & Animation

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The gaming and animation sector involves the creation of content and interactive digital experiences. This includes video game development, animation production, virtual reality, augmented reality, and interactive media.



**4%**

GAMING &  
ANIMATION

**HYPER  
HIPPO**

**sad panda**  
STUDIOS

# Life Sciences

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The life sciences industry encompasses a broad range of businesses involved in the research, development, and production of products and services related to living organisms. This sector includes biotechnology, pharmaceuticals, medical devices, and other health-related fields.



**11%**

LIFE  
SCIENCES



# Software as a Service (SaaS)

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Software as a Service (SaaS) is a cloud-based software delivery model where applications are hosted by a third-party provider and made available to customers over the Internet.



**16%**

SOFTWARE AS  
A SERVICE (SAAS)

**MINGA**

*trellis*



k<sup>wu</sup> k<sup>wuk</sup>st<sup>p</sup> / Thank You





Questions?

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✉ [contact@accelerateokanagan.com](mailto:contact@accelerateokanagan.com)

📷 [@AccelerateOK](https://www.instagram.com/AccelerateOK)

[in](https://www.linkedin.com/company/accelerateokanagan) Accelerate Okanagan

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# Economic Development Advisory Committee

October 17, 2024



**Planning & Community Services**  
Economic Development & Partnerships

*In the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx People of the Okanagan Nation.*



- **Adoption of Agenda**
- **Adoption of Minutes**
- **New Business:** *2024 Economic Impact Study*  
*Alex Goodhew, Accelerate Okanagan*  
  
*Ec Dev & Partnerships Updates*  
*John Perrott, City of Vernon*
- **Next Meeting:** *December 2024*

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## Agenda

# **2024 Economic Impact Study Results**

*Alex Goodhew, Community Manager*  
*Accelerate Okanagan*

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# Economic Development & Partnerships Department Updates

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- **Tuesday, October 22, 2024:** Vernon Business Walks t where volunteer walkers are expected to survey more than 100 small businesses. The results of the survey will be presented to Council in November.
- **Wednesday, October 23, 2024:** Community Futures North Okanagan will be celebrating their 40<sup>th</sup> anniversary with an open house beginning at 1pm at their offices.
- **Thursday, October 24, 2024:** Greater Vernon Chamber of Commerce will be hosting their 40<sup>th</sup> Annual Business Excellence Awards at the Vernon and District Performing Arts Centre beginning at 6pm.

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## Small Business Week Activities

- Component of the Official Community Plan development
- Seeking to quantify commercial land volume and a business inventory to help inform future land use decisions
- Connect population growth and future commercial business needs (i.e. supply & demand)
- Gain insights into push/pull factors impacting industries and their future needs



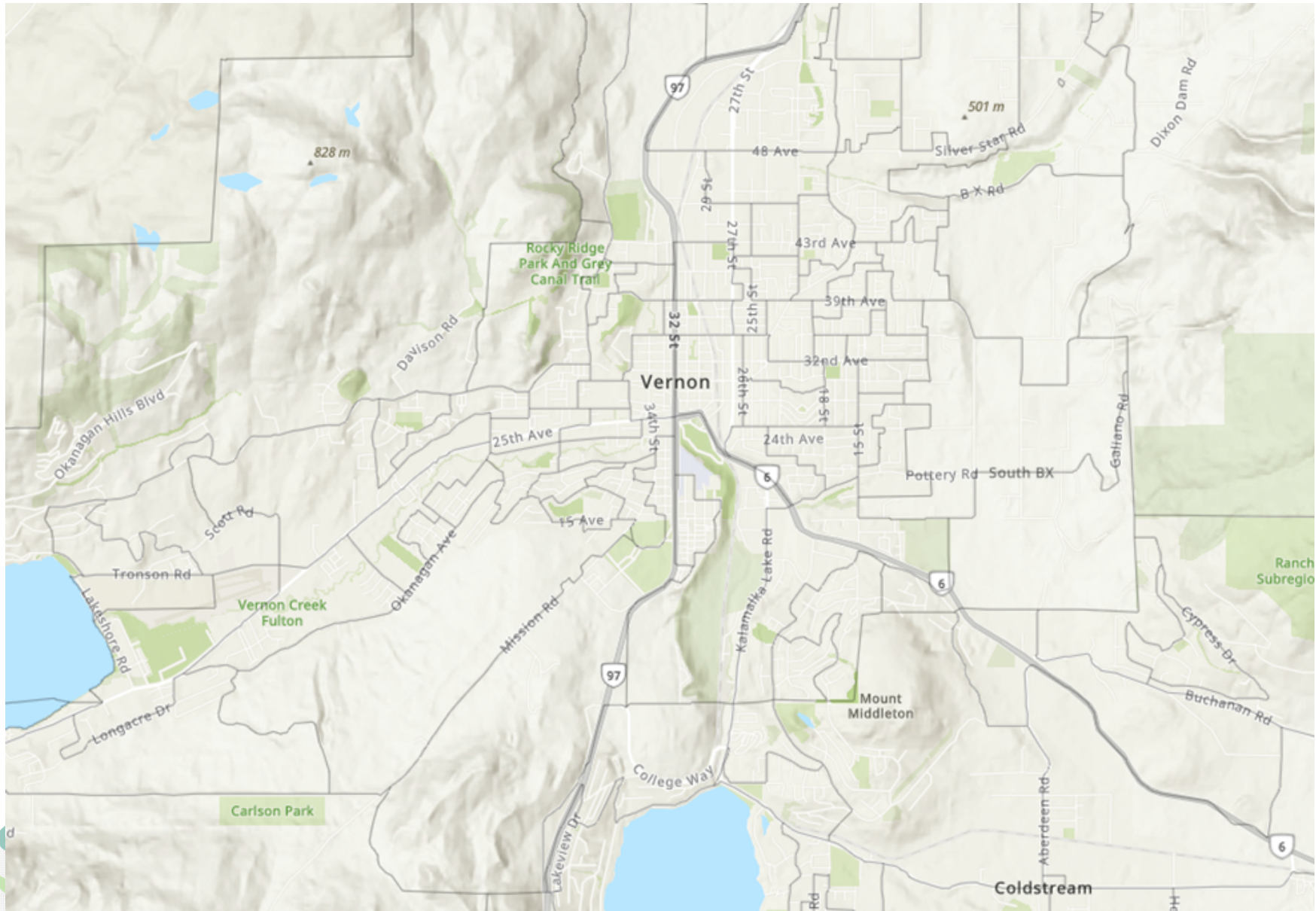
## Commercial Land Use Study

	2024	2044	Change
Total Land (sq ft)	26.67M	24.25M	<b>2.42M</b>
Parking Requirements (sq ft)	9.33M	8.49M	<b>850,000</b>
Landscaping Requirements (sq ft)	6.67M	3.64M	<b>3.03M</b>
Building Size (sq ft)	10.67M	12.12M	<b>1.45M</b>

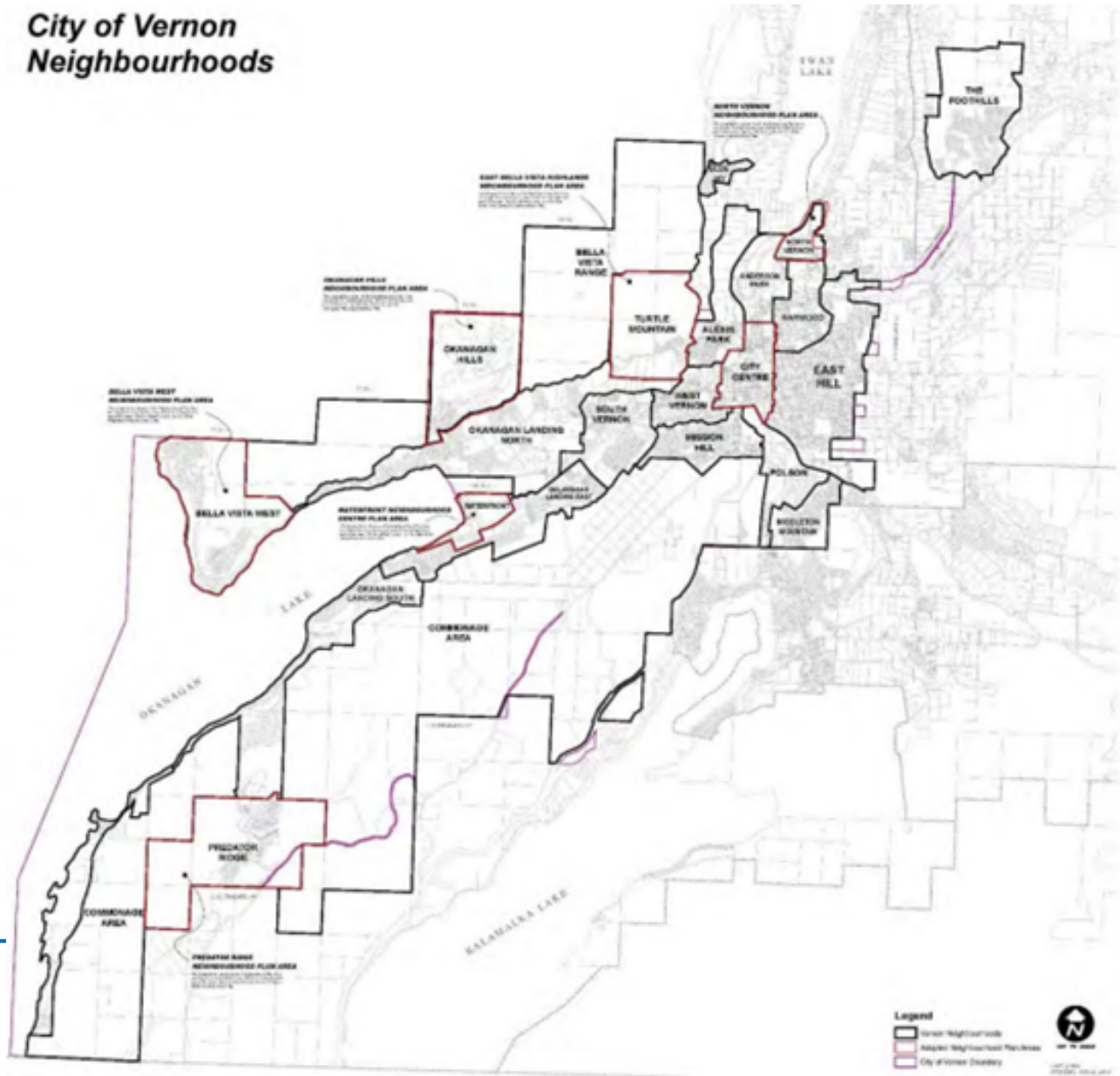
- Currently have more commercial land than needed based on population growth projections, but stronger growth could bite into the current surplus
- The updated bylaw emphasizes compact, high-density developments, reducing non-building space (parking and landscaping) while expanding building capacity
- Building increase driven by growth in Food & Beverage, Clothing and Apparel, Electronics and Appliances, & Accommodation



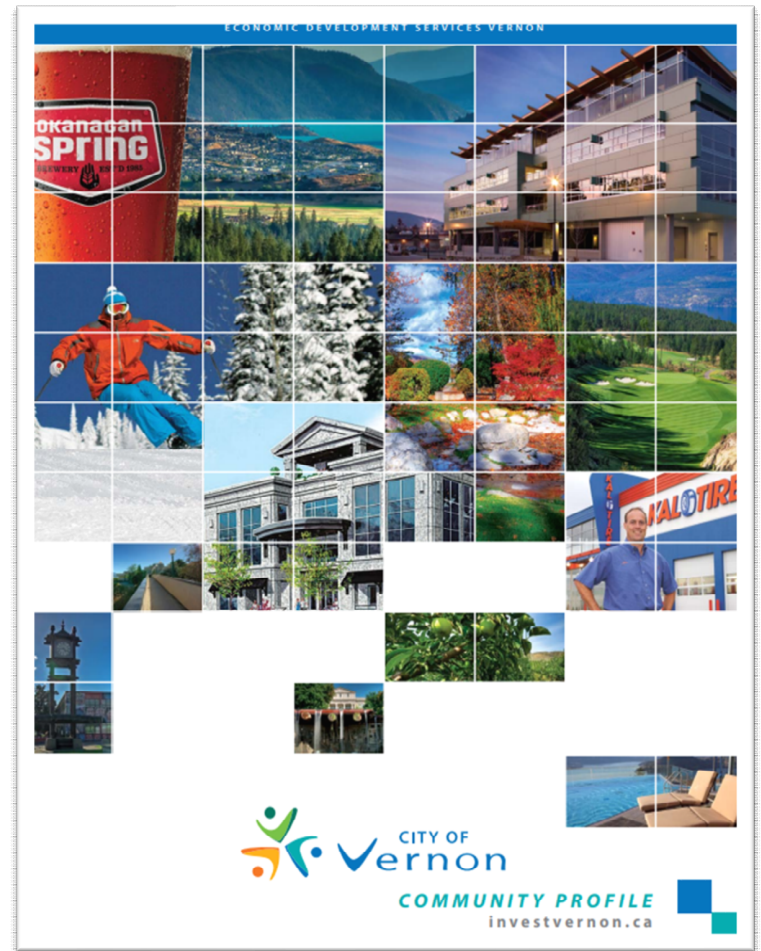
## Commercial Land Use Study



# City of Vernon Neighbourhoods



- Next Census intake in 2025
- Vernon is likely become a Census Metropolitan Area (CMA): 50,000 / 100,000 thresholds
- Align Census Tract boundaries with Vernon neighbourhood boundaries
- Gain better insights into neighbourhood demographics and trends
- Look to develop neighbourhood profiles



## Census Tract Collaboration



- Emergence of several potential hotel sites within the community in 2024
- How to attract new investment?
- Consultation with site selectors with Hilton Hotels & Marriot Properties identified the need for a “Market Study” as the first step towards attracting investment
- HVS Consulting & Valuation was engaged in June to look at opportunities in downtown Vernon and along the waterfront.



## Hotel Market Study

## **Downtown:**

- Limited service, extended stay property with 120 rooms with breakfast dining area & meeting room space
- Extended stay international brand recommended

## **Waterfront:**

- Resort style 100 room hotel property focused on leisure guests with full restaurant, spa, event space (i.e. Weddings)
- Branded hotel not essential, but beneficial

## **Next Steps:**

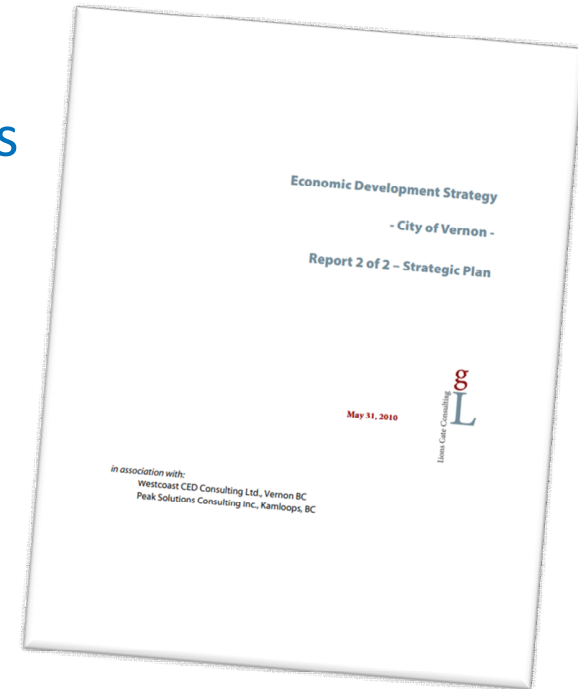
- Distribute to national brand site selectors & developers



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# **Hotel Market Study Findings**

- Engaged Urban Systems for the study
- Develop a multi-year Economic Development Strategy to help guide programs, services, and partnerships: identify community needs & activity goals
- Business community consultation, internal exploration, and surveys
- Timelines:
  - Research & Consultations: November/December
  - Draft: February
  - Council Review & Adoption



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## Economic Development Strategy



- Evolve the 2900 Block Street Closure Concept
- Driven by DVA Focus Group looked to increase downtown business participation, increase frontage beautification, and adopt a longer season
- Shift patios from on-street to on-sidewalk (building)
- Partner with DVA to facilitate easy Commercial Use Permit Application in 2025 pilot (April to October)



## DVA 2025 Patio Program

- Utilizing new Zoning Bylaw, Official Community Plan, Housing Needs Report, & Commercial Land Study to reach out to developers, investors, & commercial realtors.
- Introduce new development and planning process improvements
- Demonstrate the needs and opportunities for investments in housing and commercial development
- Partnering with the DVA to attend ICSC in Whistler in January, 2025



## Investor Outreach

**Next Meeting: *December 2024***



# Thank You

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