



## Investing in Shared Prosperity

- **The South Island Prosperity Partnership (SIPP) model**
- **Our Mandate and Momentum**
- **Growing Impact and Recognition for our Leadership**
- **Hope driving our Strategy and Initiatives**
- **Rising Economy 2030 and The Possibility Charter**
- **Continued Investment in our Regional Alliance**

## Operational funding structure

- **Municipal.** Formula:  $\$1/\text{capita} + 0.07\%$  of taxes. Reindexed in 2020 with updated data. Works out to  $\$1.64/\text{capita}$  on average (*has actually gone down over time*)
- **First Nations.** No fees for membership. Collaboration is focused on projects.
- **Private-sector & institutions (eg. 3 PSIs).**  $\$10,000$  per year with options for sponsorships.
- **Non-profits.**  $\$2500$  per year, with options for partnerships or sponsorships.
- **Chambers of Commerce.** Reciprocal memberships.



# Our Model

## SIPP is a proven effective model for our region

- **Equitable.** Apples-to-apples formula - all jurisdictions to have an equal say alongside larger jurisdictions.
- **Affordable.** Average municipal investment of \$1.64/capita, SIPP's mandate is among the most cost-efficient in Canada (average: \$9/capita)
- **Cross-sectoral.** Public, private and third-sector leaders collaborate and work toward solutions and opportunities.
- **Inclusive.** Indigenous economic reconciliation as an imperative to regional prosperity.



## Outcomes to date

- **Efficiency through Leverage.** For every municipal \$1.00 into operations, leverage \$1.63 of fed/prov/private \$'s into projects.
- **Rising Economy Taskforce.** Raised over \$8.52M into post-pandemic recovery projects.
- **ROI.** \$38M annual household "payroll" (~700 jobs) = 57-to-1 over investment & 38-to-1 over total operations.
- **Indigenous economy.** Raised over \$1M to support this work. Now engaging over 200 youth & 130 entrepreneurs annually.
- **Peer Recognition.** Many accolades over the years, but most recent: International Economic Development Organization of the Year (IEDC 2025, Bronze Medal)

RISING  
VICTORIA



 A South Island Prosperity  
Partnership Initiative

LIVE WORK BUSINESS RECRUITMENT OPPORTUNITY ALERTS

TOOLKIT 



# PEOPLE ON THE RISE

Learn why we love it here →





**COAST**

## Blue Action Canada

A pilot accelerator program for blue economy ventures in British Columbia.



**INDIGENOUS**  
PROSPERITY CENTRE



## Reboot

Greater Victoria's  
Economic Recovery Plan  
2020-2022

An economic recovery plan prepared  
by the Rising Economy Institute  
in response to the COVID-19 Pandemic.



## Indigenous Pathways in the Blue Economy:

Careers That Shape Our Waters

A South Island Prosperity Partnership Initiative



## BLUE PATHWAYS

A COAST INITIATIVE

**Curated learning opportunities and  
financial support to gain skills for  
today's blue economy.**



**COAST HUB**

## Your space for innovation and community.

Welcome to Victoria's brand-new  
coworking and event space. Meet  
innovators, entrepreneurs, and enjoy a  
front-row seat to COAST social events.

Find your ideal office environment, book a  
meeting room, record a podcast—or  
host an event to remember!

[BOOK NOW](#)



## CURRENT FOCUS

**INDIGENOUS TOURISM:** ITBC partnership, engagement and events. Juan de Fuca Corridor Project ongoing. Creative Tourism project with Aunty Collective.

**YOUTH ENGAGEMENT:** Regional Youth Conference April 25 & 26 at Songhees Wellness Centre. 200 youth and 50 volunteers, workshop facilitators, elders and leaders from 10 South Island First Nations, Metis Nation and VNFC. 2nd annual conference planned for spring '26. Delivered the 2nd Annual Blue Economy Day Camp in August, engaging 20 youth from 8 South Island Nations in marine stewardship and entrepreneurship.

**SONGHEES LABOUR MARKET STUDY:** In partnership with Songhees Development Corporation, Royal Roads University and University of Victoria Indigenous Economies Research Cluster. Resource Assessment, Needs Assessment and Market Analysis. Nearing Completion - Template for other Nations.

**SOCIAL MEDIA STRATEGY:** 1 year term marketing position to grow reach and ensure our story reaches broader audience in the region and beyond.

## COMING UP

**PROCUREMENT PROJECT:** Developing Municipal Indigenous Procurement Workshop with and for local government. Created Federal Procurement Roadmap and Guidebook, Corporate Structure Decision Tree as tools for Indigenous businesses to access procurement opportunities. Exploring Indigenous Business Match program with PSPC.

**NEW IPC WEBSITE:** Gathering content to bring data visualization map to life, and promote Indigenous businesses and success stories, resources and tools for reconciliation and entrepreneurship, and success stories for businesses, governments and communities. (multiple audiences) Website development underway, to launch March 2026.

**INDIGENOUS BUSINESS SUPPORT:** South Island Indigenous Business Directory reached over 120 members. Will grow with inclusion in new IPC interactive web platform.

**KELP REFORESTATION PILOT PROJECT:** Conducting feasibility assessment for a project with South Island First Nation, NIC, and Ocean Seeder Collective to re-establish kelp forests with a youth learning component.



# Building Pacific Canada as a global hub for the blue economy



# COAST's Four Pillars



## Venture Support

- Pathway to public and private investment
- Global strategic partnerships
- Incubator & accelerator programming, including Canada's blue economy accelerator, **Blue Action Canada**
- Sector-specific innovation challenges

## Facilities and Equipment

- Coworking, meeting, and event space in BC (Vancouver and Victoria to date)
- Specific testing and demonstration facilities for:
  - Ocean energy and marine decarbonization
  - Marine autonomy
  - Ocean intelligence

## Training and Workforce Development

- Library of courses specific to the Blue Economy
- Partnering with training providers
- Microcredentials and upskilling
- Career pathways
- Lunch N Learns

## Ecosystem Development

- COAST Mixers and Conferences
- COAST Talks Podcasts
- Ecosystem and Project Partnerships
- Engagement and outreach

# COAST's Impact




- 551 members including 146 blue economy organizations
- 7,000 square feet of coworking and community space - Ocean Innovation Hub
- 120 companies supported through programs offered by COAST and partners
- Launched **Blue Action Canada** – Canada's only dedicated blue economy venture accelerator
- Launched **Blue Pathways** – workforce development initiative for coskilling, reskilling and upskilling in the Blue Economy
- 3 hubs being developed to drive testing and demonstration at scale:
  - BC Marine Energy & Decarbonization Hub
  - Ocean Intelligence Hub
  - Marine Autonomy Hub
- 17 partnerships developing global networks and enabling innovation

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# The Moment We're In

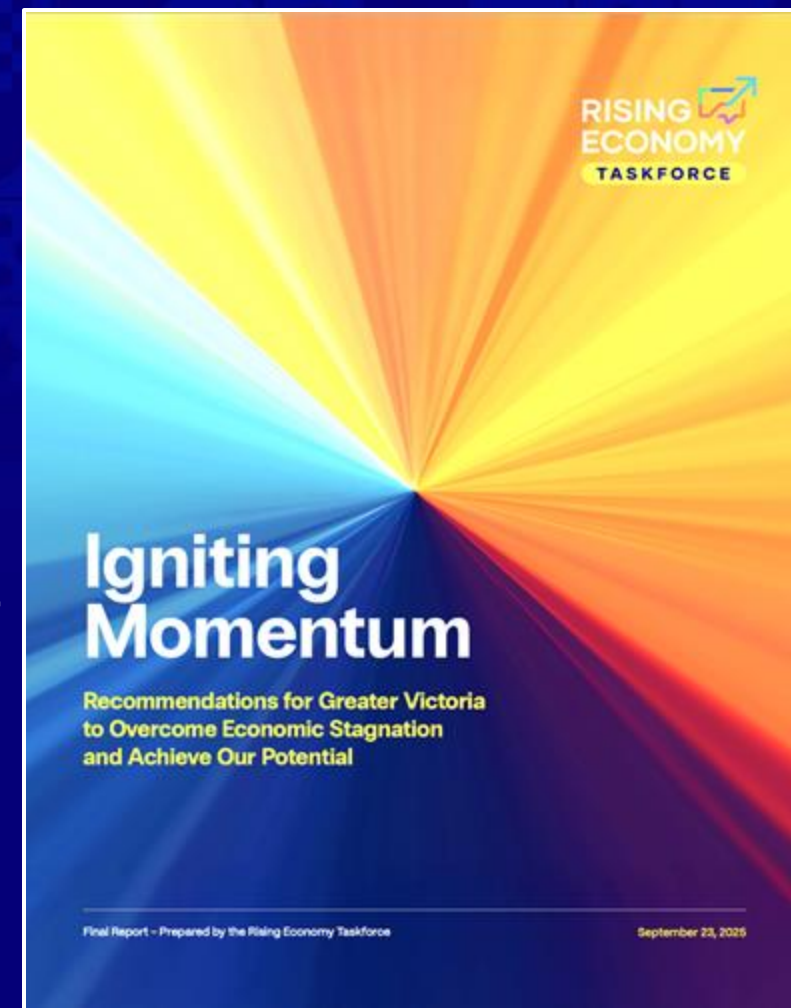
*Greater Victoria is brimming with possibility.* We have the talent, creativity and quality of life most regions only dream of. But with an over-reliance on public sector stability and young people leaving at rates not seen in decades, it's time to reset the story of who we are and who we can become.

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# Key Economic Risks

(from Rising Economy Taskforce)

-  Persistent affordability pressures
-  Stagnant productivity and overreliance on the public sector
-  Essential worker gaps and a widening skills mismatch
-  Commercial districts under pressure
-  Disjointed efforts in a shared regional economy
-  An obstructive entrepreneurial climate
-  External uncertainty threatens local stability and investment



# Structure of our Regional Economy

Build on our foundation of regional strengths:

- Highly-educated, highly-skilled workforce
- Stable economic base
- Thriving technology & innovation sectors
- Clean economy & ocean leadership
- World-class tourism and visitor economy
- Public sector, education and health “anchors”
- High quality of life and talent magnet potential
- And many more...



[www.ourrisingeconomy.com](http://www.ourrisingeconomy.com)

# Rising Economy 2030

Find the plan here:

[www.ourrisingeconomy.com](http://www.ourrisingeconomy.com)



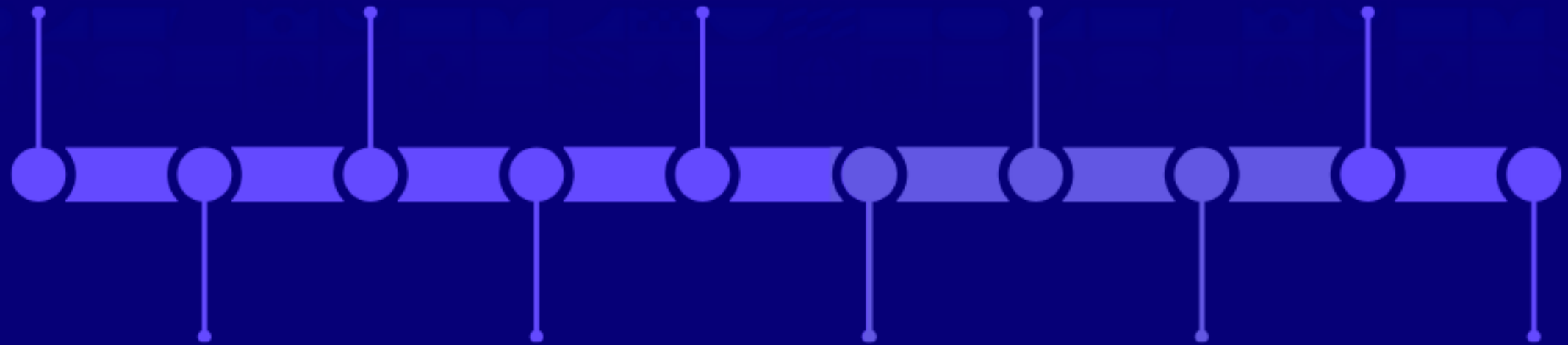
**Local Leadership  
Forum  
(Nov 2024)**

**Public Survey +  
Leaders Survey  
(April 2025)**

**SIPP Internal  
Research +  
Development of  
Draft Concepts  
(May 2025)**

**Taskforce Input +  
Impact Criteria  
(June/July 2025)**

**Publish Taskforce  
Recommendations  
(Sept 2025)**



**Launch Rising  
Economy Taskforce  
(Mar 2025)**

**Community and  
Business Leaders  
engagement  
(roundtables,  
one-on-ones)**

**Rising Economy  
Open House  
(May 2025)**

**SWOT Analysis +  
Primary Research  
Analysis  
(July 2025)**

**Launch Rising  
Economy 2030  
Plan  
(Today)**





# Mission

SIPP is a collaborative regional alliance driving the economic future of Greater Victoria — locally grounded, values-aligned, future-facing and action-ready.

We implement priority projects and initiatives that steer the region toward our four strategic **RISE** goals: a **resilient** economy, an **inclusive** economy, a **sustainable** economy and an **entrepreneurial** economy.



# Vision

Imagine a Greater Victoria that is not only admired for its beauty and livability but also recognized as a leader in inclusive and future-ready economic development.

Our vision is to build a region where **innovators** and **entrepreneurs** thrive alongside **local shopkeepers**, where **Indigenous** and **non-Indigenous** people co-create prosperity, where **young people** and **families** have access to good jobs that enable them to afford to build their futures here, and where economic uncertainty is met with **conviction, capability, collaboration** and **care**.



# RISE Economy as a Strategic Outcome

**R**

**Resilient**

Diverse, competitive,  
shock-ready

**I**

**Inclusive**

Shared prosperity  
Indigenous partnership  
welcoming newcomers

**S**

**Sustainable**

Clean industries, climate-  
resilient, environmental  
stewardship

**E**

**Entrepreneurial**

Culture of innovation,  
risk-taking





Hey Greater Victoria...



**It's time to  
flip the script**



# Possibility Charter



## We believe that...

- **Hope is fundamental** to strategy, and Greater Victoria needs it now more than ever.
- **Entrepreneurship and creativity** are not optional — they are the path to shared prosperity.
- **Young people** deserve a reason to stay here and a place to grow.
- Public institutions, private enterprises and civic society must **co-create the future**, not just react to it.
- Greater Victoria can be more than a postcard — it can be a **place full of possibility**.

## We affirm that...

- Every person deserves the right to **imagine a better future** — and see it take shape in the place they call home.
- In an age too often defined by division, cynicism and despair, we **stand for hope and the belief** that our region can be a model of sustainability, inclusive innovation and opportunity.
- The economy is not a force of nature — it is a **product of choices, values and shared effort**.
- Young people are not only the future — they are **actively shaping the world**.
- **Creativity, courage and collaboration** are the new infrastructure of our regional success.

## We declare our commitment to...

- **Create and hold space for courage and innovation** in our workplaces, boardrooms, classrooms and community halls, especially for young and underrepresented groups.
- Invest in **bold, collaborative solutions** that expand local opportunity, not just manage risk.
- Challenge narratives of decline and replace them with **data-driven, human-centred stories of progress**.
- Act as **stewards of possibility** in our roles, sectors and spheres of influence.
- **Cultivate a culture of possibility** — through storytelling, education, mentorship, inclusive policymaking and resourcing economic development.
- Remove structural and psychological barriers to **build bridges across generations and sectors**, ensuring innovation and opportunity are accessible to everyone.

We, the undersigned, declare our shared commitment to building a future of possibilities in Greater Victoria.

NAME

DATE



## About The Possibility Charter

Greater Victoria is more than just a postcard. We are a hopeful and entrepreneurial region brimming with possibility.

## What is The Greater Victoria Possibility Charter?

It's a declaration by signatories from community, business, education and government who are hopeful about our future, committed to making it happen together, and want residents — current and future — to feel a sense of hopefulness and entrepreneurial spirit, while celebrating progress along the way.



## Why Do We Need The Possibility Charter?

Greater Victoria is at a crossroads. For too long, our region has relied heavily on public sector stability. But that stability has also led to complacency. Elevating our need to act is the fact that people are leaving B.C. for other places at levels not seen for 20 years — and most of them are under the age of 40.

We're not broken — but we are stuck. We face a generational opportunity to reset the story of what our region is and who it's for. We need to diversify our economy and unleash an entrepreneurial "can-do" culture. We need this to be a place where young people see themselves in the region's future, but they need this to be a place where they can afford to live, work, start businesses and families.

### Who Signs The Possibility Charter?

This declaration is open to:

- Business and innovation leaders
- Civic and elected officials
- Educational and cultural institutions
- Indigenous governments and organizations
- Community and youth leaders.

## What Commitment is Required?

The Possibility Charter is a non-partisan declaration that our region can be a leader in values-driven economic development in Canada and the world if we all commit to working together.

- Local governments commit to **continuing policy development** to support housing, entrepreneurship and investment in economic development.
- Employers commit to **Inclusive hiring pipelines and youth mentorship programs**.
- Secondary and post-secondary schools commit to programming that will **Increase student attachment to the local economy** and their belief in building their careers here.
- Nonprofits, foundations, and philanthropists commit to **investing in youth** and young adults, as well as **amplifying youth-led initiatives**.
- Chambers of commerce and industry and business associations commit to **championing new opportunities**.
- South Island Prosperity Partnership, the regional economic alliance, commits to **stewarding leaders around the goals of the Charter** and marking the milestones we achieve together.



The Possibility Charter is an invitation. To believe again. To build anew. To feel a sense of belonging here in Greater Victoria.

Please sign it. Share it. Shape the Future.

GREATER VICTORIA

# The Possibility Charter

**A declaration of hope for our region's future**

Thank you.

Questions?

