

Emilie de Rosenroll, CEO

Collaboration today. Prosperity tomorrow.

Who is SIPP?

This diverse alliance of 66 public and private-sector partners in Greater Victoria works collaboratively to bolster regional economic and social prosperity.

- 11 Local Governments
- 9 First Nations
- 3 Post-Secondary Institutions
- 9 Industry Associations & Non-profits
- 30+ Major Employers



"A sustainable world means working together to create prosperity for all." —Jacqueline Novogratz

StrongerTogether

SIPP facilitates and promotes development of an inclusive, productive and resilient economy on South Vancouver Island.

We help to create a more collaborative region and a vibrant place to live, work, study and do business.



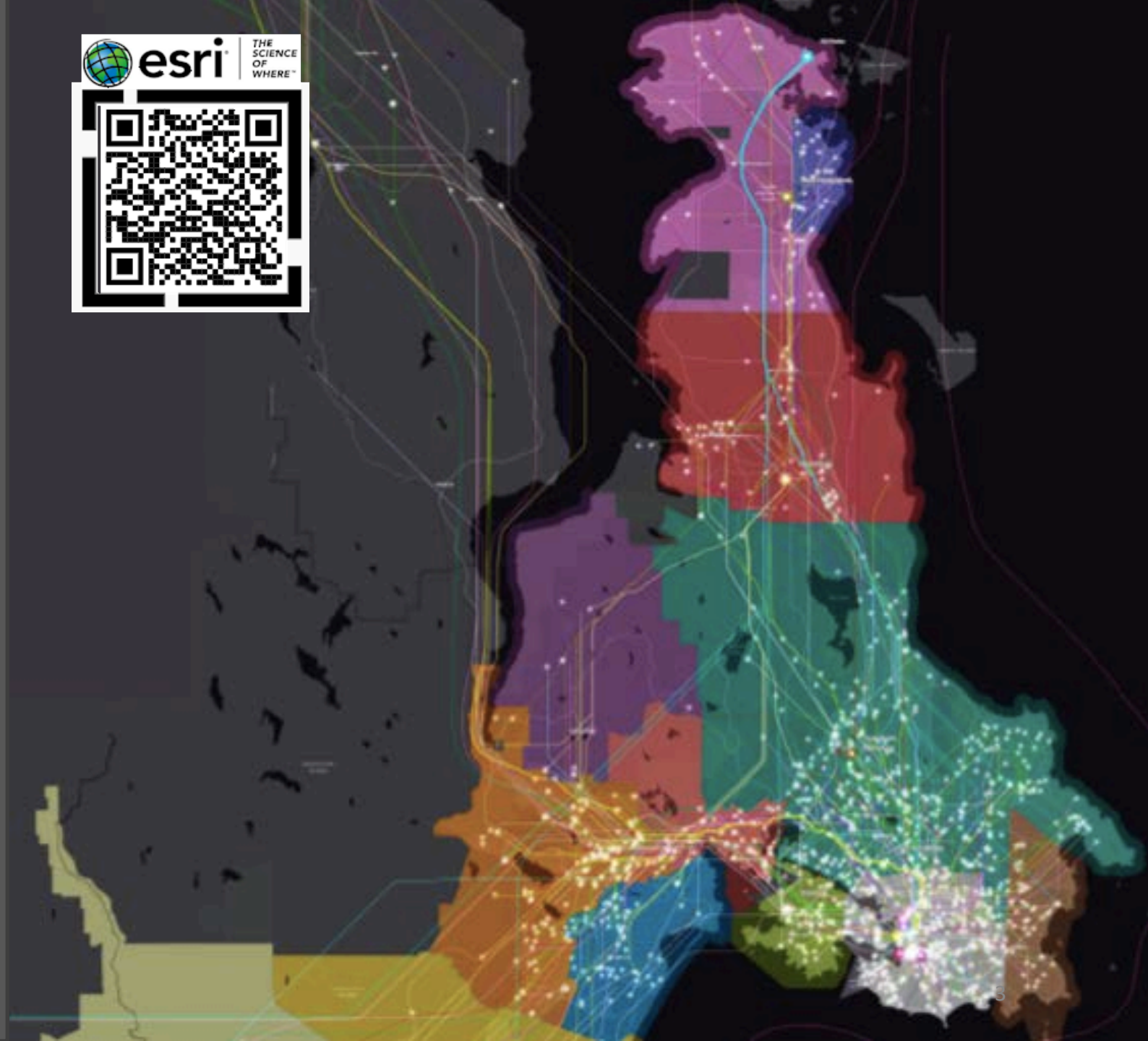


Esquimalt and the Regional Economy

Our regional economy has no boundaries.

Where we live is not where most of us derive our income.

Sample of 18 of SIPP's "lead investors" by where their 1,400 employees live.
64 (4.6%) live in Esquimalt



4 years and counting ...

2016-2020 Impact Report

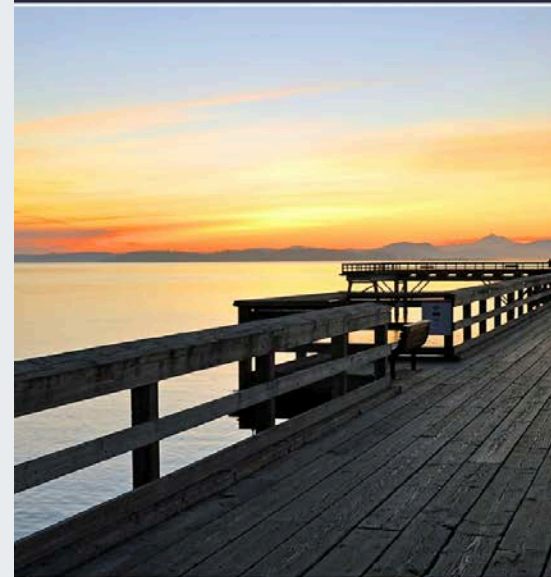
Read it online:

<https://southislandprosperity.ca/publications/>

Stronger Together

2016-2020

Impact Report



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Collaboration Today,
Prosperity Tomorrow





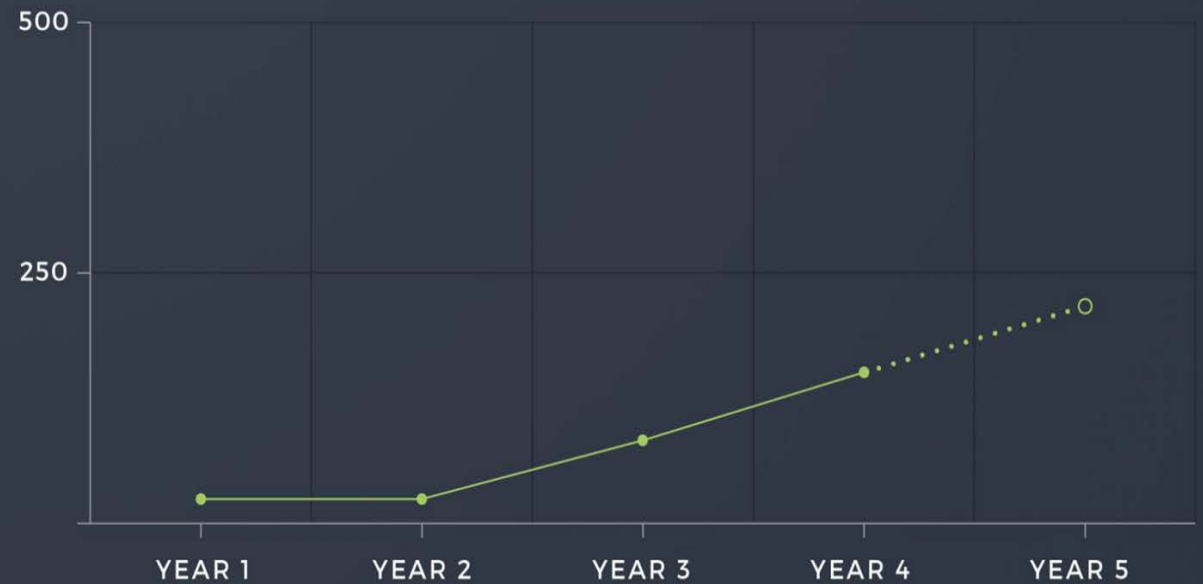
● Number of New Businesses Attracted to Greater Victoria

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● Job Growth

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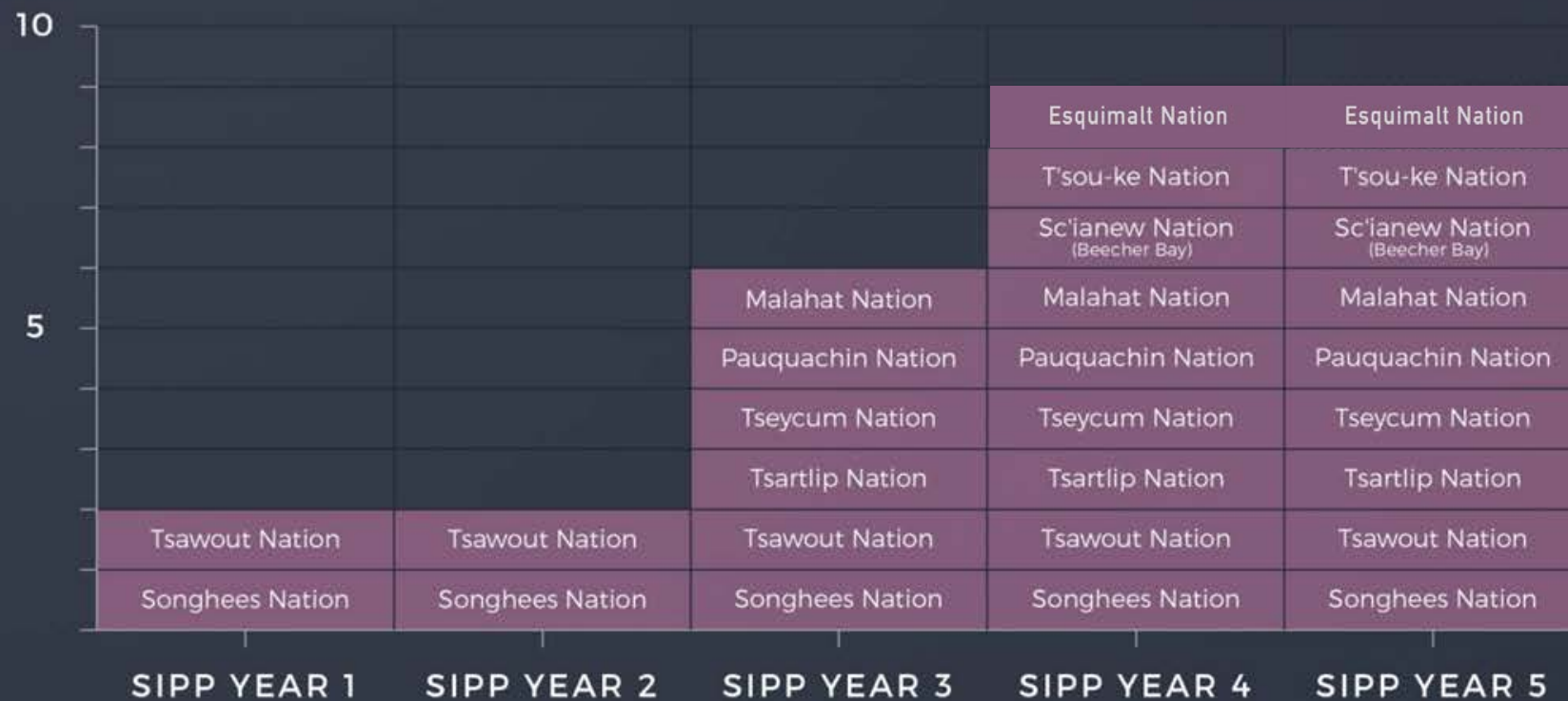


Average Salary of Jobs Created: \$86, 900 / year



● First Nation Collaboration

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Indigenous Economy



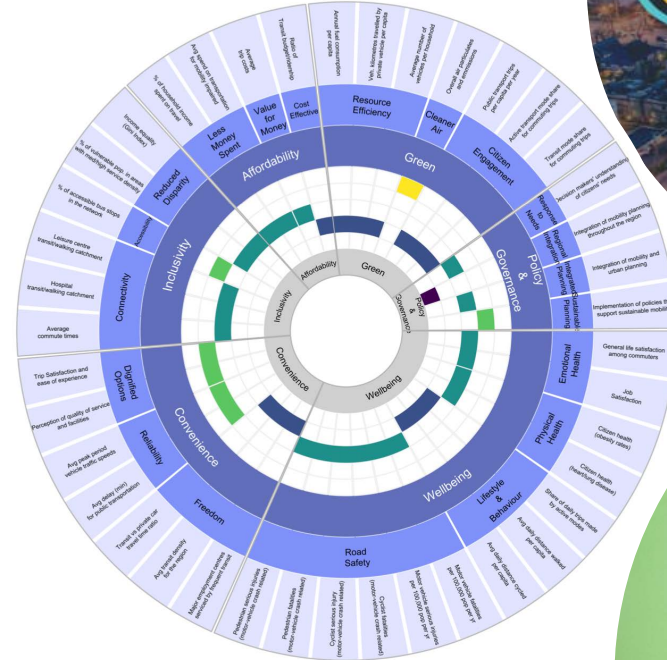
Thought Leadership

The Future of Diplomacy with
Ambassador Bruce Heyman and Vicki
Heyman, the Obama Administration US
Ambassadors to Canada

The Future of Workforce Skills with
John Stackhouse, Senior Vice-President,
Office of the CEO, RBC

The Future of Education with UVic
President Jamie Cassels, RRU President
Philip Steenkamp and Camosun College
President Sherri Bell

The Future of Leadership with Dan
Pontefract, best-selling author and CEO,
Pontefract Group.



Mobility Wellness Index



Trade Accelerator Program



ESSENTIAL STRATEGY, RESOURCES AND MENTORSHIP IN DYNAMIC WORKSHOPS THAT EQUIP SMALL TO MEDIUM-SIZED ENTERPRISES TO SCALE UP, DEVELOP, AND ACTIVATE AN EXPORT PLAN.



Average growth
of 23% in international
sales 6 months after
participation



TAP Participants
have penetrated more than 40
markets including China, U.S.,
Mexico, Australia, New Zealand,
Japan, Italy, U.K. to name a few



100% of participating
companies declared themselves
better prepared to do business
internationally upon
completing the program



Provincial & Federal Government Investments

- Increasing Export Potential
- First Nations Innovation
- Smart Cities
- Food Hub
- Abattoir Feasibility
- Ocean Innovation Hub
- Rising Economy Taskforce
- Digital Marketing Micro-Credential
- Trade Accelerator Program

= \$116
Million

Esquimalt Business Investment Roadmap (pilot)



- SIPP oversaw a process with a consultant to turn the Township's 2014 strategy into an updated and actionable roadmap. Council received final plan in late August.
- Considered the important relationship between local and regional economic development.

Rising Economy Taskforce

- SIPP acted proactively to launch the Rising Economy Taskforce to coordinate a **strong local response to the economic crisis** created by COVID-19.
- +120 stakeholders - largest coordinated industry-led **recovery effort** in B.C.
- 11 sector committees, 250 surveys, +50 workshops/meetings, 10 recovery pillars, +39 recommendations
- Establishes a **regional plan to accelerate recovery** efforts through inclusive growth, with a focus on regional resiliency.



Timeline	Who	When	Status
Establish Leadership	SIPP	April	✓
Situation Analysis and Future-Casting	Committees	May - July	✓
Committee Reports	Committees	August 10	✓
Taskforce Q&A on Committee Reports	Taskforce	August 18	✓
Create Working Definitions of Vision, Priorities, Goals, Measures	Working Group	Sept 14, 18	✓
Review Working Draft of Rising Economy Recovery Strategy	Taskforce	October 20	✓
Rising Economy Week	Public	November 16-20	13



Early Results

- 'Restoring Confidence' App with BC Gov and Retail, Services, & Restaurants Committee
- Micro-Credential training for upskilling displaced workers in digital marketing with Alacrity Foundation, BC Gov
- Ocean Futures Innovation Hub received \$100K from Fed Gov with Ocean and Marine
- Business case development for the Taskforce priorities received \$100K from Fed Gov
- Several committee recommendations reflected in BC's economic recovery plan and the federal speech from the throne

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Rising Economy Taskforce Committee Reports

Recommendations for the Economic Recovery
of the South Island

August 27, 2020





Prosperity Index

Through this **comprehensive** look at our past economy—and by **continually monitoring key indicators** as we move toward recovery—we will be able to **guide our new economy into a prosperous future.**

South Island Prosperity Index

Full Report

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TOGETHER, LET'S DO
GREAT THINGS

Lead Consultants



Monthly Recovery Dashboard

Greater Victoria Unemployment Rate

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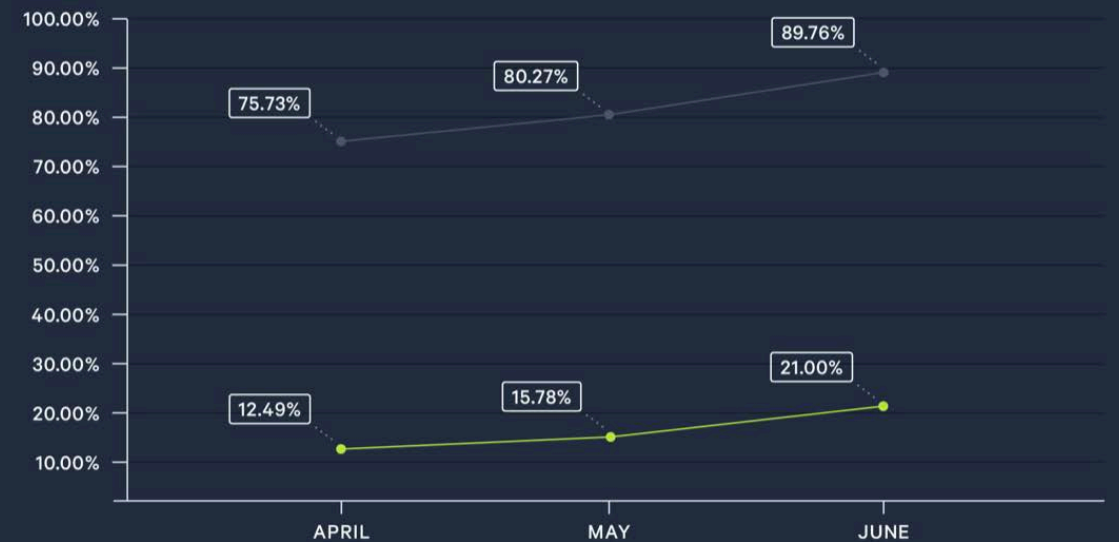


■ UNEMPLOYMENT RATE 2020 ■ 2019

Source: Statistics Canada

Greater Victoria Average Hotel Occupancy

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■ AVERAGE OCCUPANCY 2020 ■ 2019

16
Source: Chemistry Consulting Group



RISING ECONOMY WEEK 2020

November 16–20

The Best Way to Impact the Future
is to Join the Conversation

COVID-19 has changed our lives, businesses, organizations — and our world. Change is happening fast and adaptation is critical. So how do we build back better? That's what Rising Economy Week is all about.

What is Rising Economy Week?

Rising Economy Week 2020 is a full week of immersive virtual events with leading thinkers, disruptive ideas, trend insights, economic outlooks and more, all focused on moving the needle on economic recovery and creating a future of vibrant prosperity.

Register now to save your spot
OurRisingEconomy.com

Awards

- **Gold, Excellence in Economic Development Award 2019**, International Economic Development Council (IEDC)
- **Bronze, Excellence in Economic Development Award 2018**, International Economic Development Council (IEDC)
- **Smart 21 Communities Award**, Intelligent Community Forum (ICF) — the first time Greater Victoria has received the honour.
- **Governance Award**, Smart City World Expo (SIPP was shortlisted in the top five from 473 cities worldwide) |

Dean Goodman



5 Year Renewed Funding Request

South Island Prosperity Partnership					CPI Increase				
Funding Model					2.50%	2.50%	2.50%	2.50%	2.50%
					YR1	YR2	YR3	YR4	YR5
				CURRENT	PROPOSED				
		2016 Census + 2018 Tax Blend	Percentage contribution	\$ Based on Percentage		2022	2023	2024	2025
						2.5% increase year over year (2019 CPI%)			
	Municipality	Amount							
1	Saanich	\$ 199,600	28.88%	\$ 179,562	\$ 179,562	\$ 184,051	\$ 188,652	\$ 193,368	\$ 198,202
2	Victoria	\$ 243,397	35.22%	\$ 218,962	\$ 218,962	\$ 224,436	\$ 230,047	\$ 235,798	\$ 241,693
3	Oak Bay	\$ 48,936	7.08%	\$ 44,024	\$ 44,024	\$ 45,124	\$ 46,252	\$ 47,409	\$ 48,594
4	Esquimalt	\$ 38,170	5.52%	\$ 34,338	\$ 34,338	\$ 35,197	\$ 36,077	\$ 36,978	\$ 37,903
5	Colwood	\$ 36,968	5.35%	\$ 33,257	\$ 33,257	\$ 34,088	\$ 34,940	\$ 35,814	\$ 36,709
6	C Saanich	\$ 28,383	4.11%	\$ 25,534	\$ 25,534	\$ 26,172	\$ 26,827	\$ 27,497	\$ 28,185
7	Sooke	\$ 18,524	2.68%	\$ 16,664	\$ 16,664	\$ 17,081	\$ 17,508	\$ 17,946	\$ 18,394
8	Sidney	\$ 29,045	4.20%	\$ 26,129	\$ 26,129	\$ 26,782	\$ 27,452	\$ 28,138	\$ 28,841
9	N Saanich	\$ 20,073	2.90%	\$ 18,058	\$ 18,058	\$ 18,509	\$ 18,972	\$ 19,446	\$ 19,933
10	View Royal	\$ 23,071	3.34%	\$ 20,755	\$ 20,755	\$ 21,274	\$ 21,806	\$ 22,351	\$ 22,910
11	Highlands	\$ 4,913	0.71%	\$ 4,419	\$ 4,419	\$ 4,530	\$ 4,643	\$ 4,759	\$ 4,878
	Total	\$ 691,081	100.00%	\$ 621,701	\$ 621,701	\$ 637,244	\$ 653,175	\$ 669,504	\$ 686,242

We're Grateful For Your Support!

Representing an important district of the South Island region, the Township of Esquimalt is a key partner in the movement to create an inclusive, resilient economy that values quality of life.