

SOUTH ISLAND
**PROSPERITY
 PARTNERSHIP**

Emilie de Rosenroll CEO

Collaboration today. Prosperity tomorrow.

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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

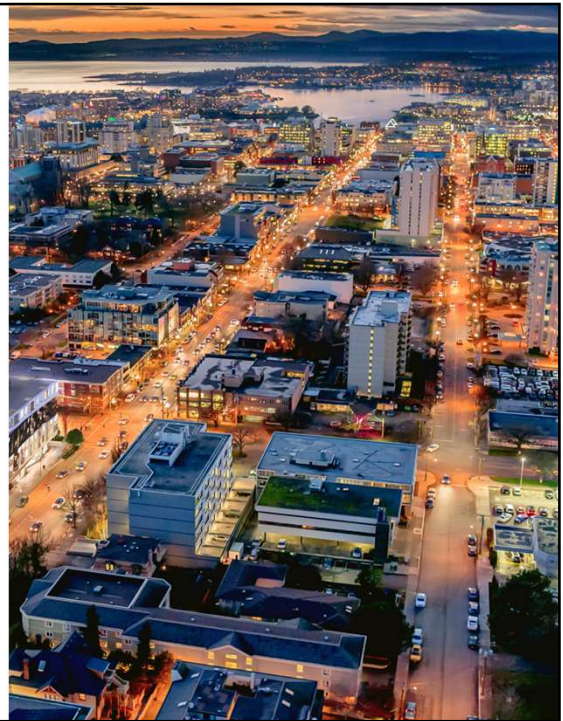


"A sustainable world means working together to create prosperity for all." – Jacqueline Novogratz

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Our Mission

- SIPP facilitates and promotes development of a strong, resilient, diversified economy on South Vancouver Island.
- We help to create a more collaborative region and a vibrant place to live, work and do business.



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F.A.C.E Forward



- F.** Facilitates regionally-significant projects and initiatives.
- A.** Accelerates the economic development potential of the region.
- C.** Collaborates with diverse partners to achieve outcomes.
- E.** Enables sustainable, inclusive economic development outcomes.

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4 Years and Counting ...

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Constitutional Purpose

1. **Diversify the regional economy**, promote better employment opportunities and increased quality of life for citizens.
2. Raise **region's profile as a location of choice** for new businesses.
3. Work collaboratively with **First Nations** to achieve economic reconciliation.
4. **Maximize Federal, Provincial funding** for regional economic development
5. Provide support for **entrepreneurs and businesses** to increase their ability to prosper and create jobs.
6. **Collaborate** with municipal economic development and regional trade association initiatives.

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Purpose #1

Diversify and strengthen the regional economy; promote better employment opportunities and increased quality of life for citizens of the region



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Quality over Quantity!

Melhores Empresas para Trabalhar
Médias Multinacionais

Great Place To Work®

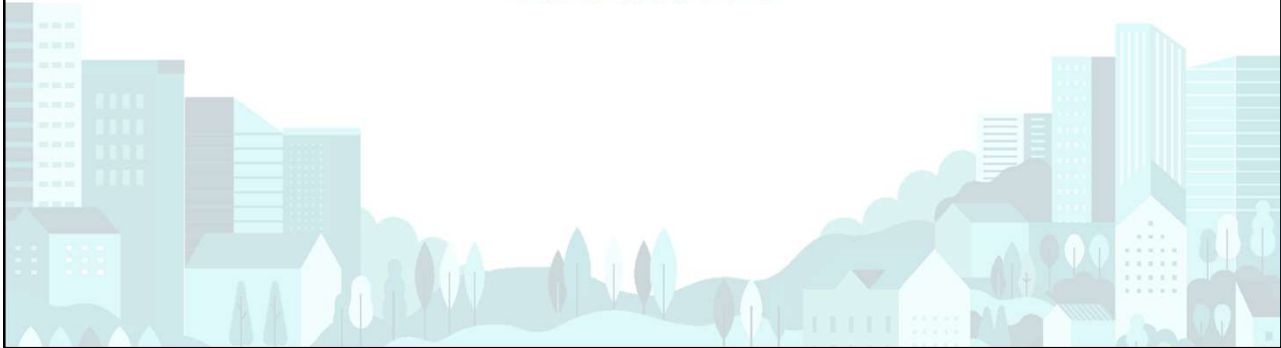
BRASIL
2012 - 2019



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Purpose #2

Raise the profile of Southern Vancouver Island as a location of choice for new business endeavors



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- **Promote** the region’s strategic location, talent, lifestyle and business advantages to companies looking to startup or expand here.
- **Provide** businesses with the necessary market information, suppliers and other contacts they need to inform their investment decisions.
- **Assist** with the logistics of setting up a business here – from exploring locations to finding talent, settling inbound employees and sharing export development opportunities.



INVEST VICTORIA & South Vancouver Island

5 TOP REASONS

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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](#)

SOUTH ISLAND PROSPERITY PARTNERSHIP

Title Sponsor



COASTAL COMMUNITY

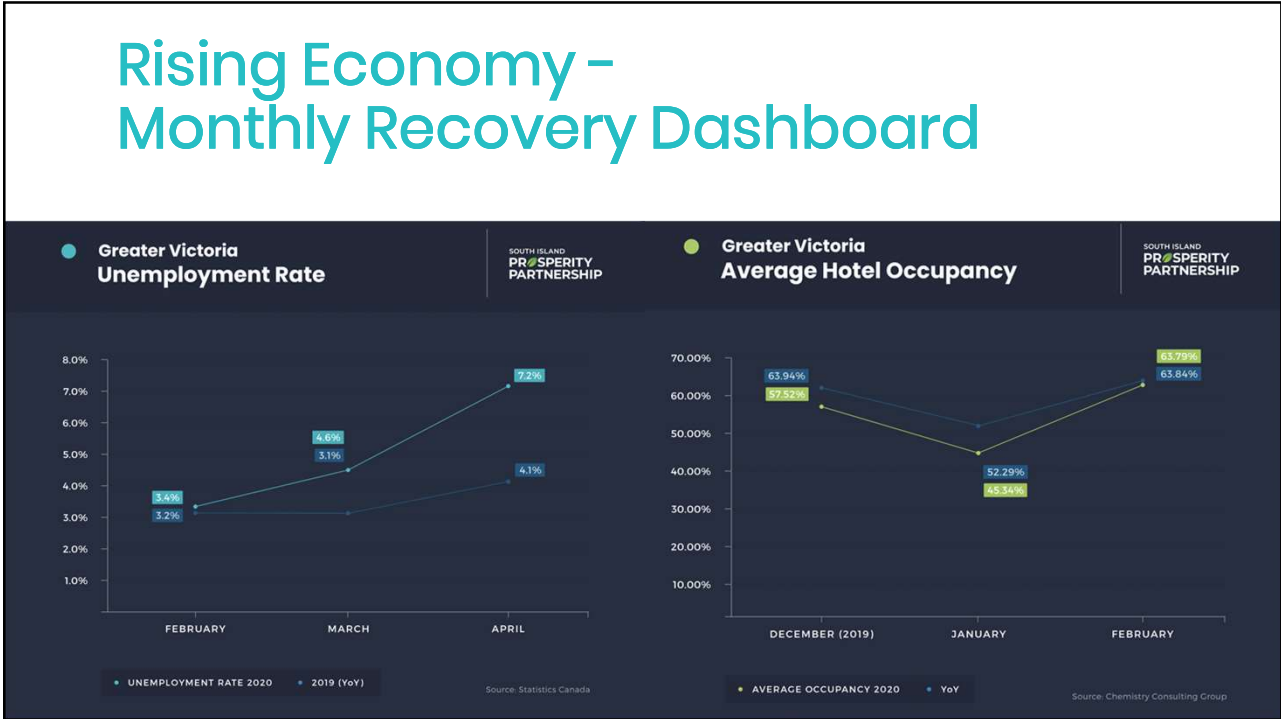
TOGETHER, LET'S DO GREAT THINGS

Lead Consultants



BDO

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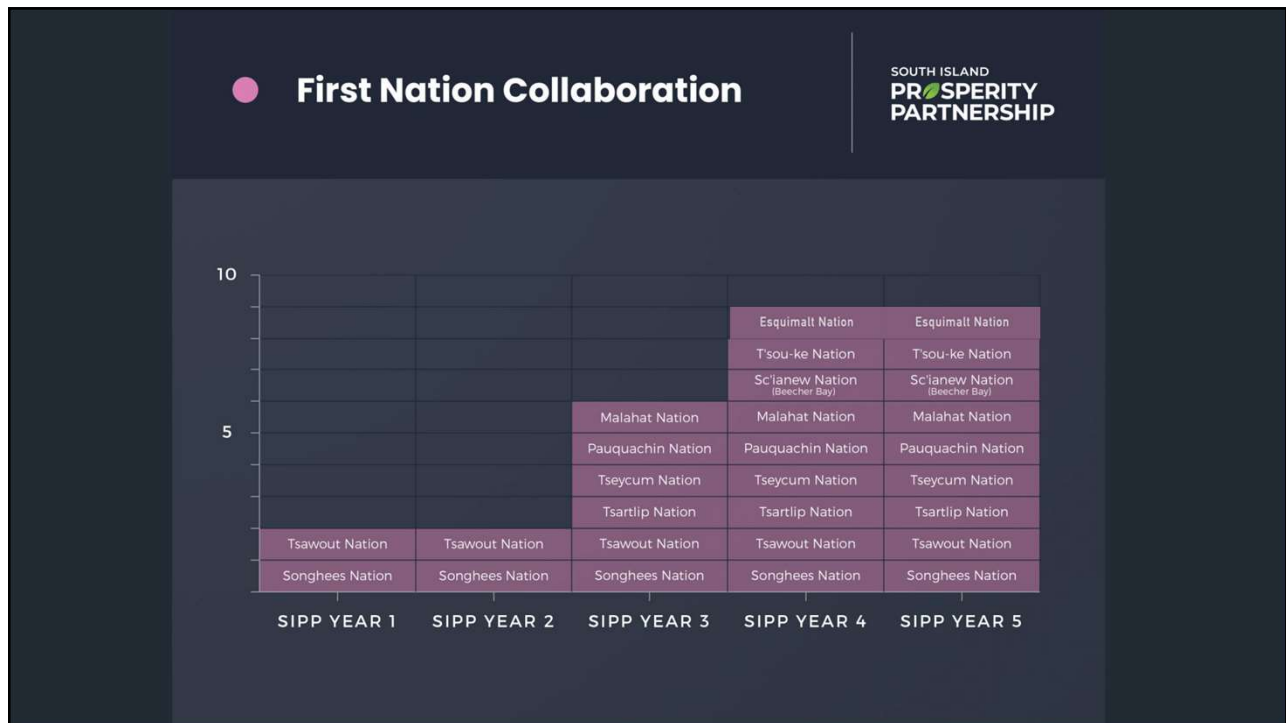


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Purpose #3

Work collaboratively with First Nations on the South Island to achieve Indigenous economic reconciliation

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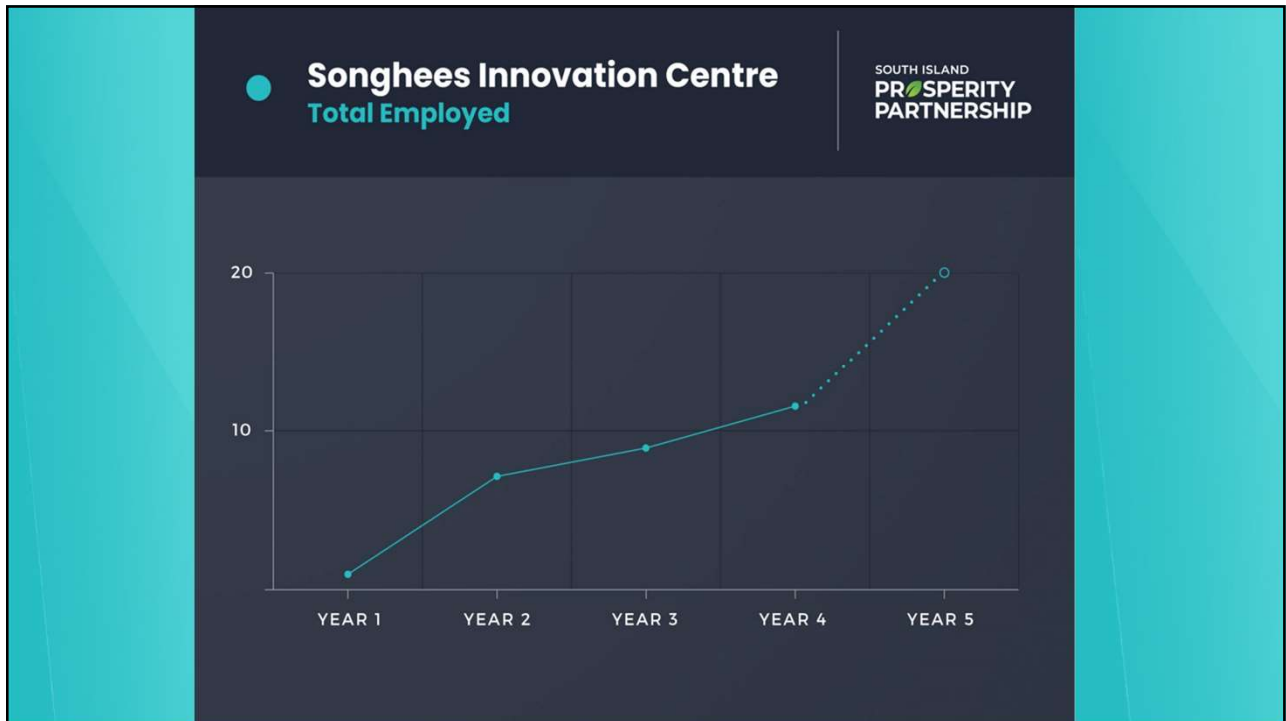


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Indigenous Economy



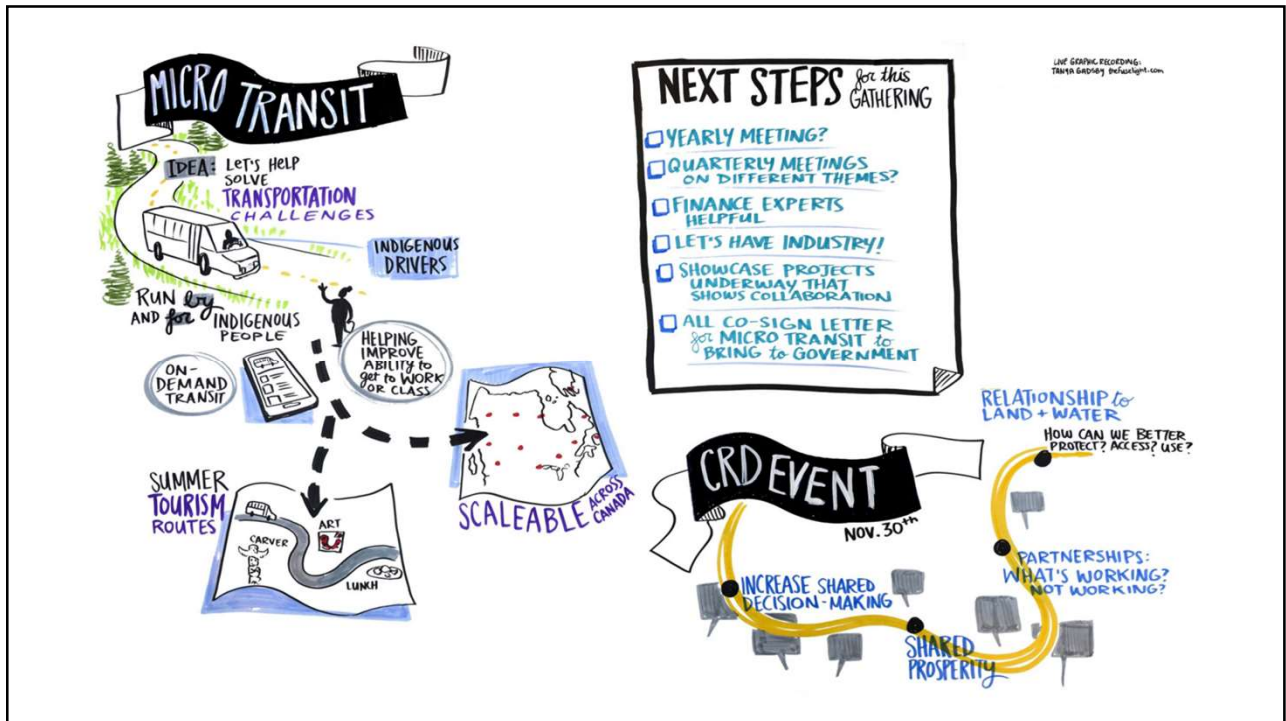
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Purpose #4

Maximize Federal and Provincial Funding for Regional Economic Development



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Smart Cities



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- 1 Private Sector ?
Graeme Wheeler, 2020-06-29

Rising Economy Taskforce

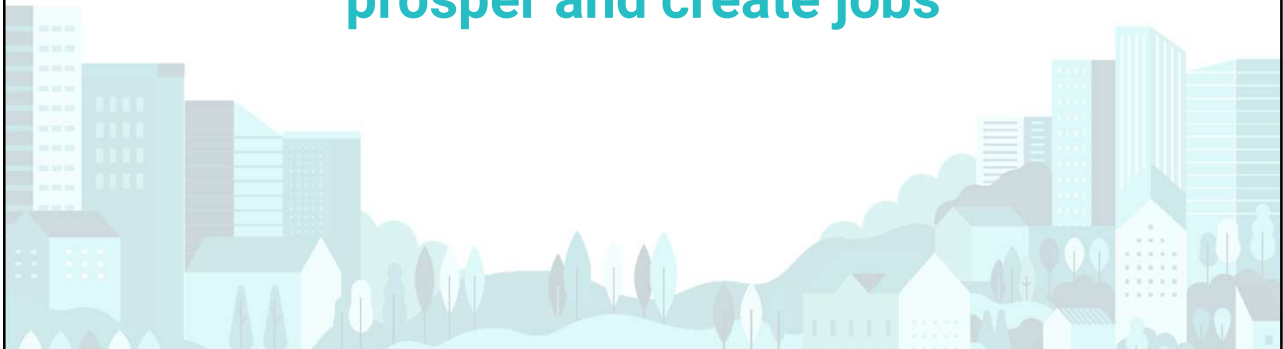
- SIPP acted proactively to launch the Rising Economy Taskforce to coordinate a **strong local response to the economic crisis** created by COVID-19.
- Largest coordinated industry-led **recovery effort** in B.C.
- Works with **11 sector committees** to inform a robust recovery strategy.
- Establishes a **regional plan to accelerate recovery** efforts through inclusive growth, with a focus on regional resiliency.



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Purpose #5

Provide support for entrepreneurs and businesses to increase their ability to prosper and create jobs



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Trade Accelerator Program



TAP CANADA'S 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**

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Abattoir Study & Food Sovereignty



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Purpose #6

Collaborate with municipal economic development and regional trade association initiatives



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Highlights

1. Ocean Futures Innovation Hub – Cluster Strategy Leadership
2. Input on Municipal Strategies and Plans (e.g. Victoria 3.0 Steering Committee)
3. Research and thought leadership - Business of Cities
4. SIPP Municipal Representative Body – Partners Committee
5. Local Economic Development Roadmap – Esquimalt Pilot
6. Rising Economy Taskforce – Over 120 Stakeholder Actively Engaged
7. Canada’s Smart Cities Challenge – Over 100 Stakeholders Actively Engaged
8. One Planet – Collaborative Platform for Sustainability Capacity
9. Working Partnership with 5 South Island Chambers of Commerce
10. Support to Matrix Institute in developing PPE supply capacity
11. Public Events and Services, e.g. Innovation Challenges, Smart South Island Symposium, Smart Mobility Fair, Indigenous Prosperity Gathering, Mentor Network, Geeks on Floats, Trade Accelerator Program

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Thought Leadership

- Mobility-Wellness Index
- “Future Of ... “ Series
- Innovation Challenges – including Youth Innovation Challenge
- Rising Economy Week
- Smart South Island: Vision 2040
- Business of Cities



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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)



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The SIPP Team

Our small, agile team is passionate about economic recovery and smart growth for Victoria and the South Island.



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A Vision for the South Island

**In the future, our region will grow,
but in a way that remains consistent with our
environmental, cultural and social values.**

**The South Island will boast an incredible diversity of people and
businesses and a robust eco-system that includes business, social
enterprise and nonprofits. Our children and *their* children will
have positive reasons to stay and grow their lives here.
Jobs will be plentiful and careers allow for lifelong advancement.**

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5 Year Renewed Funding Request

	CURRENT	YR1 INCREASE	YR1 PROPOSED	YR1 SAVINGS (\$)	YR2	YR3	YR4	YR5
	2019-20	2021-22	2021-22	2021-22	2022-23	2023-24	2024-25	2025-26
	2.5% increase year over year (2019 CPI%)							
Municipality								
Victoria	\$ 218,916	\$ 243,397	\$ 218,916	\$ 24,481	\$ 224,389	\$ 229,999	\$ 235,749	\$ 241,642
Saanich	\$ 184,462	\$ 199,600	\$ 184,462	\$ 15,138	\$ 189,074	\$ 193,800	\$ 198,645	\$ 203,612
Oak Bay	\$ 44,331	\$ 48,936	\$ 44,331	\$ 4,605	\$ 45,439	\$ 46,575	\$ 47,740	\$ 48,933
Esquimalt	\$ 34,621	\$ 34,621	\$ 34,621	\$ -	\$ 35,487	\$ 36,374	\$ 37,283	\$ 38,215
Colwood	\$ 31,318	\$ 36,968	\$ 31,318	\$ 5,650	\$ 32,101	\$ 32,903	\$ 33,726	\$ 34,569
C Saanich	\$ 25,484	\$ 39,077	\$ 25,484	\$ 13,593	\$ 26,121	\$ 26,774	\$ 27,443	\$ 28,130
Sooke	\$ 16,422	\$ 25,196	\$ 16,422	\$ 8,774	\$ 16,833	\$ 17,253	\$ 17,685	\$ 18,127
Sidney	\$ 26,722	\$ 29,045	\$ 26,722	\$ 2,323	\$ 27,390	\$ 28,075	\$ 28,777	\$ 29,496
N Saanich	\$ 17,351	\$ 20,073	\$ 17,351	\$ 2,722	\$ 17,785	\$ 18,229	\$ 18,685	\$ 19,152
View Royal	\$ 18,963	\$ 21,622	\$ 18,963	\$ 2,659	\$ 19,437	\$ 19,923	\$ 20,421	\$ 20,932
Highlands	\$ 3,111	\$ 4,913	\$ 3,111	\$ 1,802	\$ 3,189	\$ 3,268	\$ 3,350	\$ 3,434
Total	\$ 402,785	\$ 460,051	\$ 402,785	\$ 57,266	\$ 412,855	\$ 423,176	\$ 433,755	\$ 444,599

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We're Grateful For Your Support!

Representing the urban core of the South Island region, the City of Victoria is a key partner in the movement to create an inclusive, resilient economy that values quality of life.

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