



NEWS RELEASE

For Immediate Release

British Columbia Economic Development Week

Chilliwack, BC, May 7, 2018 – The Government of British Columbia have reinforced their commitment to economic development in the province, with the proclamation of May 7th to 12th, 2018 as British Columbia Economic Development Week.

“A strong economy is one where families get ahead and nobody is left behind and our government is working to ensure every region of B.C. benefits from the jobs and opportunities to come,” said Bruce Ralston, Minister of Jobs, Trade and Technology. “We have already appointed an Innovation Commissioner to lead the promotion and commercialization of B.C. technologies and established a Small Business Task Force to seek ideas on maintaining a healthy small business environment, both of which are designed to stimulate our economy and help create good jobs for people throughout the province.”

BCEDA is pleased to join the Province of BC and the International Economic Development Council in celebrating Economic Development Week on an international scale. Economic Development Week is an opportunity to highlight the efforts and the importance of the economic development field. Community and Economic Developers are responsible for generating economic growth, creating better jobs for residents and facilitating an improved quality of life.

“We appreciate the support from the Province of BC to proclaim the week of May 7th to 12th as Economic Development Week. The partnerships that we have formed with the various provincial ministries over the years, combined with the services they provide, help all communities in BC achieve economic development success. We look forward to partnering with them on future mutually beneficial initiatives,” says Sue Kenny, Chair of the BC Economic Development Association.

“Economic Development is a core activity of most local, regional and Indigenous governments. BCEDA works to identify ways to assist communities throughout BC in developing tools and initiatives to support a strong local economy,” says Dale Wheeldon, President and CEO of BCEDA. “But,” Wheeldon continues, “it really is those involved at the local level who deserve the credit for implementing initiatives to support strong local economies. Whether it is the hosting of a major conference (Minerals North in Houston, BC), a new solar farm in the Upper Nicola, the attraction of 5,000 Amazon jobs in Vancouver, the Economic Investment Zone in Penticton, or Lower Columbia’s marketing strategy Metal Tech Alley, it is all economic development. We are proud of the work our communities are doing and encourage all citizens throughout BC to take the time this week to recognize the hard work that goes in to supporting the economic sustainability of a local economy.”

BCEDA will be releasing a publication titled, *Snapshot: Economic Development in BC* during Economic Development Week. Individual pages of the publication will be available to BCEDA members for social media sharing. Highlighted within the pages are some little-known facts about economic developers as well as *Economic Development in Action* success stories from around the province.

In addition to the social media campaign, BCEDA will also be hosting a webinar with partner, Townfolio on May 8th at 1:00pm PST. *How to Promote Your Community Like a Tech Startup* explores how Townfolio began as a \$500 tech startup and grew nationwide in one-year. With a limited budget, they had to be creative in figuring out ways to promote the company. Townfolio will share their experience with using free (or very low cost) tools with everyone so they can apply these tech practices into promoting their own community. Watch also during the week for the launch of the 2018 issue of BCEDA's official magazine, *Invest in BC* and a collaborative video illustrating why communities should invest in economic development.

-30-

Contact:

Dale Wheeldon, President and CEO, BCEDA, (604) 819-3809

About BCEDA

The BC Economic Development Association (BCEDA) is the leading professional association of economic development practitioners in the Province of BC. BCEDA currently has over 500 members from communities throughout the province. BCEDA provides services that help member communities grow and expand new and existing businesses, attract new business investments, and work towards strategic infrastructure investment, land use planning, and community enhancement.

BCEDA has been the leader in Canada in establishing Economic Disaster Recovery Programs, Business Retention and Expansion tools, and tools to support and encourage Shop Local and Tourism Wayfinding. We also offer extensive training programs throughout the year to ensure that those involved in economic development are up to date on the current economic development trends.

BCEDA services include an annual summit and networking event, educational and professional development opportunities, public relations, advisory services and resources and partnering with communities and the Province of BC to market British Columbia for business investment.