

FOR IMMEDIATE RELEASE

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Major plan to reboot Greater Victoria's economy reveals 10 critical areas of recovery
***Reboot* plan lays out actions to bring the economy back from the devastating pandemic impact.**

(Victoria, BC) South Island Prosperity Partnership (SIPP) today released [*Reboot: Greater Victoria's Economic Recovery Plan*](#). The plan was developed by the multi-sector Rising Economy Taskforce, which convened on April 16, 2020, shortly after the pandemic hit the region.

The taskforce includes 40 business, community, government and academic leaders who worked with 12 sector committees to develop targeted actions for immediate relief and strategize recovery and move the region toward economic resiliency. The taskforce worked with MNP to analyze all recommendations against a weighted scoring criteria (over 2,000 points of data) to produce this plan.

The plan is built around 10 recovery pillars containing 50 action items organized into immediate (0-6 months), intermediate (6-12 months), recovery (12-18 months) and long-term (over 24 months) actions to be taken by all levels of government, First Nations, post-secondary institutions, industry associations and businesses.

"The *Reboot* plan is a blueprint for our future," says Emilie de Rosenroll, CEO, South Island Prosperity Partnership. "It drew unparalleled collaboration in Canada's largest non-government cross-sector economic recovery effort."

The following are highlights of actions and recommendations in the report:

- Close the equity gap with First Nations by developing an **Indigenous Economic Development Office** for the South Island, owned and operated by First Nations.
- Strengthen local businesses by offering **digital skills education and programs to leverage e-commerce** and mitigate COVID-19 impacts. This involves a number of shop-local and food and beverage initiatives.
- **Embrace the 21st-century innovation economy** through programs to accelerate business investment in research and development, including building a targeted Ocean Innovation Hub to pursue emerging opportunities in the global Blue Economy.
- Help the workforce adapt to the new economy through the development of a ***Future Skills Alliance*** with industry, government and education stakeholders. This ensures rapid responses to unemployment.
- **Ensure our creative industries come back stronger** through investments in venues, supporting artist-in-residence programs and ensuring our commercial districts are activated with placemaking and people-centred enhancements.

“There are still a lot of unknowns, but one thing is certain,” adds de Rosenroll, “we need to embrace the idea that we are in this together and go all-in. A partial recovery is not a recovery. Recovery for some sectors and not others is not a recovery.”

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***Media who wish to attend the launch or any of the Rising Economy Week virtual events are invited to register at OurRisingEconomy.com. Download the *Reboot* report:**

https://southislandprosperity.ca/wp-content/uploads/2020/11/Reboot_Greater-Victorias-Economic-Recovery-Plan-2020-2022_SIPP-FINAL.pdf

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Additional Quotes

“Delivery of a positive economy on the other side of COVID requires us all to harness all the exceptional resources in our community. Fortunately, we have achieved exactly that with the recommendations emerging out of our Rising Economy Taskforce. Our next step is implementation. Please join us.”

— **Fred Haynes, Mayor, District of Saanich**

“At a time when we need to see a strong economic recovery for our region, it is wonderful to see this amazing collaboration across all sectors. Thank you to all involved in the Rising Economy Taskforce and to South Island Prosperity Partnership for leading the process. “

— **David Screech, Mayor, Township of View Royal**

“The Rising Economy Taskforce’s Economic Recovery Plan is the best of our region coming together to plan for a resilient, inclusive and prosperous future. Now is the time to play a bit of offence — to play to our strengths — and not sit back and hope for recovery to happen. We’ve worked hard to create the strategy, now the even harder work of implementation begins.

— **Lisa Helps, Mayor, City of Victoria**

“The *Reboot* report represents an unprecedented and extraordinary collaboration of citizens from all sectors of our economy to solve the problems of a shared crisis.”

— **Suzanne Bradbury, Managing Director, Fort Street Properties; Taskforce committee member**

"As an entrepreneur and investor involved in a variety of businesses, from pharmacy to food to high tech, I've been thrilled to see the level of collaboration between all sectors and levels of government on our economic recovery. Now is the time to pursue the common good for our community."

— **Rasool Rayani, Investor, Entrepreneur, Taskforce member**

“Our community has faced the serious impact of COVID-19 and is now focused on recovery and resilience. It has been very inspiring to work collaboratively with the over 120 business and government leaders of the Rising Economy Taskforce to create a blueprint for our very vibrant city and region, which we know is ready to spring back.”

— **Frank Bourree, Chair, South Island Prosperity Partnership and Vice-Chair, Rising Economy Taskforce**

“The ramifications of managing this pandemic have affected our region's marine and tourism businesses, staff and families in a multitude of unpleasant ways. The *Reboot plan* offers hope to this sector through a collaborative, industry-designed strategy plan that promises to turn our short-term pain into a positive, stronger and more resilient future.”

— **Craig Norris, CEO, Victoria International Marina and Past-Chair, South Island Prosperity Partnership**