

# Sooke Region Chamber of Commerce

Presentation to Council  
2016 Operational Plan  
January 18, 2015





# 2016 Board of Directors

- ▶ Our expertise

- ▶ Real estate, education, architecture, technology, hospitality, eco tourism and adventure sports, marketing, manufacturing and industry.

- ▶ Our why

- ▶ We live here, work here, play here and love it here.





# Economic Development

- ▶ Definition:
  - ▶ a sustained community effort to improve both the local economy and the quality of life by building the area's capacity to adapt to economic change.
- ▶ Economic growth vs. development





# Economic Development Strategy

- ▶ Chamber is only one piece of the puzzle
- ▶ 5 General categories of strategies
  - ▶ Improve efficiency of existing firms
  - ▶ Improve ability to retain & capture \$\$
  - ▶ Attract new basic employers
  - ▶ Encourage business formation
  - ▶ Increase provincial and local funding





# 2016 Operational Plan

- ▶ Improve efficiency of existing firms
  - ▶ Business education
  - ▶ Shared services



# 2016 Operational Plan Cont'd

- ▶ Improve ability to retain and capture dollars
  - ▶ Better Buy Sooke
  - ▶ Sooke-Tastic Promotion
  - ▶ Sooke Sunday Car Lot





# 2016 Operational Plan Cont'd

- ▶ Attract new basic employers
  - ▶ Bring your business to Sooke package
  - ▶ Address challenges
    - ▶ Sewers to industrial lands
    - ▶ Physical state of commercial properties
    - ▶ Local post-secondary options



# 2016 Operational Plan Cont'd

- ▶ Encourage business formation
  - ▶ Business How-To in Sooke
  - ▶ Business registry





# 2016 Operational Plan Cont'd

- ▶ Increase Provincial and local funding
  - ▶ Business How-To in Sooke
  - ▶ Business registry





# Other Projects and Initiatives

- ▶ All Sooke Staff Party
- ▶ Salmon Festival
- ▶ Mountain bike Festival and other adventure events
- ▶ Polish and distribute Resident Relocation Package
- ▶ Create a Collaboration Team with representatives from each organization in Sooke with interest in furthering Econ Dev
- ▶ Create a West Coast experience
- ▶ Lobby to open a Customs Office
- ▶ Create community Buy-in
- ▶ Hire an Economic Development Officer (EDO)
- ▶ Work from the OCP for today and tomorrow
- ▶ Build the Town Core
- ▶ Create an accessible Sooke





# Next Steps

- ▶ Collaborate
  - ▶ District of Sooke
  - ▶ Sooke organizations
  - ▶ Regional Economic Development Initiative
  - ▶ Economic Development Officer
  - ▶ Sooke's business community





Thank you!

