



# ECONOMIC RECOVERY 2021 OUTCOMES

---



# NAEDP 2021 Economic Recovery Priorities

- Business Retention & Expansion
- Workforce Housing
- Sector Supports
- Communications
- Advocacy



# Business Retention & Expansion



COVID-19 Workforce & Consumer Safety



Think Local First Business Supports



Workforce Supports



Technology Adoption



Investment & Workforce Attraction

# COVID-19 Workforce & Consumer Safety



# Think Local First Business Supports



**SUPPORT LOCAL.  
STAY SAFE.**



“

It's a good habit to shop locally, even online if the business is local. Once you shop online outside of Nelson they will do everything to get you back, and they will do nothing for your community. Please shop locally and strengthen our community. You are all we have! Also, keep us all safe by following COVID protocol – protect yourself, and our staff – they're family, friends and neighbours.

**SAM BAIO**  
Owner, Valhalla Pure Nelson

”





# Think Local First Business Supports SBBC Marketplace

BC MARKETPLACE 

Regions

Stories

Guides

Create your Profile

 MENU



## Popov Leather

Popov Leather specializes in hand-crafted, bespoke leather goods.



## Lillie & Cohoe

Handmade Luxury Hats & Outerwear



## Me and My Cat Stained Glass

Handmade stained glass for every budget including home decor.



## Gerick Cycle & Ski

Sales and Service of bikes and skis.



## Hazel | Forest & Forge

Hazel is a small woodworking studio located in Nelson, British Columbia



## Backroads Brewing Co.

A small, independently owned and operated brewery and taproom

# Think Local First Business Supports Support Local BC Gift Cards



Thierry Brionne  
Furniture and Spaces

NELSON

from \$10.00



Old School Furniture

TRAIL

from \$10.00



Wild Air Photography

NELSON

from \$10.00



Lillie & Cohoe

NELSON

from \$10.00



KWC Mercantile

NELSON

from \$10.00



Front Street Antiques

KASLO

from \$10.00



Himalaya Salt Cave

NELSON

from \$10.00



Teamwork Media Lab

NELSON

from \$10.00

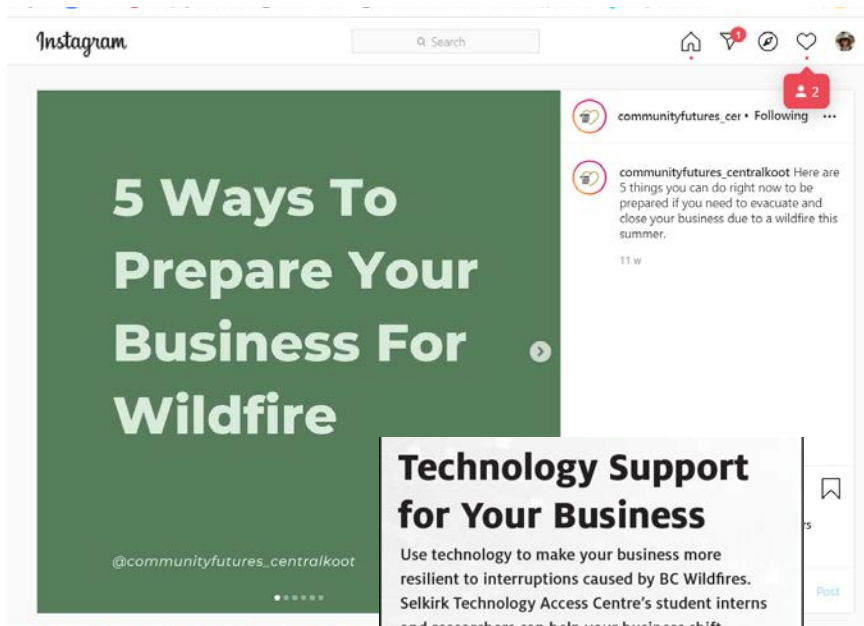
# Think Local First Business Supports Shop Local Initiatives

- The Nelson & District Chamber received \$40,000 to support shop local initiatives
- Funds may be used to:
  - Produce photo galleries and videos of local small businesses
  - Create *Think Local First* stickers & shopping bags
  - Develop a Kootenay-specific landing page on the Small Business BC Marketplace website





# Business Supports Wildfire Response & Preparedness



## Technology Support for Your Business

Use technology to make your business more resilient to interruptions caused by BC Wildfires. Selkirk Technology Access Centre's student interns and researchers can help your business shift to cloud-based services, create an online store, increase your social media presence, or implement other technology solutions.

For information contact [innovate@selkirk.ca](mailto:innovate@selkirk.ca).

Interested? Complete our survey  
to become part of this project!  
<https://bit.ly/39tMSib>



Selkirk College

City of  
NELSON

Community  
Futures

nelson  
Business  
and Arts Incubator



## WILDFIRE SUPPORT

Community Futures provides  
Wildfire Business Support, including:

- BC Wildfire Updates
- Disaster Readiness Resources
- Mental Health Support

Call 1-888-303-2231 or visit [cfwildfire.ca](http://cfwildfire.ca)



# Workforce Supports Poster Campaigns



**Keep Us** 

# OPEN

**FOR BUSINESS**

***We are all in this together!***

- Maintain **2 metres** physical distance.
- Stay in your **social bubble**.
- Wash or **sanitize** your hands.
- Consider wearing a **mask**.

***Thank you for respecting our community safety protocols.***



 **#THINK LOCAL FIRST**

## NOW THAT'S WHAT YOU CALL A SHOT IN THE ARM!



Vaccinations are bringing us all back together.  
Our families, communities and businesses.  
So, from retailers to repair-folk, front-liners  
to foodies, thanks for helping to keep us  
**OPEN FOR BUSINESS.**

To thank you for getting vaccinated the City of Nelson and Nelson Kootenay Lake Tourism are hosting a contest with weekly giveaways from a variety of local businesses. Enter to win and find local COVID-19 resources at [NELSON.CA/GETVACCINATED](https://nelson.ca/getvaccinated)

# Workforce Supports



Keep Us  
**OPEN**  
FOR BUSINESS

nelson and area ECONOMIC DEVELOPMENT PARTNERSHIP

As an employer in the Nelson & surrounding area who has seen a drop in revenue due to the COVID-19 pandemic, you may be eligible for workforce support to cover part of your employee wages, enable you to re-hire workers, help prevent further job losses, and ease your business back into normal operations.

Check out the following supports:

- ▶ Canada Emergency Wage Subsidy (CEWS)
- ▶ WorkBC Wage Subsidy
- ▶ CBT Co-op Wage Subsidy
- ▶ CBT Career Internship Program
- ▶ CBT Summer Student Wage Subsidy
- ▶ CBT Apprentice Wage Subsidy

Please visit [www.futures.bc.ca/workforce](http://www.futures.bc.ca/workforce) to find out what kinds of support you can qualify for.

## Workforce Supports

As an employer in the Nelson area who has seen a drop in revenue due to the COVID-19 pandemic, you may be eligible for workforce support to cover part of your employee wages, enable you to re-hire workers, help prevent further job losses, and ease your business back into normal operations. See the list of researched supports we have compiled below to find out if you qualify.

### Need help deciding which program is a good fit for your business?

Meet with a Basin Business Advisors for free, one-to-one, confidential business advisement.

- Call toll-free 1-855-510-2227
- Or email [info@bbapprogram.ca](mailto:info@bbapprogram.ca)

### Want some help finding the right workers for the job?

Contact the Kootenay Career Development Society for help accessing the tools, financial supports, and the job-ready candidates.

- Call (250) 352-6200

Keep Us  
**OPEN**  
FOR BUSINESS

Subsidy	Deadline	Eligibility	Details
Apprenticeship Subsidy	January 2022	Businesses must operate and have headquarters in the Columbia Basin Trust region. See link for a list of eligible trades.	Requirements: Employers receive \$8 an hour for Level 1 apprenticeship training or \$4 an hour if the apprentice is retained beyond their Level 1 work-based training requirements.
Food Subsidy	Ongoing	Primary food producers with farms and ownership located in the Columbia Basin Trust Region. Employers must maintain or increase 2021 season production and employment levels (compared to 2020 season) and have been operating for a minimum of two years. See Link 2 for full eligibility requirements.	A wage subsidy of 25% of an employee's hourly wage to \$15 an hour. The maximum total subsidy a producer can apply for is \$10,000. The subsidy can be used from March 14 to October 30, 2021.
Education Subsidy	Ongoing	Eligible employers are small businesses, non-profits, First Nations communities and local governments with business headquarters located within the Columbia Basin Trust region.	Provides wage subsidies to employers to help their post-secondary students enrolled in full-time education and participating in a recognized university or college program. The wage subsidy is \$8 an hour for up to 15 hours a week.
Student Subsidy	Opens August 12, 2021	Small businesses, non-profits, First Nations communities and local governments with business headquarters located within the Columbia Basin Trust region.	Provides wage subsidies to employers to help their full-time students on a part-time basis throughout school year.

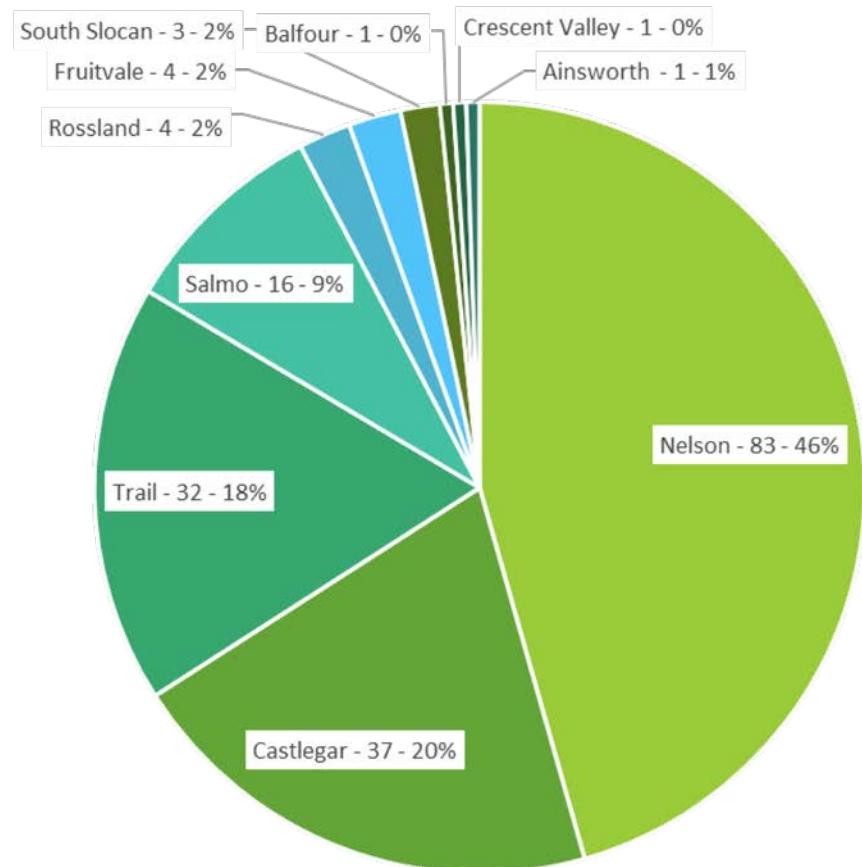
Download CSV View larger version

March 2021

# Workforce Supports Rural & Northern Immigration Pilot

- 83 Nelson & Area candidates recommended since Spring 2020
- 22 Nelson candidates and their families have received Permanent Residency and continue to live and work in Nelson.

**RNIP Job Locations May 2020 - December 2021:**



# Workforce Supports

## BC Provincial Nominee Program

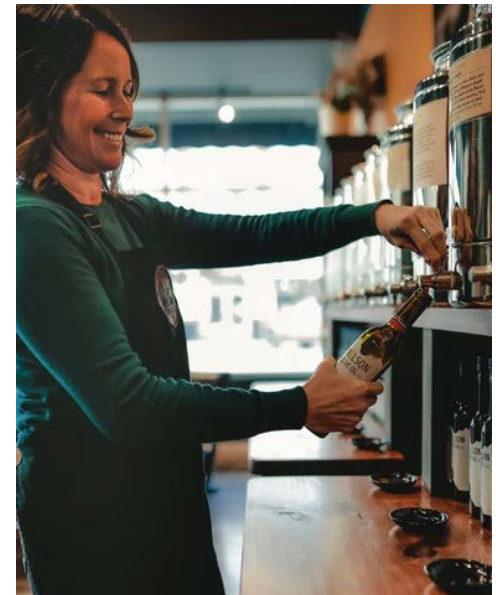
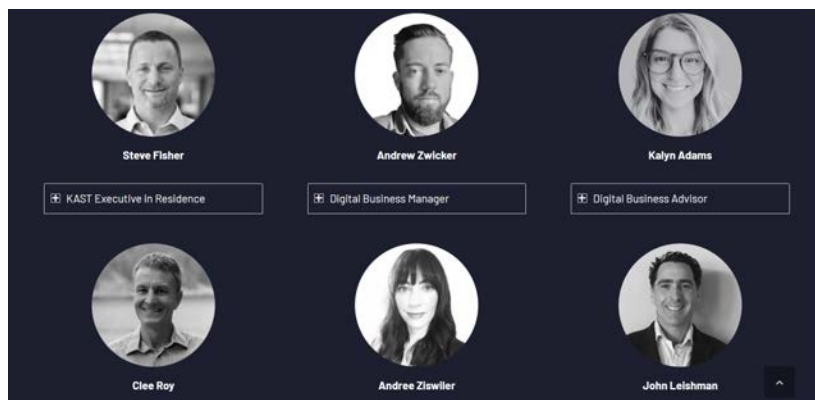
- Entrepreneur Immigration Stream
  - 38 inquiries in Nelson & area
  - 3 are continuing with the application process



# Technology Adoption

*I feel so lucky to have been able to participate in the DER3 program. They are a knowledgeable team that work together well and provide immense support and resources for their clients. As a result, I have seen significant growth in my marketing and tech skills. Thanks for the great experience, I will definitely apply again if the opportunity arises!*

Michelle Rundell – Nelson Olive Oil





# Technology Adoption Free Tech Reviews



April 2021 - September 30 - Tech Reviews - Nelson = 10

# Technology Adoption

## Covid Rapid Response Team

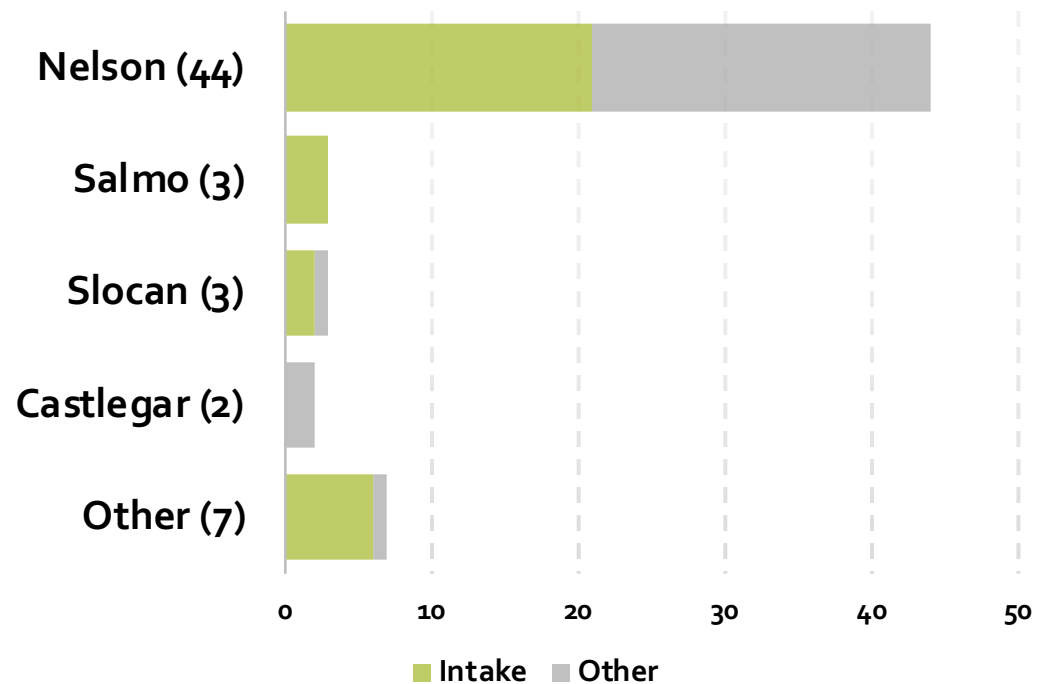


- Establishing a strong social media & online presence
- Integration with online marketplaces
- Website and search engine optimization
- Online software training
- Product photography and virtual tours



# Technology Adoption Covid Rapid Response Team

*"The CRRT has been an absolute Godsend as I try to start an online business while navigating through some of the greatest challenges of my life in a global pandemic."*



\*Intake refers to online signup, and other includes direct contact, referral and email

# Investment & Workforce Attraction

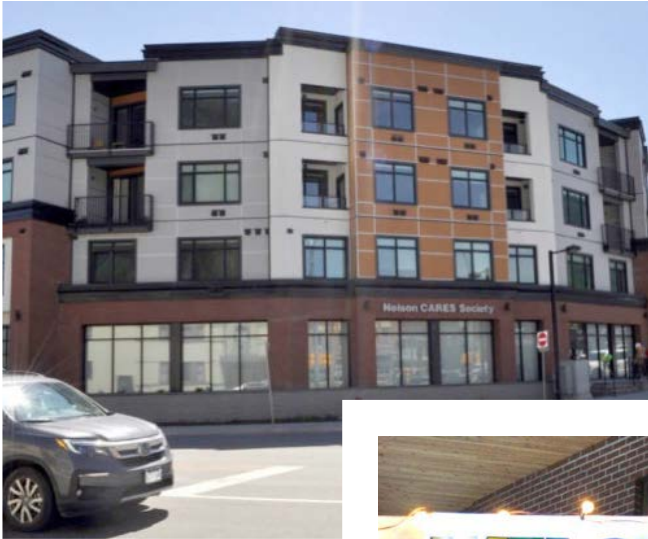
## Imagine Kootenay



Nelson		Q1	Q2	Q3	Q4	YTD
	Page views	2,454	5,874	5,208		13,536
	Prospect Inquiries	49	53	46		148
	Job Searches	345	248	426		1,019
	New listings	8	15	8		31
	Sold listings	0	2	0		2
	<u>Top Content</u>					
	1 Underground Coffee					
	2 Nelson Naturals					
	3 14 acre riverfront property					

\*Q1-Q4 includes April 1<sup>st</sup> – December 31<sup>st</sup>, 2021

# Workforce Housing



- Hall Street Place
- Herridge Street Place
- Lakeview Place





# Workforce Housing RDCK Areas E & F

- Area E: 26  
residential permits  
issued
- Area F: 8  
residential permits  
issued

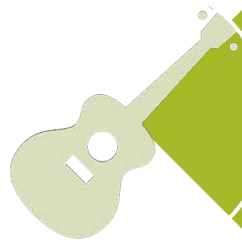




# Sector Supports



Retention of the  
Food and  
Beverage Sector



Retention of Arts  
& Culture Assets



Grow the  
Technology  
Center

# Retention of Food & Beverage Sector

- Chamber-NAEDP hosted a virtual roundtable in the spring with local food and beverage and retail sector along with development services and council to extend the temporary patio for 2021
- Chamber hosted a September virtual roundtable with food beverage-retail sectors. Interest in extending for 2022.



# Retention of Arts & Culture Assets Sector Study



Understand of the impacts of COVID-19 on the sector



Describe the economic conditions of the sector within the City of Nelson and Regional District Areas E and F



Identify opportunities for support for the sector

# Grow Technology Sector



**FREE TUITION**  
for eligible students

## Technology Consulting & Sales Fundamentals

**NOV 8 - DEC 17, 2021**

This accelerated salesforce technology course offers a unique opportunity designed for individuals with the following skill set:

- Critical thinking
- Adaptable
- Takes initiative
- Communication skills
- Likes challenges/solving problems
- Big-picture thinking

**APPLY BY NOVEMBER 1, 2021**

LOCATION  
Online

For additional information and eligibility requirements contact:  
Holly Steenvoorden  
innovate@selkirk.ca

[selkirk.ca/tech-consulting-sales-fundamentals](https://selkirk.ca/tech-consulting-sales-fundamentals)



**If this sounds like you, apply now!**

Successful students will be taught foundational principles needed for the Salesforce Administrator Certification, with a potential Full Time job placement at TractionOnDemand.com upon completion.

Canada



**TRACTION**  
on Demand

Selkirk College Building Remarkable Futures

[selkirk.ca](https://selkirk.ca)



## Nelson Tech & Knowledge Workers

Private group · 1.1K members



Joined + Invite

About Discussion Topics **Members** Events Media Files

Members · 1,089









# Communications Strategic Report Card



2021

## Report Card

We are a partnership between the City of Nelson, Community Futures Central Kootenay, Nelson & District Chamber of Commerce, and Regional District of Central Kootenay Areas E and F. Our mission is to take a unified approach to community economic development initiatives for the city and region.

COVID-19 WORKFORCE & CONSUMER SAFETY	BUSINESS RETENTION & EXPANSION	WORKFORCE HOUSING	SECTOR DEVELOPMENT
<p><b>COVID-19 CASES</b> 184 cases Nelson &amp; Area (January 2 - 8)</p>  <p>3,152 cases Interior Health region (January 6 - 12)</p>	<p><b>SBBC ONLINE MARKETPLACE</b> 279 Nelson &amp; area businesses</p> <p><b>SUPPORT LOCAL BC E-GIFT CARDS</b> 36 Nelson &amp; area businesses</p> <p><b>COVID RAPID RESPONSE TEAM</b> 44 Nelson &amp; area clients</p> <p><b>KAST DER3 PROGRAM</b> 78 Nelson &amp; area clients</p>	<p><b>520 FALLS ST.</b> 39 units of low-income housing for employed or self-employed tenants</p>  <p><b>205 HALL ST.</b> 41 units for low- to moderate-income families &amp; seniors</p>	<p><b>FOOD &amp; BEVERAGE</b></p>  <p>6 new openings 3 COVID-19 related closures</p>
<p><b>COVID-19 VACCINATION COVERAGE</b> at least one dose</p>  <p>80% coverage 12+ 81% coverage adults 18+ Nelson and area</p>	<p><b>WORKFORCE SUPPORTS</b> Webpage: 694 Pageviews Business outreach: 200+ Nelson &amp; area businesses</p> <p><b>WKB INVESTMENT CO-OP</b> over \$100,000 available for loans for local small businesses</p> <p><b>INVESTMENT ATTRACTION</b> Imagine Kootenay: 2 businesses sold 23 new listings</p>	<p><b>NEW HOUSING STATS</b> Nelson: 45 Single Units &amp; 19 Multi Units RDCK Area E: 26 permits issued RDCK Area F: 8 permits issued</p> <p><b>UNEMPLOYMENT RATE IN KOOTENAY REGION</b> 6.0%</p> <p><b>VACANCY RATE IN NELSON</b> 0%</p>	<p><b>ARTS &amp; CULTURE</b></p>  <p>Sector study complete 1 venue closure Some artists transitioned to other employment</p>
			<p><b>TECHNOLOGY</b></p>  <p>Nelson Tech &amp; Knowledge Workers: 1,059 Facebook Group Members</p>



# Advocacy

- Economic Recovery Supports
  - BC Chamber Advocacy
  - NAEDP Advocacy to Federal Candidates re: Wage & Rent Subsidy
- Regionalized Covid Restrictions
  - BC Chamber Advocacy
- Transportation
  - Launch of [kootenayshipping.com](http://kootenayshipping.com)
- Social Development Including Poverty Reduction
  - Together Nelson draft Poverty Reduction Plan
- Broadband Access
  - Rogers Engaged City of Nelson





# Leveraging NAEDP Capacity

- The Chamber leveraged **\$15,000** in funding from Etsi-BC's Southern Interior Rural Business and Community Recovery Program to hire an **Economic Recovery Advisor**
- CF Central Kootenay leveraged **\$22,500** in funding from Mitacs to hire an **Economic Development Research Intern**



Darren and Jenna conducted business outreach with over 200 Nelson and area businesses

# NAEDP 2022 STRATEGIC PRIORITIES



# NAEDP Strategic Priorities 2022



Workforce Shortages



Workforce Housing



Business Retention



Advocacy

# NAEDP Strategic Priorities 2022

## Business Retention



Operating Safely  
During COVID-19



Wildfire & Disaster  
Preparedness



Support Local



Arts & Culture  
Sector



Investment  
Attraction



Climate Action



Mental Health  
Supports