

# DISTRICT OF SQUAMISH

## ECONOMIC ACTION PLAN 2020-2022



### FORMING OUR APPROACH

Our work is directed by the vision and overarching goals of the District articulated through the 2040 Official Community Plan and Strategic Plan.



The Economic Leadership Team and Partner Forum provide advice and expertise to Economic Development, who make recommendations to Council on economic development activities.



### WHAT WE DO

Our efforts focus on sustainable economic development which embodies social, environmental, and economic principles, in order to improve the quality of life for the citizens of Squamish.



#### Business Intelligence

To support policy, business, and investment decisions to stimulate existing and new firm growth



#### Investment Activities

To encourage new strategic sector and existing business growth



#### Programming & Services

To facilitate new programs and services aimed at growing local businesses and new businesses in strategic sectors

### WORK PLAN 2020 - 2022

We work to support the local business community and future sector growth by providing business intelligence, conducting business development activities, and facilitating programs and services.



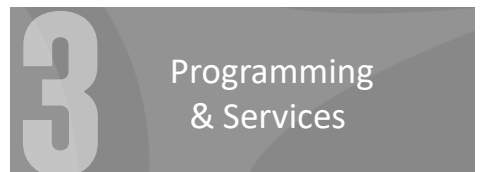
#### Business Intelligence

- Sector Specific Needs Analysis
- Employment Space Demand Modelling
- Economic Impact Measurement



#### Investment Activities

- Marketing Content Development and Placement
- Outbound Lead Generation
- Government Relations



#### Programming & Services

- Data and Research Sharing
- Cluster Organization
- Capacity Building

### MEET THE TEAM



**Kate Mulligan**  
Economic Development Officer



**Jen Stone**  
Economic Development Specialist



**Alicia Woodside**  
Economic Development Specialist



**Laura Wittenzellner**  
Economic Development Coordinator

### ARE YOU A BUSINESS?

Here's how we can help:

- ✓ Zoning and site selection
- ✓ Community and sector business intelligence
- ✓ Partner and program referrals
- ✓ Understanding District process and bylaws
- ✓ Information on funding and financing