



Roundtable Series to Inform City's Economic Action Plan: *Victoria 3.0 – Pivoting to a Higher Value Economy*

Date: Monday, October 7, 2019

For Immediate Release

VICTORIA, BC — This fall, the City of Victoria is hosting a series of roundtable discussions with people who do business in the community to inform its next Economic Action Plan, *Victoria 3.0 – Pivoting to a Higher Value Economy*.

The Plan will position Victoria as an attractive place to invest and to start and grow a business over the next five to 20 years. The goal is for Victoria to become a small powerhouse that creates high-value jobs and builds a high-value economy that meets current, and anticipates future, needs.

Over the past few weeks, the City has been reaching out to local stakeholders, inviting them to participate in the series. Each roundtable contains two topics to allow for the cross-pollination of ideas. Most roundtables are open to the public and the City hopes to attract a diversity of people to provide input and ideas. Facilitated by Mayor Lisa Helps, the first roundtable in the series takes place tonight at Victoria City Hall.

Tech, Advanced Education Research and Development

Monday, October 7, 2019 from 5 p.m. – 7 p.m., Victoria City Hall Antechamber

This roundtable is for movers and shakers working in tech and research & development in industry or in post-secondary institutions.

Indigenous and Newcomer Businesses

Tuesday, October 8, 2019 from 2:30 p.m. – 4:30 p.m., Victoria City Hall Antechamber

This roundtable is for Indigenous-run businesses and organizations that support Indigenous entrepreneurs. It is also for newcomer-run businesses and organizations that support newcomer entrepreneurs.

Ocean Futures Cluster Development

Friday, October 25, 2019 from 1 p.m. – 3 p.m., Victoria City Hall Antechamber

This roundtable is for anyone working in the ocean and marine sector, very broadly defined. **NOTE:** This workshop is by **invite only** in order to have a focused conversation on cluster development. If you or someone you know would like an invite please email kmoore@victoria.ca.

Neighbourhood Business and Social Enterprise

Tuesday, November 5, 2019 from 12:30 p.m. – 2 p.m., Victoria City Hall Antechamber

This roundtable is for people who run businesses in the City's neighbourhoods and includes people who work from home in these neighbourhoods. It is also for everyone working in the social enterprise sector.

Small Business and Finance

Wednesday, November 20, 2019 from 6 p.m. – 8 p.m., Victoria City Hall Antechamber

This roundtable is for anyone who runs a small business in Victoria, with a focus on downtown businesses. It is also for everyone working in the financial sector.

Input from the roundtable discussions will inform the draft plan that will be presented to City Council for consideration in January 2020.

In 2015, the Mayor's Task Force on Economic Development and Prosperity created the City's first economic action plan, *Making Victoria: Unleashing Potential*. Almost all of the actions in that plan have been achieved. Successes include a decrease in retail vacancies downtown, an increase in the number of net new business licences, a low unemployment rate, and the amount of development underway.

Key questions for each roundtable discussion are available on the City's website. The roundtables are free to attend. For more information and to register, visit: www.victoria.ca/prosperity.

Quotes:

Mayor Lisa Helps, City of Victoria

"I believe everyone in Victoria deserves a good job, a good home, and a sustainable community – and that the City has a role to play in making these things happen. That's why this plan will use our status as a capital city and position Victoria as a globally-relevant and globally-fluent small powerhouse. This will help us to create the jobs of the future and an inclusive, sustainable, and high-value economy for the long term."

Honourable Bruce Ralston, Minister of Jobs, Trades and Technology

"Victoria's greatest resource is its people – it's why the city is a consistent economic success story. Continued success doesn't happen without planning for the future, which is why this series of discussions is so important for Victoria to realize its full economic potential – by harnessing the power of the people who live here."

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For More Information:

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