RESILIENCY
IN ROUGH ECONOMIC WATERS

Port-to-Plains Conference
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1. Inspiration or Desperation?

2. The Role of Economic Development

3. Economic Development Strategies

4. Best Practices - Key Learnings
Inspiration or Desperation?

Success seems to be largely a matter of hanging on after others have let go.

William Feather
How Low Can it Go?

Note: Inflation adjusted figures
Data Sources: Energy Information Administration, BLS. http://www.macrotrends.net/1369/crude-oil-price-history-chart
Syncrude’s Oilsands upgrading facility north of Fort McMurray.

Photo Credits: Ryan Jackson/Edmonton Journal
Alberta Oilpatch Layoffs Total 35,000, Says CAPP
Alberta Drought 2015: Province Declares Agricultural Disaster

CP | By The Canadian Press

Posted: 08/24/2015 12:42 pm EDT | Updated: 08/24/2015 12:59 pm EDT

A dry farmer’s field in Leduc County Tuesday, July 21, 2015.

Kendra Slagoski, Global News
Other Factors Affecting Business

Micro-level: What is happening in your back yard?

- An aging workforce
- A shrinking workforce
- Knowledge-skills shortage
- Value of currency fluctuating
Are we in Crisis?

The perfect storm!
- Declining economic growth
- Lower per-capita income
- Lower per-capita output
- Heavier tax burden on younger generations
- A lesser quality of life

Every business in every community could impacted. *But to what degree?*
Whose role is it to transition a business or economy from crisis to resiliency?
The Pillars of Economic Development

- Economic Development
  - Business, Industry, Government, Infrastructure, Entrepreneurs

- Social Development
  - MASH, Programs, Housing, Labour

- Environmental Protection
  - Air, Water, Soil

Quality of life for individuals and community

Source: Economic Developers of Alberta
Ec. Dev. Strategies

1. Business Retention
2. Business Investment
3. New Business Attraction
4. Workforce Development
5. Government, Infrastructure, Policy

Economic Development
Phases of Business Recovery

PREPAREDNESS
Ongoing

SHORT-TERM
RESPONSE
Immediate Actions

INTERMEDIATE
RECOVERY
Getting Operational

LONG-TERM
RESILANCY
Learning, Adapting, Thriving

Communication
Resilience Indicators

Leadership & Culture

- Leadership
- Situation Awareness
- Innovation & Creativity
- Decision Making
- Staff Engagement

Resilience

The ability to survive a crisis and thrive in a world of uncertainty

Networks

- Effective Partnerships
- Internal Resources
- Leveraging Knowledge

Change Ready

- Stress Testing Plans
- Proactive Posture
- Unity of Purpose
- Planning Strategies
- Breaking Silos
Who is in Your Backyard?

Photos courtesy Gerard Sinanan

Calgary, Alberta

Photos courtesy Gerard Sinanan
Canmore, Alberta
Canmore - CAP

Canmore Attractions Status Updates

1. Can I travel to Canmore?

Yes - The Trans-Canada Highway to Canmore is now open for visitors. Speed restrictions apply, so plan extra time for your trip.

2. How bad is the damage?

There was significant damage to some of Canmore’s residential communities such as Coyote Benchlands. Downtown Canmore and the vast majority of hotels were unaffected by the floods. Most of the activity providers and restaurants are also open. Kananaskis Country also received significant flooding, damaging the highways in and out of the region as well as the Kananaskis Country Golf Course. Delta Lodge at Kananaskis was unaffected.
alberta’s backyard.
back open.

YOUR BACKYARD IS CLOSER THAN YOU THINK

MOUNTAIN MADNESS PACKAGE
This summer, book before July 31st and stay between now and September 30th, 2013 to receive a $50 resort credit. Redeemable for food and beverage, movies, guest activities, room service or any other room chargeable expense.

DELTA LODGE AT KANANASKIS
PACKAGE PRICE
$199*
PLUS TAX

CANNORE
KANANASKIS

CANMORE
KANANASKIS

tourismcanmore.com
Central Okanagan, B.C.
Business Walk Program

Powered by the COEDC
Central Okanagan, B.C.

#1. How is Business?

#2. What do you like most about doing business in the region?

#3. What can be done to make your business thrive?

#4. To which specific information would you like to have access?

Source: Thank you Central Okanagan Economic Development Committee
Central Okanaganon B.C.

What Do You Need?

- Business Planning: 38%
- Supply Chain: 11%
- Financing: 12%
- Other: 39%

Source: Thank you Central Okanagan Economic Development Committee
Outcomes: Central Okanagan B.C.

Opportunity for development of business planning resources

The COEDC will facilitate one-on-one assistance and follow up to 66 businesses

Multiple agencies provided with industry intelligence in efforts to communicate potential programs and services

Opportunity for a Regional Buy Local campaign
Modus specializes in the design and build of high-performance modular buildings.
Engineered for Safety and Reliability
Economic chaos – micro or macro level?

Leadership’s Role

• Response – immediate actions
• Recovery – operational, programming
• Resiliency – adapting in a new economy
Questions
Thank You!

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