

An aerial photograph of a port and city, likely Vancouver, with a large gear overlay. The gear is semi-transparent and positioned in the upper left quadrant. The background shows a harbor with several large cargo ships and cranes, a cityscape with various buildings, and mountains in the distance under a clear blue sky. The gear is a light yellowish-green color.

Regional Prosperity Initiative

A new collaborative approach to
prosperity for the Metro Vancouver region

The Opportunity

Metro Vancouver is perfectly placed.

Canada's Pacific gateway is one of the most livable regions in the world, with a diverse, globally competitive economy and a growing reputation for urban sustainability.

We are investing, wisely, in the essential components of a prosperous economy – world class utilities, transportation infrastructure, air and sea ports, and leading educational institutions.

We will invite the participation of all communities and recognize the essential role of First Nation governments. We are ready to launch the new collaborative approach to prosperity for the Metro Vancouver region.



Advancing Prosperity

Now, we need to maximize the value of our natural and human assets and to share opportunities strategically and for mutual benefit.

The key to leveraging our strengths – and to protecting against weakness – is collaboration: connecting people, enterprises, academic institutions, NGOs, First Nations and governments at every level to optimize economic development and maximize quality of life.

The components that together shape and drive the region – the ‘enablers of prosperity’ – can only be directed toward a shared vision through the collaborative efforts of leaders across all sectors.



A Globally Competitive World

Our region's lack of a collaborative, strategic approach to advancing prosperity sets up apart from other prominent midsize and large metropolitan areas across North America.

Elsewhere multi-sectoral collaborative efforts are emerging where the parties involved are defining their shared goals and then creating the environment to maintain and attract new business and talent. Strategies for moving forward depend on an assessment of comparative advantages and creating the narrative that will attract interest, motivate investment and engage further collaboration.

Lessons learned from present and past initiatives across Canada and the United States have helped inform the work of the Regional Prosperity Initiative.



Prosperity – Livability – Sustainability

A prosperity collaborative has been conceived to tap the Metro Vancouver region's full potential – engaging and empowering stakeholders to advance our collective interests. In a globally competitive world, we:

- Achieve these goals together; and
- Enjoy the benefits – together.

Working Collaboratively

This public-private collaboration will research and promote the region's attributes, assets and opportunities, doing everything from sharing information to improving systems – all for mutual benefit.

Early, high impact projects will demonstrate our capacity to be more welcoming and efficient for new and existing businesses and make the region more prosperous and livable for all.

A 'Made in Metro Vancouver' Approach

Initial discussions among stakeholders about establishing a new collaborative approach to prosperity began in 2014-15, and culminated in the first Regional Prosperity Forum in April 2016, to discuss the value of a multi-stakeholder collaboration. The Forum ended with 36 stakeholder organizations signing on a declaration, stating:

We are committed to improving and expanding the prosperity of the Metro Vancouver region through the creation of a collaborative initiative bringing together businesses, local governments, academia, professional associations and civic organizations.

The Metro Vancouver Regional Economy Task Force, the Regional Prosperity Initiative Steering Committee and the Regional Prosperity Initiative Advisory Group have been working in the last year to develop:

- A vision
- A mission
- A governance and organizational model



Shared Effort, Shared Prosperity

Vision

Collaborating to advance shared economic prosperity, livability & sustainability in Canada's Pacific gateway.

Mission

The partnership will:

- Connect people, enterprises, academic institutions & governments to optimize economic development & quality of life.
- Research & promote the region's attributes, assets & opportunities.
- Lead & catalyze projects to strengthen a distinct, sustainable & high performing urban region.



Activities & Strategic Priorities



Aligning people, enterprises, academic institutions & government around regional priorities for economic prosperity

Cooperation on actions to strengthen a distinct, sustainable & high performing urban region

Work Plan

	2018	2019	2020
COLLABORATION	Meetings: Board / Congress / Advisory Group / Working Groups / AGMs		
		Forums / Dialogues	
RESEARCH & ANALYSIS	Research to identify opportunities for growth and to support high impact projects		
MARKETING & PROMOTION	Brand development	Promotion	
		Foreign direct investment in coordination with others	
HIGH IMPACT PROJECTS	Current projects*		
	TBD		

*Current High Impact Projects of the Regional Prosperity Initiative are the Regional Mobile Business Licensing project and the Regional Registration Portal for Filming project.

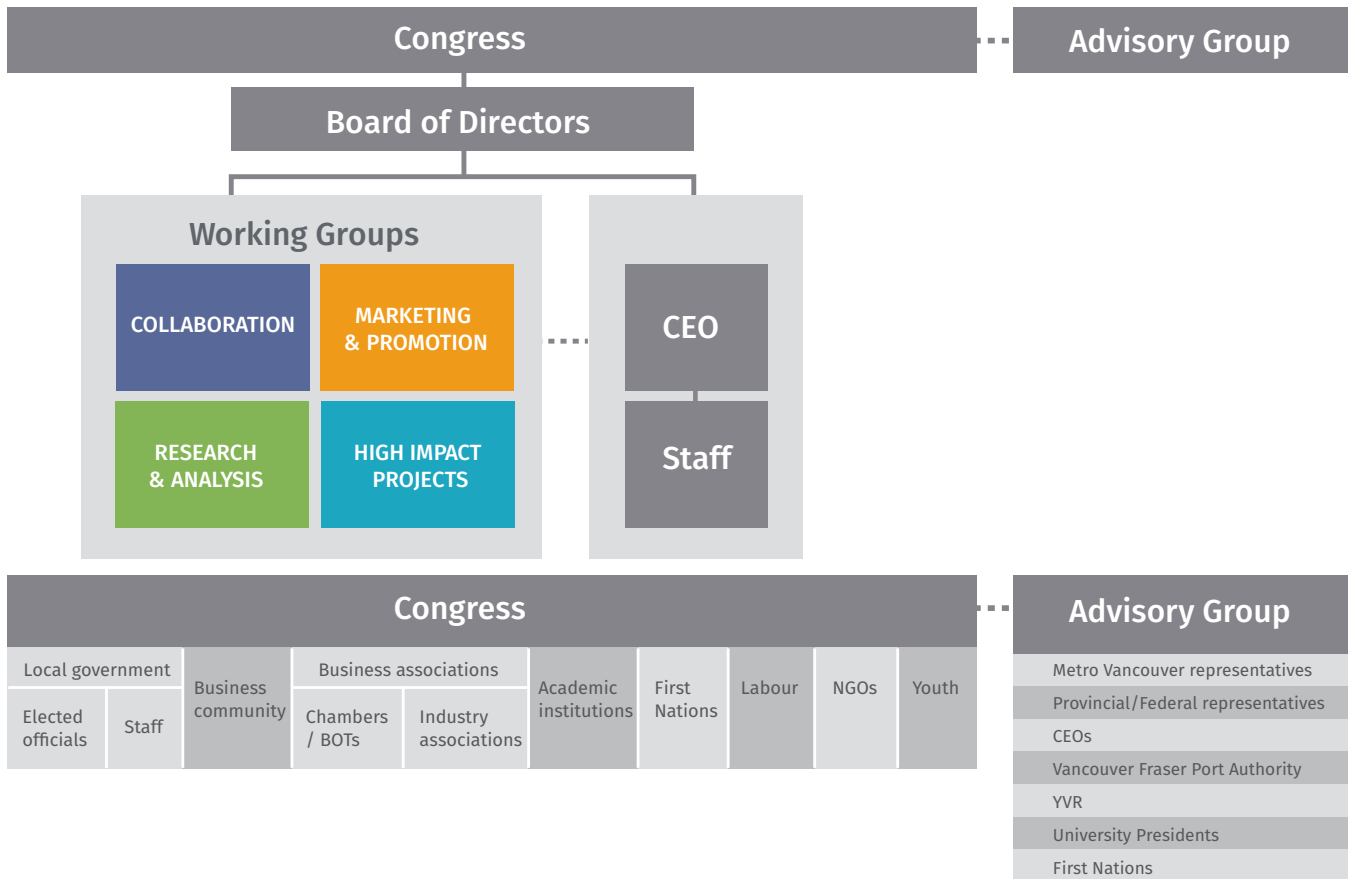
Funding

The Steering Committee continues to work on a preliminary three-year work plan and budget – estimated at \$2.5M to \$4M annually – with a revenue strategy based on the experience of Toronto Global and Montreal International.

The proposed funding structure:

- One-third Government of Canada
- One-third Government of British Columbia
- One-third from businesses, institutions and local governments

Governance



Current High Impact Projects

A fully functional public-private collaboration will be more than a think-tank or a venue for exchanging ideas. This initiative is about action.

The Steering Committee and Advisory Group have identified two short-term projects – the Regional Mobile Business Licensing and Regional Registration Portal for Filming projects – that will help field-test the model, demonstrating the potential and value of a new spirit of regional collaboration.



Regional Mobile Business Licensing

Mobile businesses in Metro Vancouver must currently secure business licences from each municipality in which they operate. There have been some early efforts to make it easier for construction and related trades businesses to work across municipal boundaries, but a regional approach to licensing mobile businesses would signal a new attitude to supporting local businesses.

Working with municipalities, the Regional Prosperity Initiative is developing a business model that will harmonize processes and systems, providing efficiencies for all.

The Regional Mobile Business Licence Project is important because it sends a powerful message to entrepreneurs across the lower mainland – that we are a progressive jurisdiction bent on making business easier, not more complicated.

Val Litwin,
President & CEO, BC Chamber of Commerce



Regional Registration Portal for Filming

Beautiful, accessible, and blessed with a skilled and talented labour pool and investment in studios, the Metro Vancouver region is one of North America's top filming locales. To secure a comparative advantage to other areas outside of Los Angeles would require a streamlined process for securing the proper permits and licences for filming.

The Regional Prosperity Initiative is working with the industry and municipalities on a Regional Registration Portal for Filming that will simplify paperwork while ensuring ongoing community support and the maintenance of safety, environmental and liability standards.

Our productions shoot in multiple locations across Metro Vancouver at any given time, so the ability to simplify and expedite the permitting process is a welcome prospect. BC's reputation as a top tier centre for production can only be enhanced by 'The Regional Film Portal', as a tool that makes it even easier to conduct business in the region.

Peter Leitch,

Chair, Motion Picture Production Industry Association of BC





Metro Vancouver Regional Economy Task Force

Greg Moore, Board Chair and Mayor, City of Port Coquitlam (Chair)

Darrell Mussatto, Board Director and Mayor, City of North Vancouver (Vice-Chair)

Linda Hepner, Board Director and Mayor, City of Surrey

Gregor Robertson, Board Director and Mayor, City of Vancouver

Richard Stewart, Board Director and Mayor, City of Coquitlam

Regional Prosperity Initiative Steering Committee

Greg Moore, Metro Vancouver

Iqbal Ahmed, Greater Vancouver
Board of Trade

Robyn Crisanti, Vancouver Fraser
Port Authority

Joanne Curry, Simon Fraser University

Paul Faoro, CUPE BC

David Fung, ACDEG Group

Michael Goldberg, Professor Emeritus,
UBC's Sauder School of Business

Hussein Hallak, Launch Academy

Anita Huberman, Surrey Board of Trade

Peter Leitch, Motion Picture Production
Industry Association of BC

Val Litwin, BC Chamber of Commerce

Evi Mustel, Mustel Group

Ken Peacock, Business Council of BC

Gordon Price, SFU Centre for Dialogue

Andrew Ramlo, Rennie Group

Angela Robert, Conquer Mobile

Brad West, United Steelworkers District 3

Michael White, University of British Columbia

Chief Bryce Williams, Tsawwassen First Nation



Regional Prosperity Initiative Advisory Group

Iain Black, Greater Vancouver
Board of Trade

Tony Geheran, TELUS

Kathy Kinloch,
British Columbia Institute of Technology

Val Litwin, BC Chamber of Commerce

Santa Ono, University of British Columbia

Andrew Petter, Simon Fraser University

Robin Silvester, Vancouver Fraser
Port Authority

John Wiebe, GLOBE Group

Jonathan Whitworth, Seaspan

Senator Yuen Pau Woo

Tamara Vrooman, Vancity

Reference Documents

Framework for a Regional Prosperity Initiative for Metro Vancouver.
A Metro Vancouver green paper, 2015.

www.mvprosperity.org

Dynamics of Economic Change in Metro Vancouver: Networked Economies and Globalizing Urban Regions. A report prepared for Metro Vancouver, 2016.

www.mvprosperity.org

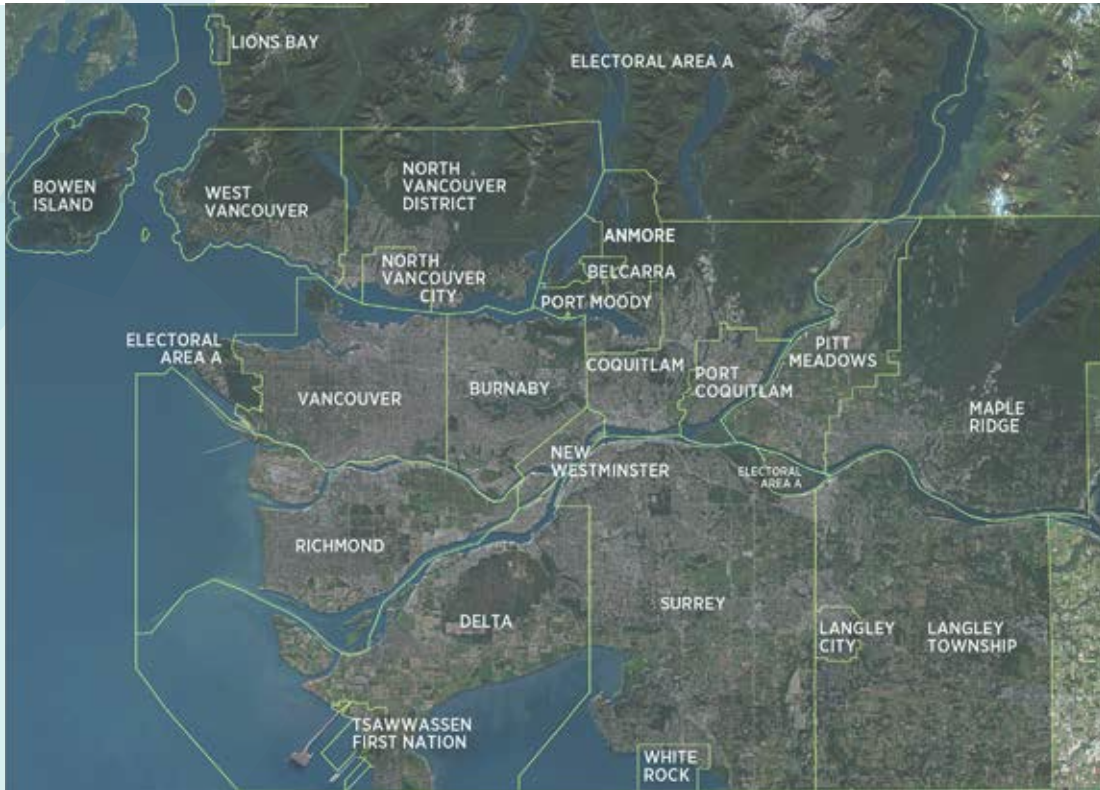
Greater Vancouver Economic Scorecard 2016.
A report from the Greater Vancouver Board of Trade, 2016.

www.boardoftrade.com/scorecard2016/

BC2035: A Vision for Economic Growth and Prosperity.
A report from the Business Council of British Columbia, 2017.

www.bcbc.com/pdfs/BC2035-Feb17-FINAL.pdf

Metro Vancouver Region





mvprosperity@metrovancover.org

mvprosperity.org