

Invest Kootenay Strategic Planning September 2009 – Priority Focus Areas and Actions

Focus Area	Strategic Actions
MARKETING & PROMOTIONS	<ul style="list-style-type: none"> • continue inbound ‘tourist to investor’ marketing (development and implementation) *PRIORITY ACTION* • database marketing (investors and opportunity holders) • outbound marketing based on geographic & sector targets • regional showcasing events • reciprocal links / logos on partner correspondence & advertising • continue linkages to Invest BC and Invest Canada
COMMUNICATIONS & PUBLIC AWARENESS	<ul style="list-style-type: none"> • quarterly e-newsletters *PRIORITY ACTION* • quarterly press releases *PRIORITY ACTION*
ENGAGING LOCAL NETWORKS	<ul style="list-style-type: none"> • community education & investment visioning *PRIORITY ACTION* • improve synergies with cross-section of stakeholders (public, private, community)
PARTNERSHIP EXPANSION	<ul style="list-style-type: none"> • outreach to partner organizations across the region (partners to assist) • presentations to municipal councils, RDs, community stakeholders, Chambers • collaborating on a project requiring regional coordination *PRIORITY ACTION*
INVESTOR OUTREACH	<ul style="list-style-type: none"> • assist with succession planning research and supports • assist with or conduct training and supports needs assessment for businesses / investors *PRIORITY ACTION* • presentations to business networks, realtors, accountants (recruit as IK supporters) *PRIORITY ACTION*
RESEARCH & DEVELOPMENT	<ul style="list-style-type: none"> • continue annual investment climate research • work with other groups to compile local and regional land use plans and inventories *PRIORITY ACTION* • produce regional and sub-regional profiles *PRIORITY ACTION* • quarterly evaluation (will continue on an ongoing basis) – improve tracking via FPC
SECTOR STRENGTHENING	<ul style="list-style-type: none"> • further clarify sector targets at the local level *PRIORITY ACTION* • assist in the development of regional sector strengthening strategies • develop more comprehensive sector profiles for website