

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)
To: ["Direct to Mayor and Council - DL"](#)
Date: 3/4/2022 3:58:00 PM
Subject: [VEC's Vancouver economy report Spring 2022 edition](#)

Dear Mayor and Council,

I'm delighted to share VEC's Spring 2022 edition of the Vancouver Economy Report. While you can [read it here \[bit.ly\]](#) at your leisure, we ask that you use this URL when sharing it on your networks: <https://bit.ly/3vyZjnV> [\[bit.ly\]](#).

It has been a long, turmoiled couple of years, and while some things have gotten better, others have gotten worse. This issue particularly reflects the work of our research team in exploring inclusive metrics that go "beyond GDP" gauge whether communities are thriving, or if prosperity is inclusive.

In this latest issue you'll find:

- **Economic Snapshot.** The Metro Vancouver region has now regained all its jobs (in absolute terms); however, industrial and commercial affordability and vacancies remain at levels close to crisis.
- **Beyond GDP.** This new section is the result of years of advocacy by VEC on developing better, more inclusive metrics for economic prosperity and success.
- **Industry Profile: Performance Apparel and Fashion.** A high-level snapshot of a traditional sector with a lot of 21st century potential
- **Emerging Sectors to Watch: Artificial Intelligence.** Almost every major company leverages AI in some capacity these days, but did you know that Vancouver is an AI hotbed?
- **Traditional Economics: Minimum Wage.** Breaks down down a mainstay of our economy and compares it to living wage
- **21st Century Economics: Measuring Happiness.** A quick primer on a metric more and more economists are examining as an indicator of healthy societies.

Here is the live [sharing kit \[docs.google.com\]](#) with newsletter content and more social media content for your use /consideration. Our marketing team adds fresh content in periodically.

Social media links for easy sharing:

LinkedIn post: <https://www.linkedin.com/feed/update/urn:li:activity:6904929781641551874> [\[linkedin.com\]](#)

Twitter post: <https://twitter.com/VanEconomic/status/1499172730968723459?s=20&t=Jnkr97q25cdZ7VRtzhenkA> [\[twitter.com\]](#)

Feel free to share with your teams and others. The VEC team is always open to connect, discuss and collaborate on these important issues, please connect with Eleena Marley or Ingrid Valou direct who are both cc'd.

Best
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.