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**To:** ["Direct to Mayor and Council - DL"](#)  
**Date:** 5/3/2023 1:54:26 PM  
**Subject:** VEC Annual update to Council: Investment Attraction and Invest Vancouver  
**Attachments:** 2023 04 - VEC Update on Investment Attraction and Invest Vancouver.pdf

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Dear Mayor and Council,

Please find attached VEC's annual update to council on VEC's investment attraction activities and VEC's relationship with Metro Vancouver's Invest Vancouver service.

Of particular interest:

1. Investment attraction continues to ramp up here in Vancouver and the wider region
2. Invest Vancouver continues to establish itself as a regional investment attraction entity and is building a strong brand
3. VEC continues to have a key role in foreign direct investment activities but has reduced its role as Invest Vancouver ramps up

We welcome any questions from Council and continue to be available to Invest Vancouver Management board and Metro Vancouver board members to provide briefings or support.

Best,  
Paul

**Paul Mochrie** (he/him)  
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City of Vancouver  
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x̱m̱əθḵʷəy̱əm (Musqueam), Sḵwx̱w̱ú7mesh (Squamish), and səlilwətaʔ (Tsleil-Waututh) Nations.

# VEC Memo to Council

## Annual Investment Attraction and Invest Vancouver Update

April 2023



# Objective

Annual Council update on Metro Vancouver's **Invest Vancouver\* (IV)** service and VEC's ongoing role in investment attraction

*\*Formally Regional Economic Prosperity Service (REPS)*

# Content

1. Investment attraction context
2. Invest Vancouver: Key activities since October 2021 *(last Council update)*
3. VEC and Invest Vancouver: Collaboration and roles
4. Investment attraction snapshot
5. Supporting documents *(background only)*

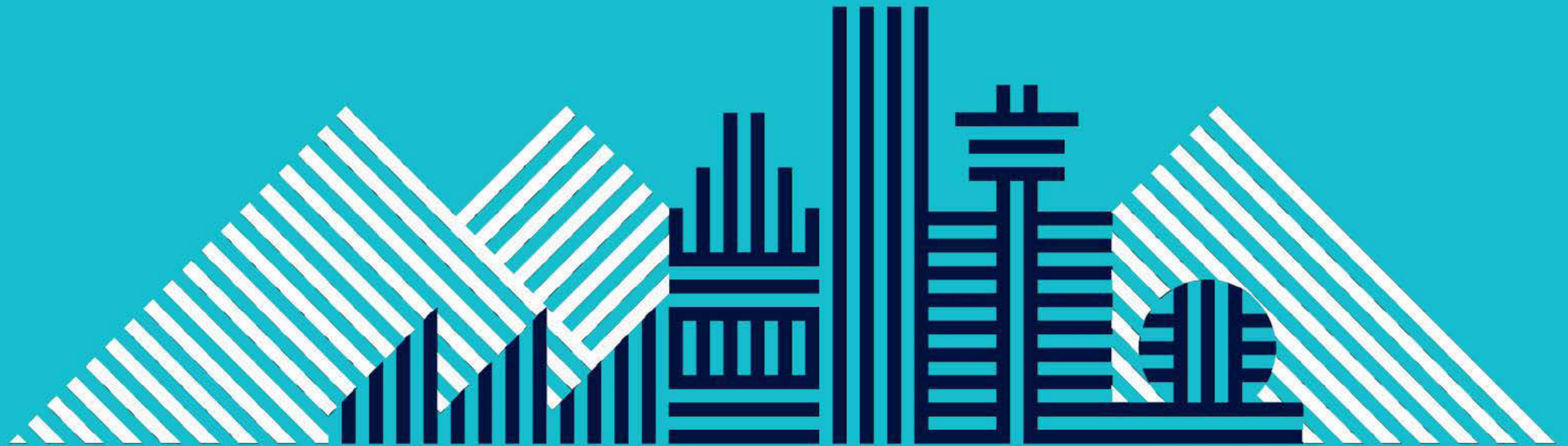
# Investment Attraction in Metro Vancouver

- 1. The economy is recovering with low unemployment rate @ 4.9% in Apr 2023**
  - ✓ Since Invest Vancouver's establishment, VEC's refined focus is to support unsolicited enquiries and conduct targeted investment attraction to support city priorities.
- 2. Global companies continue to be interested in investing into Vancouver and the region**
  - ✓ VEC works closely with Invest Vancouver (IV) to collaborate on Vancouver centric enquiries and incoming trade missions, specific to IV's key industries.
  - ✓ VEC continues to receive and support investment enquiries. In 2022, VEC received 28 Vancouver centric qualified enquiries and landed 5 companies which is estimated to being over 551 jobs and over \$263m in three-year deal value.
  - ✓ In 2022 IV landed 50+ jobs and is expected to significantly increase in 2023
- 3. The region is one economy and one workforce with a regional infrastructure**
  - ✓ VEC is focused on Vancouver while IV is focused on the region. Both are collaborating regionally and connected globally. IV anticipates a continued need for city-based investment attraction efforts (i.e. VEC) in addition to IV's resources.



# **Invest Vancouver:**

## **Key activities since October 2021**



# Two Key IV Forums for COV and VEC

## Invest Vancouver Management Board (IVMB)

**Mandate:** Provide strategic oversight and guidance for IV staff and advice and recommendations to MVRD Board.

### 31 Members

- Elected municipal representatives, and representatives of industry, academia, YVR, VFPA, labour and First Nations.
- Councillor Dominato represents Vancouver.

## Invest Vancouver Advisory Committee (IVAC)

**Mandate:** Provide advice to IV staff on economic development and strategic investment. Exchange investment attraction related data, identify areas of research and analysis, and guide cross-regional collaboration.

### **22 Members**

- Economic development leaders from each regional municipality.
- Eleena Marley, COV/VEC and James Raymond, VEC represent Vancouver.

# Recap of October 4, 2021 Council Briefing

## 1. Presented Invest Vancouver's (IV) key milestones since last update (May 2021)

- a) Published [Digital Economy technical paper](#) and [op-ed](#).
- b) REPS Management Board received [2022-2026](#) budget, proposing increases to municipal contributions.
- c) REPS rebranded to [Invest Vancouver](#).

## 2. Vancouver staff requests to Vancouver's Metro Vancouver Board representatives:

To inform the Metro Vancouver Board 2022 budget process

- a) Rationale for IV's priorities, and strategy to scale up – can't address all aspects of all [seven key industries](#) with current resources.
- b) Request clear metrics, prioritization framework, protocols and deliverables be defined and tested with municipal economic leads, IVAC (formerly REPAC).
- c) Clarification of IV's senior government funding strategy.
- d) Improved representation of IVAC's advice in the reporting to the IV Management Board.

# Key IV Activities Since October 4, 2021

1. **Metro Vancouver Board approved IV's 2022 and 2023 budgets** – 2022 budget up by 34% over 2021, plus transfer from reserves of \$600k to total of \$2.6m representing 73% increase overall. 2023 budget approved as \$3.3m plus transfer of \$500k from reserves.
2. **New President** – [David Flaks resigned & Jacquie Griffiths is new President.](#)
3. **Secured \$218k (2022) and \$245k (2023)** – Secured [CanExport Community Investments](#) funding (federal) for investment attraction initiatives. IV use its own core budget for the additional 50% matching funds.
4. **Released [2022](#) and [2023](#) Annual Plans** – 4 strategic priorities.
5. **Grew team** – Some staff turnover and grew [team](#) by 3 to 11 people.
6. **Various announcements and publications** – Including profiles on [Agritech sector](#), [Clean Transportation](#), [Life Sciences](#), [Water Tech](#), [Foreign Direct Investment in BC](#).
7. **Organized & hosted [Motivate Vancouver](#)** – Inaugural conference focused on innovation and investment for the mobility & transportation sectors and built brand at various events.
8. **Transitioned CCCA** – VEC transferred its membership of [Consider Canada City Alliance](#) (CCCA) to Invest Vancouver as most members represent regions.

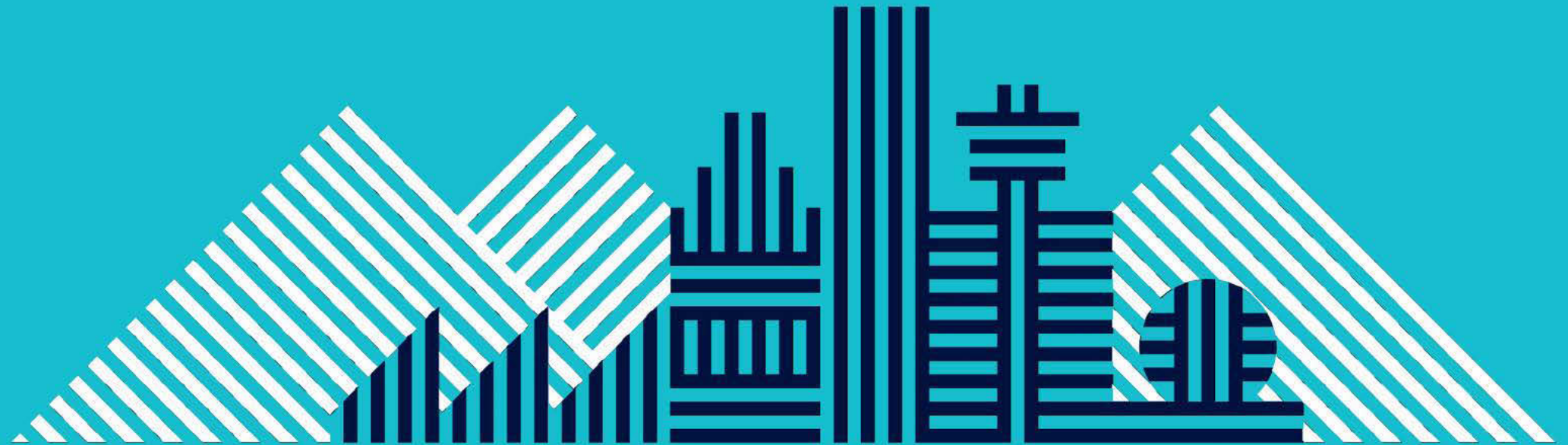


# VEC Staff Comments for Vancouver Elected Officials

**Summary of key staff comments to support City of Vancouver's representatives on the Invest Vancouver Management Board and Metro Vancouver Board:**

- 1. Governance** – Metro Vancouver Board sets IV's annual workplan and budget.
- 2. Advisory** – IVAC & IVMB are engaged, but emphasis is on being reported to with limited advisory. Opportunity to better use these forums for strategic advice.
- 3. Capacity to deliver** – Current staffing is not sufficient to meet regional investment attraction demands and non-investment attraction prioritizes. Recommend seeking deeper understanding of IV's vision for future budgets and staffing? Are MV members supportive of significant further growth in IV's budget?
- 4. Define and report against clear 2023 metrics** – Staff support the new metrics defined for 2023. Recommend that IV annually reports a summary of benefits specific to each Metro Vancouver member jurisdiction.

# **VEC and Invest Vancouver: Collaboration and Accountabilities**



# VEC/IV Relationship Continues to Evolve

## 1. Strategic Dialogue

- a) VEC provides a limited advisory role both via IV Advisory Committee (IVAC) & directly to IV staff to share networks, experience, strategic focus and intelligence
- b) VEC support the concept of a regional investment attraction entity

## 2. Investment Attraction

- a) Regular VEC:IV meetings to review investment enquiries and opportunities
- b) Co-host joint meetings with investors and delegations to promote Vancouver
- c) VEC continues to receive and manage a notable number of inbound enquiries as IV builds capacity

## 3. Partnerships & Collaboration

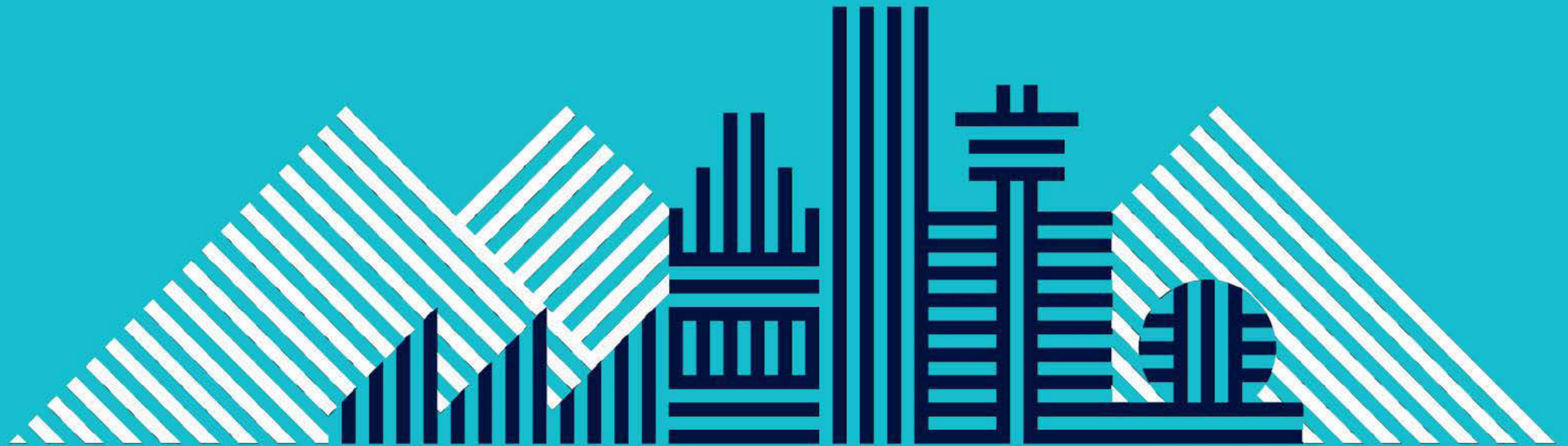
- a) Co-hosted reception at GLOBE Series
- b) Exploring areas of collaboration where interests are aligned (Angels for Climate, circular economy)

# Roles of VEC and Invest Vancouver

Category	 Vancouver Economic Commission	 Invest Vancouver
<b>Jurisdiction</b>	<b>City of Vancouver</b> (local)	<b>Metro Vancouver</b> (regional)
<b>Approach</b>	<b>Issues-based Economic Transformation</b> (e.g. climate, equity and economic reconciliation related research, programs and advocacy. Some targeted investment attraction)	<b>Sector-based Economic Development</b> (e.g. sector analysis, promotion of all municipalities, inbound and outbound investment attraction)
<b>Audience</b>	<b>Primarily Local</b>	<b>Regional / Global</b>



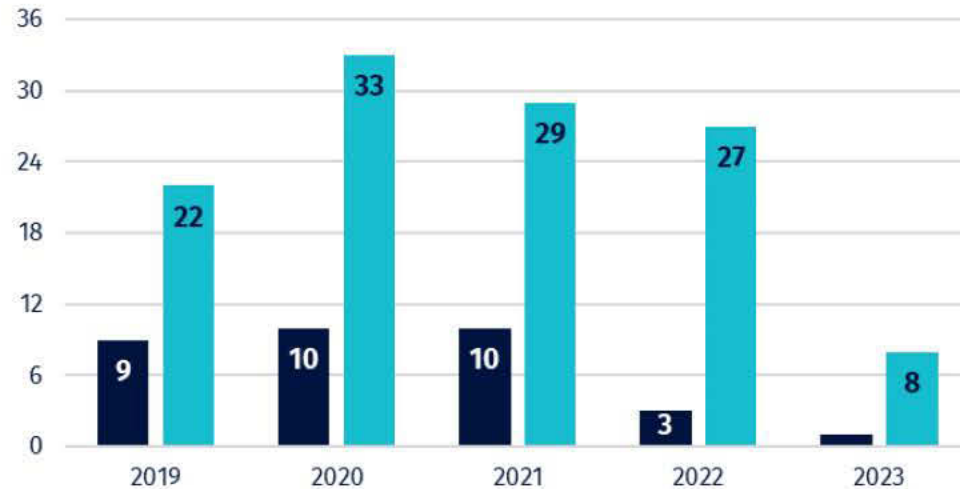
# VEC's Investment Attraction Snapshot



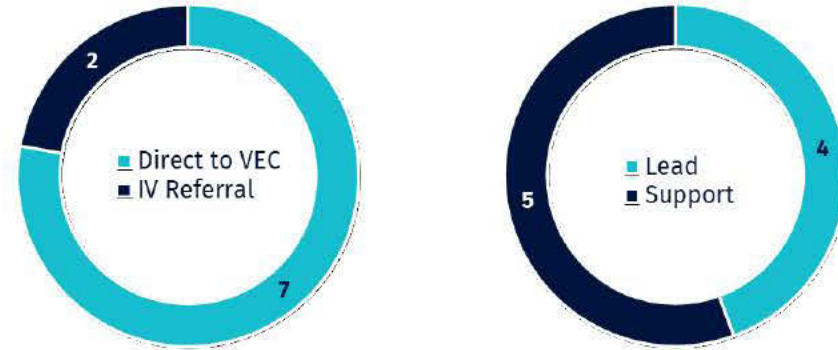
# VEC YTD Investment Attraction Pipeline

\*Where VEC was involved in some way, as at April, 2023

**Investment Attraction Pipeline by Created Year**  
■ Expansion ■ Attraction



# of Leads (companies)



## 2023 YTD Pipeline Summary

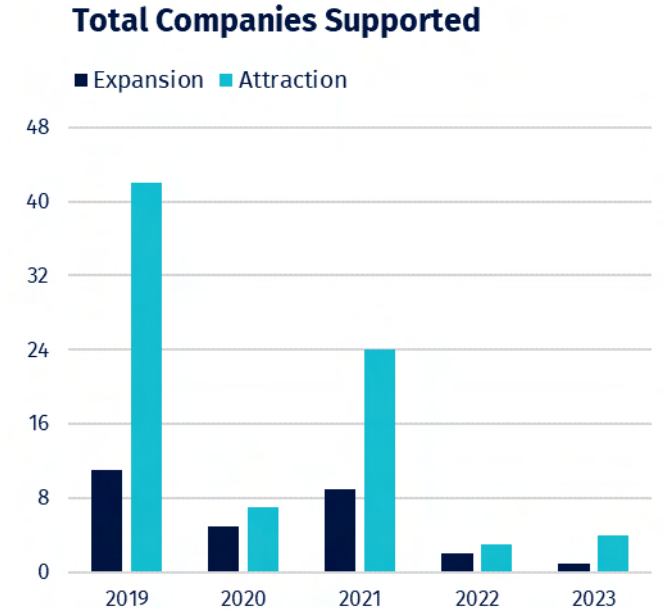
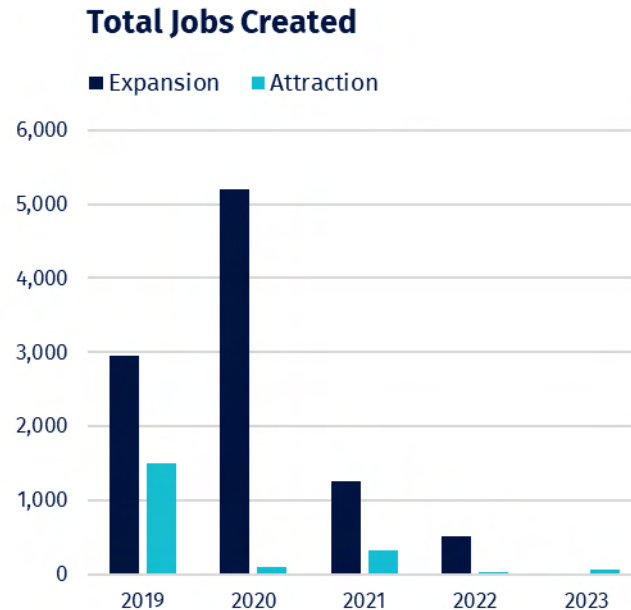
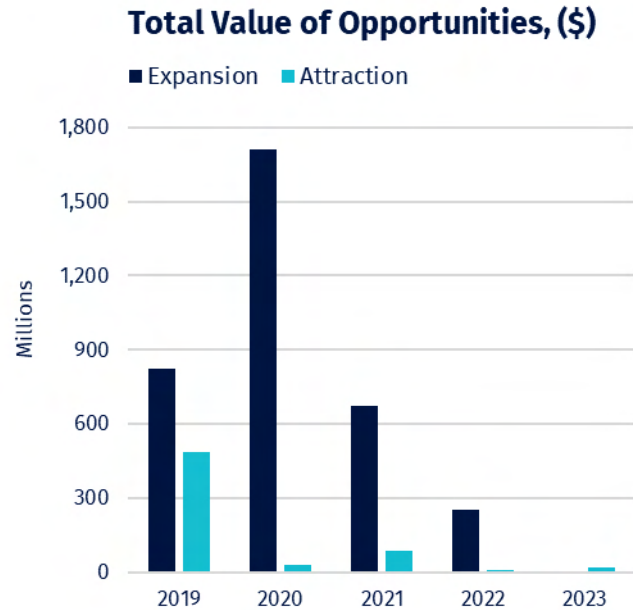
**9 Companies Interested**

**330 Jobs Forecasted**

**\$ 24,416,250 Estimated**

# Total VEC Investment Attraction (Wins) as of April 2023

While investment wins are down, investment leads are up, so there is a post-pandemic time lag.  
Also, VEC has pivoted from FDI as IV begins to ramp-up. This is a second time-lag.



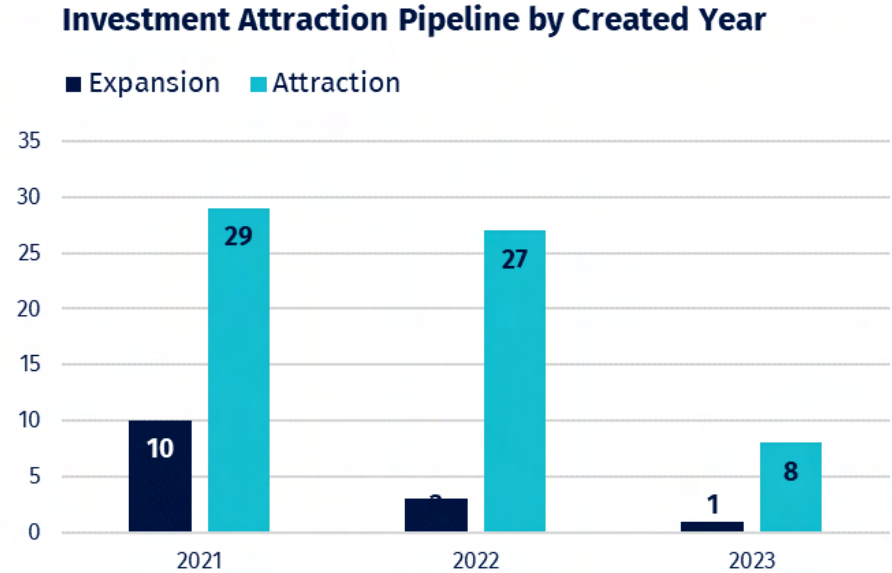
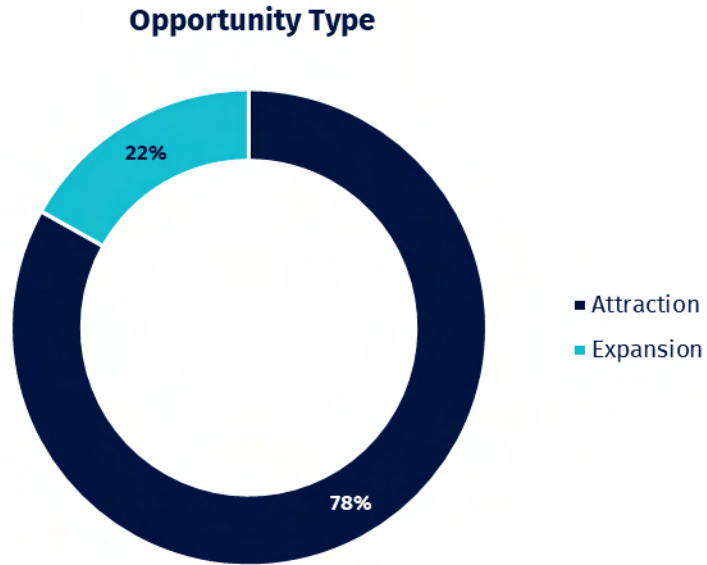
## VEC's End of Year 2022 Results

**\$262,657,500**  
Invested (3-yr-value)

**551**  
Jobs

**5**  
Companies

# FDI & Attraction Pipeline



**Jan 2021 to Apr 2023:**

Total Leads  
**67**

Total Estimated Value of Leads  
**\$1.69 Billion**

Total Estimated Jobs Created  
**5,276**



# Inbound Delegations for VEC (In-Person)

**Table 3 YTD 2022 and 2023 Inbound Delegations at VEC as at April 2023**

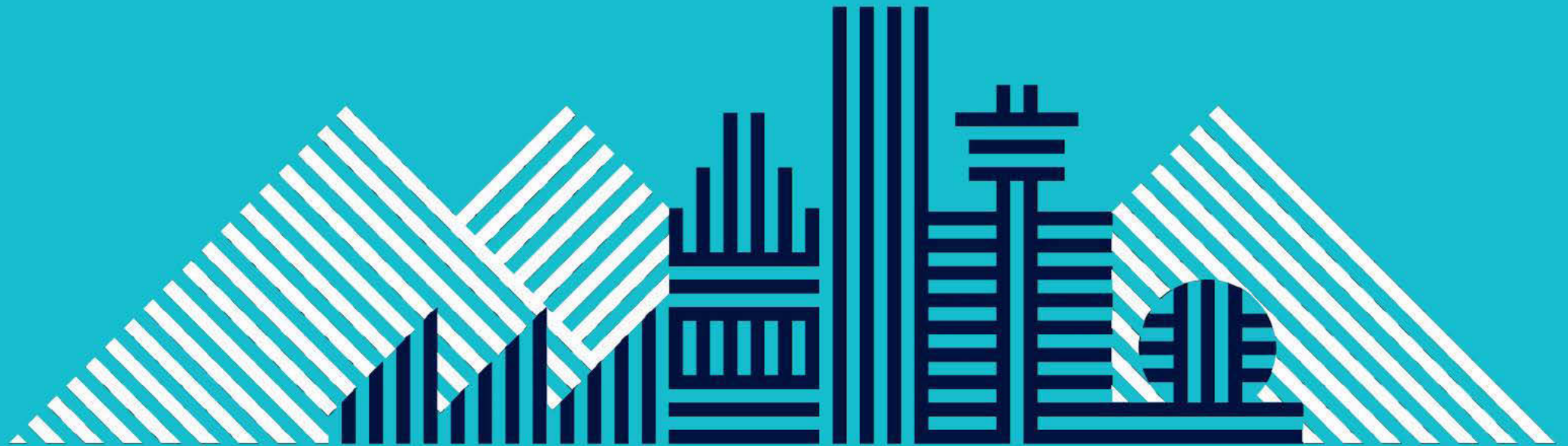
Country	Organization	Theme	Supporting Partners
Iceland	Ministry of Culture & Business Affairs	Interests in Tourism, Cleantech and the Green Economy	Destination Vancouver, Invest Vancouver
Europe	European Union	Tech, Green buildings, Renewable energy, Film & TV	Low Carbon Business Action, Province of BC
Korea	City of Seongnam	International engagement, IT, Green economy	
Japan	Japanese Overseas Infrastructure Investment Corporation	Tech investment	Trade & Invest BC
India	HCL Technologies	Tech	Invest in Canada, Invest Vancouver
Japan	Monstar-Lab	Tech	Invest Vancouver
Japan	Nagoya Chamber of Commerce & Industry	Urban development, Smart city, and renewable energy/hydrogen industry	Trade & Invest BC, Invest Vancouver, Vancouver Convention Centre, UBC
Taiwan	Foxconn (Hon Hai Technology Group)	Tech	Invest in Canada, Trade & Invest BC, BC PNP, MITACS, Invest Vancouver
United States	Highspot	Tech	Trade & Invest BC, Invest Vancouver
Finland	Silo AI	Artificial Intelligence	Trade & Invest BC

# Inbound Delegations for VEC (In-Person)

**Table 3 YTD 2022 and 2023 Inbound Delegations at VEC as at April 2023**

Country	Organization	Theme	Supporting Partners
United States	Company A	Semiconductors, AI	Invest Vancouver, SFU, UBC, professional services
United States	Company B	Tech	Invest Vancouver, SFU, UBC, professional services
<b>Upcoming</b>			
Denmark	CLEAN (Danish national cleantech cluster)	Cleantech, Energy, and Infrastructure	Canadian Embassy in Denmark
Ireland	Ireland Canada Business Association	Ireland / Canada collaboration on digital and tech hub	Invest in Canada, Invest Vancouver
United States	Downtown Denver Partnership	Urban planning and development, Neighborhood livability, International Reconciliation	Vancouver BIA Partnership, City of North Vancouver
United Kingdom	Company C	Tech	Invest Vancouver

# Supporting Documents



## MVRD Board-approved mandate for Invest Vancouver (July 2019)

1. Focused on **3 Pillars of Collaboration, Research & Investment**.
  1. [REPS Business Plan](#)
  2. [Companion Report](#)
  3. [Media release](#)
  4. [REPS Management Board](#)
2. Intention to **secure matching funds** from Federal and Provincial governments.

1. **Foster collaboration.** Create a strategic regional approach to prosperity through engaging stakeholders, developing protocols for handling potential and interested investors, and communicating the work and success of the service.
2. **Conduct regional data collection & research.** Support investment attraction through research and analysis to develop business cases for strategic investors, and to create a client-facing portal to inform investors.
3. **Attract investment.** Attract strategic investment to the Metro Vancouver region that will add to well-paying, high-quality jobs in the region while generating new tax revenues that support investment in infrastructure that benefits the region.