

FOR IMMEDIATE RELEASE

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Mayor Ken Sim launches Business Growth Task Force to strengthen Vancouver's economy

VANCOUVER, BC – Today, Mayor Ken Sim announced the creation of the Mayor's Task Force on Vancouver Business Growth, a new initiative to position Vancouver as the most competitive city in North America to start, grow, and scale a business.

The task force brings together leaders from key sectors including technology, finance, tourism, clean energy, real estate, and education, alongside representatives from all three levels of government. Over the next six months, the group will identify barriers to business growth in Vancouver and recommend practical, evidence-based actions the City can take to cut red tape, attract investment, and support job creation across Vancouver.

"Vancouver is a city built on innovation, ambition, and a drive to succeed," said Mayor Ken Sim. "But we know that doing business here hasn't always been easy. This task force is about changing that—by listening to the people who are building our economy and taking action to support them."

The task force will assess key issues such as permitting, taxation, economic incentives, and investment. Its work will also align with the Greater Vancouver Board of Trade's 3% Challenge, which aims to achieve sustained regional GDP growth to support long-term prosperity.

Members of the Mayor's Task Force on Vancouver Business Growth include:

- **Bridgitte Anderson**, President & CEO, Greater Vancouver Board of Trade
- **Laura Ballance**, Principal, LBMG Communications
- **Gordon Campbell**, former Mayor of Vancouver (1986 – 1993), & Premier of British Columbia (2001 – 2011)
- **Royce Chwin**, President & CEO of Destination Vancouver
- **Carly Frey**, Partner, Nordicity; Chair, BC Alliance for Arts + Culture Board of Directors
- **Prem Gill**, CEO, Creative BC
- **Chief Wayne Sparrow**, Chief, Musqueam Indian Band
- **Jeff Stibbard**, Executive Chairman, JDS Energy & Mining
- **Jane Talbot**, Chair, Downtown Van BIA
- **Jill Tipping**, President & CEO, BC Tech Association
- **Ian Tostenson**, President & CEO, BC Restaurant and Foodservices Association
- **Peter Xotta**, President & CEO, Vancouver Fraser Port Authority

Councillors Mike Klassen, Lenny Zhou, and Pete Fry will serve as Council liaisons.

"This is about building a stronger economic foundation for our city," added Mayor Sim. "Whether you're a startup founder, a local restaurant owner, or a global company based in Vancouver, we want you to succeed here."

This new initiative builds on ongoing work by Mayor Sim and Council to support Vancouver's economy, including the Retail Security Task Force, streamlined permitting efforts, and investments in housing and public safety.

The Mayor's Task Force on Vancouver Business Growth will deliver its report to Council in approximately six months.

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