

metaltechalley

LOCAL GOVERNMENT LEADERSHIP ACADEMY-
Leading to the Finish: Reflections on a Term in Office

Jan 31, 2018

Who We Are, What We Do

LOWER COLUMBIA COMMUNITY DEVELOPMENT SOCIETY (LCCDTS)

Local Volunteers

LOWER COLUMBIA INITIATIVES CORPORATION (LCIC)

Regional Economic Development Office


Focused on Business Retention, Expansion and Attraction

Timing is everything.

What is metaltechalley

ECONOMIC DEVELOPMENT MARKETING STRATEGY

- Created and facilitated by the LCIC
- Have 100+ Acres of flat, serviced, affordable land
- Needed a strategy on who to market these lands too
- Created metaltechalley



Timing is everything.

Key Areas of Focus



Digital Fabrication and Advanced Materials/Metallurgy

We are building a Global Centre for Digital Fabrication and Advanced Materials/Metallurgy



Recycling and Circular Economy

We are the only major center of its kind for Industrial Recycling



Technology and Innovation

We are advanced leaders in Internet of Things and Industrial Data

Timing is everything.

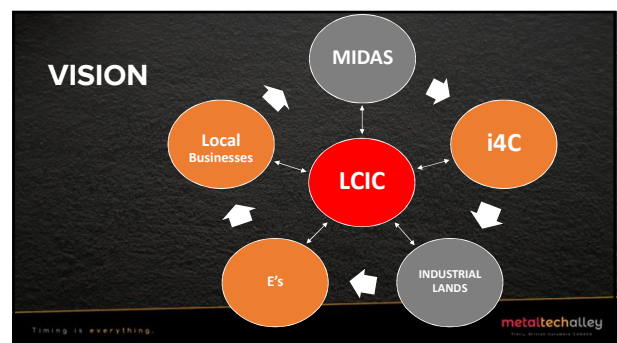
Key Areas of Focus

Service Supply Chain

These integrated innovative sectors are supported by one of the largest industrial service supply chain clusters of global and local companies in rural Western Canada



Timing is everything.



COLLATERAL

www.metaltechalley.com

https://youtu.be/wwef_VdcyHQ

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Help. Build. Connect. Create.

Successes To Date

- Investment Inquires have doubled in the past year
- 5 new Companies have relocated to region
- 4 new Other Companies are participating
- 19 New Jobs
- \$1.5M increased revenues for participating companies
- \$1M Venture Capital company created
- 200 students and 50 businesses participated in digital training

Timing is everything.

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Lessons Learned

- Collaboration is key
- Educating Existing companies for buy in
- Using a single branding/communications company
- Create it and they will listen and they will come
- OMG it worked!!
- Independent ED function

Timing is everything.

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Next Steps

- Tweek Marketing Campaign and messaging
- Stronger relationships with Potential Investors
- Promote Environmental Stewardship
- Expand Industrial Recycling Sector

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Contact Us

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