



SOCIO-CULTURAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (SCEDAC)

TUESDAY, MARCH 24, 2026 AT 5:00 p.m.

CKF Boardroom (2nd floor)
Langley City Hall, 20399 Douglas Crescent

A G E N D A

The land on which we gather is on the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) **AGENDA**

Adoption of the March 24, 2026 agenda.

2) **MINUTES**

Approval of the February 24, 2026 minutes.

3) **FOR DISCUSSION**

- a) Innovation District/Food Tech Branding – 30 minutes
Wendy Duple, Economic Development Advisor
Verbal Report
- b) Invest Vancouver Annual Work Plan – 5 minutes
Wendy Duple, Economic Development Advisor
See attached Invest 2026 Annual Plan
- c) Walking the Social Cultural and Economic Development Roadmap and
Committee Poll – 15 minutes
Dena Kae Beno, Manager of Strategic Initiatives
See attached Roadmap Presentation and Committee Poll Questions

4) **STANDING ITEMS**

- a) Briefing on upcoming related events and activities

5) **FOR INFORMATION**

Email from GoByBike BC Society re Strengthening Bike-Friendly Business & Cycling Data in Your Community – Request opportunity to collaborate with Langley City

6) **ROUND TABLE**

7) **ADJOURNMENT**

Next Meeting will be held in the same location on April 28 at 5:00 pm.

2026 MEETING DATES

April 28, May 26, June 23, July 28, September 22, October 27, and November 24

Please notify Sheila Salh at ssalh@langleycity.ca if you are unable to attend the meeting.



**MINUTES OF THE SOCIO-CULTURAL ECONOMIC
DEVELOPMENT ADVISORY COMMITTEE (SCEDAC)**

**HELD IN THE CKF BOARDROOM
LANGLEY CITY HALL
20399 Douglas Crescent**

**TUESDAY, February 24, 2026
AT 6:03 P.M.**

- Present:** Councillor Paul Albrecht, Chair
Councillor Leith White, Vice Chair
Vicky Dawe, Downtown Langley Business Association
Brent Elliot, Post Secondary Education Institution – via videoconference
Peter Fassbender, Development Industry
Dennis Martini, Business Community At-Large – via videoconference
Jaret Lang, Post Secondary Education Institution – via videoconference
Kate Ludlam, Community / Social Service Sector
Cory Redekop, Greater Langley Chamber of Commerce
- Regrets:** Awneet Sivia, Social and Cultural Diversity, Inclusion, Equity Perspective
Clinton Dewet, First Nations Representative
Shawn Caldera, Community / Social Service Sector
Johnny Webb, Social Purpose Business
Rick Orlando, Development Industry
- Staff:** Roy Beddow, Deputy Director Development Services
Dena Kae Beno, Manager of Social Planning Services and Strategic Initiatives – via videoconference
Wendy Dupley, Economic Development Advisor – via videoconference
Sheila Salh, Executive Assistant

Also in
Attendance: Alyssa Koehn, Project Manager, Arcadis

The Chair began by acknowledging that the land on which we gather is on the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1) AGENDA

It was MOVED and SECONDED

THAT the February 24, 2026 agenda be adopted as circulated.

CARRIED

2) **MINUTES**

It was MOVED and SECONDED

THAT the November 25, 2025 meeting minutes, of the Socio-Economic Development Advisory Committee be adopted as circulated.

CARRIED

3) **FOR DISCUSSION**

- a) Update on the Glover Road Innovation District Plan - Alyssa Koehn, Project Manager, Arcadis

Ms. Koehn provided a PowerPoint presentation providing information to committee members on the area plan for Glover Road Innovation District Plan which has been in work since May 2025 and is intended to shape the physical spaces for the area plan.

- b) Update on Foodtech working group – Wendy Dupley, Economic Development Advisor

A report from staff dated December 30, 2025, entitled “The Foodtech Working Group report to the Socio-Cultural Economic Development Committee” was circulated on table to committee members.

Ms. Dupley provided an update on the Foodtech Working Group, which has been meeting monthly since March 2025 and expanded to include Fraser Health representatives working with City staff on sustainable food system initiatives. The update outlined the group’s activities, findings, and recommended focus areas for 2026.

It was MOVED and SECONDED

THAT the the Socio-Cultural Economic Development Advisory Committee (SCEDAC) authorizes the Foodtech Working Group (FTWG) to continue their work during 2026 exploring the next steps that are outlined within this report and to report back to SCEDAC regularly.

CARRIED

- c) Langley City Citizens’ Assembly Recap and Next Steps – Dena Kae Beno, Manager of Social Planning Services and Strategic Initiatives

Ms. Beno provided an update on the Citizens’ Assembly recap and next steps, outlining Langley City’s integrated social, cultural, and economic strategy to enhance community safety and local well-being. The update also described how this integrated strategy informed the formation and

Terms of Reference of the Social, Cultural and Economic Development Council Advisory Committee.

- d) Langley City Citizens' Assembly Expert Data and Community Voices Panel Update – Dena Kae Beno, Manager of Social Planning Services and Strategic Initiatives

Ms. Beno provided an update on the Langley City Citizens' Assembly Expert Data and Community Voices Panel, facilitated by UFV's Community Health and Social Innovation Lab (UFV-CHASI). The panel includes representatives from the Langley RCMP, Fire and Rescue Services, Bylaws, Engineering, and Social Planning, with contributions from Recreation, Community Services, and Culture. The panel is informing best-fit community safety resource recommendations in support of Council's Citizens' Assembly resolution and will be formalized as a Data Collaborative.

- e) Langley City Village Café Series–Business Expo Series – Dena Kae Beno, Manager of Social Planning Services and Strategic Initiatives

Ms. Beno provided an update on the Village Café Business Expo series, noting that the 2023 Langley City Restorative Dialogue process identified a community desire to increase social, cultural, and economic access, opportunity, and inclusion. In response, Langley City's five-part Business Expo Series will be delivered as part of the 2026 Village Café Series, aligned with Business Development Bank of Canada (BDC) funding priority groups. Ms. Beno also reported on the Black Canadian business workshop and networking event held on February 21, followed by a business expo and Black Heritage and Culture event. The next event, which focuses on Canadian women-owned businesses and entrepreneurs, is scheduled for March 21, 2026, and will include a community gathering recognizing International Women's Day.

- f) Walking the Social, Cultural and Economic Development Roadmap – Dena Kae Beno, Manager of Social Planning Services and Strategic Initiatives

Ms. Beno provided an update on the Walking the Social, Cultural and Economic Development Roadmap – Committee in Action Workshop, noting that in 2026 Langley City will strengthen its social, cultural, and economic development foundation through business expos delivered via the Village Café Series, alongside food security programs, social street initiatives, and the Resilient Neighbourhood Network. Ms. Beno explained that a data-driven approach will link economic growth and cultural vibrancy to a safer, more connected community through the City's Performance Evaluation and Reporting System and the Healthy City Data Dashboard, to be launched in Spring 2026.

- g) Committee Action: Slido Poll-Priority Setting – Dena Kae Beno, Manager of Social Planning Services and Strategic Initiatives

Ms. Beno reviewed the Slido Poll-Priority Setting. A suggestion was made to hold a hands-on Social, Cultural, and Economic Walking the Roadmap session with SCEDAC soon, with a Slido poll to be conducted at upcoming meetings.

4) **STANDING ITEMS**

Calendar of events and activities to be provided on-going.

5) **FOR INFORMATION**

6) **ROUND TABLE**

Chair Albrecht asked Committee members for their views on starting meetings at 5:00 p.m. instead of 6:00 p.m. Ms. Salh will circulate a poll to the Committee to determine the preferred meeting start time.

7) **ADJOURNMENT**

The next meeting will be held on March 24th at 6:00pm.

It was MOVED AND SECONDED

THAT the meeting adjourned at 7:32 p.m.

CARRIED

CHAIR

Certified Correct:
fc

CHIEF ADMINISTRATIVE OFFICER



2026 Annual Plan

INVEST
VANCOUVER
A service of **metro**vancouver

Indigenous Territorial Recognition

Metro Vancouver acknowledges that the region's residents live, work, and learn on the shared territories of many Indigenous peoples, including 10 local First Nations: q̓içáy (Katzie), q̓w̓ɑ:ńłəń (Kwantlen), k̓w̓ik̓w̓əłəm (Kwikwetlem), máthxwi (Matsqui), x̓w̓məθk̓w̓əyəm (Musqueam), q̓iq̓éyt (Qayqayt), Semiahmoo, Sk̓wx̓w̓ú7mesh Úxwumixw (Squamish), scəw̓aθən məsteyəx̓w̓ (Tsawwassen), and səlilwətał (Tseil-Waututh).

About Metro Vancouver

Metro Vancouver is a diverse organization that plans for and delivers regional utility services, including water, sewers and wastewater treatment, and solid waste management. It also regulates air quality, plans for urban growth, manages a regional parks system, provides affordable housing, supports economic development, and serves as a regional federation.

The organization is a federation of 21 municipalities, one electoral area, and one treaty First Nation located in the region of the same name. Metro Vancouver is governed by four separate Boards of Directors of elected officials from member jurisdictions.

Invest Vancouver was established as a core service of Metro Vancouver in 2021 to undertake a regional approach to economic development and strategic investment attraction, serving as a key contact for incoming investors interested in the region's economic opportunities. Invest Vancouver works closely with its member jurisdictions to promote a unified regional brand, attract investment, and advance investment readiness and industry cluster development to ensure that the Metro Vancouver region remains competitive in the rapidly evolving global economy.

Cover:

City of Vancouver

City of Pitt Meadows

Contents

Indigenous Territorial Recognition	2
About Metro Vancouver	2
Message from the Chair of the Metro Vancouver Boards of Directors	4
Message from the Chair of the Invest Vancouver Management Board	5
Message from the President of Invest Vancouver	7
Introduction	8
The Metro Vancouver Regional Economy	10
About Us	12
How We Are Guided	13
Invest Vancouver Management Board	13
Invest Vancouver Advisory Committee	13
Why Attracting Foreign Direct Investment Matters	14
Key Industries	16
2026 Strategic Priorities	19
2026 Projects and Activities	22
APPENDIX 1: 2025 Key Performance Indicators	27
APPENDIX 2: 2025 Highlights	28
APPENDIX 3: 2025 Achievements	30





Message from the Chair of the Metro Vancouver Boards of Directors

As one of Canada's most dynamic economic hubs, the Metro Vancouver region attracts people and businesses who are drawn to the opportunities, innovation, and quality of life that define our region. Sustaining this momentum and elevating our strong and resilient economy demands a clear focus on strategic growth, a shared ambition, and key partnerships. This approach will ensure long-term prosperity for everyone who lives and works in our region.

The Metro Vancouver region benefits from world-class infrastructure, a highly skilled workforce, a broad range of thriving industries, and a supportive ecosystem. These strengths place our region in a leading position to compete globally while supporting the local businesses, workers, and communities that contribute to our economic success. Continued strategic investment in regional collaboration secures and extends this advantage.

As a convener, collaborator, and igniter, Invest Vancouver advances and strengthens our position in the global economy on behalf of 23 member jurisdictions through investment attraction in future-focused sectors. Through its work in strengthening partnerships, promoting the region internationally, and highlighting the unique attributes in local communities, Invest Vancouver is contributing to a stronger and more connected regional economy. The priorities outlined in this plan align with provincial and federal priorities and reflect the shared commitment of member jurisdictions to compete effectively in today's rapidly changing global economy.

As Chair of the Metro Vancouver Boards, I want to acknowledge the collaborative efforts that have informed this plan and express appreciation to all partners who contribute their efforts to economic development. Together, we are building on a strong foundation and positioning the region to lead in the opportunities ahead.

Mike Hurley

Chair, Metro Vancouver Boards of Directors

Mayor, City of Burnaby



Message from the Chair of the Invest Vancouver Management Board

The Metro Vancouver region is the heart of British Columbia's economy. Our communities, industries, and post-secondary institutions contribute to a robust and resilient economy that supports high-quality jobs and shared prosperity. The Invest Vancouver Management Board is committed to ensuring our region remains competitive in a rapidly evolving global marketplace.

Investment decisions are being shaped by intensifying global competition, rapid technological change, and increasing demands around talent and sustainability. In this environment, a clearly articulated regional value proposition is essential. Together, Metro Vancouver's diverse communities and dynamic business ecosystem create powerful opportunities when we align around shared economic goals.

The region also plays a critical role in advancing provincial and national priorities. As Canada's Asia-Pacific gateway and a hub for globally connected industries, Metro Vancouver is central to federal and provincial economic strategies. Strong coordination across all orders of government strengthens our ability to attract investment that drives innovation, supports high-quality jobs, and enhances Canada's global competitiveness.

This annual plan reflects the expertise and leadership of the Invest Vancouver Management Board. United in purpose, the Board affirms Invest Vancouver's role in presenting a clear regional value proposition, deepening collaboration, and working closely with provincial and federal partners to advance long-term, strategic growth and deliver prosperity for our residents.

Linda Buchanan

Chair, Invest Vancouver Management Board

Mayor, City of North Vancouver







Message from the President of Invest Vancouver

As the regional economic development service that accounts for more than half the population of BC, Invest Vancouver is committed to building a strong, competitive, and resilient regional economy. The priorities outlined in this plan reflect the opportunities and conditions shaping our region and provide clear direction for the work ahead and the outcomes we aim to achieve. Our team is focused on advancing these priorities with purpose, discipline, and a commitment to delivering value for all member jurisdictions.

Invest Vancouver's role is grounded in collaboration. We work closely with member jurisdictions, First Nations, academia, industry and business associations, community organizations, and federal and provincial government partners to coordinate on investment opportunities, strengthen understanding of global and regional trends, and position the Metro Vancouver region as a compelling destination for global investment. The insights provided by the Invest Vancouver Management Board and the Invest Vancouver Advisory Committee have shaped and strengthened this plan to reflect a shared commitment to presenting a clear and confident regional value proposition.

In the year ahead, we will continue to build partnerships that support investment attraction, raise the region's visibility on the global stage, deepen the insights that help our partners plan for future growth, and adapt to changing conditions. Our team is ready to deliver this work through collaboration to achieve economic outcomes that benefit all communities and residents in the Metro Vancouver region.

Thank you to our partners across the region for your continued engagement and support. We look forward to working together to deliver on the priorities in this plan and to secure a prosperous future for the Metro Vancouver region.

Jacquie Griffiths

President, Invest Vancouver



Introduction

Positioned for Global Opportunity

The Metro Vancouver region is Canada's third largest economic hub, known for its innovation, diverse industries, skilled workforce, and strong connections to global markets. As the country's Asia-Pacific gateway, the region benefits from world-class transportation assets, a vibrant entrepreneurial ecosystem, and the natural beauty and quality of life that continue to draw talent and companies from around the world.

A Global Landscape Defined by Rapid Change

The global investment environment has shifted dramatically. Competition for high-value investment is intensifying as city-regions around the world adapt their strategies to attract multi-national companies. Emerging technologies, including applied AI and automation, are reshaping labour markets and industry structures at an unprecedented pace, while geopolitical dynamics continue to influence trade routes, supply chains, investment decisions, and the movement of capital.

These realities create both opportunity and urgency for city-regions as they compete globally. Invest Vancouver needs to position the Metro Vancouver region prominently with a strong brand and value proposition, and support investors with confidence and clarity at a time that has never mattered more.

Distinct Strengths and Diverse Priorities

The Metro Vancouver regional government represents the perspectives and priorities of 21 municipalities, one treaty First Nation, and one electoral area. This level of democratic representation brings meaningful strengths to the region as well as:

- engaged local decision-making;
- distinct economic specializations; and
- a diversity of community strengths that enrich the region's overall value proposition.

At the same time, investors expect clarity, coordination, and accessible support to help streamline their decision-making processes as the region's complexity means that regulatory processes, permitting pathways, industrial land availability, and infrastructure capacity can vary significantly from one jurisdiction to another.

Companies evaluating where to establish or expand operations consistently look for alignment with business conditions, talent availability, infrastructure readiness, and the ability to plan with certainty. This is the reason that every large city-region in Canada has a regional economic development and investment attraction service. Ultimately, a unified brand operating with a single regional voice and a central point of contact is needed to compete for the increasing inflow of foreign direct investment coming into Canada. It also allows the region to showcase its strengths so that companies can make informed decisions seamlessly and with confidence.

A Plan Shaped by Shared Insight and Collaboration

The priorities in this annual plan were shaped through engagement with regional leaders, including members of the Invest Vancouver Advisory Committee and the Invest Vancouver Management Board, the Metro Vancouver Regional District Board of Directors, and other partners. Through this engagement, several themes emerged. Leaders emphasized the importance of articulating the region's value proposition with clarity, demonstrating how municipal partners collaborate to support high-quality investment, and ensuring that investors see that the Metro Vancouver region is competitive, innovative, and forward-thinking. They highlighted the need to reinforce the region's strengths, communicate with greater visibility and conviction, and continue building alignment to enable companies to plan and grow with confidence.

The result of this engagement is a plan that is grounded in shared regional insight and reflects the strengths and aspirations of partners across the Metro Vancouver region.

A Shared Path Forward for the Region

The priorities for 2026 reflect a commitment to building on regional collaboration, elevating the Metro Vancouver region's global profile, and enhancing strength and resilience in a dynamic economic environment. Priorities were drawn from collective insights and reinforce a shared commitment to securing high-quality jobs, attracting strategic investment, and supporting a prosperous future for all communities and residents in the Metro Vancouver region.



The Metro Vancouver Regional Economy

Located on Canada's west coast in the province of British Columbia, the Metro Vancouver region is a globally connected hub of opportunity and innovation.

- **3rd-largest** economy in Canada
- **\$254 billion** GDP,¹ **64%** of British Columbia's GDP (2024)
- Over **3 million** residents,² representing over half the population of British Columbia
- **1.7 million** workers³
- World-class, globally connected airport with direct flights to **70+** international destinations
- Home to Canada's largest port and the most diversified port in North America, handling **\$300 billion** in goods each year
- Streamlined access to **1.5 billion** consumers across **51** countries through trade agreements covering **63%** of global GDP

1 Invest Vancouver estimate in 2024 dollars based on BC Stats, Statistics Canada, and the Conference Board of Canada data

2 BC Stats

3 Lightcast





About Us

Who We Are

Invest Vancouver is Metro Vancouver's regional economic development service. Our mandate is to attract foreign direct investment, strengthen the region's key industries, and support the creation of high-quality jobs that contribute to long-term prosperity. Invest Vancouver works in partnership with member jurisdictions, First Nations, industry and business leaders, and other orders of government to advance shared regional economic goals.

Our Role

Invest Vancouver was established to provide economic development and investment attraction services across the entire Metro Vancouver region. Our role is to advance a unified global brand and ensure the region's value proposition is recognized internationally. Invest Vancouver is committed to increasing alignment across member jurisdictions so investors can experience the Metro Vancouver region as confident, coordinated, and competitive under a single, unified regional voice.

Our Commitment

By connecting regional strengths, aligning partners, and supporting high-quality foreign direct investment, Invest Vancouver ensures the region continues to thrive in a competitive global economy.

Invest Vancouver is supporting a prosperous future for all communities and residents in the Metro Vancouver region. This includes working in partnership with First Nations and regional leaders to advance economic reconciliation through collaborative initiatives that promote investment and shared economic opportunities.

The 2026 priorities reflect this commitment and the shared aspirations of partners across the Metro Vancouver region.

What We Do

Around the World

Invest Vancouver promotes the strengths of the Metro Vancouver region globally and provides tailored services to help companies navigate the business landscape; supporting growth and expansion opportunities.

In the Region

Our work is focused on positioning the Metro Vancouver region for success by championing strategic initiatives, building partnerships, and delivering data-driven research.



How We Are Guided

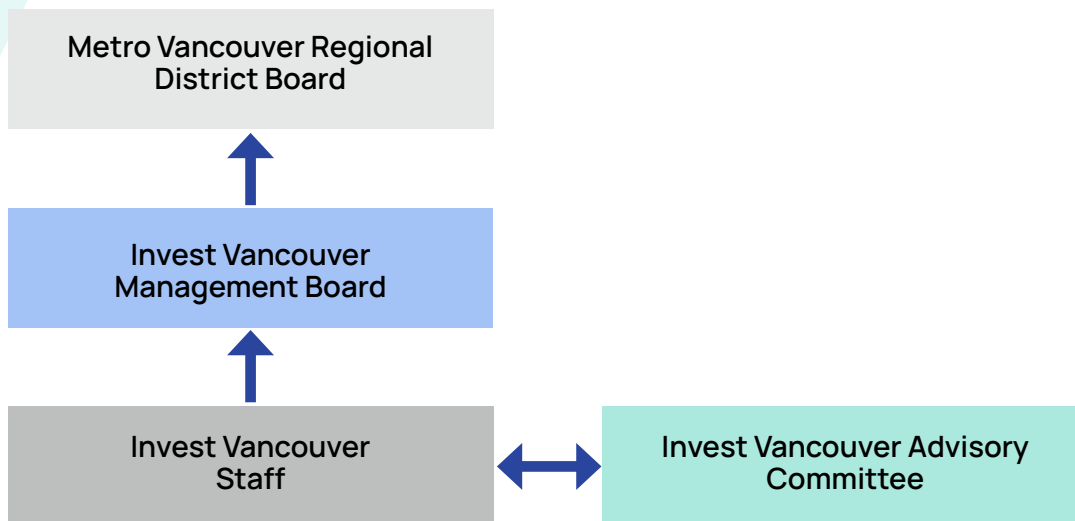
Invest Vancouver Management Board

The Invest Vancouver Management Board brings together leaders from academia, industry and labour associations, businesses, federal and provincial authorities, First Nations, and community organizations. The Invest Vancouver Management Board provides strategic direction on investment priorities and gives recommendations to the Metro Vancouver Regional District Board – ensuring that the work reflects regional interests and long-term economic priorities.

Invest Vancouver Advisory Committee

The Invest Vancouver Advisory Committee includes economic development practitioners from member jurisdictions. They provide advice on strategic investment. Their coordination provides guidance on how the Invest Vancouver service can support cross-regional collaboration and amplify economic development initiatives in member jurisdictions.

Figure 1: Invest Vancouver Governance



Why Attracting Foreign Direct Investment Matters

Attracting foreign direct investment (FDI) is critical in building a strong and resilient regional economy. About 85 per cent of FDI coming into Canada lands in city-regions.⁴



Affordability

Affordability is an important consideration in the Metro Vancouver region. There are two components to affordability: what it costs to live and what people earn. FDI has a significant impact on earnings by creating high-quality, well-paying jobs for residents. For example, the professional, scientific and technical services sector is the fastest-growing source of employment for foreign multinational enterprises operating in BC. The average wage in this sector is 43 per cent higher than the provincial average wage across all industries. A focus on growing FDI in this sector gives residents more opportunities to increase earning power, which then supports families and strengthens communities.



Driving Economic Growth

FDI fuels long-term economic and employment growth. Between 2016 to 2022, employment at foreign multi-national enterprises (MNEs) in BC increased by 46 per cent, nearly three times faster than overall job growth in the province (17 per cent). New operations and expansions stimulate the development of local supply chains; furthering employment opportunities and local economic activity.

4 Consider Canada City Alliance, 2024



Accelerating Innovation

FDI strengthens economies by boosting productivity and driving innovation. MNEs also expand exports and market diversification, with foreign-owned firms accounting for 56.4 per cent of Canadian goods exports in 2024. They introduce global best practices and advanced technologies that often spill over to local firms, raising productivity across entire sectors. In addition, MNEs invest in workforce training and skill development, helping local talent to compete and thrive in a global economy.

Regardless of where an MNE lands, its arrival creates ripple effects across the regional economy. When new companies invest or expand, they create direct jobs with competitive wages. A resounding number of the workforce employed by multinational enterprises tend to live outside of the jurisdiction they work in, and those employees will spend their earned wages in the local communities they live in, supporting the growth of indirect jobs and more business activity. This local spending incurs more tax revenue to facilitate government investment in infrastructure and other critical services, making the region an even more attractive place to live, work, and do business.

Impact of FDI in British Columbia

- 349,000 people in BC were employed by foreign MNEs in 2022, ranking third in Canada⁵
- FDI induced jobs tend to pay 43% higher than the average provincial wage⁵
- Over \$37 billion contributed to BC's GDP in 2022⁵
- 1 in 3 foreign MNE jobs gained in Canada were in BC⁵

5 Invest Vancouver, The Impact of Foreign Direct Investment in British Columbia, 2024



Key Industries

Invest Vancouver focuses on attracting strategic investment in growing export-oriented industries that foster the creation of high-quality jobs within the region. These industries include high-tech, digital media and entertainment, life sciences, cleantech, agritech, transportation and logistics, and apparel. To align with provincial and federal priorities, Invest Vancouver also explores emerging opportunities that capitalize on FDI inflows, specifically in defense and other subsectors including quantum, artificial intelligence, cybersecurity, aerospace, and others.

Key Industries

High-tech



Approximately 125,000 employees as of 2021⁶

\$31+ billion invested in tech firms headquartered in the Metro Vancouver region, 2018–2023⁶

5th fastest-growing tech talent market in North America, with ~31% growth over five years⁷

Digital Media & Entertainment



3rd-largest film and TV production centre in North America⁸

1,000+ digital media & entertainment businesses⁹

40,000 skilled workers in digital media & entertainment⁹

Cleantech



\$5.4 billion USD was raised by cleantech firms headquartered in the region (2020–2024)¹⁰

260+ cleantech businesses operate in the region, including 6 on the 2024 Global Cleantech 100¹⁰

60% of Canada's total research investment in hydrogen and fuel cell development comes from British Columbia¹⁰

6 Invest Vancouver, The Metro Vancouver Region's High-tech Engine: Boosting the Economic Landscape, 2024

7 CBRE, Scoring Tech Talent 2024, 2024

8 Creative BC

9 Nordicity, Metro Vancouver Digital Media & Entertainment Sector Profile (prepared for Invest Vancouver), 2023

10 Invest Vancouver, Cleantech Industry Snapshot: Insights & Opportunities in the Metro Vancouver Region, 2025



Life Sciences

\$3.5 billion USD invested in Life Sciences companies with headquarters in the region, 2018–2023¹¹

1st in Canada in patents per capita in biotechnology, pharmaceuticals, medical devices, and healthcare¹¹

1 in 5 Canadian clinical trials – 1,350+ annually – are conducted in BC¹²



Agritech and Foodtech

87+ firms operating in the region¹³

\$1.2+ billion USD invested in agritech and foodtech firms, 2020–2024¹³

78% of the provincial food supply flows through the region¹⁴



Apparel

1st in textiles companies per capita¹⁵

2nd in Canada for total number of textiles companies¹⁵

3rd in textiles employment¹⁵



Transportation & Logistics

Largest port in Canada¹⁶

2nd-busiest airport in Canada¹⁷

118 non-stop destinations in Canada, the US, and 65+ international destinations via chartered and regularly scheduled flights¹⁸

11 Invest Vancouver, Life Sciences in Metro Vancouver: Shaping a globally Prominent R&D Hub, 2023

12 Life Sciences in British Columbia, Life Sciences in British Columbia: Sector Profile, May 2023, 2023

13 Invest Vancouver, Industry Overview: Agri-foodtech, 2025

14 Serecon, Agri-Foodtech Industry Analysis, 2025

15 Invest Vancouver, Industry Overview: Apparel Industry, 2024

16 Port of Vancouver, Financial Report 2023

17 Statistics Canada, Airport Activity: Air Carrier Traffic at Canadian Airports, 2023, 2024

18 Vancouver International Airport, 2025 Non-Stop Destinations, 2025





“Metro Vancouver was the clear choice for Heidi, thanks to its vibrant healthcare and tech ecosystem. We’re especially grateful to Invest Vancouver which helped us navigate the local business landscape and connect us with tools needed to support our growth including providing insight in the public and private ecosystem. Their support made all the difference.”

Tom Kelly, co-founder and CEO of Heidi

2026 Strategic Priorities

Invest Vancouver's priorities for 2026 focus on advancing the region's competitive advantages to attract high-quality foreign investment. By aligning regional leadership and partners, we aim to deliver a clear, unified value proposition that attracts global businesses and supports a thriving economy across the region.



Priority #1

Drive Investment Attraction through Strategic Partnerships

Invest Vancouver positions the region as the destination for foreign investment through a coordinated regional approach and a clear and compelling narrative. By strengthening partnerships across municipalities, industry, post-secondary institutions, First Nations, community organizations, and other orders of government, Invest Vancouver ensures the region competes as one. Working together on shared priorities accelerates progress in attracting high-quality jobs and creating long-term economic benefits for all communities. To advance this work, Invest Vancouver will:

- **Align Regional Action on Priority Investment Opportunities:** Engage partners early and consistently to keep high-value investment opportunities moving. Establish clear roles, timelines, and shared goals to deliver a personalized, targeted, and easily accessed investor experience for companies considering the Metro Vancouver region.
- **Advance Strategic Investment Opportunities as One:** Bring together business, municipal, Indigenous, industry, and government partners regularly to share intelligence, identify pathways for success, and collectively advance opportunities that have regional significance.
- **Strengthen Investment Attraction through Meaningful Member Engagement:** Work in lock-step with and across member jurisdictions by identifying opportunities, implementing investment attraction strategies, and coordinating on last-mile investment attraction efforts and aftercare support.





City of Vancouver

2 Priority #2 Increase the Metro Vancouver region's Global Profile

To compete for foreign investment, the Metro Vancouver region must be top of mind for global investors considering Canada. It is imperative that the Metro Vancouver region has one globally recognized brand which highlights the region's innovation, talent, and quality of life. By refining the region's value proposition and increasing awareness of its competitive advantages and unique selling points, Invest Vancouver will boost global recognition and position the region as a destination of choice for companies seeking long-term growth and a strategic advantage. To advance this work, we will:

- **Engage Global Networks to Position the Region as Investment Ready:** Leverage international partnerships, missions, and investor-facing platforms to demonstrate the region's readiness for strategic investment and build interest among global companies.
- **Expand Global Awareness of the Metro Vancouver Region's Strengths:** Increase international visibility by promoting the region's competitive advantages, industry strengths, and innovation to audiences that influence foreign direct investment decisions.
- **Sharpen the Regional Value Proposition:** Develop and strengthen a unified message that conveys to investors the region's unique advantages and future potential as a leading economic hub.





3

Priority #3 Strengthen Investor Readiness through Data-Driven Decision Making and Business Intelligence

Global economic competitiveness requires an understanding of the forces shaping industry growth, labour markets, infrastructure needs, and regional resilience. By sharing high-quality data and forward-looking analysis, Invest Vancouver supports informed decision-making and helps the region respond to change and plan with confidence in a rapidly evolving global economy. To advance this work, we will:

- **Build Shared Insight on Regional Competitiveness:** Utilize research and analysis that strengthens regional understanding of the drivers that unlock competitiveness, including industry trends, infrastructure needs, and labour market dynamics.
- **Identify Emerging Opportunities and Areas of Economic Transition:** Monitor global and domestic forces shaping key industries to help anticipate change, support sector growth, and prepare for new areas of investment potential.
- **Equip Partners with Actionable Intelligence:** Share research, data, and applied analysis that helps local governments, First Nations, industry, community partners, and institutions plan strategically and advance opportunities that contribute to regional prosperity and investor readiness.



2026 Projects and Activities

INVESTMENT ATTRACTION	Priority		
Continue to build a strong pipeline of qualified investment prospects in priority sectors in key markets	1	2	3
Develop and utilize sector-specific investment attraction strategies to attract high-value investment that aligns with regional priorities	1	2	3
Provide tailored support for investors to navigate the region's business landscape	1	2	3
Track and report on investment opportunities to maintain momentum and accountability throughout the investment process	1	2	3
Support member jurisdictions in aftercare efforts for retention and expansion of multinational enterprises	1	2	3
MARKETING AND PROMOTION	Priority		
Expand international branding efforts at major global events to position Invest Vancouver as a credible and trusted partner to investors considering the Metro Vancouver region	1	2	3
Optimize Invest Vancouver's website and digital channels to feature the region's value proposition, investment opportunities, and sector strengths	1	2	3
Execute targeted campaigns across digital platforms to raise awareness among global investors of the Metro Vancouver region as a world-class investment destination	1	2	3
Develop sector specific profiles, investment guides, videos and other multimedia collaterals to support multinationals with expansion into the region	1	2	3
Conduct and test market research to align key messaging with specific global markets*	1	2	3
GLOBAL PROMOTION ON THE LOCAL STAGE	Priority		
Partner with the Naturally Innovative Alliance for Web Summit Vancouver to deliver an extensive investor targeted program that highlights the strengths of the region's tech ecosystem	1	2	3
Coordinate business development opportunities through collaborative partnerships during FIFA World Cup 2026*	1	2	3

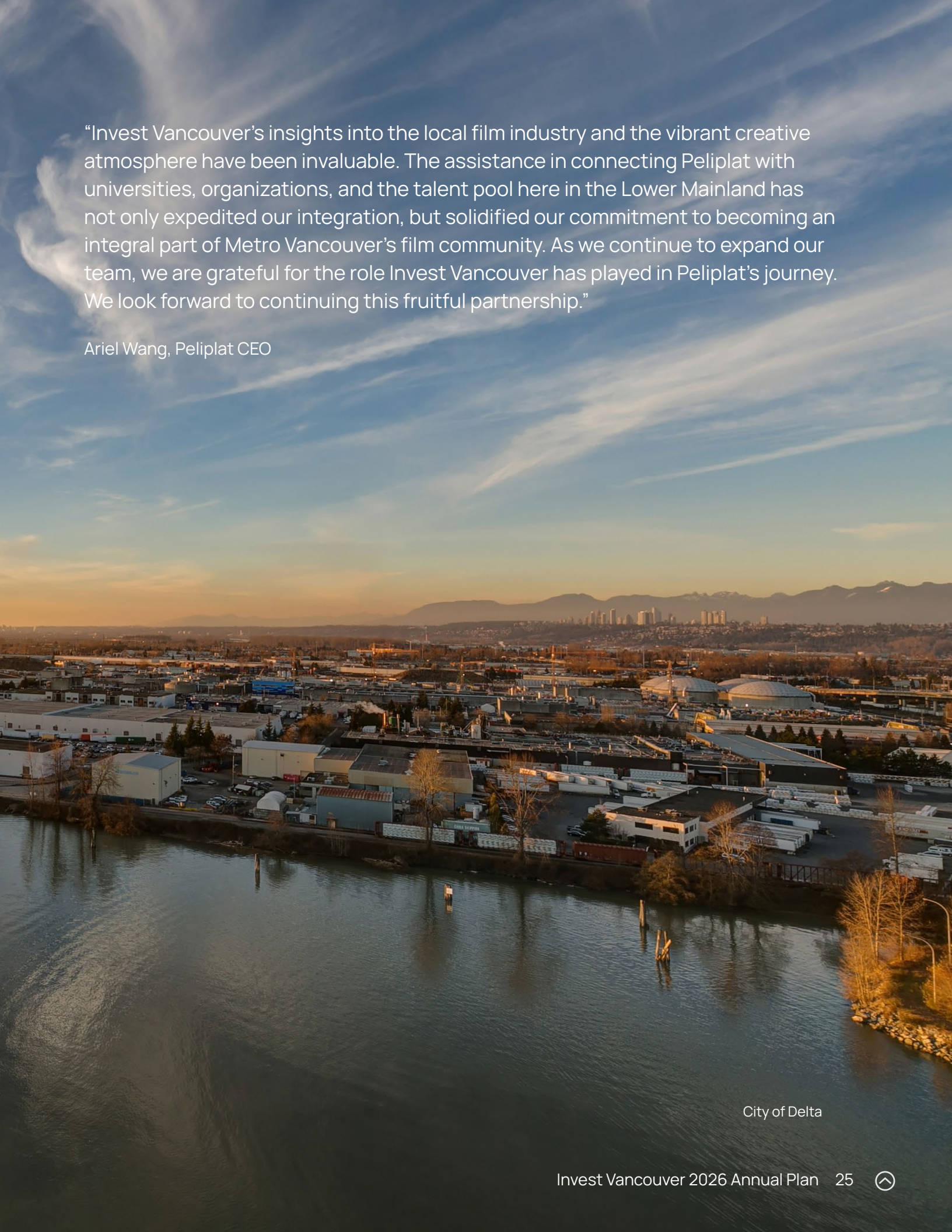
INVESTMENT READINESS AND CLUSTER DEVELOPMENT	Priority		
Establish sector-specific and market-specific roundtables that bring together key partners to align strategies and efforts in investment attraction and amplify diversification efforts	1	2	3
Explore partnerships to execute on industry-driven workforce development initiative to maintain a strong talent pool for current and prospective investments	1	2	3
Pursue external funding to support skill development initiative in key sectors	1	2	3
BUSINESS INTELLIGENCE FOR FDI	Priority		
Develop investor friendly information and materials summarizing provincial and federal grants, tax credits, and other incentives available in the Metro Vancouver region*	1	2	3
Disseminate results from the Expansion Drivers Study including growth patterns among foreign multinational enterprises in part of an overall global marketing strategy	1	2	3
Update and publish the next version of <i>The Impact of FDI in BC</i> report to understand current investment trends by country and by industry	1	2	3
Develop materials highlighting member jurisdictions' assets and promoting their strengths	1	2	3
REGIONAL LEADERSHIP AND RESILIENCE	Priority		
Build capacity and coordination in investment attraction through region-wide FDI training*	1	2	3
Monitor and identify major local procurement opportunities that may drive international investment interest*	1	2	3
Identify new third-party funding opportunities to assist Invest Vancouver in delivering and/or expanding FDI attraction services to increase the flow of investment into the region	1	2	3
Complete an organizational value proposition and sustainability review to optimize service delivery and resource deployment	1	2	3

*PROJECTS PENDING CONFIRMATION OF EXTERNAL GRANT FUNDING



“Invest Vancouver’s insights into the local film industry and the vibrant creative atmosphere have been invaluable. The assistance in connecting Peliplat with universities, organizations, and the talent pool here in the Lower Mainland has not only expedited our integration, but solidified our commitment to becoming an integral part of Metro Vancouver’s film community. As we continue to expand our team, we are grateful for the role Invest Vancouver has played in Peliplat’s journey. We look forward to continuing this fruitful partnership.”

Ariel Wang, Peliplat CEO





Port Moody

APPENDIX 1: 2025 Key Performance Indicators

Indicator ¹⁹	2025	2024	2023
Landed/expanded companies	11	9	7
Total value from landed/ expanded companies	\$190.1M	\$53M	\$1.23B ²⁰
Total jobs from landed/expanded companies	514	135	772
Percentage of revenue from external sources	19%	7%	8%
Total value of investment pipeline	\$3.7B	\$3.0B	\$1.6B
Total jobs in investment pipeline	2,650	1,827	1,593

19 Investment attraction KPIs are being actively reviewed to ensure alignment with best practices. Any refinements identified through this process may be implemented in 2026 and reflected in the 2027 Invest Vancouver Annual Plan. Strategic investment indicators reflect approximate values based on information firms provided to Invest Vancouver regarding their anticipated expansion and investment activity.

20 The substantial increase in 2023 was primarily due to a \$1B investment by E-One Moli, a lithium-ion battery production, in Maple Ridge. This project is currently on hold.

APPENDIX 2: 2025 Highlights

Hosted **12** executive familiarization tours for global investors jurisdictions



Distributed **6** qualified investment opportunities through RFIs to member jurisdictions through the Invest Vancouver Advisory Committee



Supported **11** in-person and **4** virtual inbound delegations



Held over **150+** business development meetings with international investors



Secured **514** jobs and **\$190.1M** in investments over three years



Published **2** in-depth industry research reports

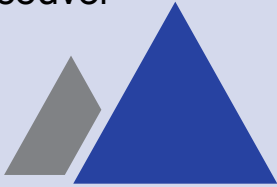


Published **13** case studies



Delivered **5 digital marketing campaigns**

Conducted **12+ partnered projects and activities** during Web Summit Vancouver



Delivered **3 regional bus tours for 200 global investors representing 17 countries** at Web Summit Vancouver

39% increase in LinkedIn followers, reaching a total following of **4,400+** and an increase of **63%** for total LinkedIn post impressions



Increased global investment newsletter subscribers by **20%**



Piloted **2 Invest Talent industry-led hubs** in high-tech – cybersecurity and life sciences – medtech, engaging over 80 employers and training **136** learners, achieving **113%** of our target, resulting in **\$14.4 million** in salary over three years



Reached **79 million people** through earned media regarding the investment opportunities and the region's value proposition



Secured over **\$800k** in external grant funding



APPENDIX 3: 2025 Achievements

2025 Priority 1: Attract and Support World-Class Companies		
Initiative	Opportunity	Achievement
International Investment Attraction and Outreach Plan	Geopolitical shifts and trade uncertainties are intensifying the need to diversify the regional economy. By leveraging expertise from Global Affairs Canada (GAC) and Trade & Invest BC, Invest Vancouver can enhance its reach in growing markets and sharpen attraction strategies to align with provincial and federal goals.	The completed International Investment Attraction and Outreach Plan provides actionable intelligence to strengthen investment attraction strategies, deepen partnerships, and leverage collaboration opportunities with BC Trade & Investment representatives and Trade Commissioner Service representatives. The plan outlines recommendations and insights to capitalize on emerging opportunities and market trends.
Outbound Investment Attraction	The Metro Vancouver region boasts many benefits for global companies: access to high-quality talent, competitive costs, supportive ecosystem, and world-class infrastructure. With these competitive advantages, Invest Vancouver promotes the region as the prime destination for investment to an international audience.	Invest Vancouver coordinated 12 outbound missions, focusing on the European and Asia-Pacific regions in agritech, cleantech, digital media & entertainment, high-tech, and life sciences industries. These outbound missions supported lead generation, nurtured expansion opportunities, fostered business development, and advanced economic diversification. Outbound missions were supported by federal grant funding.
Regional Tours and Delegations for Foreign Investors	Known for leading innovation, research and development, and sustainable solutions, global investors want to know more about our region to enable business expansion.	Invest Vancouver collaborated with other orders of government, regional partners, and international organizations on 12 executive familiarization tours and 15 inbound delegations to showcase to international investors the region's competitive advantages, anchor industries, and key assets.
FDI Growth and Expansion Drivers Study	Understanding the growth patterns of multinational enterprises is critical to staying globally competitive. Gaining insight into the drivers and challenges of business expansion in the Metro Vancouver region will help identify the region's value proposition that appeals to global firms.	The completed FDI Growth and Expansion Drivers Survey revealed that foreign multinational enterprises (MNEs) with operations here find that the region's value proposition delivers. While many MNEs enter the region with a small footprint, most expand their operations over time and expect to invest in further growth over the next three years. This powerful message will feature prominently in Invest Vancouver investment attraction pitches.

2025 Priority 1: Attract and Support World-Class Companies (continued)

Initiative	Opportunity	Achievement
Website Enhancement	Investors need clear, definitive and accessible information when evaluating new markets, and usually conduct desktop research as a preliminary step, especially through online sources.	With data and experiences to inform what strategies most effectively work with investors, Invest Vancouver reconstructed its website to enhance engagement with target audiences. Updates to the website included adding and restructuring content across multiple pages to promote key industries and investor services.
Digital Marketing Campaigns	Digital platforms provide an effective way to connect and engage with diverse audiences and maximize reach to the investment community.	Invest Vancouver executed five marketing campaigns to reach prospective investors and local stakeholders to promote the region's innovative sectors and global competitiveness. Through these campaigns, Invest Vancouver's LinkedIn followers increased by 39 per cent.
Cybersecurity Target Market Research	Investor priorities vary across regions, shaped by cultural nuances and values. By identifying what competitive advantages matter most to international investors, marketing tactics can be tailored to increase effectiveness for landed investments.	Invest Vancouver undertook client-centric research targeting investors in cybersecurity across two distinct geographic markets – Asia-Pacific and Western Europe. The research identified the most effective tactics for reaching investors in diversified geographic markets, informing Invest Vancouver's marketing strategy. Research findings informed the infosecuritybc.ca website, BC Information Security and Cybersecurity Capabilities Export Directory, and other marketing collateral.



2025 Priority 2: Strengthen Key Industries		
Initiative	Opportunity	Achievement
<p>Subsector Strategy Project</p> <p><i>(in replacement of Regional Tech Sector Ecosystem Mapping)</i></p>	<p>Identifying the high-potential sub-sectors within the region and articulating their unique value proposition can strengthen the region's global competitiveness, attract investment, foster innovation, and drive economic growth.</p>	<p>In progress, the Subsector Strategy dives into Invest Vancouver's key industries to identify priority subsectors, uncover emerging trends and market opportunities, and define the region's unique selling proposition. The findings will inform subsector-specific FDI strategies, including actionable plans over a two-year period to attract investment and strengthen the Metro Vancouver region's global position.</p>
<p>Regional Foodtech Ecosystem Analysis</p>	<p>The Metro Vancouver region is an important food production and distribution centre and has a rapidly growing tech hub that captures global attention. Strengths in these two industries converge to create an emerging agri-foodtech hub. Having clear insight into the specializations and strengths of agritech and foodtech industries will indicate where there are investment potential and opportunities for growth.</p>	<p>Invest Vancouver completed analysis of the region's agri-foodtech industry that details the specializations, strengths, capabilities, and ecosystem assets for investment attraction. This project updates and expands on previous work that focused on technological solutions for primary agricultural production and extends beyond the farm gates to encompass food processing, packaging, and distribution. Findings were used to inform marketing collateral and digital campaign.</p>
<p>Regional Cleantech Ecosystem Analysis</p>	<p>The Metro Vancouver has a vibrant cleantech industry that extends beyond its well-known hydrogen cluster. The industry benefits from government and ecosystem support and represents a strong opportunity for investment attraction.</p>	<p>Invest Vancouver published an analysis of on the Metro Vancouver region's cleantech ecosystem identifying the competitive strengths, specializations, capabilities, and ecosystem assets. Findings helped enhance collateral used for outbound missions, familiarization tours, investor pitches, and others.</p>

2025 Priority 3: Increase Regional Resilience		
Initiative	Opportunity	Achievements
FDI Training	To truly show up as a unified region, a coordinated approach to FDI attraction is needed. Acquiring training and resources build capacity amongst collaborators and ensure alignment; enabling stronger economic development.	Invest Vancouver delivered two training sessions in 2025. The first, held in Q3, focused on best practices for business retention and expansion to support local businesses and drive reinvestment. The second, in Q4, centered on building a coordinated regional approach to leverage major events such as Web Summit Vancouver and the 2026 FIFA World Cup. Together, these sessions strengthen regional competitiveness and collaboration, positioning the Metro Vancouver region to attract more high-quality FDI.
Regional Talent Accelerator	Talent drives economic growth and FDI attraction. By enhancing workforce development and aligning skills with emerging industry needs, the region can strengthen its talent pipeline and improve investment readiness.	Invest Vancouver launched and successfully completed a regional talent accelerator pilot project, <i>Invest Talent</i> , with \$500,000 in grant funding received from Future Skills Centre. The pilot project launched two industry led-hubs – cybersecurity and medtech – engaging more than 80 employers and 130+ learners resulting in \$14.4 million in salary over three years. The success of the pilot project provides a path forward for a replicable industry-driven skills development to support attracting FDI and scaling strategic industries.
Workforce Data Dashboard	Access to talent is integral for global competitiveness and having real-time data on the region's workforce can inform strategic approaches and best practice for workforce development.	Invest Vancouver developed a regional Workforce Data Dashboard providing real-time insights into the region's labour market, including trends on supply and demand, demographics and workforce, job demand and skill requirements in key sectors, and wage and labour comparisons to competitors. This internal database empowers agile responses to investor enquiries.
Invest Vancouver Value Proposition and Governance Structure Review <i>(in replacement of Regional Economic Development Strategy)</i>	After 5 years as a service of Metro Vancouver, the Invest Vancouver value proposition and governance structure review was undertaken to assess its value delivered to the region and consider ways to improve its long-term sustainability. The focus was on identifying opportunities that enhance the service's flexibility, responsiveness, and effectiveness in the region, while lessening the financial impact on Metro Vancouver households.	In progress, this commissioned project completed over 30 interviews and deskside research that gathered perceptions of Invest Vancouver's current value proposition and identified that shifting towards an arm's-length governance model, in common with other Economic Development Organizations in Canada, could allow the service to access additional funding and more autonomy.



2025 Priority 4: Provide Regional Leadership		
Initiative	Opportunity	Achievements
Web Summit Vancouver	Web Summit Vancouver (WSV) is one of the largest North American Tech conferences. The world's leading innovators, investors, and entrepreneurs travel to attend this premier tech conference which poses an opportunity to promote the region's tech hub and thriving ecosystem to attract investment.	<p>As a member of the Naturally Innovative Alliance (NIA) – a consortium of organizations responsible for landing WSV to increase awareness of the BC tech ecosystem – Invest Vancouver hosted, coordinated, and partnered on over 12 projects and activities to promote the region's tech hub to foreign multinational companies.</p> <p>Most notably, Invest Vancouver hosted the Innovation & Investment Insider tours with partners to showcase three of the region's high-growth sectors (life sciences, cleantech, and creative tech) to global investors. The oversubscribed event welcomed 200 attendees representing 17 countries, garnering positive global visibility for the region and strengthening relationships between local innovators and international investors.</p>
FDI Initiative Roundtables	FDI attraction is complex and requires coordination across government and industry. Receiving input from provincial, federal, and regional leaders can enhance Invest Vancouver's attraction strategies.	With secured funding from PacifiCan, Invest Vancouver hosted a roundtable in partnership with the Greater Vancouver Board of Trade that convened 20 participants from government, industry, and the ecosystem to broaden the conversation on the importance of FDI, deepen stakeholder engagement, and foster a dialogue on market diversification as a driver of regional economic resilience.
Aftercare Framework	When global companies land in the Metro Vancouver region, they often seek to expand and grow their workforce, but to navigate the processes across multiple jurisdictions can be complex. By providing a regionally coordinated approach across all levels of government, Invest Vancouver can deliver the support these companies need to make their expansion journey seamless.	Invest Vancouver engaged with partners to draft an aftercare framework that facilitates regular communication and information-sharing. As the work progresses, Invest Vancouver will play a central role in connecting local governments into the process so that companies experience a unified, aligned approach across jurisdictions. This framework originated from the FDI Roundtable Working Group – a collaboration of federal, provincial, and regional partners – and continues to evolve.



INVEST VANCOUVER

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InvestVancouver.ca

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 [Invest Vancouver](https://www.linkedin.com/company/invest-vancouver)

Langley City Social Cultural and Economic Development Committee

Walking the Social Cultural and Economic Development Roadmap

Social, Cultural and Economic Development

Committee Poll: Why is social and cultural development important in creating a vibrant economy, community safety, and well-being in Langley City?

(Select up to 3)

1. Strengthens local economic growth and business resilience
2. Builds safer, more connected neighbourhoods
3. Improves overall community well-being and quality of life
4. Supports inclusion, diversity, and belonging
5. Encourages civic participation and community leadership
6. Attracts investment, talent, and tourism
7. Supports vulnerable populations and reduces social risks
8. Other: _____



Local Government Planning for Sustainability and Resiliency

Positive economic, social and cultural, and environmental outcomes build community sustainability and resilience.

<https://www2.gov.bc.ca/gov/content/governments/local-governments/planning-land-use/local-government-planning/planning-for-sustainability-resilience>



Local Government-SCED Domains

Economic

- Encourage sustainable, resilient and diverse economic activities
- Anticipate and plan to reduce future costs of infrastructure, servicing, health care and climate change impacts as a way of encouraging investments in the local economy.

Social and Cultural

- Support community safety, health and diversity through access, opportunity, participation, and inclusion
- Encourage community design and civic participation that facilitates physical activity, community connection, housing affordability, aging in place, food security, substance abuse reduction, cultural diversity and accessibility to services (for example, education, childcare and health care)

Environmental (interdependent function and outcome)

- To support community sustainability and resilience, local governments are also encouraged to consider the integration of their official community plans and a range of other community plans and strategies, addressing such matters as transportation, housing, sustainability or the impacts of climate change.

Langley City's SCED Long-Term Goal and Strategic Pillars

Long-term Goal: Langley City is a National Leader in Social, Cultural, and Economic Development; where all residents and businesses thrive through opportunity, inclusion, cultural vibrancy, and resiliency.

Four Strategic Pillars:

1. Inclusive Economic Opportunity and Inclusion
2. Inclusion, Connection, and Community Resilience
3. Sustainable and Smart Infrastructure
4. Inclusive and Sustainable Cultural Innovation



Social, Cultural and Economic Development

Which of the following strategic pillars do you feel should be emphasized moving forward?

(Select up to 2)

1. Inclusive Economic Opportunity
2. Inclusion, Connection, and Community Resilience
3. Sustainable and Smart Infrastructure
4. Cultural Innovation and Vibrancy





2026-Langley City's Social, Cultural and Economic Development in Action

- Business workshops, panels, resources, and networking
- Bank of Development Canada alignment with priority communities
- Local entrepreneur expos
- Community and cultural gatherings
- Resource and information sharing
- Community connection, relationship building, and civic participation
- Civic engagement in policy development and activation

Upcoming: Asian-Canadian, Latin-Canadian, Indigenous Business Expos

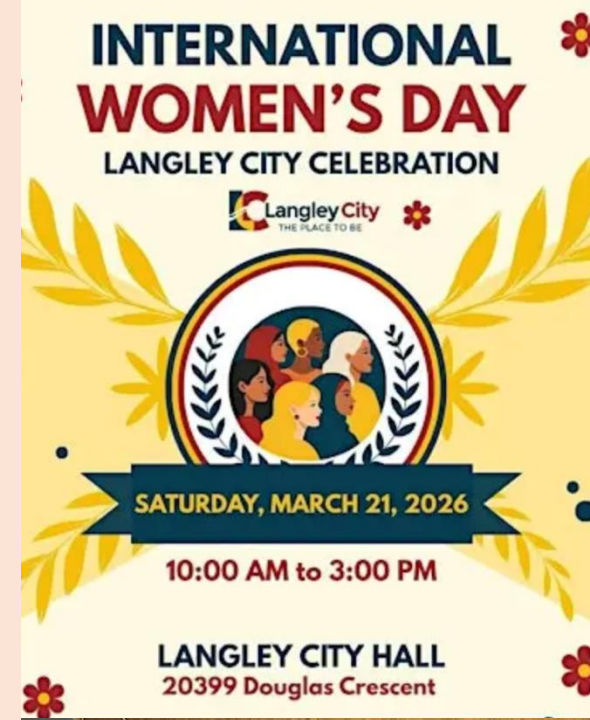
• Learning • Growing



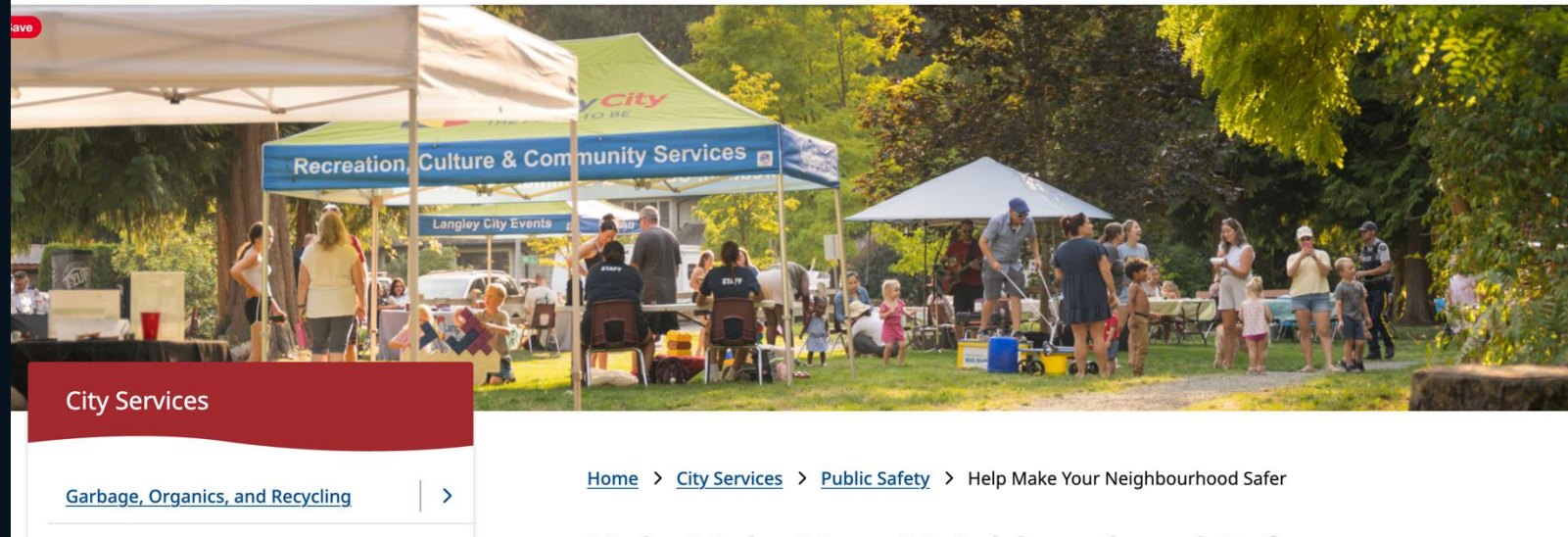
Langley City 2026

Canadian Business Expo

ing Culture. Celebrating Community.



Langley City Resilient Neighbourhood Networks



Highlights

- **Feb/March**-Round 1: Call to Participate closed
- **March/April**-Research Design Team launches
- **May/June**-RNN activates, includes Social Streets events

Social, Cultural and Economic Development

Which current SCED activities are having the greatest impact?

(Select all that apply)

1. Business workshops, panels, and networking
2. Community and cultural events
3. Entrepreneur and business expos
4. Civic engagement and policy participation
5. Resource and information sharing
6. Partnerships (e.g., BDC, community organizations)
7. Not sure / need more information



Langley City Social Cultural Economic Development -Desired Outcomes

- Increase access to resources, information, capacity and support for entrepreneurs, new and established businesses
- Strengthen networks of support, activation, mutual reinforcing activities to enhance social, cultural, and economic activity
- Build awareness, education, and opportunity to actively participate in Langley City policy development, implementation, innovation, and solutions to key issues and priorities
- Activate a robust and integrated social, cultural and economic ecosystem to support Langley City to be a thriving, innovative, and resilient community



Social, Cultural and Economic Development

Committee Poll: What other outcomes would be important to focus on?



Social, Cultural and Economic Development

Committee Poll: Why is social and cultural development important in creating a vibrant economy, community safety, and well-being in Langley City?

(Select up to 3)

1. Strengthens local economic growth and business resilience
2. Builds safer, more connected neighbourhoods
3. Improves overall community well-being and quality of life
4. Supports inclusion, diversity, and belonging
5. Encourages civic participation and community leadership
6. Attracts investment, talent, and tourism
7. Supports vulnerable populations and reduces social risks
8. Other: _____



Social, Cultural and Economic Development

Which of the following strategic pillars do you feel should be emphasized moving forward?

(Select up to 2)

1. Inclusive Economic Opportunity
2. Inclusion, Connection, and Community Resilience
3. Sustainable and Smart Infrastructure
4. Cultural Innovation and Vibrancy



Social, Cultural and Economic Development

Which current SCED activities are having the greatest impact?

(Select all that apply)

1. Business workshops, panels, and networking
2. Community and cultural events
3. Entrepreneur and business expos
4. Civic engagement and policy participation
5. Resource and information sharing
6. Partnerships (e.g., BDC, community organizations)
7. Not sure / need more information



Social, Cultural and Economic Development

Committee Poll: What other outcomes would be important to focus on?



From: [Kaelene Kirk](#)
To: [WebInfo](#)
Subject: Strengthening Bike-Friendly Business & Cycling Data in Your Community
Date: February 20, 2026 9:44:07 AM
Attachments: [PNG image](#)

You don't often get email from kaelene@gobybikebc.ca. [Learn why this is important](#)

Dear Langley Economic Development (City),

I'm reaching out from GoByBike BC, a province-wide non-profit that encourages active transportation and cycling participation across British Columbia. Our programs include three GoByBike Weeks, LogMyRide, and Bike-Friendly BC, and are supported by the BC Ministry of Transportation & Transit and delivered in partnership with dozens of communities across the province.

We exist to increase cycling participation and provide tools that help communities leverage cycling as both an economic development and tourism asset.

There are two simple, no-cost ways your office and your community can engage:

Bike-Friendly BC Business Director

Our free, province-wide directory connects businesses to an audience of 50,000 + motivated cyclists. Learn more here <https://gobybikebc.ca/bc-bike-friendly-business-directory/>

- No cost to be listed
- Increases visibility among cycling visitors and residents
- Strengthens your community's positioning as a bike-friendly destination
- Businesses can sign up directly, or you can nominate them and we'll follow up
- Creating a list takes no more than 15 minutes

LogMyRide Data

Supported by the Ministry of Transportation & Transit, LogMyRide tracks local cycling trips and kilometres ridden. Communities use this data to:

- Demonstrate local demand for active transportation
- Support grant applications
- Inform planning and council discussions
- We'd welcome your help encouraging local participation

If these tools align with your current economic development priorities, we would welcome the opportunity to collaborate, whether that means sharing Bike-Friendly BC with local businesses, encouraging participation in LogMyRide to build stronger local data, or simply participating in one of our three GoByBike Weeks that take place across the province.

Together, we can increase business visibility, strengthen destination positioning, and provide measurable evidence of cycling demand in your community.

If helpful, I'm happy to provide short promotional copy or connect for a brief overview.

Sincerely,

Kaelene Kirk

Administrative Program Coordinator

GoByBike BC Society

E: kaelene@gobybikebc.ca

W: www.GoByBikeBC.ca

