



BCEDA

BC Economic Development Association



2021 Membership Survey

Table of Contents

1. Introduction.....	3
2. Economic Region.....	4
3. Employment Information	4
3.1 Current Position	4
3.2 Your Responsibilities	5
3.3 Years of Experience	6
3.4 Full time or Part time	6
4. Compensation	8
4.1 Salary	8
4.2 Salary Adjustment.....	8
4.3 Yearly Salary Change	9
4.4 Other Forms of Compensation.....	10
4.5 Retirement Plan	10
4.6 Paid Vacation	11
5. Organization.....	12
5.1 Employer.....	12
5.2 Jurisdiction's Population	12
5.2 Organization's Full Time Employees	13
5.3 Organization's Part Time Employees.....	14
5.4 Organization's Tourism Responsibilities	15
5.5 Remote Work.....	16
6. Organization's Monetary Information.....	16
6.1 Economic Development Operating Budget.....	16
6.2 Non-Tourism Funding.....	17
6.3 Tourism Funding	18
7. Economic Development Information	19
7.1 Internal Barriers to Economic Development.....	19
7.2 External Barriers to Economic Development.....	19
7.3 Economic Development Strategy	20
7.4 Economic Recovery Strategy	21
7.5 Business Retention and Expansion	21

7.6 Economic Restart Plan	22
7.7 Economic Development Priorities	23
7.8 Changes in Economic Development Goals or Priorities Due to the Pandemic.....	23
7.9 Council or Key Stakeholder Economic Development Training.....	24
7.10 Collaboration with Neighbouring Communities	25
7.11 Useful Information, Education, or Assistance for Municipalities	26
7.12 Community Charter.....	26

1. Introduction

This report presents the results of the annual membership survey of the British Columbia Economic Development Association (BCEDA). It is provided to BCEDA members as part of the Association's commitment to provide timely and useful information on the economic development profession in BC.

The online survey was conducted in late June through July, 2021, to secure the highest possible response rate.

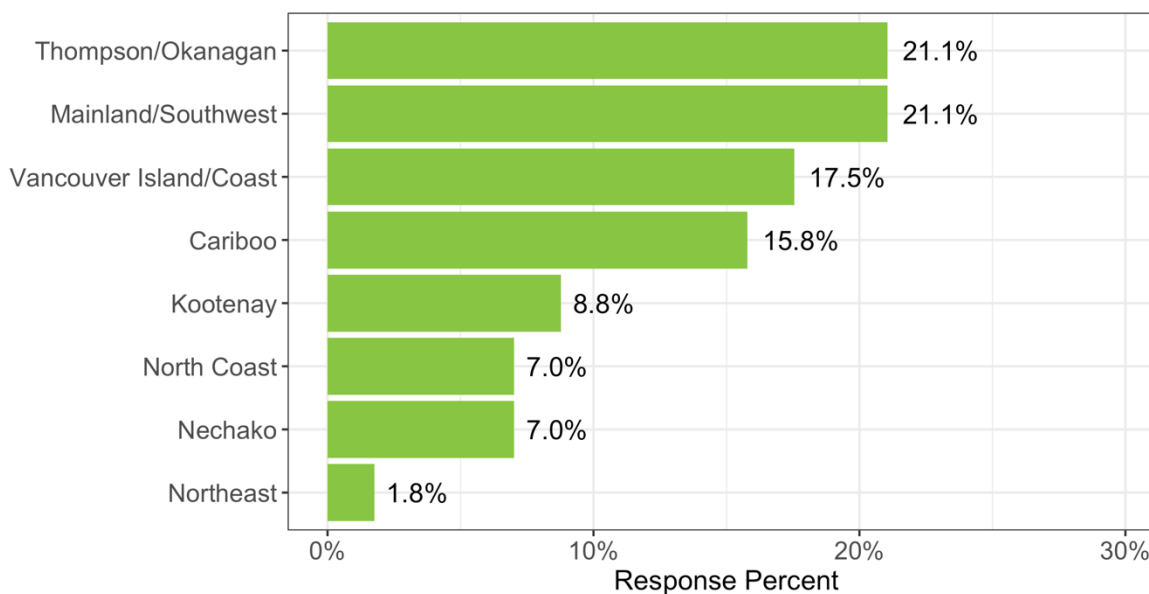
Several categories of economic development related data was collected to report common similarities in the industry across the Province of BC. The following categories were identified: employment information, compensation information, organization information, organization's monetary information, general economic development information, as well as information regarding the knowledge of BCEDA's benefits and participation in BCEDA's events.

A participant's profile was developed to better understand averages of the professional within the economic development industry.

2. Economic Region

The geographic diversity of the economic development professionals who took part in this year's survey is clear by the responses we collected. All economic regions of the Province of British Columbia are well represented, with the Thompson/Okanagan and Mainland/Southwest regions being the most common.

Question: Which economic region do you belong to?

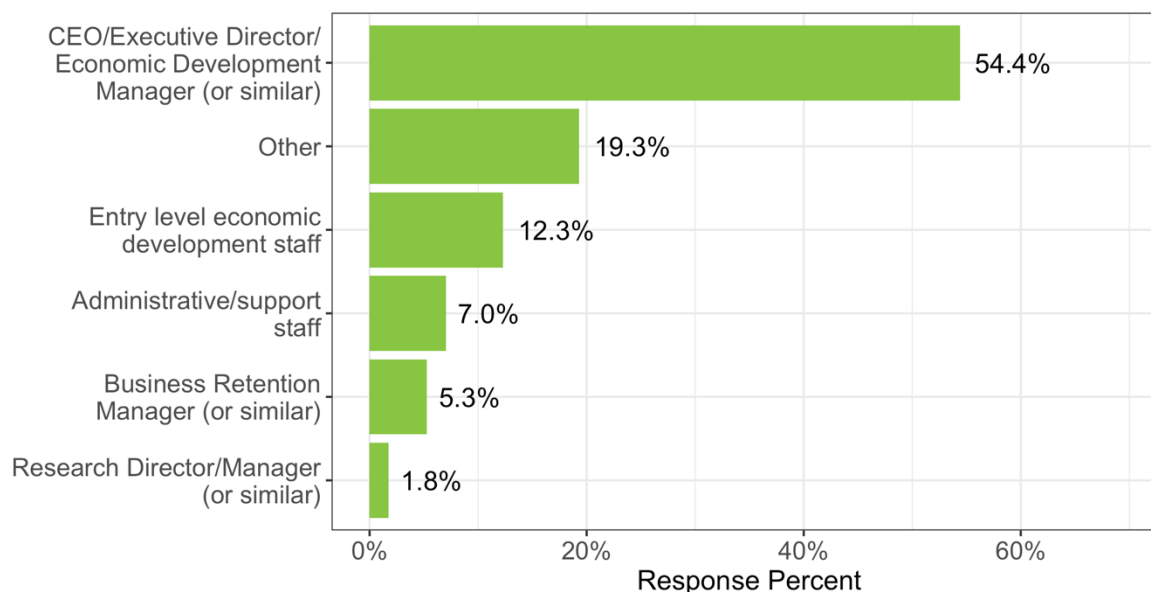


3. Employment Information

3.1 Current Position

Over half of those surveyed were employed in managerial or executive roles. Out of those who selected "Other", common positions were economic development officers and coordinators. Just over one in ten respondents filled entry level economic development roles.

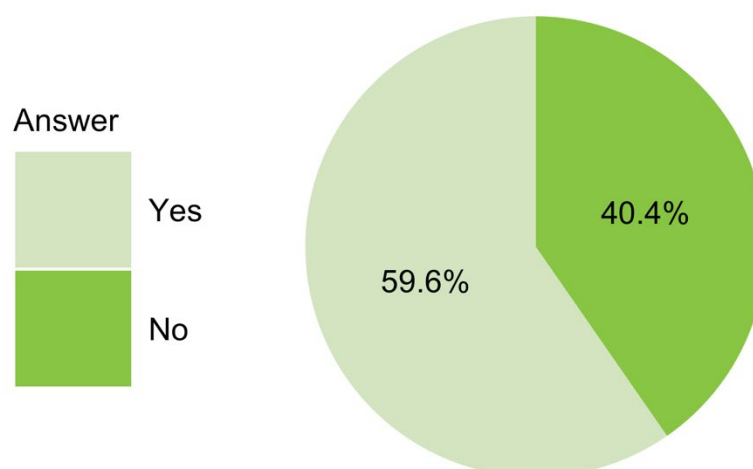
Question: What one option best matches your current position within your organization?



3.2 Your Responsibilities

Just under 60% of those surveyed indicated that they were the primary decision maker for their department or organization.

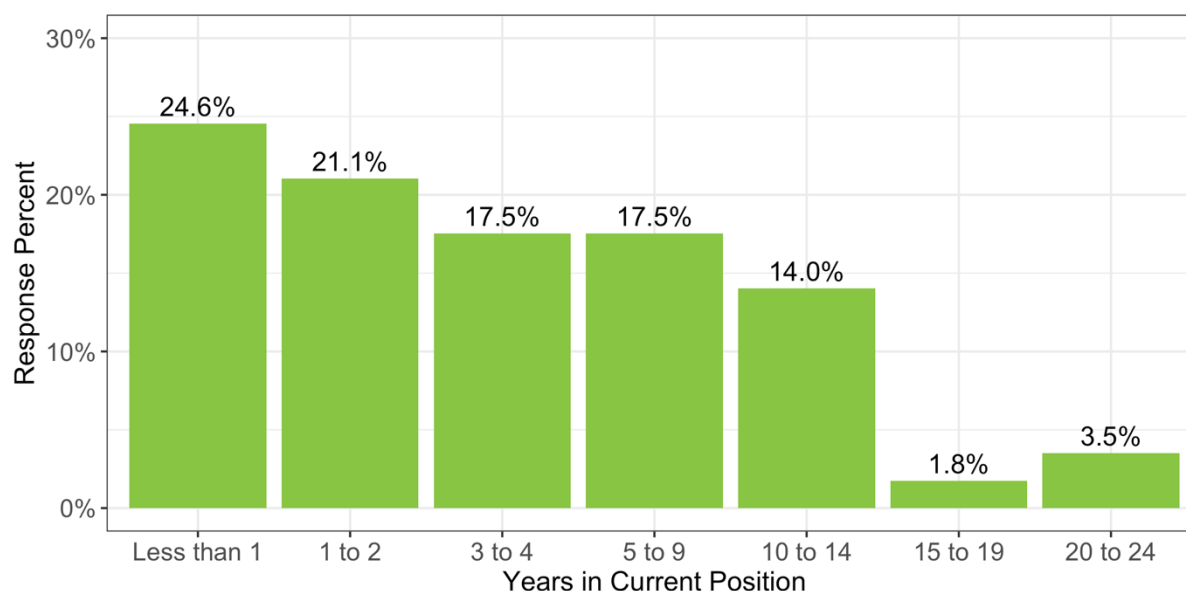
Question: Are you the primary decision maker for your economic development department/organization?



3.3 Years of Experience

The reputation of high turnover rates in economic development positions is well represented in the survey responses. Over 60% of those surveyed had been in their current position for less than five years, and just under 20% indicated they had been in their position for more than 10 years.

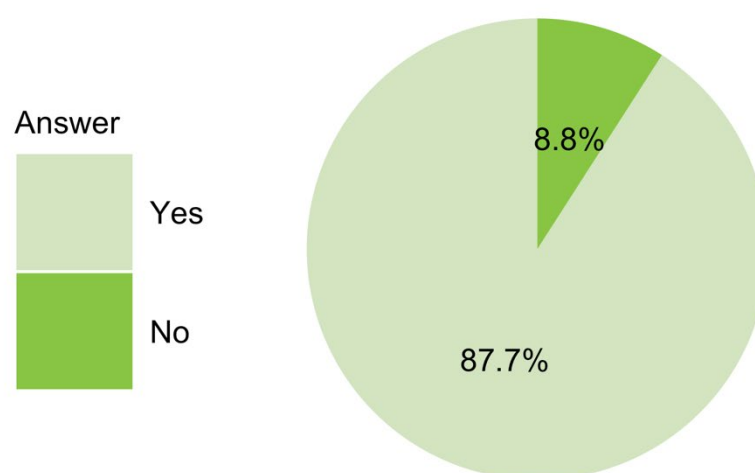
Question: How many years have you been in your current position?



3.4 Full time or Part time

Unsurprisingly, an overwhelming majority of economic development practitioners are actively working 35 hours or more per week. Just under one tenth of professionals surveyed were on a part time basis.

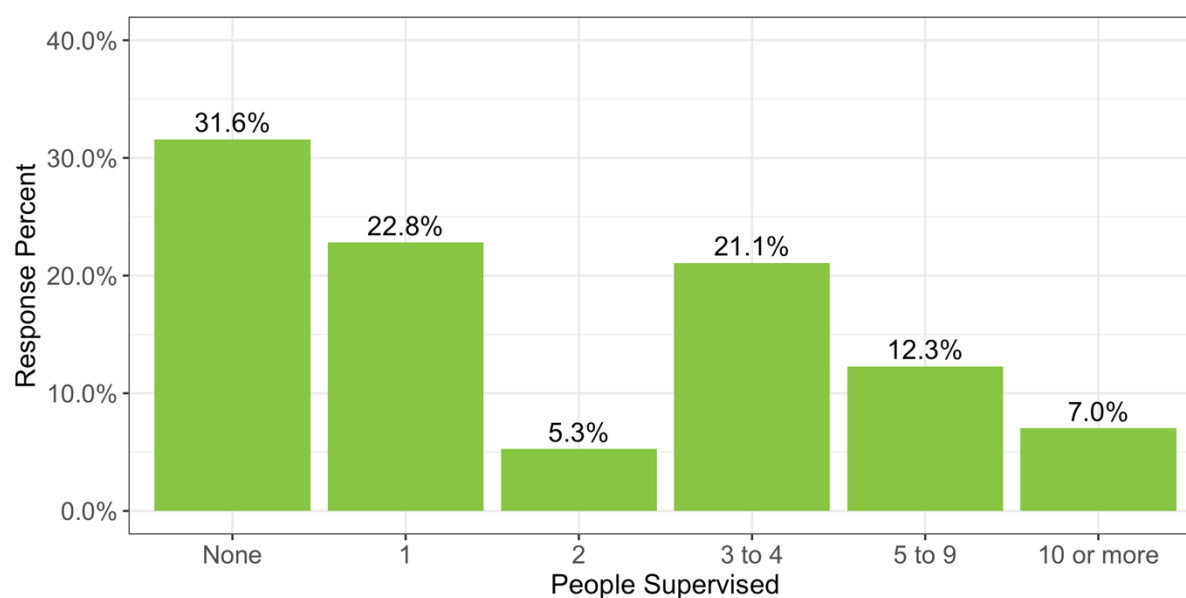
Question: *Is your position full time (35 hours or more per week)?*



3.5 Your Supervision

Just under 70% of respondents had at least one person under their supervision in their position, with just under 20% having five or more people directly or indirectly under their supervision.

Question: *How many people do you directly or indirectly supervise (if any)?*



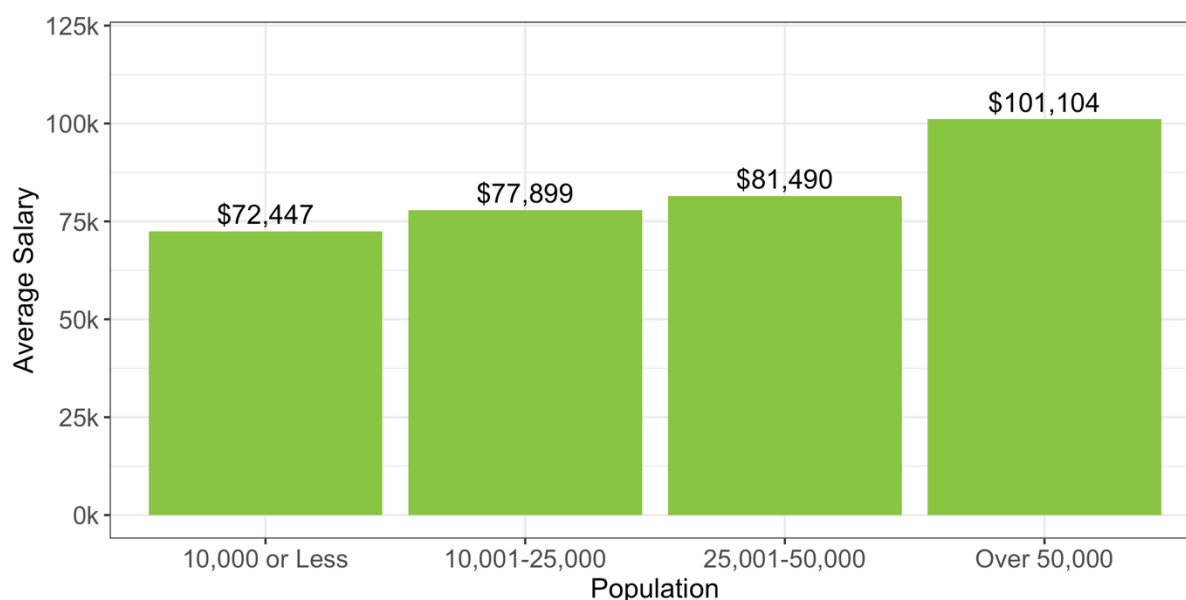
4. Compensation

4.1 Salary

Based on those surveyed, the average base salary for an economic development practitioner as of January 1, 2021, was \$83,719.

Additionally, survey results were aggregated by jurisdiction size to create a salary estimate by population size. Unsurprisingly enough, the results indicate that as the jurisdiction size increases, one can expect the salary to increase as well.

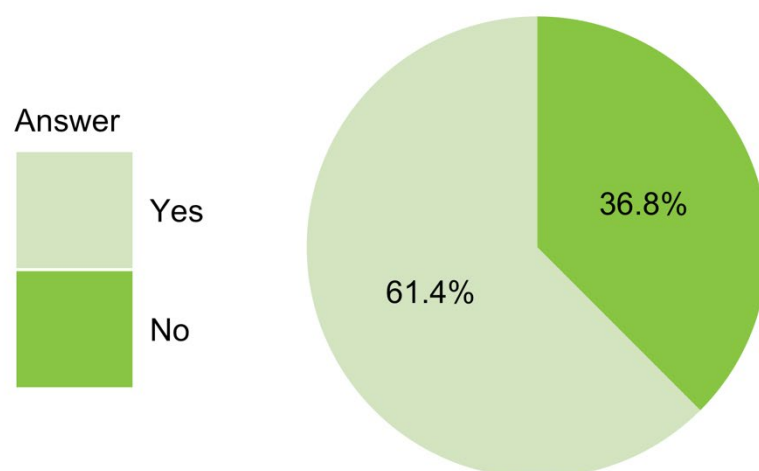
Average Salary by Jurisdiction Population



4.2 Salary Adjustment

Of those surveyed, 61% indicated that their salary was adjusted on an annual basis.

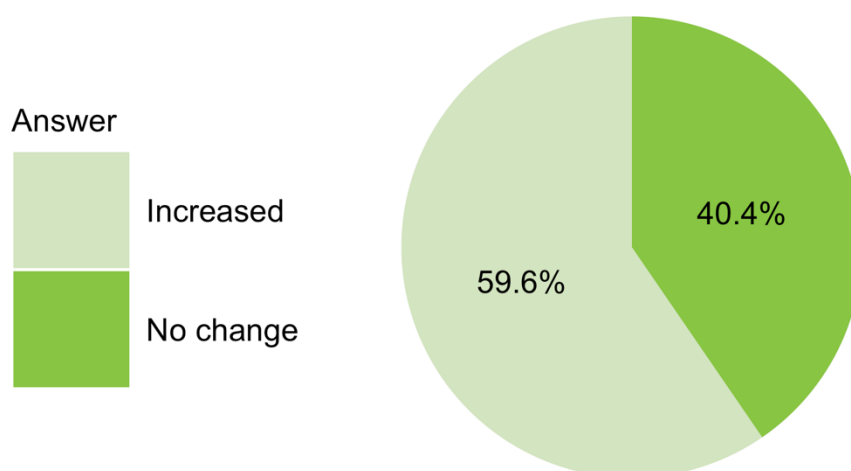
Question: Is your salary is adjusted on an annual basis?



4.3 Yearly Salary Change

Over one half of those surveyed reported their salary increasing from the previous year.

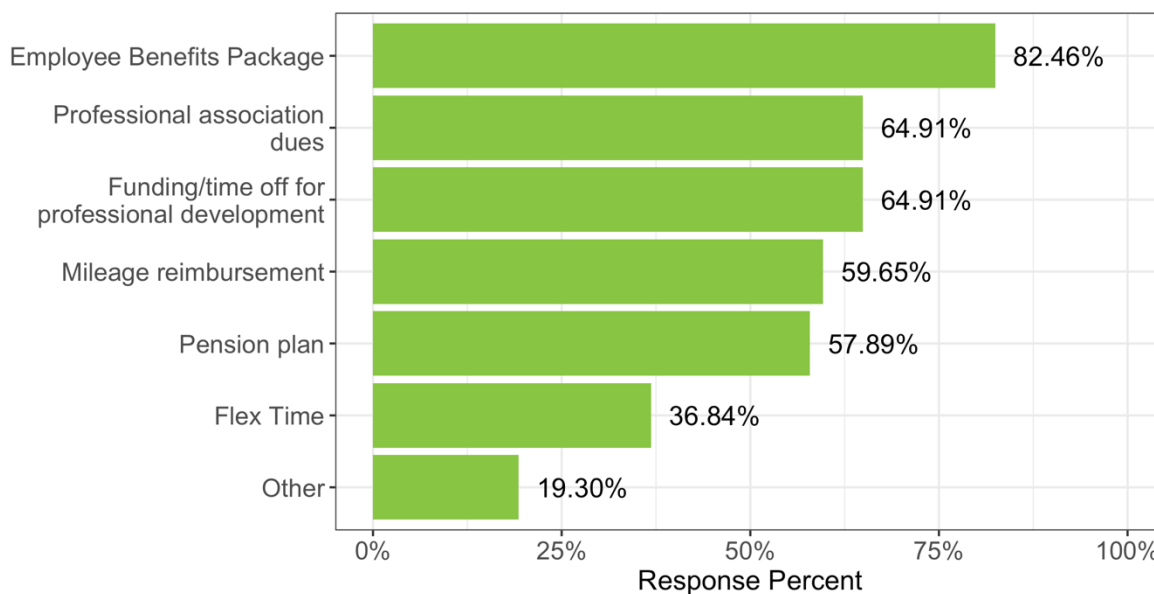
Question: Compared to one year previous, how has that base salary changed (if at all)?



4.4 Other Forms of Compensation

Almost everyone indicated they receive some type of additional compensation other than cash. Over 80% were eligible for an employee benefits package of some kind, and over half of those surveyed received professional association dues, funding or time off for professional development, mileage reimbursement, and a pension plan.

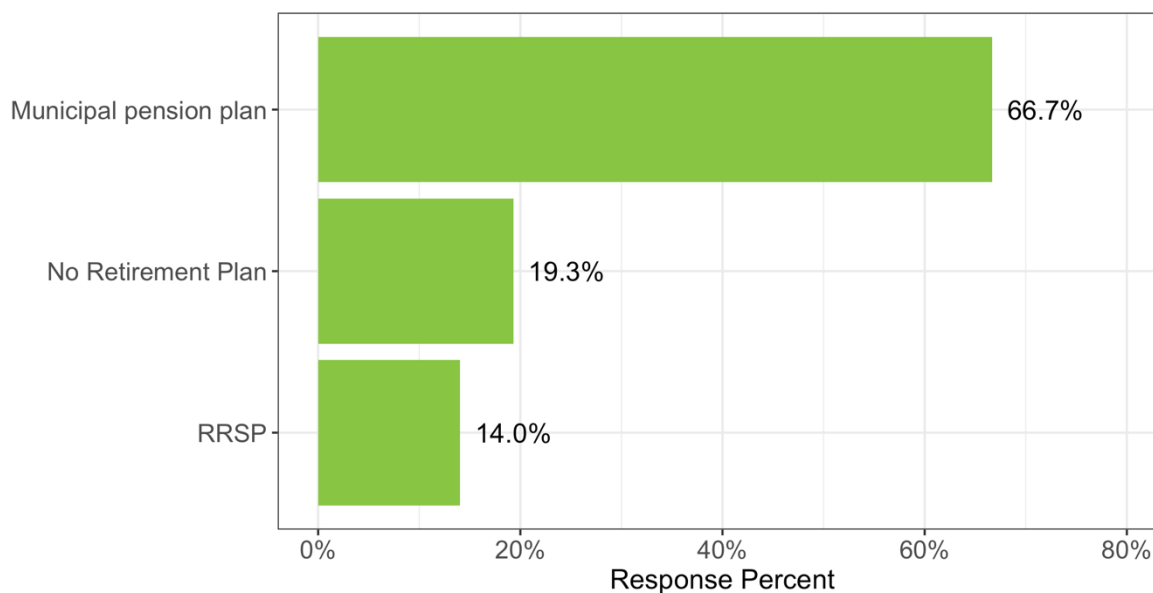
Question: What other types of compensation do you receive?



4.5 Retirement Plan

A municipal pension plan made up the majority of retirement packages for economic development practitioners. Additionally, 14% of those surveyed had an RRSP package.

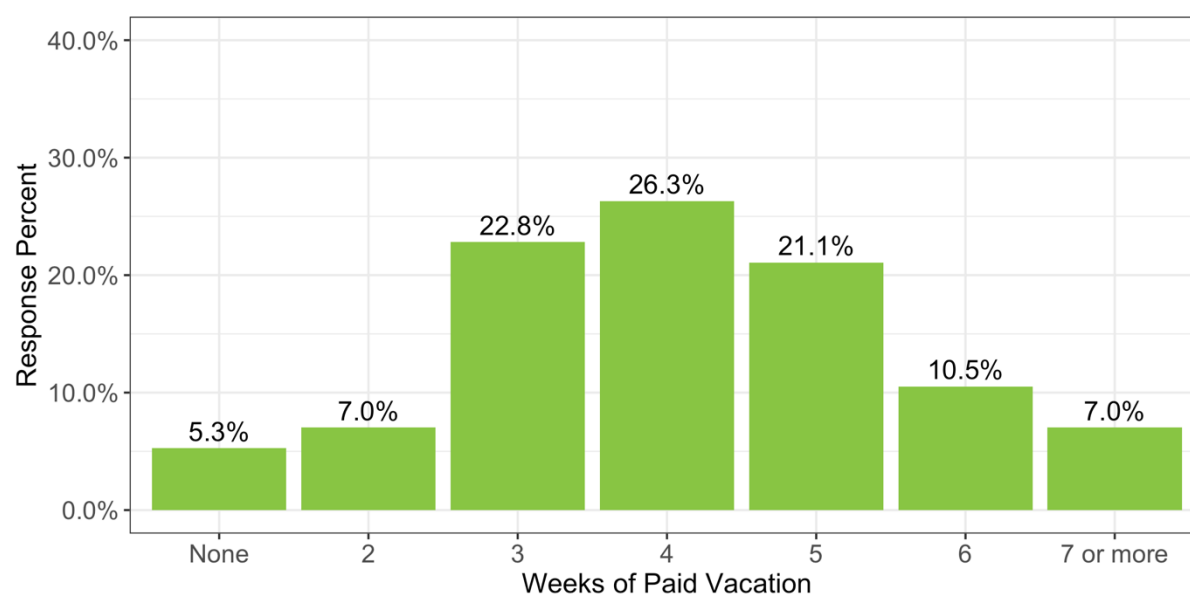
Question: What best describes the type of retirement plan your employer offers (whether you make use of it or not)?



4.6 Paid Vacation

Around 65% of those surveyed qualified for four or more weeks of paid vacation a year. Only 5.3% did not qualify for any paid vacation time.

Question: On an annual basis, how many weeks of paid vacation do you qualify for?

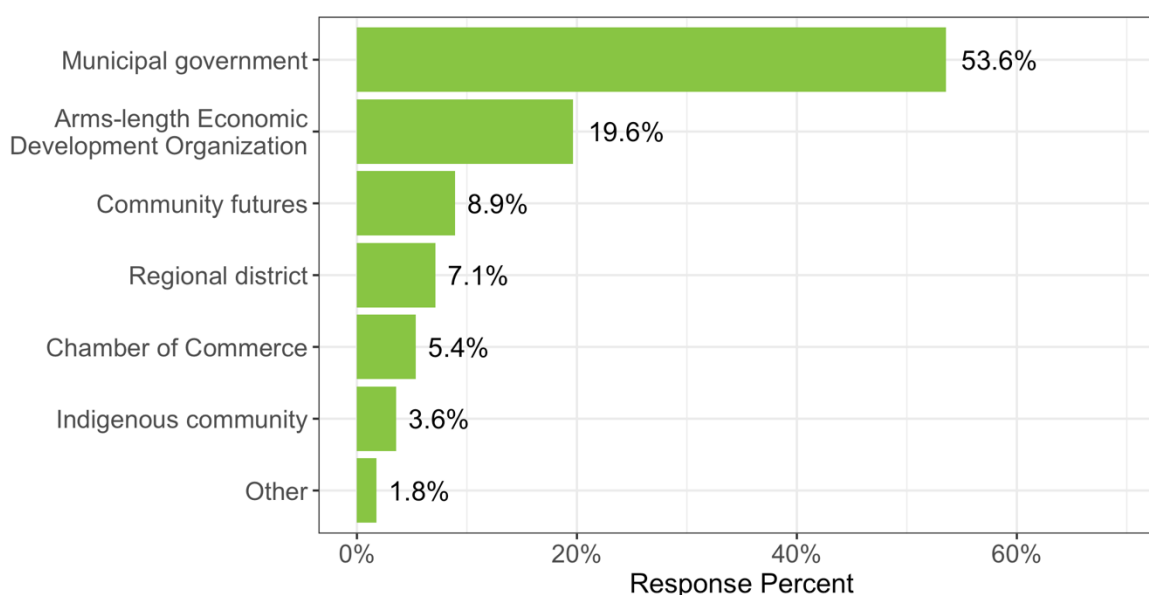


5. Organization

5.1 Employer

Over half of respondents were employed by their municipal government. Arms-length economic development organizations followed closely behind, employing just fewer than 20% of those surveyed.

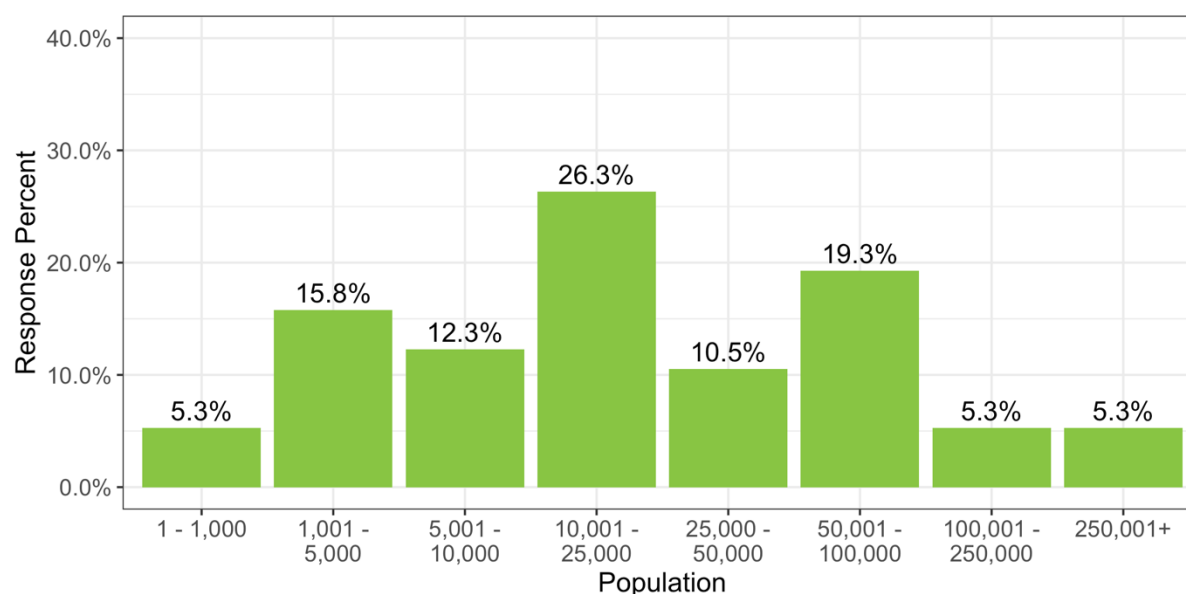
Question: Which one option best describes the type of organization you work for?



5.2 Jurisdiction's Population

A wide variety of jurisdictions are represented in this year's survey. The most common population range was 10,001-25,000, making up 26.3% of those surveyed. Only 10.6% of respondents served a population of more than 100,000, whereas just under 60% served a population of 25,000 or less.

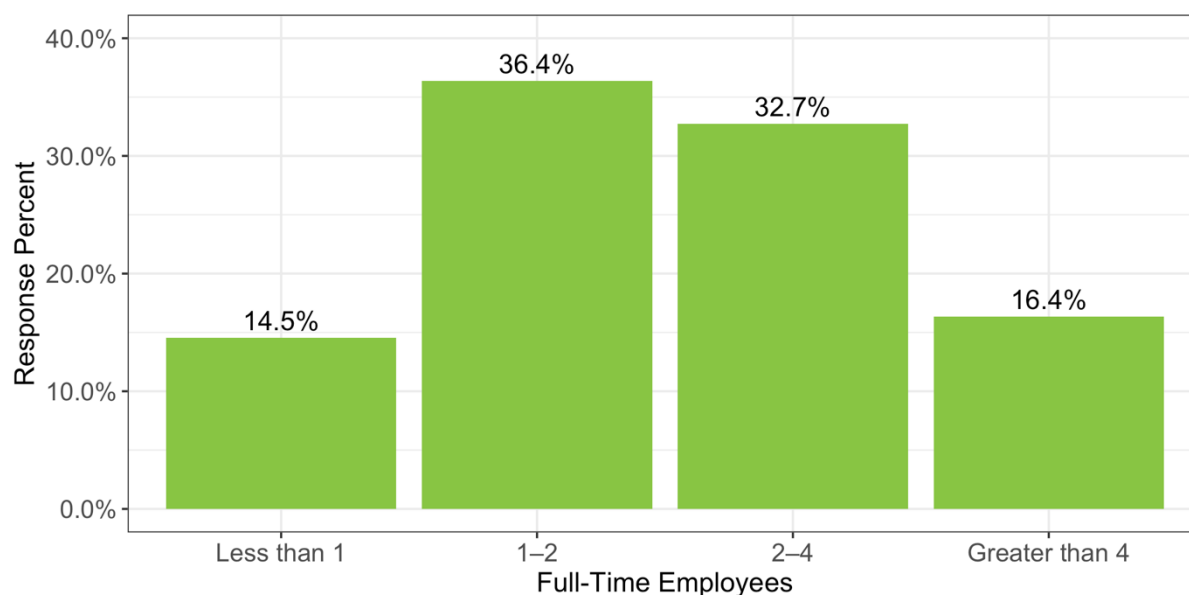
Question: What is the population range of the population you serve?



5.2 Organization's Full Time Employees

Over 80% of people surveyed had 4 or less people working in their organization's economic development related department. Not surprisingly, just under 40% of organizations had one person (an EDO) working in their economic development department

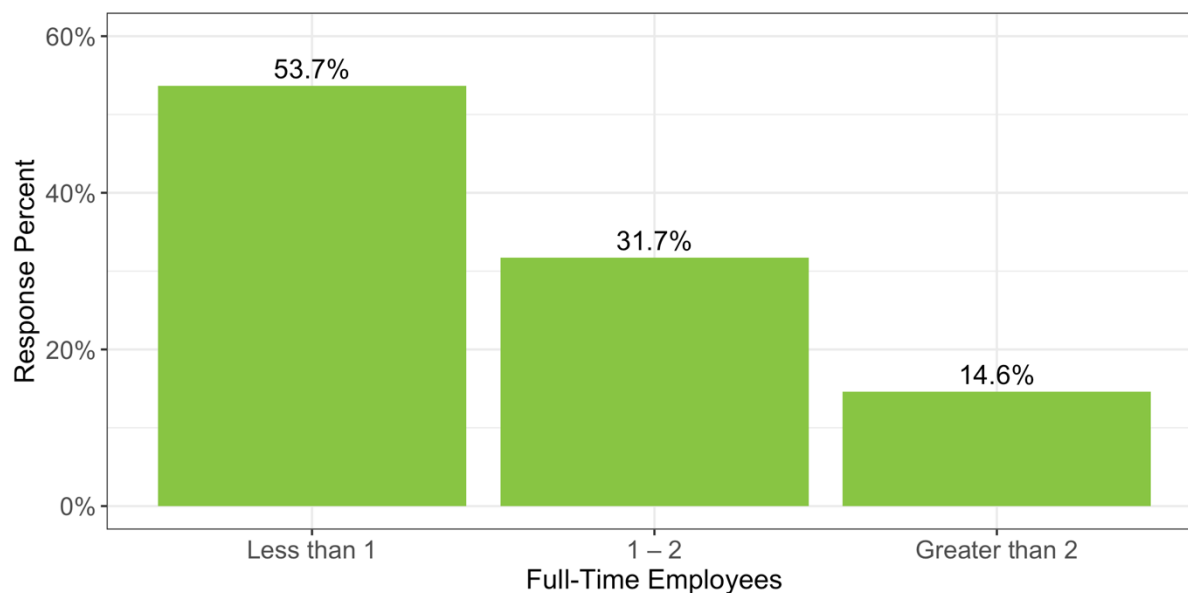
Question: How many full-time staff or full-time equivalencies (FTEs) (Including contract staff) does your organization devote to economic development?



5.3 Organization's Part Time Employees

According to our survey results, economic development is mostly a full-time position. 53% of those surveyed indicated they have no staff that work part-time, and 31% indicated there was one or two part-time employees in the economic development department.

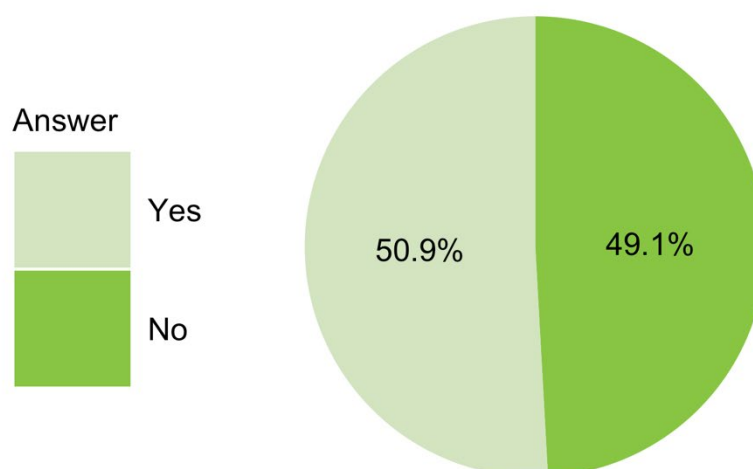
Question: How many part-time staff (Including contract staff) does your organization devote to economic development?



5.4 Organization's Tourism Responsibilities

Half of those surveyed indicated that their organization is responsible for the community's tourism program

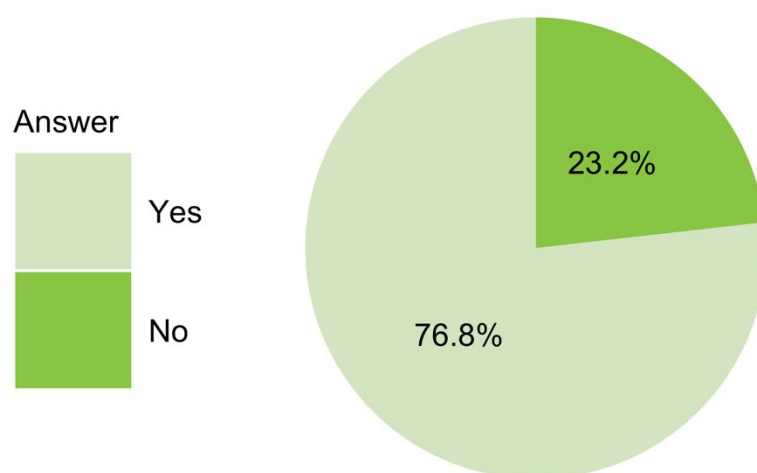
Question: Is your organization responsible for the community's Tourism programs?



5.5 Remote Work

During the global pandemic there has been a sizeable shift towards remote work. Over three quarters of respondents worked in organizations that allow for remote working.

Question: Does your organization allow for remote working?



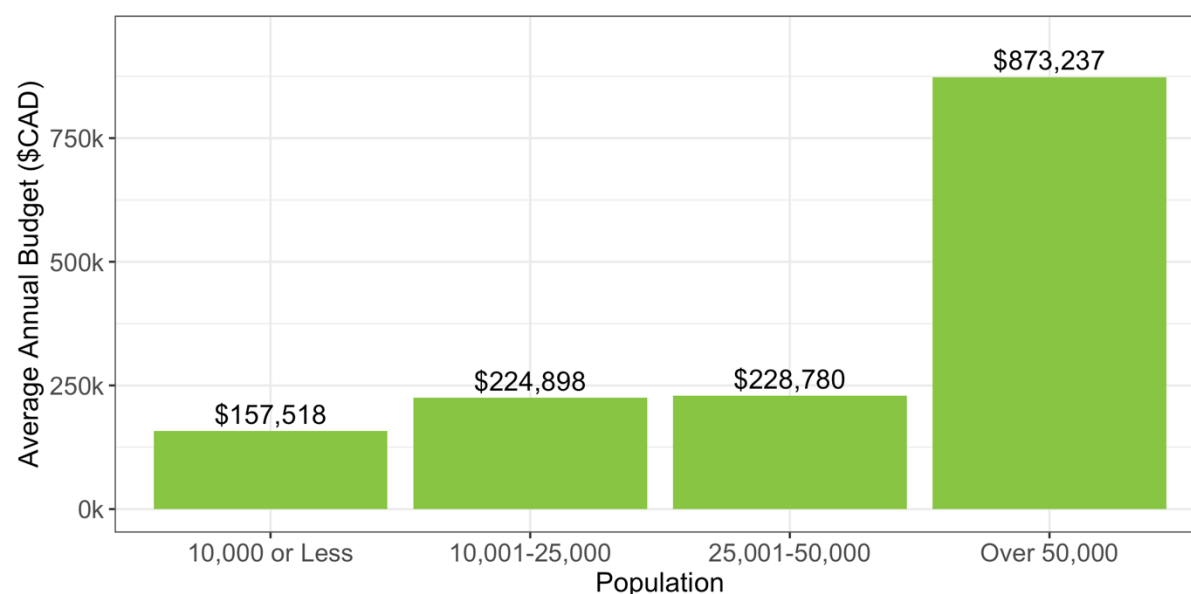
6. Organization's Monetary Information

6.1 Economic Development Operating Budget

The average economic development related annual operating budget out of those surveyed was \$388,968. This figure does not include funds used for tourism.

Additionally, survey results were aggregated by jurisdiction size to create a budget estimate by population size. As one would expect, the results indicate that as the jurisdiction size increases, one can expect the operating budget to increase as well. The survey results show a significant difference between the operating budgets of jurisdictions with populations under 50,000 and those with populations over 50,000, with the average for those over 50,000 being well over three times higher than the next largest category.

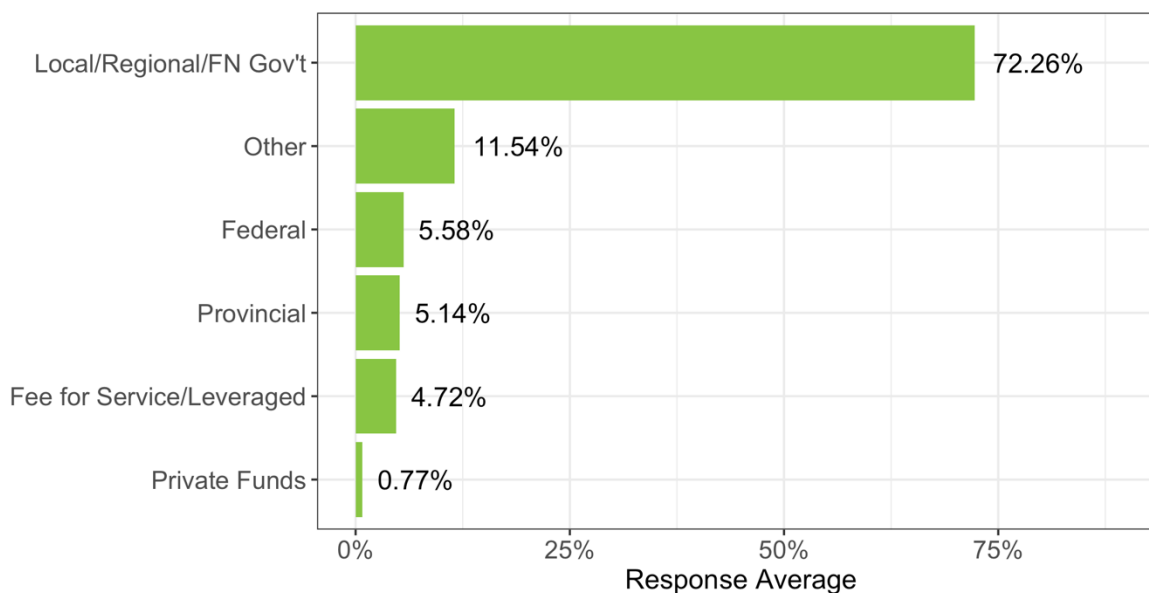
Average Annual Economic Development Budget by Population



6.2 Non-Tourism Funding

Economic development organizations are receiving funding for their operations from a variety of sources. On average, those surveyed reported getting just under three quarters of their non-tourism funding from local, regional, or first nation governments.

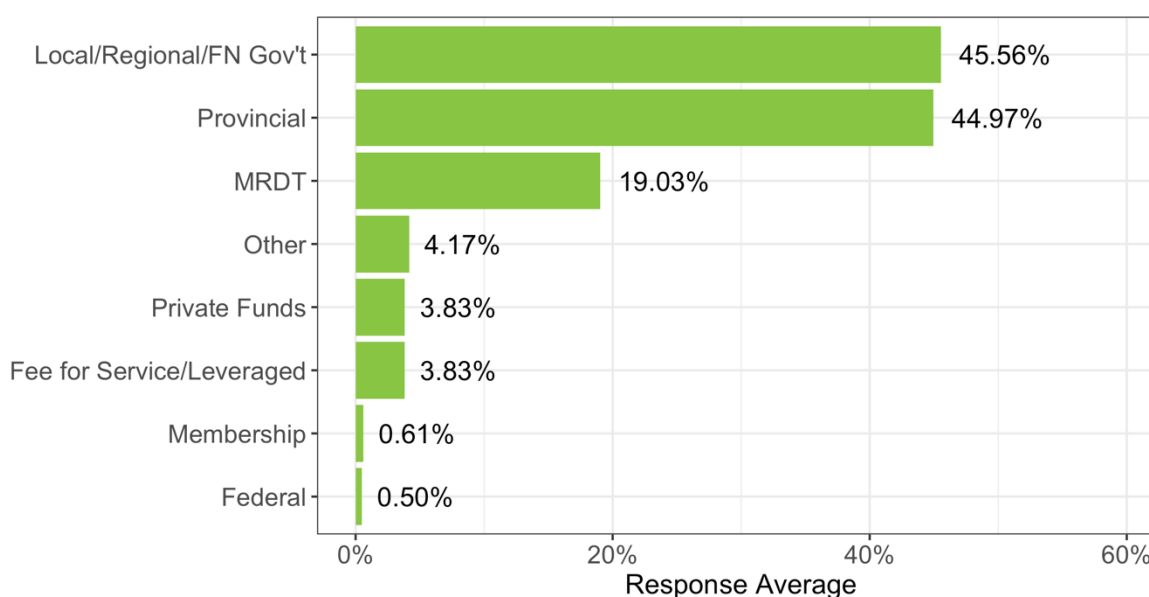
Question: What percentage of your organization's operating funds, excluding tourism, comes from each of the following sources?



6.3 Tourism Funding

Across all respondents, three sources of tourism funding stood out as especially significant: local, regional or first nation governments, the provincial government, and the Municipal and Regional District Tax (MRDT).

Question: What percentage of your tourism organization's operating funds comes from each of the following sources?

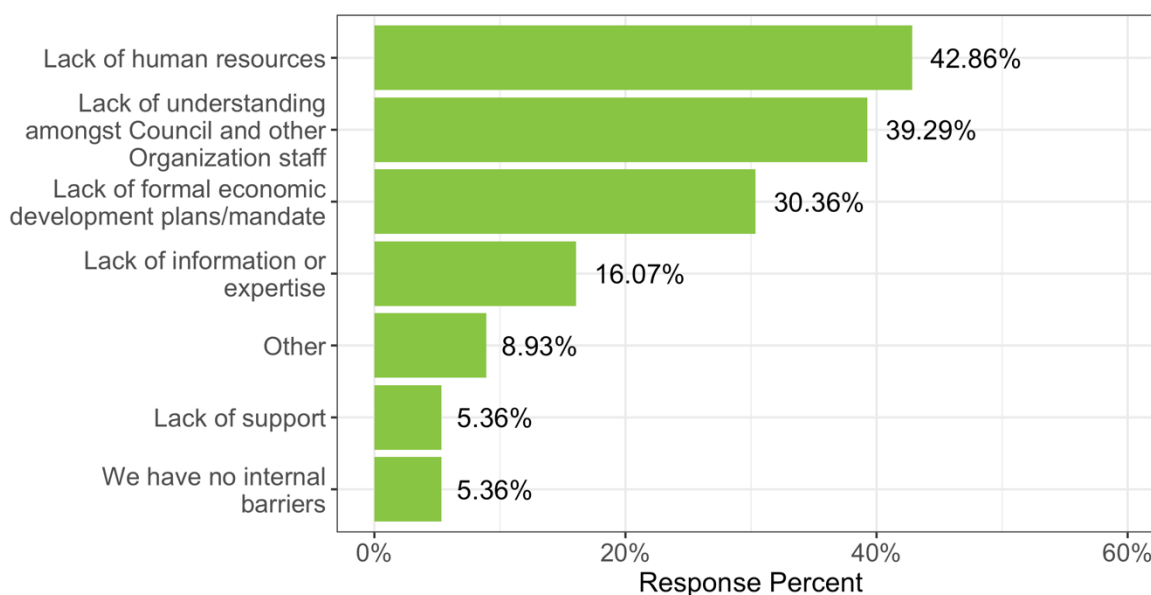


7. Economic Development Information

7.1 Internal Barriers to Economic Development

Over a third of those surveyed indicated that a lack of human resources and a lack of understanding amongst council and other organization staff were amongst the top two internal barriers to economic development in their community. Over 30% cited a lack of formal economic development plans or mandates.

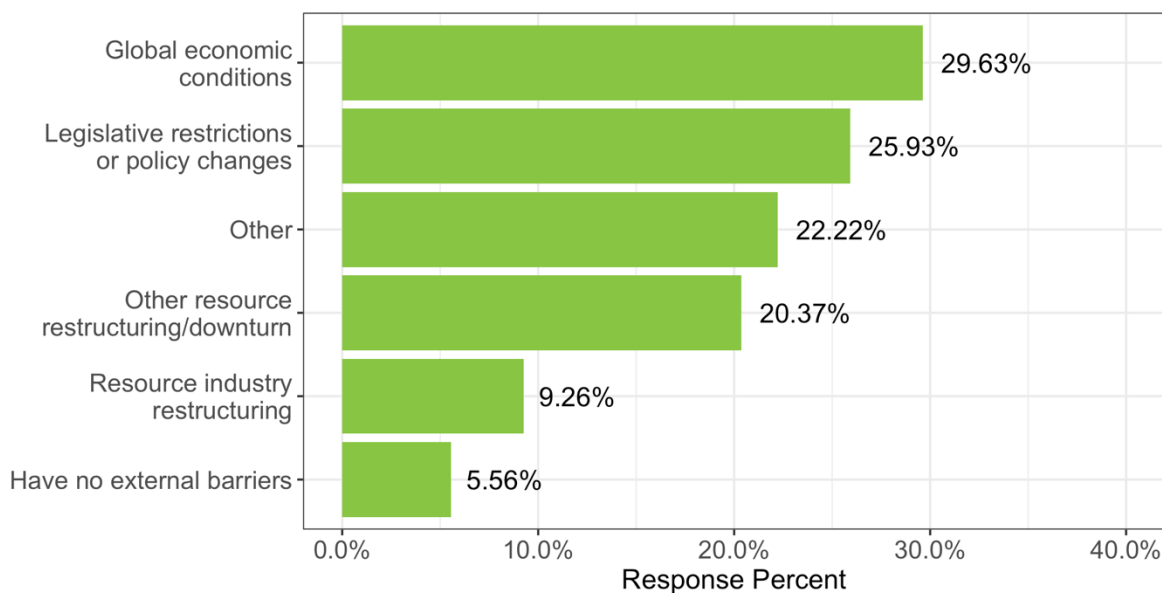
Question: Please identify the top two internal barriers to economic development in your community.



7.2 External Barriers to Economic Development

Potentially due to the global pandemic, over a quarter of those surveyed listed global economic conditions and legislative restrictions or policy changes amongst the top two external barriers to economic development in their communities.

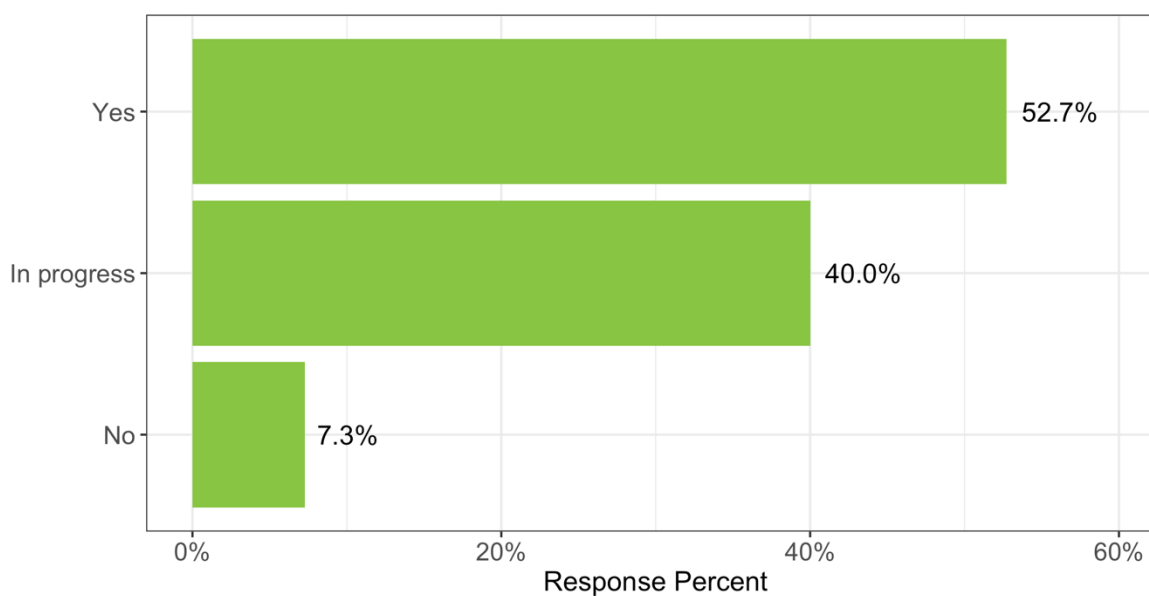
Question: Please identify the top two external barriers to economic development in your community.



7.3 Economic Development Strategy

Just over half of those surveyed had an economic development strategy/plan, and another 40% had one in progress.

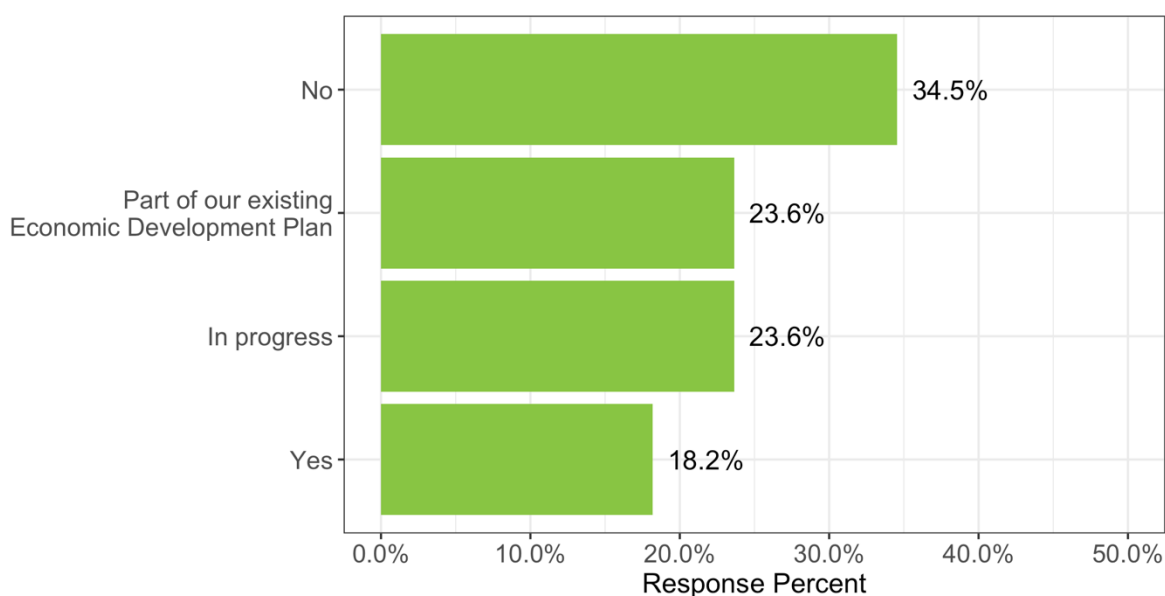
Question: Do you have an Economic Development Strategy/Plan?



7.4 Economic Recovery Strategy

Over a third of those surveyed did not have an economic recovery strategy or plan in place, while only 18% had a recovery strategy that was independent of their economic development strategy/plan.

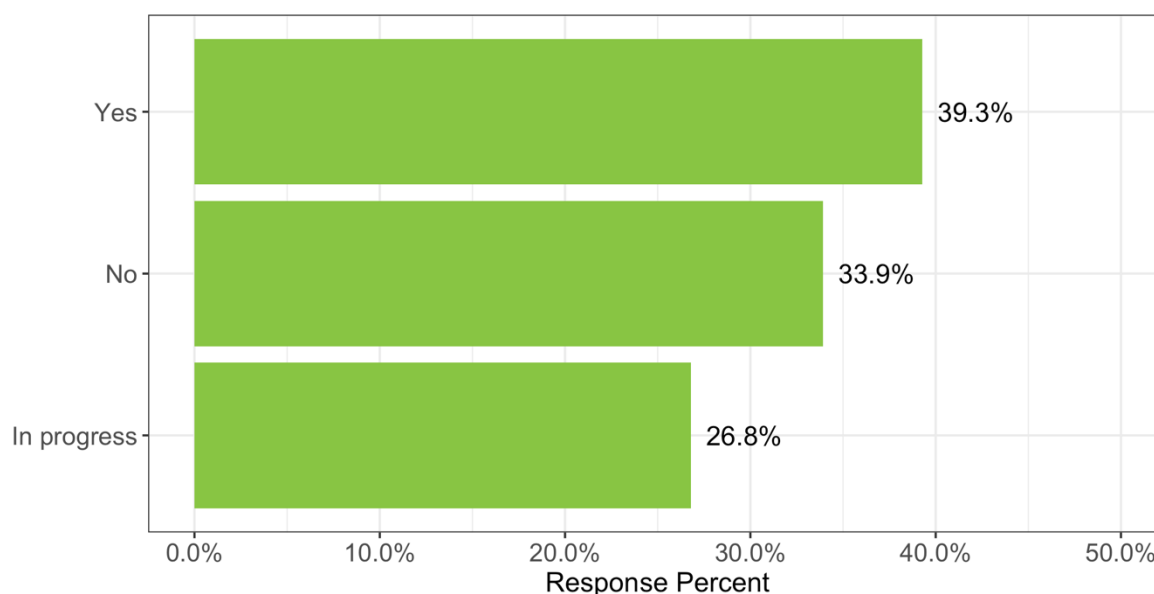
Question: Do you have an Economic Recovery Strategy/Plan?



7.5 Business Retention and Expansion

Just under 40% of respondents had an active business retention and expansion program, with an additional 26% reporting that they had one in progress.

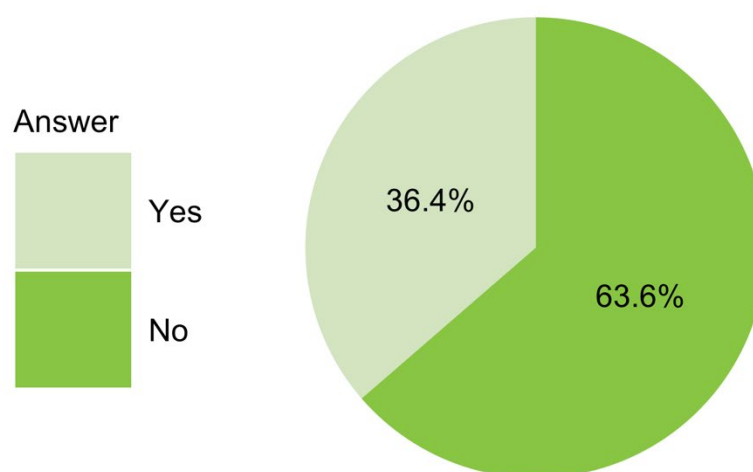
Question: Do you have an ACTIVE Business Retention and Expansion Program?



7.6 Economic Restart Plan

Over 60% of those surveyed reported that their community had not developed an economic restart plan to prepare for when restrictions were lifted following COVID-19 lockdowns.

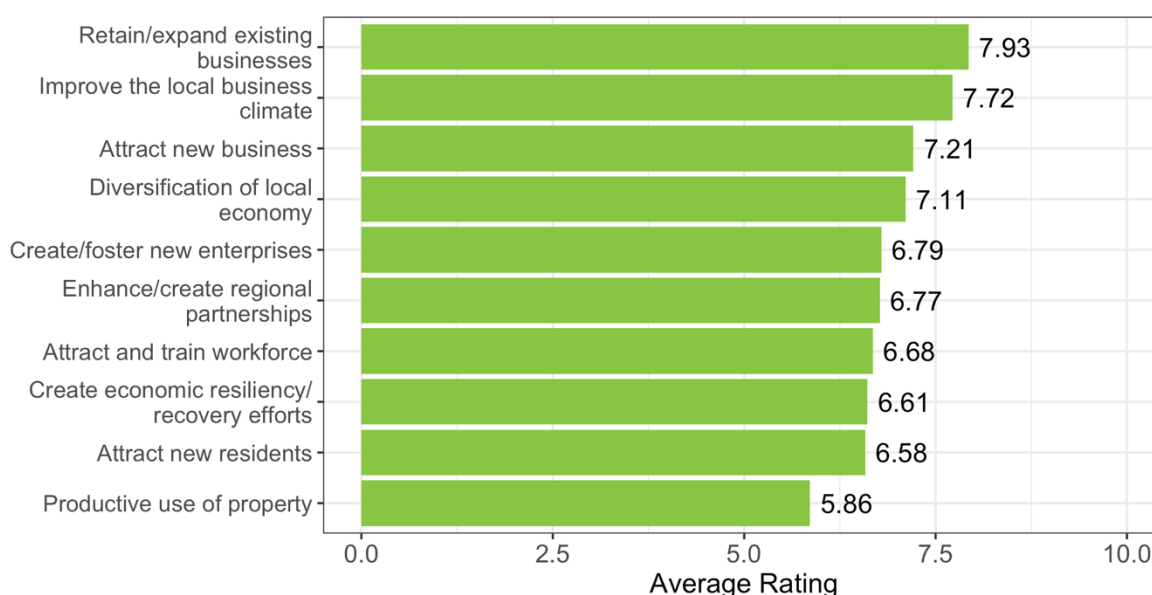
Question: Did your community develop an “Economic Restart” Plan to prepare for when restrictions were lifted?



7.7 Economic Development Priorities

Every community is going to have different priorities based on their respective strengths and weaknesses. In an effort to distinguish a unanimous high priority, we had respondents rate the following economic development goals on a scale of 1-10 (1 being low priority, 10 being high priority). Retaining and expanding existing businesses and improving the local business climate were the two highest priority goals on average, with average ratings of 7.9 and 7.7 respectively. Attracting new businesses and the diversification of the local economy both averaged above 7.0 as well.

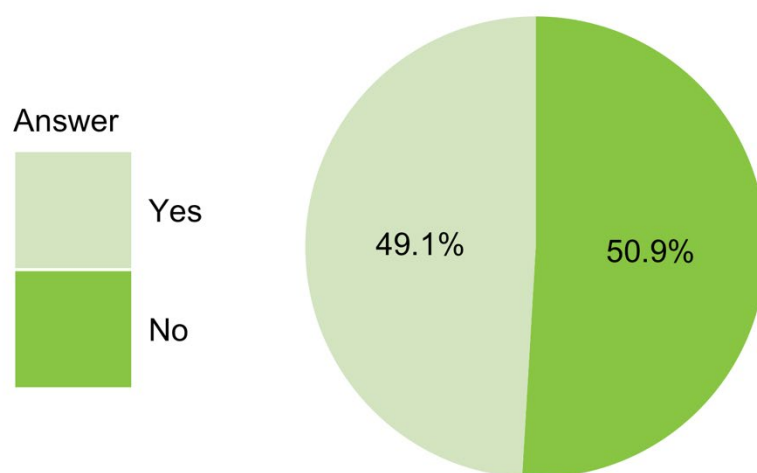
Question: Rank the following economic development goals on a scale of 1-10 with 10 being the highest



7.8 Changes in Economic Development Goals or Priorities Due to the Pandemic

Just under half of those surveyed reported that the pandemic had changed their economic development priorities or goals in some way.

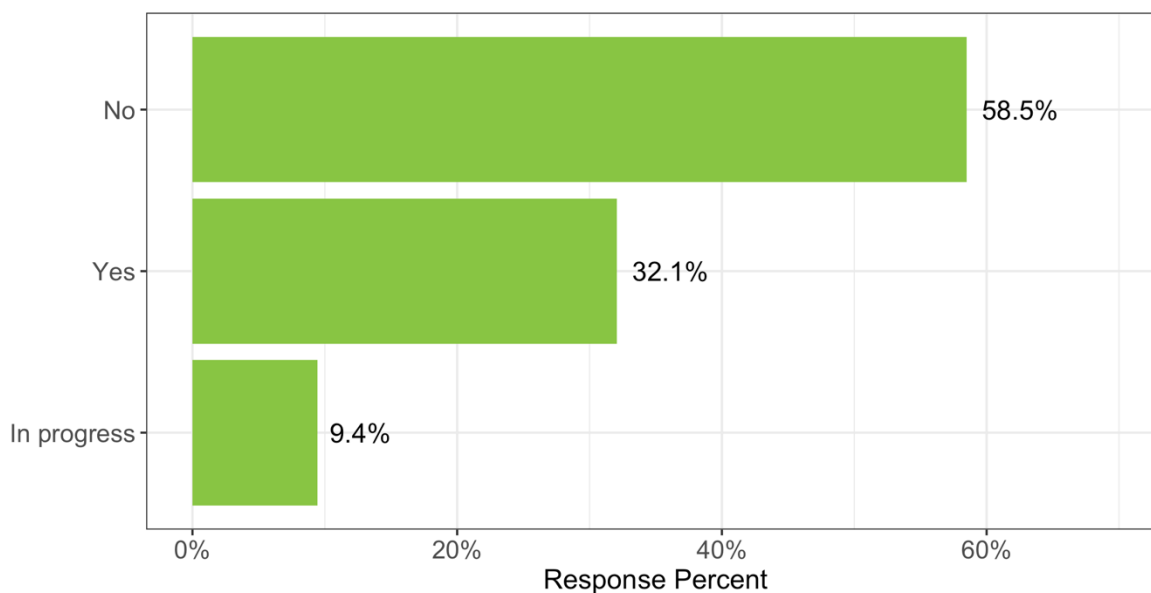
Question: Have your economic development goals or priorities changed due to the pandemic?



7.9 Council or Key Stakeholder Economic Development Training

Under a third of respondents indicated that their council or key economic development stakeholders had received economic development training, with just under 10% indicating that this training was in progress.

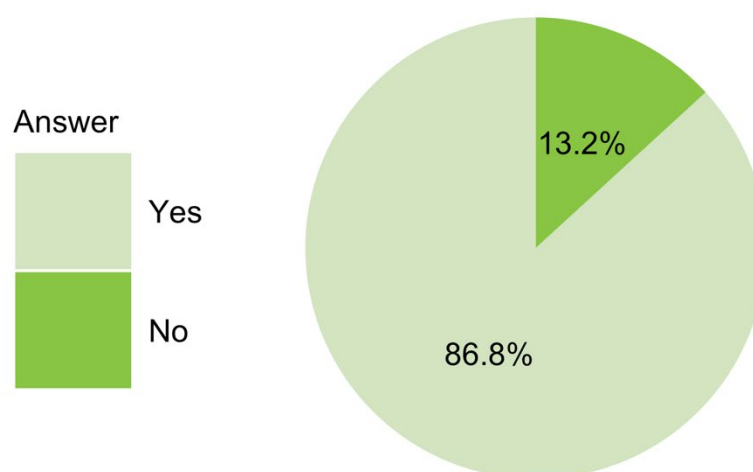
Question: Has your Council or key economic development stakeholders received economic development training?



7.10 Collaboration with Neighbouring Communities

Over 80% of those surveyed worked with their neighboring communities on economic development and regional initiatives in some capacity.

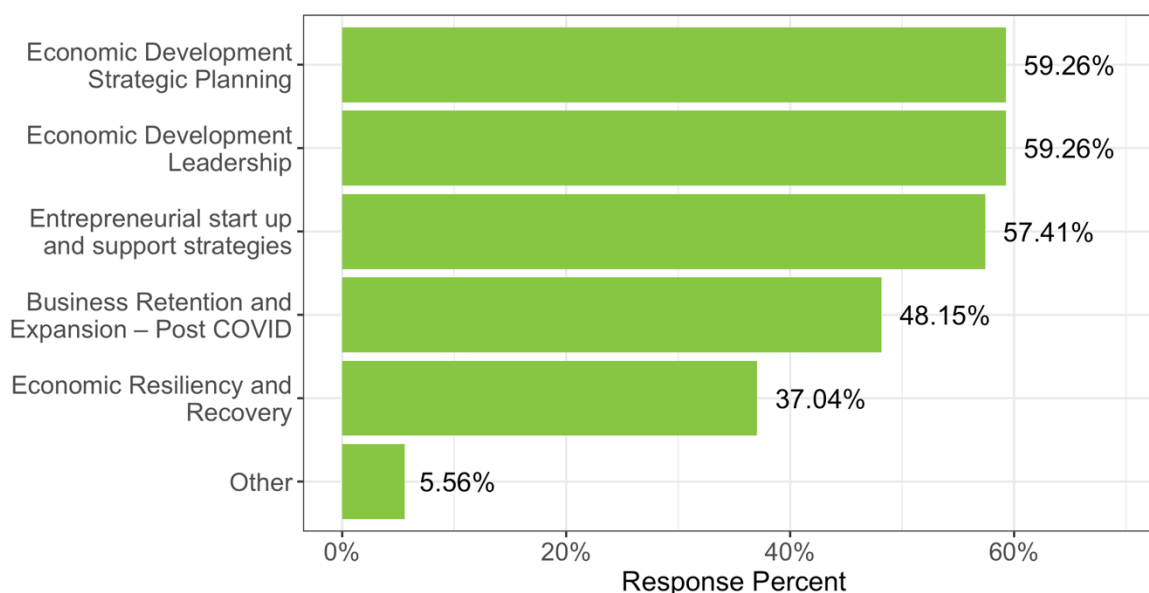
Question: Do you work with your neighboring communities on economic development and regional initiatives?



7.11 Useful Information, Education, or Assistance for Municipalities

There were three types of information, education, or assistance that over half of those surveyed indicated would be useful to their municipality: economic development strategic planning, economic development leadership, and entrepreneurial start up and support strategy.

Question: What type of information, education or assistance would be useful to your municipality?



7.12 Community Charter

Almost a third of those surveyed felt that the Community Charter restricted their ability to do economic development.

Question: Does the Community Charter restrict your ability to do Economic Development?

