



Grow Oliver is the Town of Oliver's community-driven local economic development strategy project. When completed this spring, the strategy will help us make smart choices about our economy and guide investment towards the things we care about most.

What We've Done And Where We're Going

Over the past several months we've been working to engage business owners, residents, students, and other stakeholders to create a roadmap to improve our local economy. With their help we've developed a draft plan that we're going to be reviewing and refining with the community.

At the heart of *Grow Oliver* are eight objectives that were developed based on feedback from project participants and stakeholders. The objectives identify what we hope our strategy will help achieve.

These objectives guided the development of three interconnected Strategy Areas and 19 supporting Actions (programs, projects, policies, etc.) that will help Oliver grow in the ways that the community wants to see.

Each Strategy Area is made up of phased economic development Actions which will be rolled out over the next one to three years. More information is available on the Actions in the draft strategy which is available on through the Town of Oliver's website (www.oliver.ca).

GROW OLIVER'S EIGHT OBJECTIVES:

1. *Create an attractive and vibrant Downtown*
2. *Support and grow local businesses*
3. *Attract investment and jobs*
4. *Create local benefits and regional tourism*
5. *Encourage affordable housing and commercial spaces*
6. *Foster a robust and resilient local economy*
7. *Promote innovation and a green local economy*
8. *Strengthen relationships with regional partners*

Our Actions

QUICK STARTS
(1-12 months)

FOUNDATIONS
(12-24 months)

MEDIUM-TERM
(2+ years)



STRATEGY AREA 1. CONSOLIDATE OUR FOUNDATION

The fundamentals that need to be in place in order to grow the economic development strategy.

1-A	Grow Oliver Committee	Quick Starts	
1-B	Dedicated Grow Oliver Coordinator	Quick Starts	
1-C	Grow Oliver Business "Seed" Package	Quick Starts	

STRATEGY AREA 2. STRENGTHEN OUR HEART

Strengthening Oliver from the inside-out.

2-A	Downtown Oliver Development Opportunities Study (the "Seed Catalogue")	Quick Starts	
2-B	Downtown Oliver Development Opportunities Feasibility Study		Foundations
2-C	Downtown Beautification and Wayfinding Program		Foundations
2-D	Oliver Buy Local Campaign		Medium-Term
2-E	New Childcare Spaces Program		Medium-Term
2-F	Airport Development		Medium-Term
2-G	Oliver Food Hub / Harvest Hut		Medium-Term

STRATEGY AREA 3. GROW OUR OPPORTUNITIES

Expanding our appeal and collaborating with regional partners.

3-A	Osoyoos Indian Band Relationship Building	Quick Starts	
3-B	Oliver Tourism Brochure	Quick Starts	
3-C	Festival of the Grape Centre Feasibility Study		Foundations
3-D	Partner-in-Parks Program		Foundations
3-E	Transit Mobility Program		Medium-Term
3-F	Coworking/Hotdesking Feasibility Study		Medium-Term
3-G	Community Investment Cooperative (CIC) Program		Medium-Term
3-H	Shoulder Season Events Development		Medium-Term
3-I	Cycle Tourism Program		Medium-Term

Stay in touch. Keep informed.

Want more information? Want to review a draft copy of the *Grow Oliver* strategy? Have some local economic development ideas to share with us? Drop by Town offices or visit our economic development strategy webpage at oliver.ca/economic-development-strategy.

In December and January, we gathered economic development ideas from Oliver residents using an online tool called IdeaShare where people could submit ideas and vote on the ones they liked best. Here are the most popular ideas included in the draft strategy:

1. Supporting cycling in the region
2. Expanding the number of shoulder season events
3. Developing more childcare spaces in Oliver
4. Creating a start-up package to help businesses set up shop or expand
5. Supporting the creation of a wine tasting and experience centre
6. Improving wayfinding and signage downtown to direct people to local businesses
7. Exploring wine education and culinary training opportunities
8. Re-energizing downtown by allowing cafes to have sidewalk tables

Other ideas we thought were great included:

- Expanding options at the Visitor Centre to include services like bike rentals, a small café, an RV sani-dump, and dog sitting for winery visitors
- Expanding the lighting standards and hanging baskets from Main St. to other areas of town
- Developing Oliver as a winter "must see" destination by expanding the Light Up events

GO!