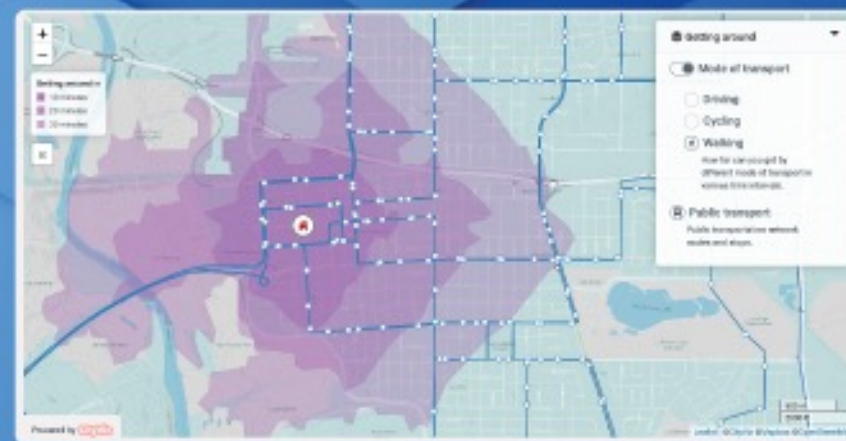


Shaping Economic Strategy and Measuring Impact

Sasha Bogdanovic
CEO & Co-founder, CityViz



June 26, 2025



- ✓ website widgets
- ✓ community profile
- ✓ maps
- ✓ data portal
- ✓ workforce trends
- ✓ economic indicators

CityViz data tools for:

- **Municipalities** (Kamloops, Vernon, Cranbrook, Quesnel, Revelstoke...)
- **Regional Districts** (Central Okanagan)
- **Chambers of Commerce** (Greater Vernon)
- **Regional organizations** (Kootenay Employment Services)

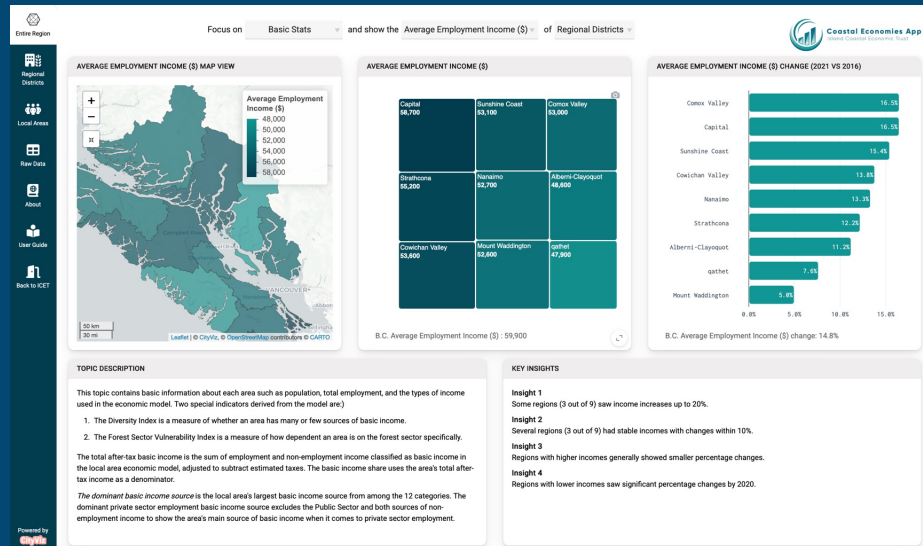
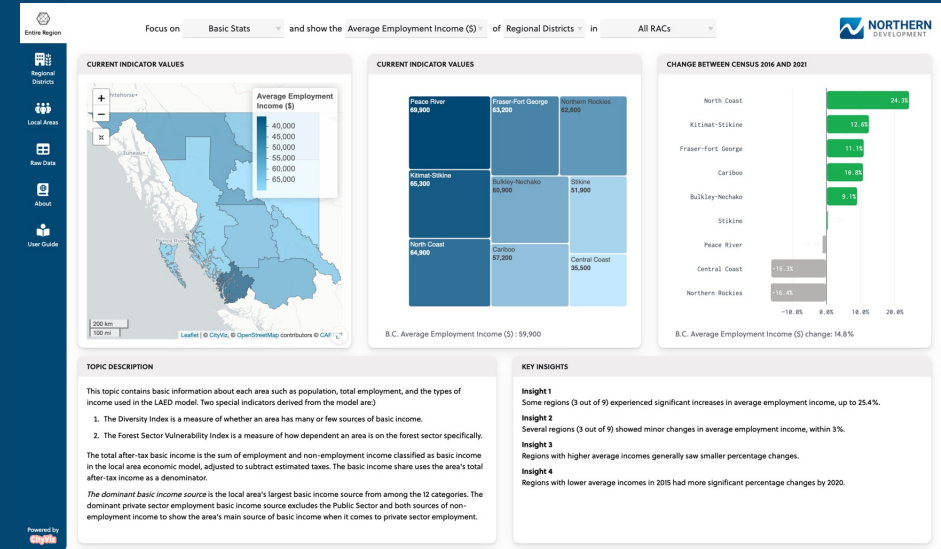
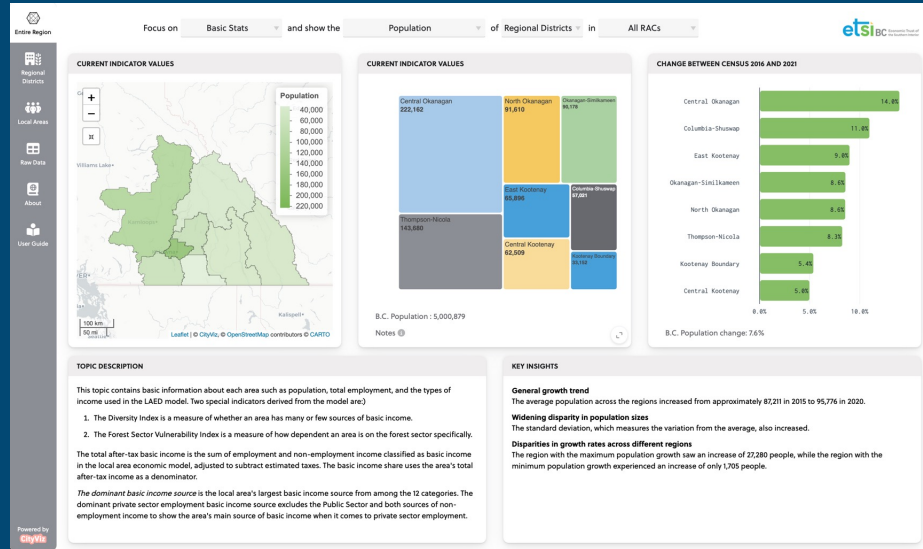


Provide better understanding of **local** economies





Economic Dependencies Dashboard (EDD)



etsiBC Economic Trust of the Southern Interior

<https://edd.etsi-bc.ca>

NORTHERN DEVELOPMENT

<https://edd.northerndevelopment.bc.ca>

icet ISLAND COASTAL ECONOMIC TRUST

<https://economies.islandcoastaltrust.ca>

Local Area Economic Dependencies

Model developed and data provided by BC Stats

Based on Census 2021 and 2016 data

Applies BC macro-economic model on top of Census data

Available at Regional District and “Local Area” level

BC split into 103 “Local Areas”

Advanced economic indicators

Industry Diversity Index Diverse with many industries or specialized?

Location Quotient Do we rely more on this industry than the BC average?

Employment Impact How many indirect and induced jobs for every new job?

Income Dependencies How much are we reliant on different income sources?

Local Supply Shares Are we a net importer or an exporter of services?

Helps answer economic development questions

What are the industries that perform above or below provincial averages?

How can potential investors better understand my community / RD?

How vulnerable is my community / RD to downturns in the forestry sectors?

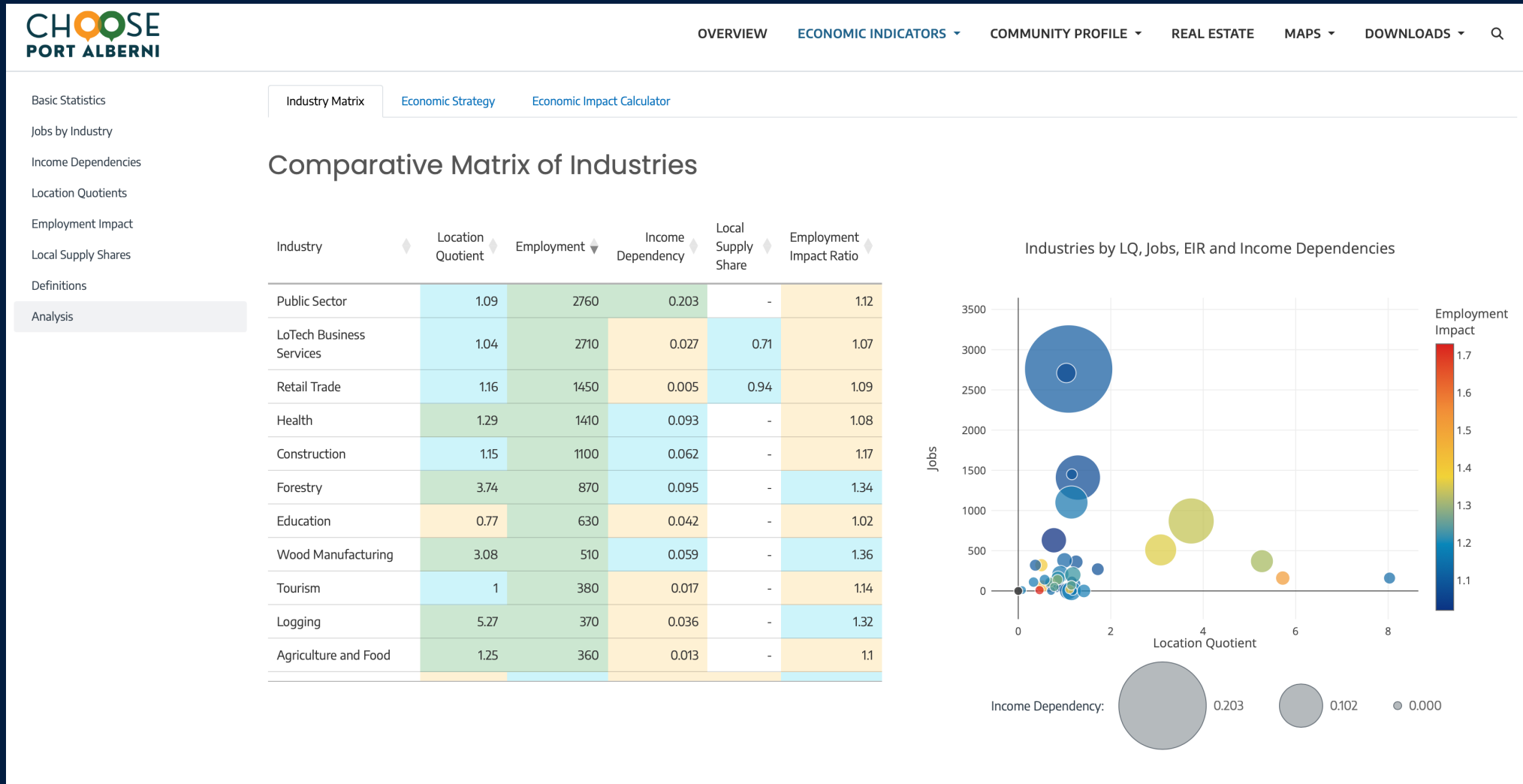
How diverse is our economy?

How is employment by industry changing?

How is our population changing compared with our neighbouring communities / RDs?

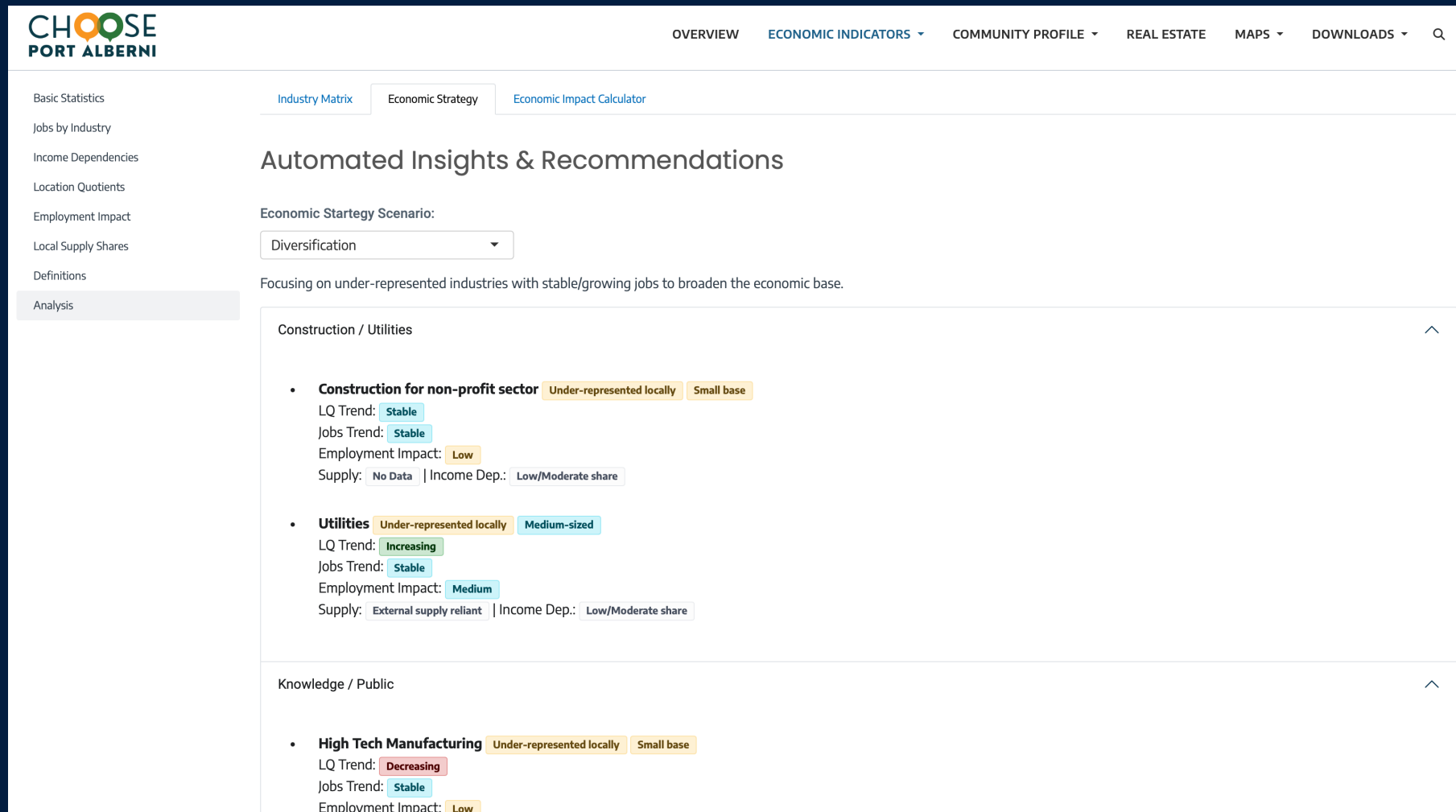
What makes us unique economically as a community / RD?

Economic Strategy & Impact



<https://data.chooseportalberni.ca/economic-dependencies>

Economic Strategy Recommendations



<https://data.chooseportalberni.ca/economic-dependencies>

Employment Impact Calculator

CHOOSE
PORT ALBERNI

OVERVIEWECONOMIC INDICATORSCOMMUNITY PROFILEREAL ESTATEMAPSDOWNLOADS

Basic StatisticsJobs by IndustryIncome DependenciesLocation QuotientsEmployment ImpactLocal Supply SharesDefinitionsAnalysis

Industry MatrixEconomic StrategyEconomic Impact Calculator

Economic Impact Calculator

Impacted Industry:
Utilities

Direct jobs lost or gained:
20

Select the industry and enter the number of jobs gained or lost to calculate the economic impact.

Employment Impact Ratios	Jobs Gained or Lost	Impact on Jobs	Impact on Income
Local Indirect EIR: 1.26	Indirect jobs: 5	Total local jobs: 10760	Area's total after-tax basic income: \$770m
Local Induced EIR: 1.8	Induced jobs: 16	Percent of total jobs: 0.4%	Amount of basic income gained/lost: \$0.3m
	Total jobs: 41	Total local jobs in impacted sector: 50	Impacted sector's basic income share: 0.1
		Percent of jobs gained/lost in sector: 40%	% of total basic income: 0%

<https://data.chooseportalberni.ca/economic-dependencies>

Success Stories

“...Altogether, the Economic Dependencies section of the CityViz data portal has emerged as one of our most used tools. In the two and a half months since the data became available, we have used it for grant applications, the master plan for another municipal department and orientation sessions with Council...”

Pat Deakin, Economic Development Manager
City of Port Alberni

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cityviz.ca/demo

