

SOUTH ISLAND

# PROSPERITY PROJECT

The South Island Prosperity Project's  
Business Member Program:

## THE BENEFITS OF BEING A LEAD INVESTOR



## Better jobs, better communities, and other benefits of being one of the South Island Prosperity Project's Lead Investors

The South Island Prosperity Project is a private sector-driven economic development agency founded by (among others) seven businesses, twelve local governments, three post-secondary institutions, and five business and industry organizations in the Greater Victoria region.

This is the first time in history that this region has come together to create a vehicle for economic development that transcends sectors, industries and municipal boundaries to stimulate and diversify our regional economy.

We know that up to 80% of job creation comes from growing existing business, so we want to focus on being the go-to resource in the region for accelerating the growth of established businesses that already call the South Island home, and businesses from outside the region that want to relocate or invest here.

We need your leadership to help us chart a course and make a difference. This limited offer to be a Lead Investor puts you at the forefront of a movement to make this an even more thriving region, with better jobs and stronger, more dynamic communities. Your membership will provide your business with valuable benefits, and will reflect your endorsement of our collective vision. Your voice makes our work stronger and increases our impact.

*"We thought this first meeting was great. We didn't realize how in-depth the conversation would get, but this was not a bad thing! We're excited to be involved in something that we believe will be of great benefit to growing some of the amazing businesses the South Island has hidden away."*

**Jennifer Mitchell, Titan Boats Ltd. (client)**

# Why join? What's in it for my business?

The Prosperity Project provides these tangible benefits to its Lead Investors:

- The opportunity to serve on the Funder Council with the Prosperity Project's leading funders, including some of the region's most prominent business and community leaders.
- The opportunity to select the Board of Directors.
- Free access to our Business Connector program's stable of real-world executive experts and mentors who have seen, imagined, executed and achieved business success.
- A shared voice to help you raise awareness of issues pertinent to your business and our region to advocate for change. Every year we'll ask you directly what you want to focus on, and how you want to have your opinions heard.
- Connection to a one-stop shop of the latest data on business developments, economic trends, and changes in the national, provincial and local economy.
- Trade mission opportunities.
- First access to research data.
- Recognition as a Lead Investor at events, on promotional materials, and on our website.
- The ability to make a coordinated and focused difference in your community's future by joining with other prominent business leaders.

*"People and businesses don't see borders or boundaries. I think we need to act as one in order to have more impact."*

**Lisa A'Hara, Director of Investment,  
Coast Capital Savings**

*(Prosperity Project partner)*

# What's in it for my community?

By becoming a Lead Investor, you will have the ability to make a difference in your community's future by joining with other prominent business leaders.

- **Job growth and an abundance of career options**
  - Diversifying the economy translates into creating more and more diverse options for your children to live here and have the career they choose.
- **Higher standard of living** - Housing affordability is a real issue. We need more high-value jobs in growth-oriented sectors, so our children and our children's children can afford to live and work here.
- **Strong business support ecosystem** - Regions of our size thrive with comprehensive business support services, ranging from investment attraction to startup mentoring, so that every kind of company can find the support it needs - no matter what its specialization or stage of development.

*"As seasoned business connectors and mentors, I believe we'll be able to give the South Island Prosperity Project that rare ability - to help their clients build a valuable network, connect with the high-value advisors they need, and generally increase the likelihood of long-term success."*

**Mike Shannon**

*(Prosperity Project Business Mentor)*

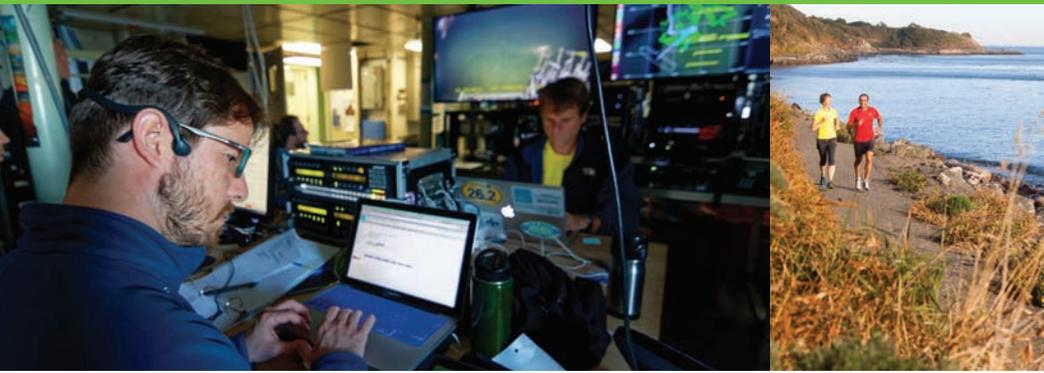
# The story of the South Island Prosperity Project

Most urban business centres in North America are supported by a regional economic development organization. These are important because the economy is complex and effective economic development strategies need to look at the macroeconomic picture - everything from tax structures and transportation costs to workforce constraints and access to capital. Economic development agencies can help bring industries, sectors and partners together to achieve common goals and create a more prosperous region, benefiting each of us.

The Prosperity Project emerged as a private sector-driven solution to the region's slow recovery from the global economic downturn of 2008-2009, and the need to balance an overreliance on government services as an economic driver in a modern, globally-connected economy.

Private sector involvement is critical to our success. The support of private organizations like yours will ensure that the Prosperity Project stays true to its founding mission, and provides a sustainable funding model that leverages funding from local and other governments, academic institutions, non-profit associations, and other businesses.





# 5 years, 5 strategic priorities

Over the next 5 years, the Prosperity Project will focus on achievements in the following areas:

## 1. Business growth and expansion

The Prosperity Project will help established businesses grow with our Business Connector program. The program diagnoses each company's unique needs, then connects them with resources they need, such as experts in a specific field, business opportunities, or strategic partners.

## 2. Business and investment attraction

The Prosperity Project will attract companies from outside the region that complement our existing economic strengths, diversify our economy and strengthen our tax base. The Prosperity Project will help develop strong industry value propositions and market these to the world. As connectors and facilitators, we can respond to investor inquiries and facilitate local connections.

## 3. First Nations economic development

The Prosperity Project will support First Nation-driven economic development plans by collaborating with communities, sharing leading practices, and creating a platform for broader collaboration.

## 4. Research and information

The Prosperity Project will help analyze and report on the state of the economy, which means talking about the regional opportunities and barriers; analyzing our global position and regional competitiveness; and capturing business climate information.

## 5. Collaboration and advocacy

The Prosperity Project is the champion of the South Island economy. We can bring many sectors and levels of government together on regionally significant initiatives, trumpet regional success stories, report on the state of the economy, highlight issues that needs addressing, and rally the troops to ensure success.

*"Our meeting with the Prosperity team was immediately beneficial. They challenged us with questions that got us thinking about our assumptions and considering new ideas. While they completely respected our expertise, they were able to provide insights into our growth plans that we hadn't considered - providing an opportunity for all of us to think outside the box."*

**Kristen Needham,**  
**Sea Cider Farm & Cider House (Client)**

# Join us

We invite you to be a Lead Investor of the South Island Prosperity Project. As is often the case in history, we need great leaders like you to come together to make a difference that would not be possible alone. Your membership allows us to create long term benefits for your business and our region – for generations to come. Working together, we will create more opportunities for local companies and more jobs for the growing number of people who want to work here, play here, and raise families here.

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## **CONTACT US:**

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