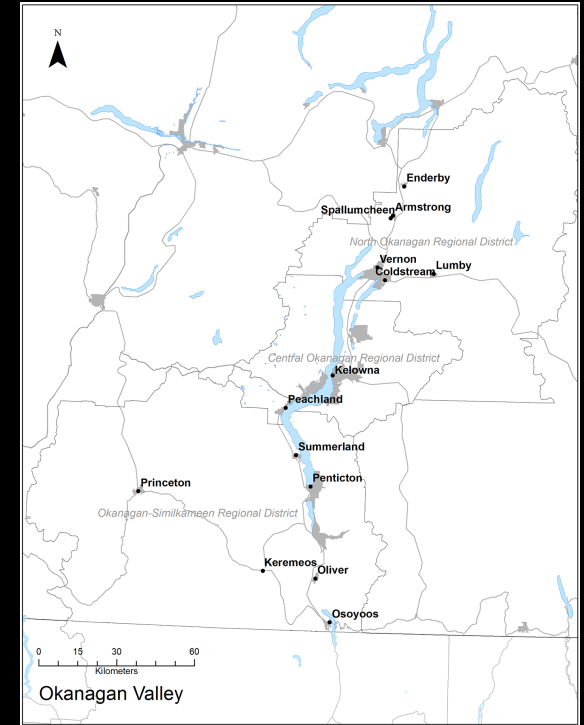


EREDI: UPSTATE CALIFORNIA & OKANAGAN VALLEY



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UPSTATE CALIFORNIA

- Comprised of northernmost 20 counties
- Population
 - 1,747,626
- Area
 - 121,000 km²
- Population Density
 - 14 people per km²
- Remote population, far less dense than California
 - 95 people per km²



OKANAGAN VALLEY

- 3 regional districts – North, Central and South (Okanagan-Similkameen)
- Population
 - 350,927
- Area
 - 20,829 km²
- Population Density
 - 17 people per km²



RESEARCH FOCUS

- Many layers of ED activity in both case study regions
- Focussed research on two RED organizations:
 - Upstate California Economic Development Council
 - Okanagan Valley Economic Development Society
- Sought examples of successful collaboration between jurisdictions

CHALLENGES/BARRIERS

- Lack of resources (financial and human capital)
- Ideology (lack of belief in the regional model)
- Free-riding (reaping benefits of collaboration without contribution)
- Internal competition

SUCCESS STORY: OLIVE OIL IN UPSTATE CALIFORNIA

- Upstate California EDC trade mission to China
- Marketed whole region to Chinese purchasers – primarily agricultural and food products
- Secured contract for Olive Oil
- Connected producers across Upstate California with Chinese purchasers

SUCCESS STORY: INVESTMENT ATTRACTION THROUGH OVEDS

- Okanagan Valley Economic Development Society marketed overall region to potential investors
- Successfully secured new tenants for former Owens Illinois Glass plant located in Coldstream, BC
- Shared capacity, knowledge and resources
- OVEDS still struggling to promote regional approach

SUCCESSFUL COLLABORATIONS

- Organizational history of cooperation
 - Demonstrated successes
- Shared regional identity/situation
- Mobilizing regional assets
- Leadership
 - Adoption/ promotion of regional approach
 - Contributed broader vision
 - Shared risk

LESSONS LEARNED

- Collaboration has a cost
 - Time, money, risk
- Role of RED organizations and/or government lies in overcoming barriers:
 - Facilitation
 - Adoption of risk
 - Leadership: building a vision and demonstrating the utility of RED