SUPPORTING YOUR STORY WITH DATA

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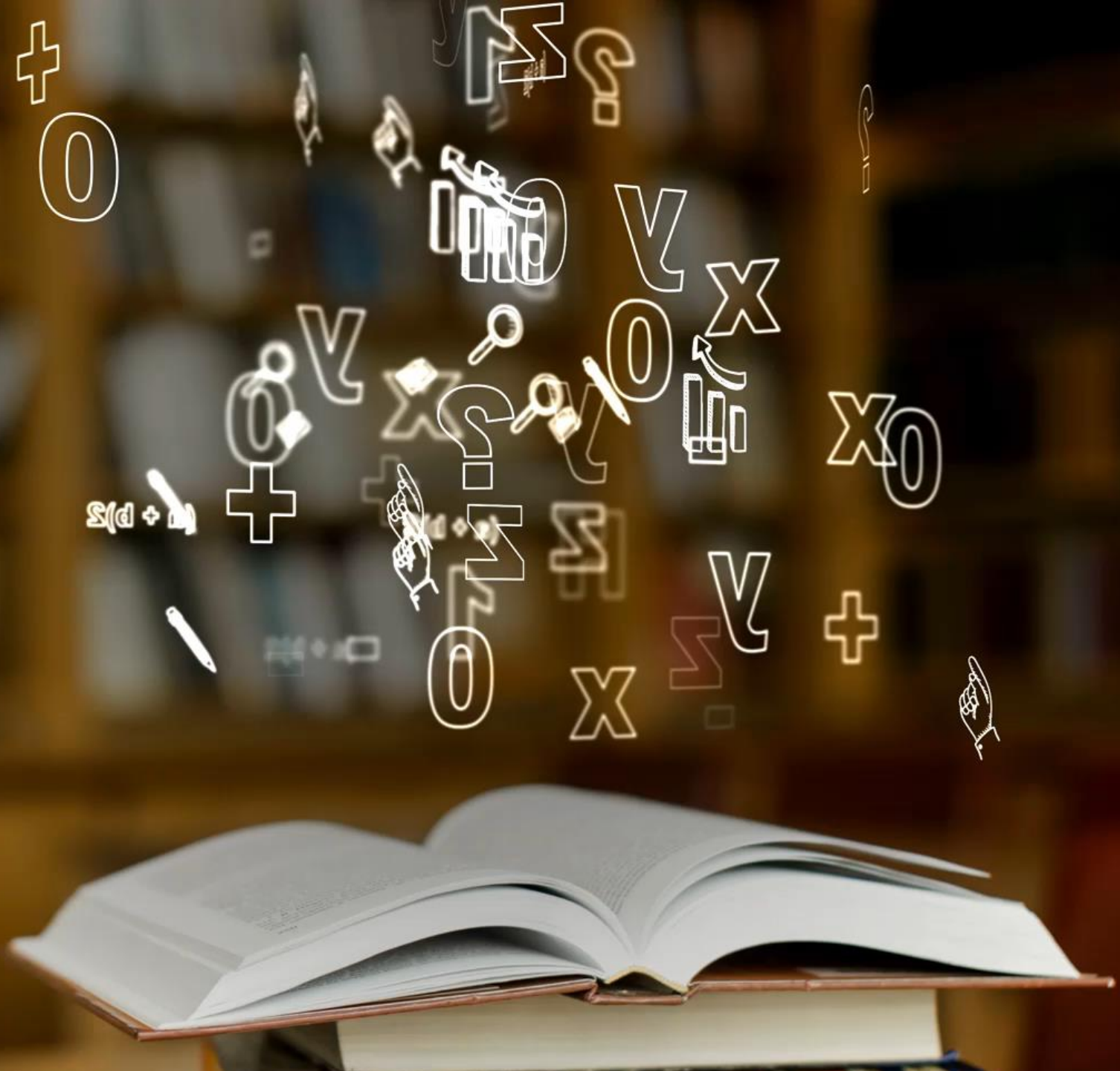ECONOMIC
DEVELOPMENT
REGINA

DATA

2023: 328M TB of data created every day

1 TB = 1,000GB
(approx. 500 hrs of HD movies)

2025: Internet will house approx. 181 ZB of data
(1 ZB = 1BN TB)

1 ZB = 1,000TB
(approx. 30BN 4K movies)

**STORY
TELLING**

IN THE BEGINNING: YEAR 1 AT EDR
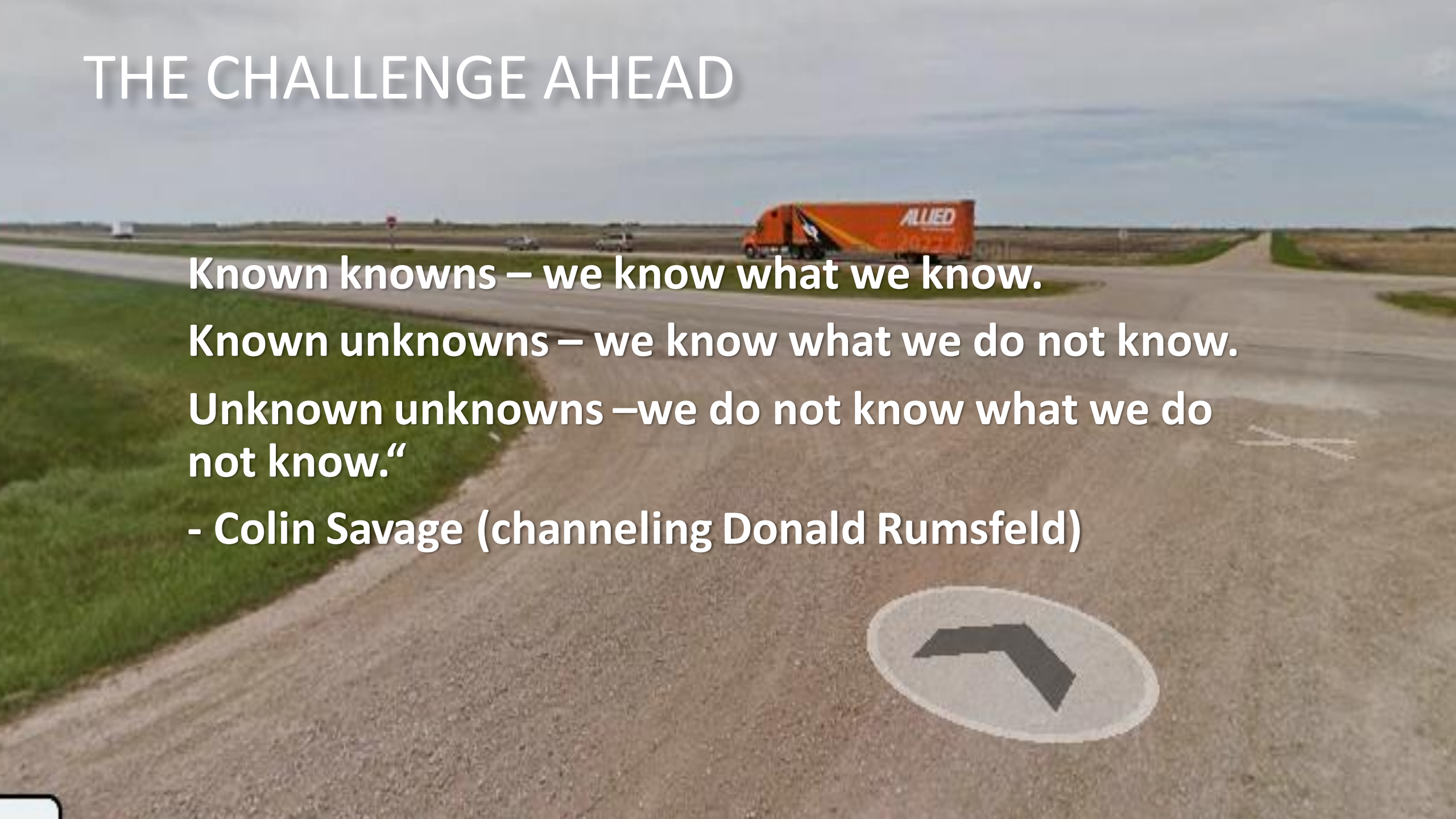
The start of a data-driven journey...

THE CHALLENGE AHEAD

Known knowns – we know what we know.

Known unknowns – we know what we do not know.

Unknown unknowns –we do not know what we do not know."

- Colin Savage (channeling Donald Rumsfeld)

KEY TOOLS AND TREASURES

- **Statistics Canada**
- **Innovation, Science and Economic Development Canada**
- **Community Information Database (CID)**
- **Regional Economic Development Entities (PrairiesCan)**
- **Local Chambers of Commerce**
- **Academic Institutions and Think Tanks** (e.g. University of Waterloo)

DATA DOES AND DOESN'T

Does:

- Assist with policy making
- Attract investment with transparency and support
- Highlight key trends

Does not:

- Replace real connections
- Reflect all sectors, mainly the informal
- Predict rare events

DATA CAN AND CANNOT

Can:

- Predict up- and downturns
- Identify sectors of growth or needing revitalization
- Analyze and understand competitiveness

Cannot:

- Qualify the intangible (community spirit, resilience or innovation)
- Ensure or implore action
- Replace rich context

GUIDING LEADERS ON DATA

Pitfalls to help avoid:

- Siloed analysis = limited / skewed perception

- Ignoring culture removes values that influence data

- Choose quantitative AND qualitative

Advice to offer:

- Encourage holistic analysis with multiple datasets

- Collaborate locally to add grounded context

- Scenario planning is better with data building many scenarios

FUTURE TOOLS TODAY: AI

"All the tools, techniques and technology in the world are nothing without the head, heart and hands to use them wisely, kindly and mindfully." - Rasheed Ogunlaru

A MOMENT ON AI: TERMS AND VIEWS

- **Artificial Intelligence (AI)**: a learning robot brain
- **Machine Learning (ML)**: how AI learns from data
- **Prediction Models**: crystal ball(s) AI uses to predict
- **Neural Network**: a web AI uses to think / decide
- **Natural Language Processing (NLP)**: how AI understands and speaks language
- **Chatbots**: computer chat buddies
- **Algorithm**: steps AI follows to work
- **Training Data**: what AI uses to learn

The Rise and Rise of A.I.
Large Language Models (LLMs) & their associated bots like ChatGPT

size = no. of parameters   open-access

Amazon-Owned   Chinese   Google   Meta / Facebook   Microsoft   OpenAI   Other

David McCandless, Tom Evans, Paul Barton

source: news reports, LifeArchitect.ai

"Stories are
just data
with a soul."

Brene Brown

A TAILORED PATH: WHAT EDR DID

From market research...

That uncovered what is unique...

That helped us find our voice...

To create our powerful story...

BE SPECIFIC, BE FOCUSED

Identifying our challenge:
- Talk with key sector / industry partners
- Desktop research (vacancies, reports)

Understanding our audience:
- Engage focus groups to learn (Why Regina?)
- Build personas (shared beliefs, needs, more)

Aligning with Marketing:
- What is our UVP? Is it data-supported?
- What about different audiences? Channels?

A UNIQUE VALUE PROPOSITION (UVP)

Why a Data-Driven UVP?
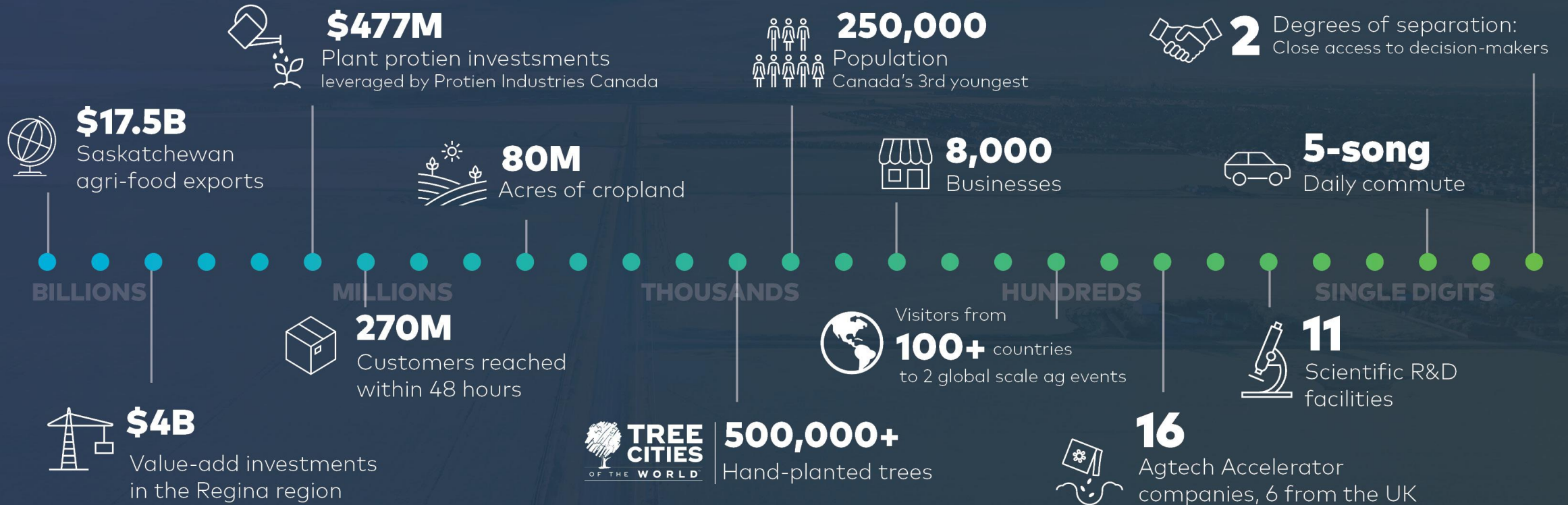
- Provides **insight** that highlights prospects – and needs
- Has an **Edge** others cannot compete with
- Helps **Target** the right audience

Building Your UVP with Data:

- **Gather** data to **Analyze** for patterns, gaps and unique insights
- **Draft** a few initial UVPs to **Refine** with stakeholders and others
- **Deliver** the UVP with visuals, stories or case studies

REGINA'S OPPORTUNITY

$17.5B
Saskatchewan
agri-food exports

$477M
Plant protien investsments
leveraged by Protien Industries Canada

250,000
Population
Canada's 3rd youngest

2 Degrees of separation:
Close access to decision-makers

80M
Acres of cropland

8,000
Businesses

5-song
Daily commute

BILLIONS   **MILLIONS**   **THOUSANDS**   **HUNDREDS**   **SINGLE DIGITS**

270M
Customers reached
within 48 hours

Visitors from
100+ countries
to 2 global scale ag events

11
Scientific R&D
facilities

$4B
Value-add investments
in the Regina region

TREE CITIES
OF THE WORLD

500,000+
Hand-planted trees

16
Agtech Accelerator
companies, 6 from the UK

GROW YOUR WORLD
REGINA™

SMALL COMMUNITIES, BIG DREAMS

BORROWING AND BENEFIT

"I'd rather get 50% than 100% of nothing."
- Colin Savage (channeling Suze Orman)

GET CREATIVE WITH CONSTRAINTS

LOCALIZED INSIGHTS: WHAT WORKS?

Tailor what you know, or can find and use, to what you need…

CHAMPIONING COLLABORATION

Unified effort,
diversified strength

ENGAGE YOUR COMMUNITY

The power of community involvement

DREAM BIG, THEN FOCUS

Every data-driven step counts.

FUTURE FORWARD

Now is the time to chart your community's path ahead with data that supports your story and will underpin your success

POINTS OF REFLECTION

How can you add to or adapt data to better tell your story?

Can you find the data you need? Or do you need to get creative?

How can we help each other?

What is the first or next step?

Thank you.
Merci bien.