

Distinctive Excellence

Distinctive excellence is a concept of defining a community's competitive advantage. It is an effort to find a single defining characteristic that sets Delta apart from other jurisdictions in the Lower Mainland. What does Delta have that others don't? What is the most important feature of Delta, in the eyes of citizens, and in the eyes of visitors, that makes us different and better than other places to work and to live.

Once Delta decides on this characteristic, the community can use this as the cornerstone of future marketing campaigns, and for economic development. Delta will want to enhance and build upon its competitive advantage.

The community must also fight fiercely to protect its distinctive excellence. Delta must never lose what makes it a great place.

The distinctive excellence of Delta that sets it apart from other municipalities in the GVRD from an economic perspective is:

“The location, sunny climate, clean environment, open spaces and farmland”

Also important for Delta is:

- Strategic location
- Heritage as a fishing and agricultural community
- Transportation linkages – Canada, B.C. to the world
- Industrial parks and diversity in manufacturing
- Agricultural diversity
- Environmentally diverse and sensitive areas
- First Nations heritage



In discussions with citizens and businesses alike, the defining excellence of Delta centers around its natural setting; that is the rural and natural feel of the community that is so close to the big city of Vancouver. People want to live and work in Delta because they can access Lower Mainland jobs from a place that is serene and ‘gets away from it all.’

From an economic development perspective, Delta must find a way to capitalize on this competitive advantage. It must find a way to grow that protects the environment, and protects the agricultural farmland; yet builds economic capacity including investment and jobs for its citizens. An economic strategy for Delta must not destroy what has made the community great.