

2020 – 2021 Economic Development Advisory Committee Workplan (Status as of January 2021)

| EDP / INW Action Item | Workplan Item | EDAC Activity | Outcome | Strategic Plan Key Direction | Status January 2021 |
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| Collaborate with local partners on programs and initiatives that encourage residents and businesses to spend dollars locally. | Retail Strategy, Support Local program (COVID) | <ul style="list-style-type: none"> Review of consultant data and best practices findings Focus group workshop Review of draft document | Development of a city-wide Retail Strategy that would <ul style="list-style-type: none"> Support and foster small retail business growth Consider the city's distinct commercial areas Identify necessary business support during redevelopment Explore interplay between retail and office space | Support and foster small retail storefronts and businesses to ensure the local economy reflects the diversity of the community. | Added in Support Local program that was launched as a result of the pandemic. Scope of work for the Retail Strategy has been presented to EDAC and Council and will be ready for RFP in early 2021. |
| Work with city departments to incorporate digital solutions that drive operational efficiencies. Work with City departments to review and revise, as necessary, business-related bylaws and policies. | e-Apply for Business Licensing | <ul style="list-style-type: none"> Provide input into revised business licence permit applications Provide input into development of online platform Provide input into revised business licence bylaw | Implement an online platform for accepting, reviewing and issuing business licence applications | Encourage and support economic growth and investment in key business and culture sectors | e-Apply has been budgeted for 2021, and is a part of a larger program that IT is developing to allow for digital submissions and improvements to the customer experience. IT Services will be invited to a future meeting to provide an overview of the planned development. |
| Develop a marketing strategy that leverages New Westminster's advantages in education and health care and targets business in these growth sectors as well as tech and creative. | Sector Specific Marketing Strategies – Education – Healthcare – Tech and Creative | <ul style="list-style-type: none"> Participate in workshop during development stage Review of draft documents | Sector specific strategies for staff to use for promoting and marketing to potential investors and business opportunities implement | Encourage and support economic growth and investment in key business and culture sectors | Marketing strategies or packages will be informed by the retail strategy and developed as required. |
| Develop a business package that illustrates New Westminster's investment attractiveness and competitive advantage that can be used by key local stakeholders to promote the city. | Welcome Guide for new businesses | <ul style="list-style-type: none"> Provide input into the information that businesses would find useful/helpful Review draft package and related materials | Provide a welcoming and inclusive business environment that improves communication and collaboration | Encourage and support economic growth and investment in key business and culture sectors | This item will pivot to a digital delivery and is expected to be developed in Q2 2021. |

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| Develop an inventory of existing local businesses by sector to monitor growth and identify opportunities for retention in New Westminster. | Business Inventory | <ul style="list-style-type: none"> Provide feedback on the fields that are important to capture | Allow for enhanced recruitment and retention activities by the EDO | Encourage and support economic growth and investment in key business and culture sectors | Ways to incorporate this into the open data program are being considered in light of e-apply. |
| Administer a business survey every 3 years. | Business Survey | <ul style="list-style-type: none"> Provide input into the development of survey questions | Opportunity to gather feedback on assets developed and their utility as well as a mid-plan business community pulse check | Support and foster small retail storefronts and businesses to ensure the local economy reflects the diversity of the community. | Scheduled for fall 2021. |
| Collaborate with Internet Service Providers to market BridgeNet to existing and prospective businesses, as well as property owners. Enable spaces where tech companies and work and grow together | BridgeNet marketing strategy | <ul style="list-style-type: none"> Provide input on BridgeNet marketing materials as developed | Update marketing strategy to market BridgeNet to existing and prospective businesses, as well as commercial and MDU property owners. | Encourage and support economic growth and investment in key business and culture sectors | BridgeNet marketing strategy and refreshed website was completed in Spring 2020 and work to promote BridgeNet continues. |
| Identify and engage business community stakeholders by sector for regular dialogue with the City to identify challenges and opportunities. | Identify and respond to emerging issues | <ul style="list-style-type: none"> Be Heard public engagement tool | Allow for improved responsiveness as required | Encourage and support economic growth and investment in key business and culture sectors | Through the Business and Local Economy COVID-19 Task Force, as well as EDAC we have increased our level of engagement with business stakeholders on current challenges and opportunities. |
| Build and evolve partner relationships with key New West organizations and anchors and evolve strategic partnerships with targeted post-secondary institutions Create new partnerships to attract more expertise and more funding | INW events and Opportunity Analysis | <ul style="list-style-type: none"> Identify potential partnership opportunities that align with INW Strategy. Exploratory discussions to advance opportunities connected to the RCH Expansion. | Ensure representation in the events that are planned meets the needs of the business community. | Continue to identify, develop, promote, and enhance diverse cultural services and assets through pursuit of strategic partnerships, collaborations and plans. | <p>Given the challenges of the pandemic and its impact on how post-secondary institutions are engaging and delivering on their own programs, Intelligent New West events and outreach will be refined as necessary.</p> <p>Staff continue to investigate and analyze opportunities through strategic partnerships and collaboration with other institutions.</p> |