

Mayor's Task Force on Local Economy Terms of Reference

Mandate:

The role of the Mayor's Task Force on Local Economy is to provide recommendations and advice to City Council on issues relating to the local economy and growing a positive business and cultural environment in New Westminster, while advancing the goals, strategies and actions of City's Economic Development Plan (EDP) and related strategies.

Purpose:

The City's Economic Development Plan is guided by four goals:

1. Establish New Westminster's reputation as an ideal location for both start-ups and established businesses to thrive and grow.
2. Drive New Westminster's commitment to delivery of a positive business experience at City Hall.
3. Secure diversity in the local economic base through recruitment, retention and expansion activities.
4. Support livability initiatives that make New Westminster a great place to live, work and invest.

Within the context of the City's Economic Development Plan, as well as the Official Community Plan, Arts Strategy, and Theatre Strategy, the Task Force will help foster a strong local economy and a dynamic cultural sector, recognizing the important role that cultural capital plays alongside more traditional economic factors in shaping urban development.

Scope:

1. Review the implementation strategy of the Economic Development Plan in order to prioritize the stated goals, strategies and actions, ensuring that sufficient resources and sustainable funding exists for their successful implementation;
2. Examine best practices for efficient business license and permit processing;

3. Encourage a thriving retail sector through initiatives that help local retailers respond to the changing retail landscape and review of City policies.
4. Support local economic development initiatives;
5. Promote economic opportunities related to arts and cultural development that contribute to building the city's cultural capital;
6. Identify partnership or business development opportunities as they arise;
7. Advance the City's Intelligent New West Strategic Plan and initiative through identification of opportunities for collaboration with key sector stakeholders;
8. Work with key stakeholders to leverage Royal Columbian Hospital expansion activity to attract and retain business, promote investment and support new employment in health care, education and tech and creative sectors;
9. Collaborate with Tourism New Westminster on initiatives that promote the city's assets;
10. Examine other municipal, regional, provincial and federal economic related plans and initiatives that may impact the city (i.e. Metro Vancouver Regional Prosperity Initiative).

Task Force Members:

The Task Force will be comprised of the following:

- Mayor;
- Two Members of Council;
- Chief Administrative Officer
- Director of Development Services;
- Manager of Economic Development & Communications
- Manager of Licensing & Integrated Services
- Manager of Strategic Initiatives & Sustainability
- Manager, Museums & Heritage Services
- Director-Curator New Media Gallery
- Arts Coordinator

The Mayor will chair the meetings. The Task Force will be supported by economic development and cultural services staff from the Office of the Chief Administrative Officer and staff from the Development Services department. The Manager of Economic Development & Communications will be the primary staff contact.

Input may also be sought from other city staff and Advisory Committees to City Council including the Economic Development Advisory Committee, Advisory Planning Committee, and the Intelligent City Advisory Committee. Liaison with other key

stakeholders such as business associations, relevant local organizations (i.e. Tourism New Westminster) or neighbouring municipalities may also be sought.

The Task Force may retain the services of specialist consultants where necessary and may conduct public surveys or engage in public consultation in carrying out its work.

Timeline:

The Task Force will meet quarterly and report back to City Council as needed. It is anticipated that the Task Force will establish a minimum 24 month work plan.

Budget:

The Task Force will identify budgetary resources required to conduct its work plan and to carry out its recommended implementation plan.