



ECONOMIC DEVELOPMENT SERVICE MODEL REVIEW

COUNCIL DISCUSSION



July 29, 2019

PRESENTATION

- ▶ Assignment
- ▶ Economic Development in Nanaimo
- ▶ Scope of Services
- ▶ Service Model
- ▶ Assessment
- ▶ Discussion

ASSIGNMENT

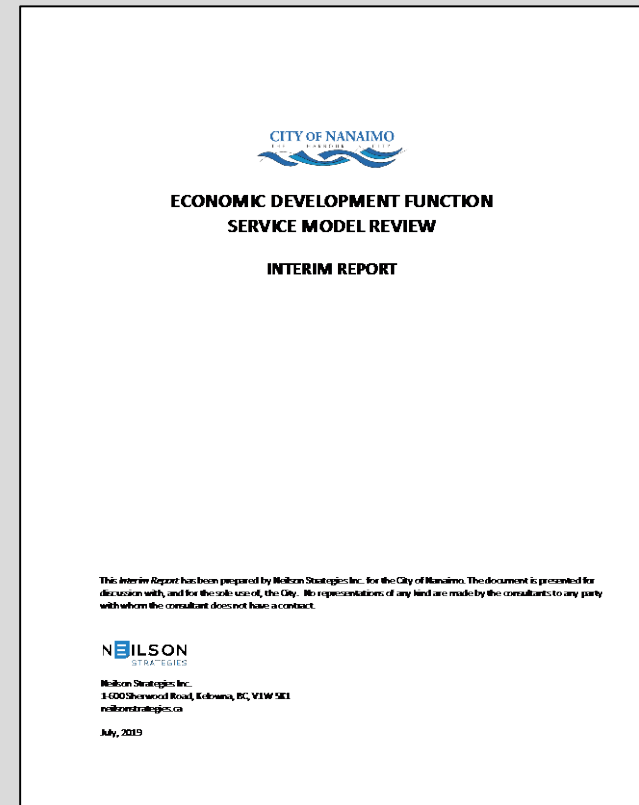
- ▶ City seeking to increase the level of support for its Economic Development Function
- ▶ Consider new function in terms of:
 - ✓ scope of services
 - ✓ preferred service model

ASSIGNMENT

- ▶ Review emphasizes importance of consultation
- ▶ Distinct from Regional District effort focused on exploring the need for, and the potential shape of, a regional function

ASSIGNMENT

- ▶ *Interim Report* presented for discussion
- ▶ *Final Report* in August





ECONOMIC DEVELOPMENT IN NANAIMO

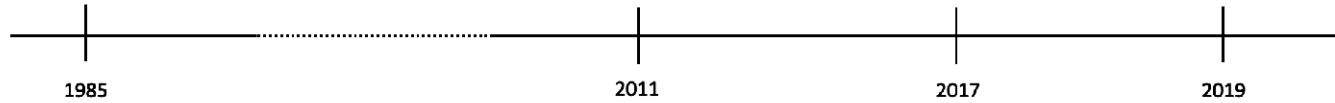


CITY DEPARTMENT

NANAIMO
ECONOMIC DEVELOPMENT
CORPORATION (NEDC)

COMMUNITY
PLANNING
DEPARTMENT
(CITY HALL)

SERVICE MODEL
REVIEW



1985

2011

2017

2019



ECONOMIC DEVELOPMENT IN NANAIMO



ECONOMIC DEVELOPMENT IN NANAIMO

Agency	Services									
	Economic Reporting	Labour Force Development	Navigate City Hall Processes	Business Start-Up Support	Financing	Bus. Retention & Expansion	Business Attraction	Strategic Investments	Forum for Priority-Setting	
City of Nanaimo	✓		✓			✓				
Multicultural Soc.		✓								
Coast Community					✓					
Community Fut.				✓	✓					
Innovation Island				✓						
MIBI							✓			✓
Nanaimo Chamber			✓			✓				
INFilm			✓				✓			
NHA							✓			
Nanaimo Airport							✓	✓		
Nanaimo Port							✓	✓		
Petroglyph (SFN)		✓		✓		✓		✓		
Regional District ¹							✓			
Tourism VI				✓		✓	✓			
VICC							✓			
VIEA	✓	✓				✓	✓			✓
VIU / VIU Trust		✓						✓		
YPN		✓								

SCOPE OF SERVICES

- ▶ Focus here is on the initial services in which there may be a role for City
 - ✓ Service gaps, needs, opportunities

- ▶ *How* City delivers services comes later

SCOPE OF SERVICES

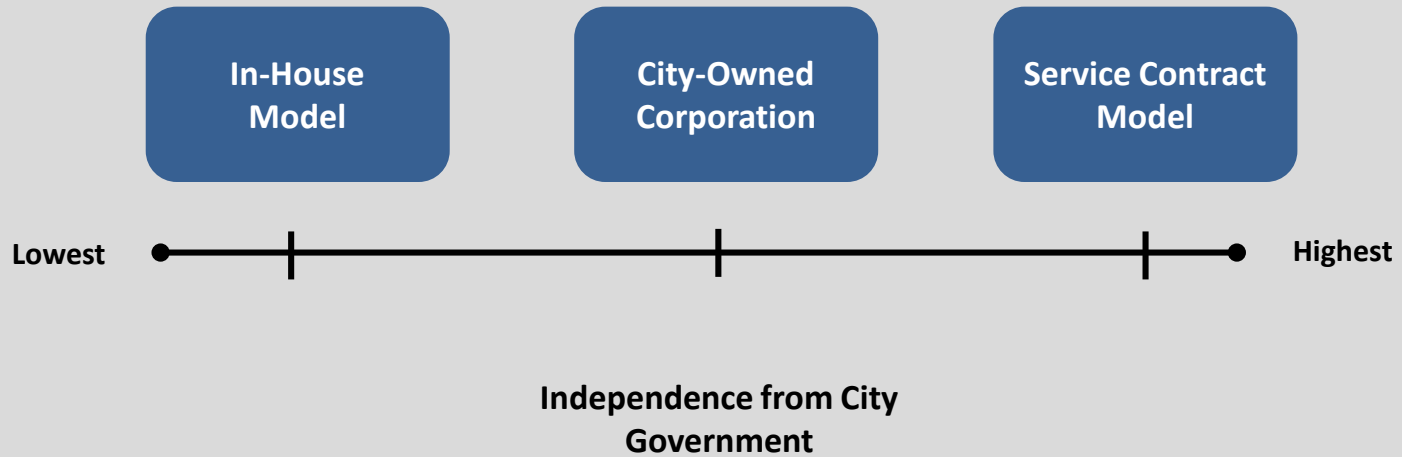
▶ Initial scope may include:

- ✓ Economic Development Strategy
- ✓ economic reporting
- ✓ navigating City Hall ("Concierge")
- ✓ contract management
- ✓ policy development
- ✓ coordination of efforts
- ✓ business attraction
- ✓ Nanaimo Investment Fund

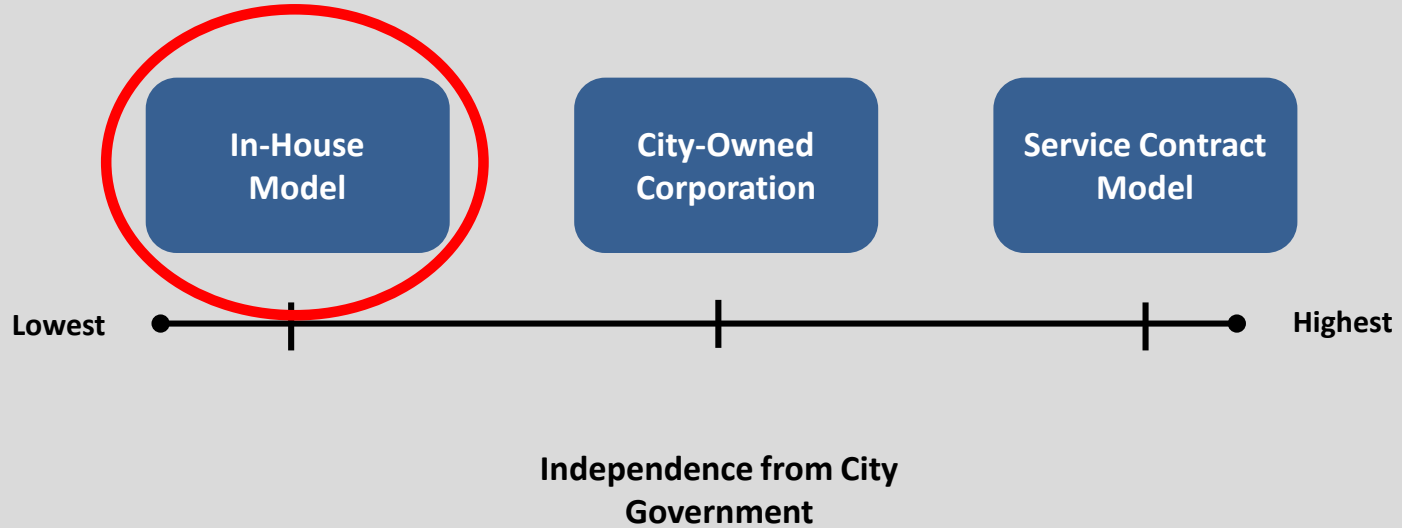


SERVICE MODEL

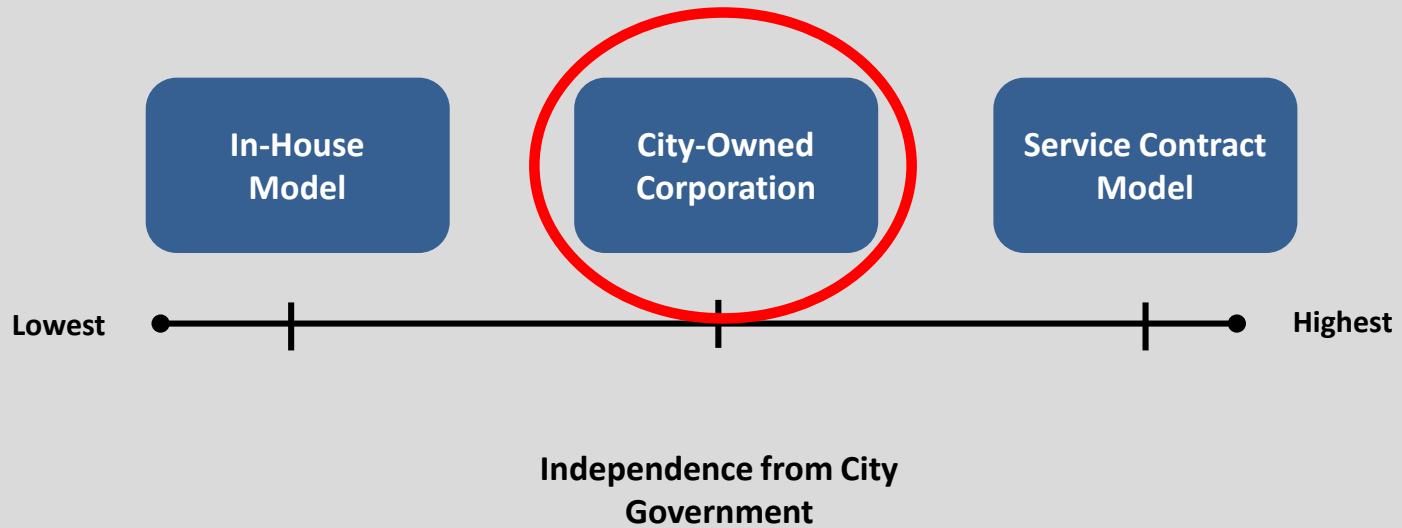
SERVICE MODEL



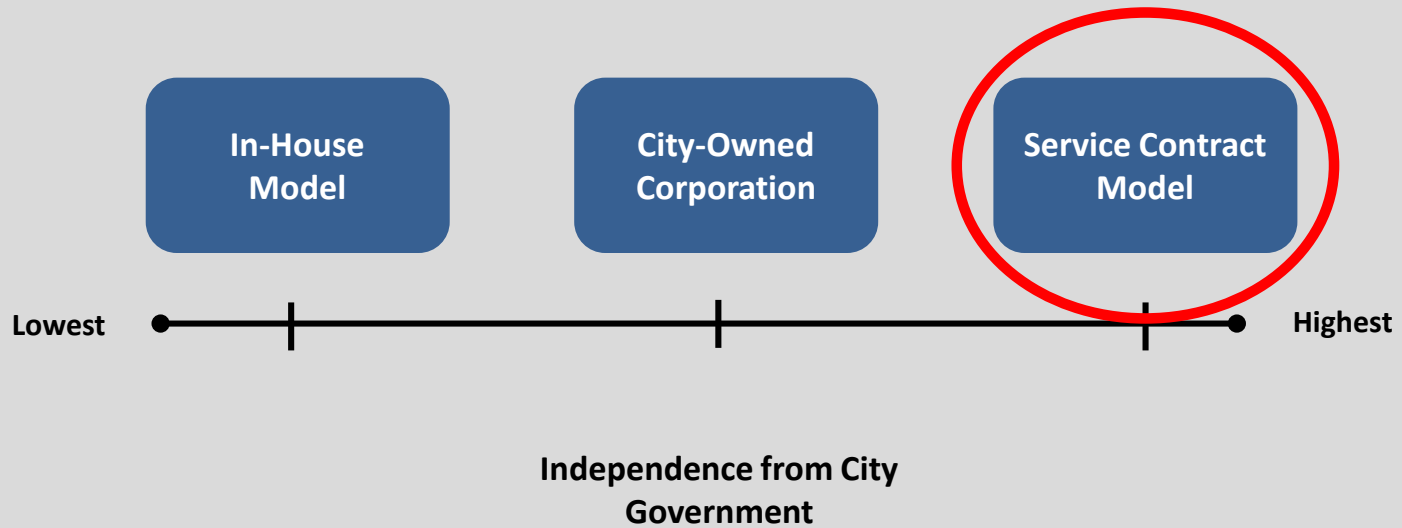
SERVICE MODEL



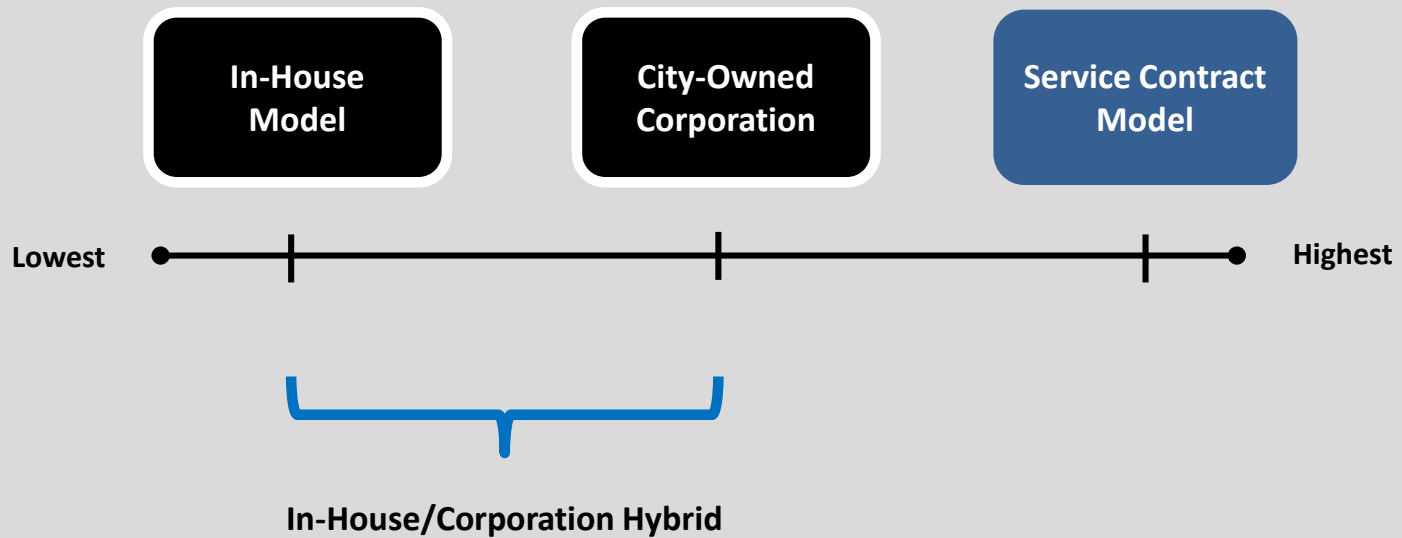
SERVICE MODEL



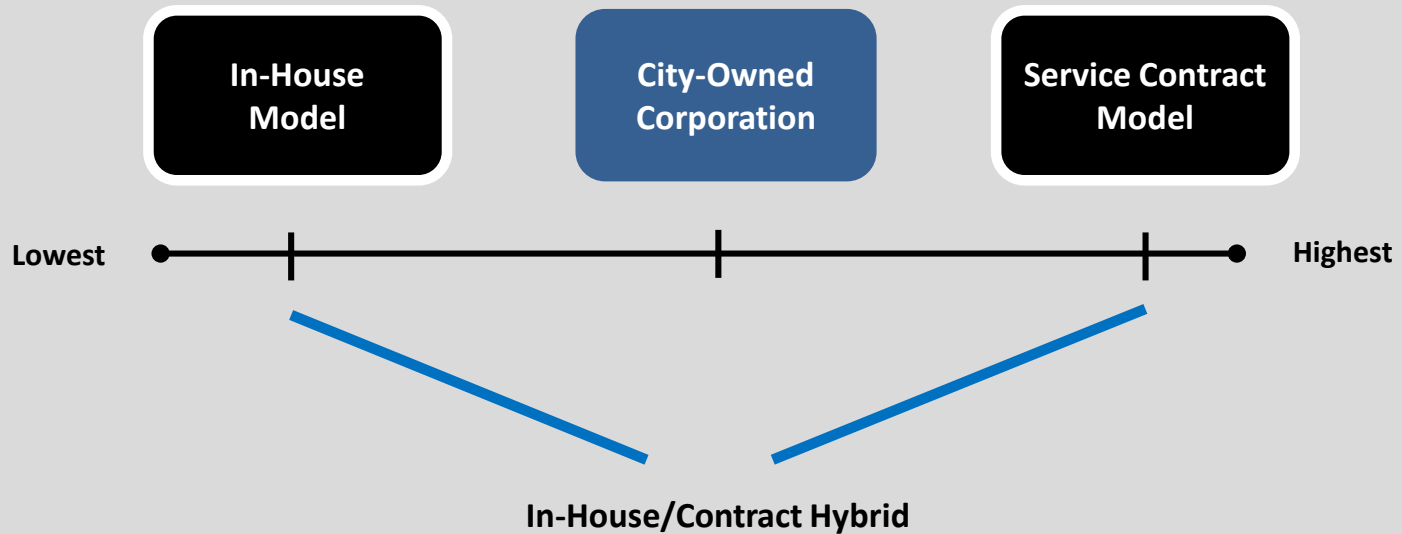
SERVICE MODEL



SERVICE MODEL



SERVICE MODEL





ASSESSMENT

Criteria	In-House	Corporate	Contract	In-House/ Corporate	In-House/ Contract
Use in Similar Cities	□	□	□	□	□
Accountability	□	□	□	□	□
Access to Decision-Makers	□	□	□	□	□
Profile	□	□	□	□	□
Cost-Effectiveness	□	□	●	□	●
Ability to Leverage Funds	□	□	□	□	□
Flexibility	□	□	□	□	□
Autonomy	□	□	□	□	□
Community Ownership	□	□	□	□	□
Broad Support	□	□	□	□	□

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