

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



INTERIM REPORT

This intervin Report has been prepared by Neibon Stategies Inc. for the City of Manaimo. The document is presented for discussion with, and for the cole use of, the City. Bit representations of any limit are made by the consultant document or with whom the consultant document of any limit are made by the consultant document.

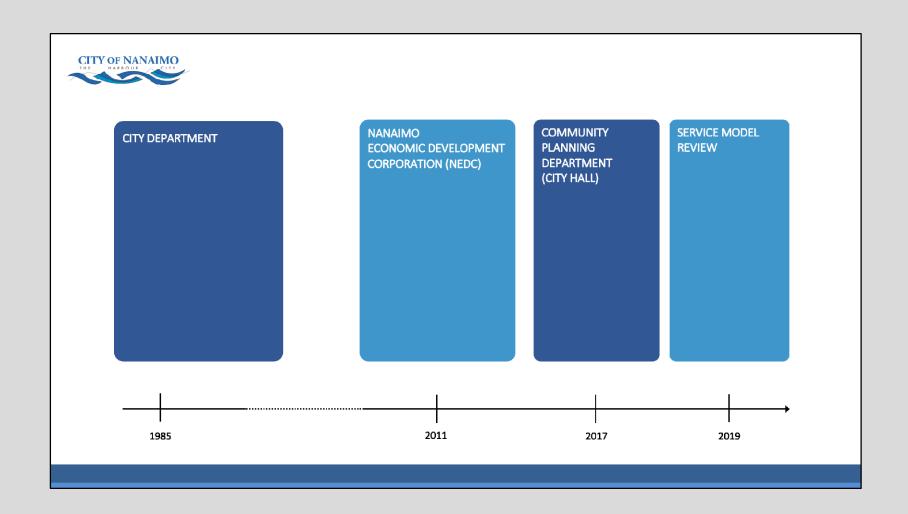
NEILSON STRATEGIES

Neilson Strategies Inc. 1-600 Sherwood Road, Kelowna, BC, V1W SK1 neilsonstrategies.ca

July, 2019



ECONOMIC DEVELOPMENT IN NANAIMO













ECONOMIC DEVELOPMENT IN NANAIMO







ECONOMIC ALLIANCE





















ECONOMIC DEVELOPMENT IN NANAIMO

	Services								
Agency	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



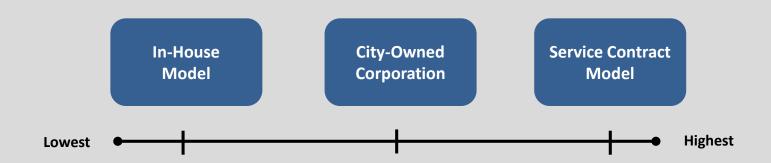
SCOPE OF SERVICES

- Initial scope may include:
 - ✓ Economic Development Strategy
 - ✓ economic reporting
 - √ navigating City Hall ("Concierge")
 - ✓ contract management
 - ✓ policy development

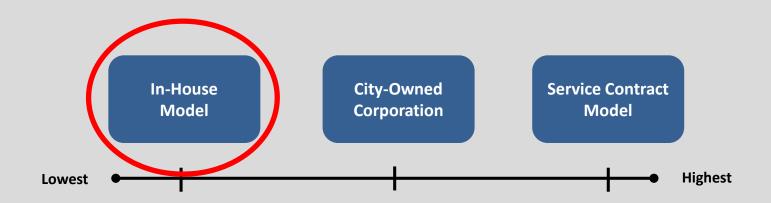
- ✓ coordination of efforts
- business attraction
- ✓ Nanaimo Investment Fund



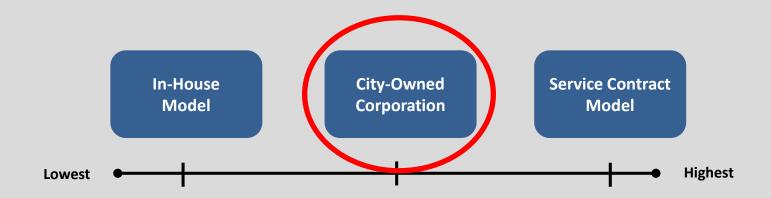




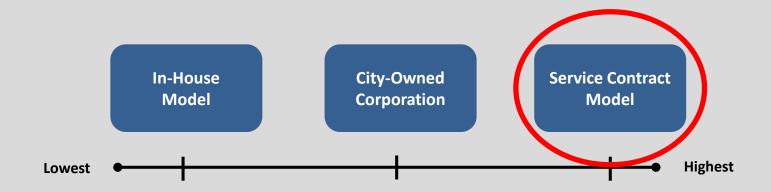




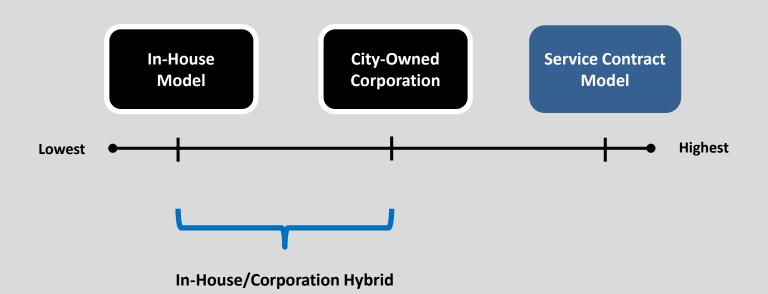




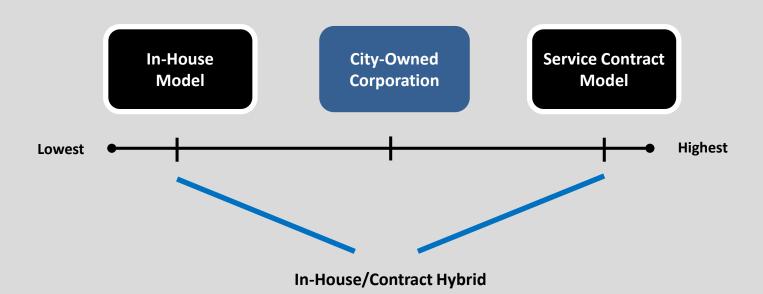














ASSESSMENT



Criteria	In-House	Corporate	Contract	In-House/ Corporate	In-House/ Contract
Use in Similar Cities	0	0	0	0	0
Accountability	0	0	0	0	0
Access to Decision-Makers		0	0	0	0
Profile		0	0	0	0
Cost-Effectiveness		0	•	О	•
Ability to Leverage Funds		0	0	0	
Flexibility			0		
Autonomy	0	0	0	0	0
Community Ownership		0	0		0
Broad Support	П	О	0	П	П

$$\square = low \quad \square = med \quad \square = high$$



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Profile				0	0
Cost-Effectiveness		0	•	0	•
Ability to Leverage Funds			0	0	0
Flexibility		0	0	0	
Autonomy		0	0	0	0
Community Ownership				0	0
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0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
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