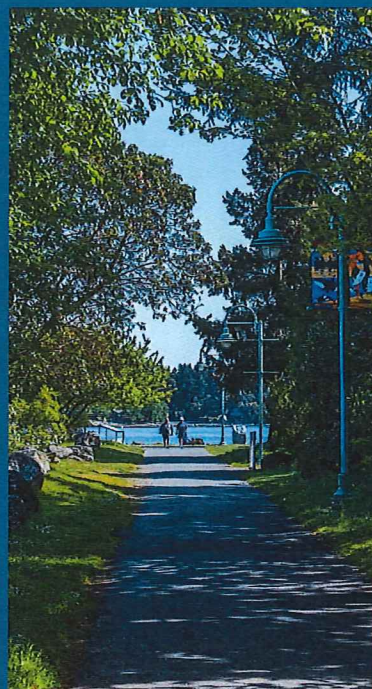


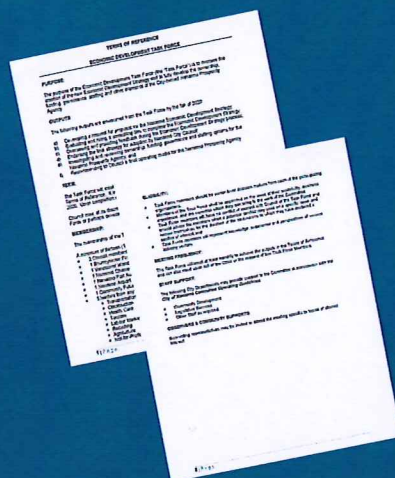
Overview

- Task Force Mandate
- Economic Development Strategy
- Strategy Development Process
- Business and Community Priorities
- Guiding Principles, Vision and Mission
- Goals and Strategies
- Next Steps



Task Force Mandate

- Economic Development Function
 - Review Recommendations
 - Hybrid Model (In House & Agency)
 - Develop Strategy
 - Establish Task Force
- Task Force 13 members (two Councillors, SFN, VIU, Airport, NPA, Chamber, Community Futures and five members at-large)
- Prepare Economic Development Strategy and details of the External Agency



Economic Development Strategy

- Acknowledges the control local government has over critical inputs into economic activity (infrastructure, zoning, services)
- Road map to strengthen the economic base of the region
- Benefits of growth are shared, creating sustainable prosperity, collaboration and economic reconciliation
- 3-5 year time horizon
- Connected with Reimagine Nanaimo, Mayors Task Force and HHTF Action Plan

Strategy Process



- Background Data Research – Current Situation Report;
- Focus groups, June 2020 in Nanaimo;
- Scenario planning workshop, June 2020 in Nanaimo;
- Business survey, June 2020;
- Community survey, July-October 2020;
- Planning workshops, September 2020 in Nanaimo; and
- Regular meetings with the City and EDTF throughout the project.

Strength, Weakness, Opportunity and Threat (SWOT)



Business and Community Priorities

Top 5 Goals			Top 5 Priorities			Top 5 Sectors		
Business		Community	Business		Community	Business		Community
1	Quality of Life	Jobs	1	Infrastructure	Infrastructure	1	Tourism	Tourism
2	Economic Growth	Quality of Life	2	Business Climate	Business Expansion	2	Technology	Health Services
3	Jobs	Diversification	3	Business Expansion	Entrepreneurship	3	Construction	Technology
4	Incomes	Economic Growth	4	Business Attraction	Business Climate	4	Education	Education
5	Diversification	Incomes	5	Entrepreneurship	Business Attraction	5	Health Services	Arts, Culture

Guiding Principles

Partnerships

A culture of inclusivity and collaboration will energize implementation.

Long-term

Outcomes are optimal when they last.

Equity and Reconciliation

Collective wellbeing underpins economic progress.



Focus on Local

Growing from within will empower the community.

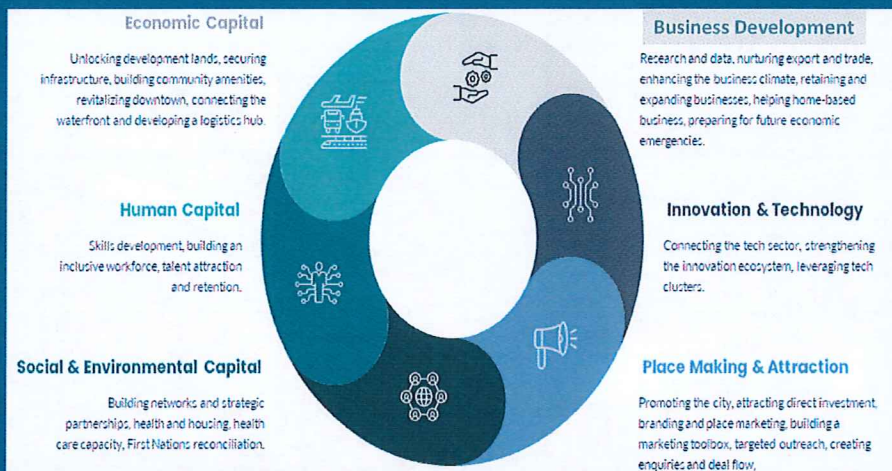
Authenticity

A strong sense of place about who we are will bring purpose and confidence to our efforts.

Circular Economy

Recycle, reuse and reapply our natural and built assets for a stronger economy and community.

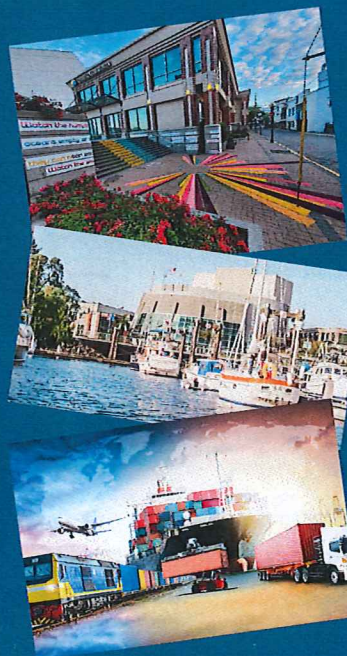
Goals



CITY OF NANAIMO
THE HARBOR CITY
www.nanaimo.ca

1.0 Economic Capital

- 1.1 Create a Community Infrastructure Plan
- 1.2 Protect and Expand Employment Lands
- 1.3 Revitalization of Downtown and Waterfront
- 1.4 Transportation, Cargo and Logistics for VI
- 1.5 Develop Robust Broadband Connectivity
- 1.6 Focus on Urban Tourism Product
- 1.7 Create Health Care Centre of Excellence

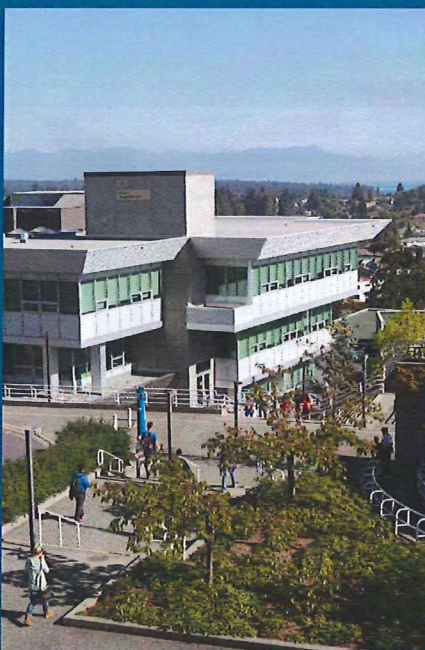


2.0 Human Capital

2.1 Education, Training and Industry Integration

2.2 Inclusive Workforce

2.3 Talent Attraction and Retention



3.0 Social Capital

3.1 Build on Strategic Partnerships

3.2 Address Health and Housing Challenges in Nanaimo

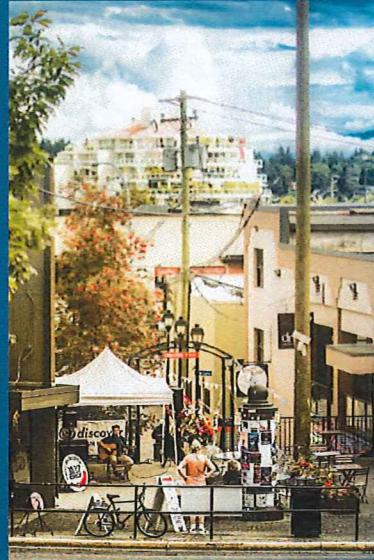
3.3 Expand Health Care Capacity

3.4 Indigenous Economic Reconciliation



4. Business Development

- 4.1 Compile Research and Data
- 4.2 Import/Export and Trade
- 4.3 Develop a Positive Business Climate
- 4.4 Business Retention and Expansion
- 4.5 Home-Based Business
- 4.6 Economic Emergency Preparedness and Recovery



5. Innovation & Technology

- 5.1 Connect the Tech Sector
- 5.2 Strengthen the Innovation Ecosystem
- 5.3 Leverage Technology



6. Place Making & Attraction

6.1 Global Trade and Foreign Direct Investment

6.2 Place Marketing and Investment Promotion Toolbox

6.3 Managing the Investment Promotion Process



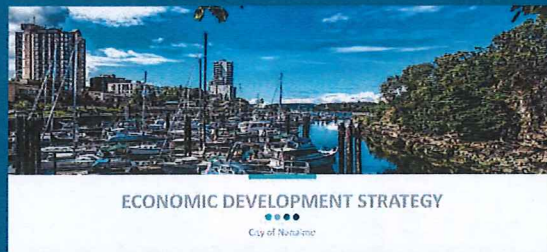
Immediate Areas of Focus

- Set up External Agency
- Facilitate Transportation Connections – Passenger Ferry
- Provide Support for Health and Housing Initiatives
- Continue Investment in 1 Port Drive and Waterfront Walkway
- Improve Development Processes
- Transportation & Logistics Hub Opportunity



Next Steps

- Incorporate feedback on Draft Strategy from Council
- Obtain final feedback from Partners (SFN, VIU, Airport, NPA, Chamber)
- Prepare Year 1 Action Plan (In-House and Agency)
- Complete Agency Charter
- Return to Council to present final Economic Development Strategy and Agency Charter



Budget

- In House
 - \$250,000 (2021)
 - Economic Development Officer and Economic Development Manager (Starting July 2021)
- Agency
 - \$269,000 (2020 Carry Forward)
 - \$300,000 (2021)



Recommendation

That the Governance and Priorities Committee recommend that Council:

- Extend the mandate of the Economic Development Task Force until 2021-FEB-28 to allow time for the Task Force members to engage their respective organizations on their role in implementing the Economic Development Strategy before returning to Council; and
- Direct Staff to return to Council with a final Economic Development Strategy for endorsement along with recommendations regarding any additional investment by the City towards implementing the Economic Development Strategy.



Questions/Comments/Thoughts?

