

**MINUTES OF THE  
MAYOR'S TASK FORCE ON ECONOMIC DEVELOPMENT AND PROSPERITY MEETING  
HELD FRIDAY, JUNE 26, 2015, 8:00 A.M.  
SONGHEES NATION ROOM, CITY HALL, 1 CENTENNIAL SQUARE**

**1. THE CHAIR CALLED THE MEETING TO ORDER AT 8:00 A.M.**

**Task Force Members Present:** Mayor Lisa Helps in the Chair, Councillor Margaret Lucas, Dallas Gislason, Paul Nursey, Suzanne Bradbury, Tony Joe, James Coccola, Scott Gurney, Peter Kuran, John Wilson, Robert Jawl, Darlene Hollstein

**Staff Support:** Jocelyn Jenkyns, Deputy City Manager; Kerri Moore, Manager of Strategic Relations and Business Development; Emilie Gorman, Policy Analyst, Legislative and Regulatory Services

Larry Alexander, Consultant

**Absent:** Jill Doucette, Liam Scott-Moncrieff, Ken Kelly, Dan Gunn

**2. APPROVAL OF THE AGENDA**

**Action:** It was moved by Mayor Helps, seconded by Councillor Lucas, that the agenda be approved.

CARRIED UNANIMOUSLY

**3. ACTIONS**

**Vision:**

Victoria is a healthy, happy city, bursting at the seams and teeming with life.

**Definitions:**

[Well-being definition – being drafted by Nicole and Suzanne, shared with the group July 10<sup>th</sup>]

**Start Your Engines!**

These six economic engines should be supported through the efforts of City Hall and partners in the community. These are areas where a stall would see significant impact to the economy, and therefore where leadership is required. These are the engines that will raise the tide and all the boats. These engines – well greased – will also help to stimulate growth in retail, arts and culture and other sectors that contribute to quality of life, well-being and happiness of Victorians.

Each engine is supported by objectives, goals that the City will work towards to ensure the ongoing functionality of the six engines.

**A) Advanced Education and Research & Development**

75% of all students in the region come from outside it, how many people stay? How many of their parents invest here?

1. Increase in the number of graduates who can find meaningful work in Victoria post-graduation
2. The City leads stronger, close, action-orientated collaborations between post-secondary institutions, the local economy and the community
  - a. Retain the impacts of the commercialization of the research and development
  - b. Pathways to meaningful careers
  - c. Researching the questions that matter to the community and lead to action

**B) Ocean and Marine Sector**

Currently represents 6-8% of the region's GDP, regionally more people are employed in this sector than in the government sector (3.7% location quotient). Companies include Ralmax, Seaspan, Ocean networks Canada etc.

Objectives to be developed at the July 10<sup>th</sup> meeting (following homework assigned June 26):

**C) Experiential Tourism**

1. 72% hotel room occupancy on a sustained basis
  - i. Victoria is a year-round destination
2. Establish Victoria as a boutique cruise homeport
3. Increase the number of businesses and events that offer authentic, only in Victoria product and unique experience

**D) Government**

The economic engine of government employs approximately 13,000 people in the region directly and 7,000 in indirect employment. Government office space rental accounts for 60% of all office space in the region. As the capital city, it is possible to take advantage of the incubation possibilities that being the seat of the provincial government offers.

1. Recruit and steward government in Victoria
2. Realize the potential for land and infrastructure opportunities that overlap with Provincial interests.
  - i. These interests include
    - a. Read lot
    - b. Belleville
    - c. Ships Point
    - d. General infrastructure
3. Create incubator with the Provincial government

## Technology

Technology is both an engine and supports other sectors. It is continually reinventing itself...

To be developed at the July 10<sup>th</sup> meeting:

### E) Entrepreneurship and Social Enterprise

1. Increase the number and quality of entrepreneurs in Victoria
2. Create an economic development investment fund
3. Establish Victoria as a social innovation zone

### Only in Victoria! - [assets and opportunities]

- o Rifflandia Festival
- o We offer a life and a living
- o Air quality
- o Slow pace
- o Ocean
- o Royal BC Museum
- o Oldest synagogue
- o Oldest Chinatown
- o Emily Carr
- o Cycling capital/leader
- o We export arts and culture
- o A contemporary school of music at the conservatory
- o We're an island among islands
- o Murchie's Tea & Coffee
- o Rogers Chocolates
- o Epicure
- o Red Fish Blue Fish
- o Local beer per capita
- o Made locally, sold globally
- o Year-round sports training
- o Largest city with the shortest commute
- o "Castles"
- o Human scale city
- o Access to nature
- o Food eco district

## 4. ADJOURNMENT

### Action:

It was moved by Mayor Helps, seconded by Councillor Lucas, that the June 26, 2015 Task Force on Economic Development and Prosperity be adjourned at 9:29 A.M.

CARRIED UNANIMOUSLY