



Council Member Motion

For the Governance and Priorities Committee meeting of October 22, 2015

Date: October 16 2015

From: Mayor Helps and Councillor Lucas

Subject: Economic Action Plan – Mayor’s Task Force on Economic Development and Prosperity

Recommendation

That Council:

1. Adopt *Making Victoria: Unleashing Potential* as Victoria's Economic Action Plan, direct staff to develop an implementation plan, and begin implementing the operational items as soon as practicable.
2. Direct staff to report on the operations of the Business Hub as part of the Quarterly Report to Council.
3. Direct staff to report to Council annually as outlined in the Business Hub section of the Action Plan.

Summary

Making Victoria: Unleashing Potential is the Economic Action Plan developed by the Mayor’s Task Force on Economic Development and Prosperity and through public input (see attached Public Engagement Summary). The action plan is meant to grow sustainable prosperity in the city through an ‘eco-system’ based approach to economic development. As noted in *Making Victoria: Unleashing Potential*:

The idea of the economy as an ecosystem is not new. Yet approaching economic development and prosperity in this way generates a particular line of inquiry. It requires the City, its partners, entrepreneurs and others to ask: What are your needs in this situation? In what ways are your needs or goals aligned with others? What other stakeholders might also benefit from collaborating? How will our decisions affect those around us? Can we adjust our actions for greater mutual benefit? How can we help our neighbours and benefit ourselves through their prosperity? How can we create and sustain a positive feedback cycle?

The action plan addresses these questions with concrete and deliverable objectives, actions and metrics for measuring success.

Many of the actions outlined in the Action Plan are operational and can be implemented by staff with existing budgetary resources, including the \$250,000 Council allocated for Economic Development in 2015 and, subject to budget deliberations, the same amount in 2016. Any actions that require additional budgetary resources (such as the development of the online Business Portal (see <http://businessportal.sfgov.org/> for example) or any bylaw or regulatory changes would return to Council for consideration.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Z. Helps".

Mayor Helps

A handwritten signature in black ink, appearing to read "M. Lucas".

Councillor Lucas