

Municipality of East Ferris

Report to Council

Report No.: COMM-2024-02

Date: September 24, 2024

Originator: Greg Kirton, Director of Community Services

Subject: Economic Development Officer Work Plan – Information Report

BACKGROUND

East Ferris has multiple documents that guide economic development initiatives in our municipality, including the 2023-2026 Council Strategic Plan and the 2022 East Ferris Economic Development Strategy. In order to better implement these strategies, the municipality made an application to the Youth Internship Program through FedNor and were successful in receiving funding. This funding allowed the municipality to hire an Economic Development Officer on an 18-month internship contract.

The primary duties of this staff member will be to assist in implementing the goals in the strategic plan related to economic development. These duties were also outlined in our application to FedNor and form part of our funding agreement. The key strategic plan goals include:

- Implement actions from the Economic Development Strategy
- Annual Business Registry Review
- Provide continued exposure and promotion of local businesses through Business Spotlights

The Economic Development Strategy is a very broad reaching plan with initiatives spanning multiple priority areas from business support services to development and communications. Through the application to FedNor the municipality specified some key goals within the strategy that would be appropriate for an intern to work on. These included:

- Formalized business outreach program with a target number of site visits/surveys completed per year
 - o The business outreach program will update the municipality's outdated Business Retention and Expansion Plan as well as provide businesses with tailored guidance on support and funding programs that would be applicable to their specific business
- New programs based on business outreach findings
 - o Once the outreach program is underway the data will be used to identify gaps in service in the community and guide the development of future programs

- Creation of an economic development and investment attraction-focused marketing strategy
 - o We are looking at options to renew our regional tourism partnerships with a focus on strategic plan goals such as promoting trail use and promoting business expansion
- Securing funding dollars towards major infrastructure and other projects
 - o The Economic Development Officer will assist senior staff in preparing grant applications and other funding proposals as required
- Business Wayfinding Sign Updates
 - o A review of the wayfinding sign program is required and will be undertaken by the Economic Development Officer to ensure that signs are up to date and to determine future capacity for additional signs

A copy of our 2022 Economic Development Strategy is enclosed as Appendix 'A'.

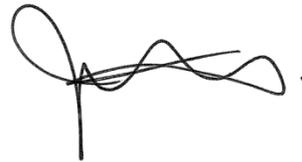
In addition to this general work plan, the Economic Development Officer will also be a point of contact to assist the business community with questions and provide connections to regional support agencies. They will also assist municipal staff with a variety of other duties as assigned that have their roots in community and economic development.

Respectfully Submitted,



Greg Kirton, RPP, MCIP
Director of Community Services

I concur with this report,
and recommendation



Jason H. Trottier, HBBA, MPA, CPA, CMA
CAO/Treasurer