

Economic Development Officer Update

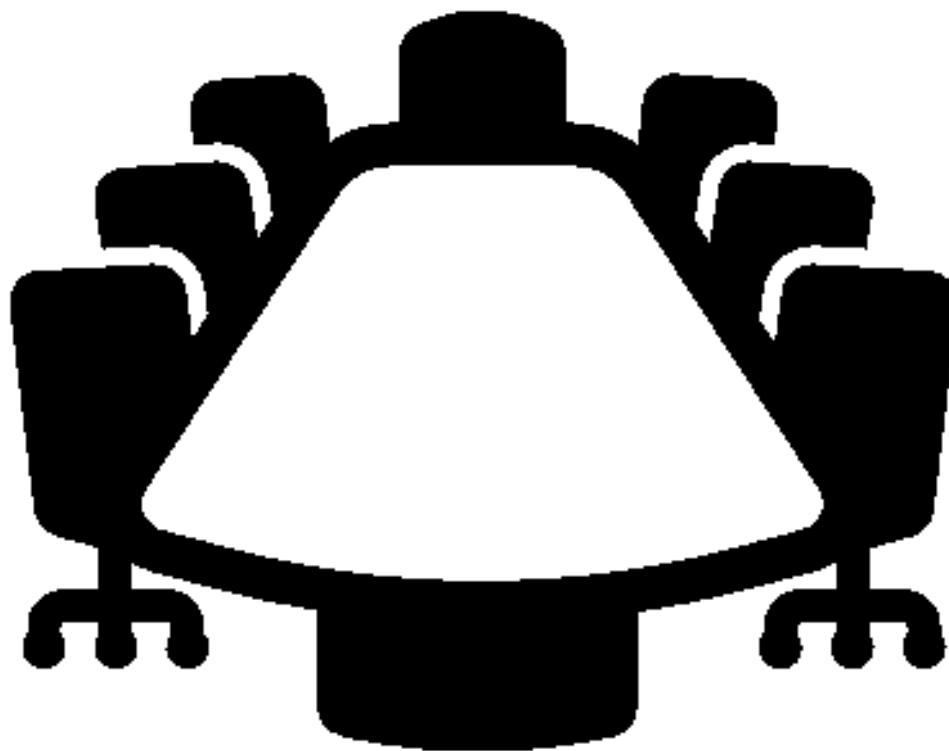
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BACKGROUND

In its 2018-2022 Strategic Plan, White Rock City Council made it a priority to enhance economic development in the city, including hiring an Economic Development Officer. The position was successfully filled in September 2020.

In its revised 2021-2022 Council Strategic Priorities, Council has made implementing the current and subsequent revised Economic Strategy a high priority.



2020 ACCOMPLISHMENTS

- Introductory meetings with City partners and Stakeholders
- Participation on the MVRD Regional Economic Prosperity Advisory Committee
- Consultation with Economic Development peers
- Development of Small Business Week messaging and the #ShoptheRock program



2020 ACCOMPLISHMENTS



- Update of the Economic Development webpage including an online shopping resource
- Attendance at CRTF and EDAC meetings
- In person meetings with 25 small business owners / managers
- Creation of two Economic Development Surveys to support the update of the Economic Development Strategic Plan

2021 Q1 GOALS



- Distribute Economic Development Surveys; compile and begin to tabulate results
- Update the Economic Environment information for the 2021 Economic Development Strategic Plan
- Make additional updates to Business section of City website and the Economic Development page, including the addition of a Business Directory
- Develop a New Business Welcome Package in collaboration with the BIA

THANK YOU

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