



# Economic Development Advisory Committee 2021 Work Plan

Issued on: July 14, 2021  
Approved by: Council

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## 2021 WORK PLAN

Council will participate in discussion with staff prior to the Advisory Body/ Committee (AC) appointments being made where they will give input that would be developed to bring forward to the AC regarding elements of work that the AC would include in it as annual work plan to support Council's Strategic Priorities. This would not be intended to limit the AC from undertaking other initiatives that are in line with Council's Strategic Priorities but rather to assist the AC in more efficiently developing an effective work plan that would assist Council in accomplishing their Strategic Priorities in a timely manner.

The annual work plan will be prepared by the AC for their term and submitted to Council within two (2) months of its appointment by Council. It is recognized that other work items may arise during the course of the term and that additions to the work plan may be recommended by Council, staff or the AC itself. Additional items requested to be added to the work plan by the AC should not require additional meetings from their meeting schedule. The purpose of the AC is to advise Council on items linked directly within their mandate, which correlate to Council's Strategic Priorities.

Any amendment to the AC's approved work plan must be approved by Council.

Task/Activity	Objective	Action Steps	*Priority Level	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
Explore all grant opportunities related to economic development	Support economic development initiatives that are beneficial to the City	Support budget for a full-time grant writer position for The City						
Review, provide input on and approve draft version of EDSP	Support economic development initiatives that are beneficial to the City							
Recommend appropriate report card metrics for the updated EDSP	Support economic development initiatives that are beneficial to the City							
Create a permanent Tourism position in the city for an experienced individual who can accomplish this	Grow year round day and overnight visits to White Rock							
Bill Board before and after the border promoting White Rock, restaurants, businesses, SFN	Grow year round day and overnight visits to White Rock							

Promote White Rock at the sister city – La Conner	Grow year round day and overnight visits to White Rock							
Encourage more festivals for example, Birding, Kite Boarding and Vegan Food (off season events)	Grow year round day and overnight visits to White Rock							
Work toward declaring White Rock the City “of Lights” by the Sea.	Grow year round day and overnight visits to White Rock	Request that City Council ask City Staff to schedule the completion of a staff and/or public review of the impact of decorative and exhibition lighting in White Rock as per the recommendation of the EDAC committee – March 10, 2021 and subsequent motion passed at the March 29, 2021 City Council Meeting.						
Attract more tourism to White Rock by installing digital	Grow year round day and overnight visits to White Rock							

kiosks (one in Uptown, one on Marine Drive, one at Memorial Park).								
Review zoning and bylaws related to different accommodation needs	Grow year round day and overnight visits to White Rock							
Re-open Martin Street to two-way traffic from Marine Drive to Columbia Ave	Improve the attractiveness of the Waterfront streetscape through aesthetics and economic initiatives	<ul style="list-style-type: none"> <li>1.Remove the old ATM kiosk.</li> <li>2. Re-engineer the north bound lane of Martin Street to be less steep (same slope plane as the east sidewalk)</li> <li>3. Construct a retaining wall between the northbound and southbound lanes</li> <li>4. Place a traffic light at the corner of Columbia and Martin to regulate traffic and simplify uphill (northbound) flow.</li> </ul>						
Create a multi-use plaza from Vidal Street to Martin Street on	Improve the attractiveness of the Waterfront streetscape							

Marine Drive to facilitate more patio space for businesses, traffic calming and a larger special event space	through aesthetics and economic initiatives							
Re-purpose (not remove) the parking spaces on the south side of Marine Drive from the museum to Vidal Street	Improve the attractiveness of the Waterfront streetscape through aesthetics and economic initiatives	Build a “retractable cover” for the area to allow for year-round usage of the parking lot area for special events						
Recommend that City Council consider a request that allows EDAC to form a subcommittee to review options for re-establishing a publicly accessible west wharf float facility for the summer of 2022.	Improve the attractiveness of the Waterfront streetscape through aesthetics and economic initiatives							
Finalize discussions with Semiahmoo First Nation on adding	Improve the attractiveness of the Waterfront							

P'Quals to the name of our community and our iconic rock on the waterfront.	streetscape through aesthetics and economic initiatives							
Re-open discussions with BNSF railway to renegotiate the lease of BNSF lands with a focus on reducing parking fees and the flow of dangerous goods and coal along the White Rock and Crescent Beach waterfront areas.	Improve the attractiveness of the Waterfront streetscape through aesthetics and economic initiatives							
Open discussions with Translink to review the frequency and effectiveness of public transport options specifically focussing on routes from Uptown to Marine Drive	Improve the pedestrian experience throughout the city							
Initiate a review of walking/cycling	Improve the pedestrian experience							

off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza	throughout the city							
Focus on small retail in the town centre	Promote White Rock as an ideal location for small to medium size businesses							
Make the BIA more transparent so that the businesses are more engaged	Promote White Rock as an ideal location for small to medium size businesses							
Invite a Higher Education Institution to open a White Rock Campus, for example Emily Carr White Rock Fine Arts Campus, Tech BC White Rock Institute of Science, Kwantlen University College	Promote White Rock as an ideal location for small to medium size businesses							

Establish tax break incentives to attract more businesses. Ex: First year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters.	Promote White Rock as an ideal location for small to medium size businesses							
Develop a working plan to create a tech friendly environment	Create a Tech Hub Strategy	<p>Invite leading manufacturers to participate: Microsoft, Google Lenovo, Xerox, Kyocera, Epson</p> <p>Invite advanced education institutions to participate: TechBC, SFU, Kwantlen, UBC, BCIT</p> <p>Reach out to local tech &amp; software community – create forms and discussions</p> <p>Find ways to provide startup infrastructure</p> <p>Business Startup Labs</p>						

Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back alleys / Former industrial / Subject to easements or right of ways	Enhance and enable the development of clusters of local, independently owned businesses							
Develop a future plan to repurpose mini commercial economic zones throughout City - Back Alley becomes Brewery Row - Arts Clubs or Pop-up theater stations - City Business zones	Enhance and enable the development of clusters of local, independently owned businesses							
Develop an exposure plan for corporate sponsorships of City Initiatives	Expand cultural programming and activities							
Create a 2 page How To Do Business in White Rock pdf and add to the city's website.	Create a more business friendly experience at City Hall							

\*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

