



# Economic Development Advisory Committee 2021 Work Plan

**Issued on:** To Be Determined

**Approved by:** Council

**Updated:** September 27, 2021

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## 2021 WORK PLAN

To assist Council in accomplishing their Strategic Priorities in a timely manner, the annual work plan was prepared by the Economic Development Advisory Committee for their term and submitted to Council for approval. 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 Committee itself. Additional items requested to be added to the work plan by the Committee should not require additional meetings from their meeting schedule. The purpose of the Economic Development Advisory Committee is to advise Council on items linked directly within their mandate, which correlate to Council's Strategic Priorities.

Any amendment to the Economic Development Advisory Committee 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
Support the update of the City's Economic Development	Improve the resiliency of the local economy through	1. Review, provide input on and approve draft version of EDSP.	High					

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

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
Strategic Plan (EDSP).	retention and expansion activities.	2. Recommend appropriate report card metrics for the updated EDSP.						
Explore all grant opportunities related to economic development.	Improve the resiliency of the local economy through retention and expansion activities.	Recommend that Council establish a budget for a full-time grant writer position for the City of White Rock.	High					
Pursue opportunities to attract new business and investment to White Rock.	Improve the resiliency of the local economy through retention and expansion activities.	<ol style="list-style-type: none"> <li>1. Develop a working plan to create a tech friendly environment.</li> <li>2. Invite leading tech manufacturers to participate: Microsoft, Google, Lenovo, Xerox, Kyocera, Epson, etc.</li> <li>3. Invite advanced education institutions to participate: SFU, Kwantlen, UBC, BCIT, etc.</li> <li>4. Reach out to local tech &amp; software</li> </ol>	High					

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		<p>community – create forms and discussions.</p> <p>5. Find ways to provide start-up infrastructure</p> <p>6. Business Startup Labs.</p> <p>7. Invite a Higher Education Institution to open a White Rock campus, e.g., Emily Carr White Rock Fine Arts Campus, Tech BC White Rock.</p>						
Focus on making the town centre an attractive location for small retailers.	Encourage the establishment of clusters of local, independently owned businesses.	Establish tax break incentives to attract more businesses. E.g.: First year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters).	High					
Actively seek & reclaim underutilized, undervalued, or	Encourage the establishment of clusters of local,		Low					

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distressed City Land - Back alleys / Former industrial / Subject to easements or right of ways.	independently owned businesses.							
Develop a future to repurpose mini commercial economic zones throughout City - Back Alley becomes Brewery Row - Arts Clubs or Pop-up theater stations - City Business zones.	Encourage the establishment of clusters of local, independently owned businesses.		Low					
Increase funding and resources allocated to Tourism.	Grow year-round day and overnight visits to White Rock.	<ol style="list-style-type: none"> <li>1. Recommend that Council establish a budget for a full time Tourism position at City Hall.</li> <li>2. Hire an experienced individual that will be able to develop and implement an</li> </ol>	High					

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		effective tourism strategy.						
Encourage more festivals for example, Birding, Kite Boarding and Vegan Food (off season events).	Grow year-round day and overnight visits to White Rock.		High					
Improve the tourist experience throughout the city.	Grow year-round day and overnight visits to White Rock.	<ol style="list-style-type: none"> <li>1. Install digital information kiosks, one Uptown, one on Marine Drive and one at Memorial Park.</li> <li>2. Review zoning and bylaws related to different types of tourist accommodation.</li> </ol>	High					
Further improve the Pier.	Grow year-round day and overnight visits to White Rock.	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.	Medium					

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Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
Re-open Martin Street to two-way traffic from Marine Drive to Victoria Ave.	Improve the pedestrian experience throughout White Rock.	<ol 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> </ol>	Medium					
Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and a larger	Improve the pedestrian experience throughout White Rock.		Medium					

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special event space.								
Open discussion 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 White Rock.		Low					
Initiate a review of walking / cycling off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.	Improve the pedestrian experience throughout White Rock.		Medium					

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