

**Issued on:** To Be Determined

**Approved by:** Council

**Updated:** February 1<sup>st</sup>, 2022

## 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 |
|--|-----------|--|-----------------|-----------------|-----------------|----------------------|---------------------------|-----------------|
| <b><i>Recommended to be removed from Work Plan:</i></b>  |           |  |                 |                 |                 |                      |                           |                 |
| Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and |           | EDSP Objective 3.1 has related recommendations that could be updated during the EDAC members review of the Plan. This undertaking would require funding to |                 |                 |                 |                      |                           |                 |

\*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 |
|--|-----------|---|-----------------|-----------------|-----------------|----------------------|---------------------------|-----------------|
| a larger special event space.  |           | support the retention of a consultant to do this work.  |                 |                 |                 |                      |                           |                 |
| Focus on making the town centre an attractive location for small retailers.  |           | <i>EDSP Objectives 1.3, 2.1</i>   |                 |                 |                 |                      |                           |                 |
| 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. |           | The OCP supports the establishment of a “greenway” between the Town Centre and Centennial Park. Upon receipt of development applications, planning staff leverage the policies of the Plan to realize this objective. |                 |                 |                 |                      |                           |                 |
| Review zoning and bylaws related to different accommodation needs.   |           | <i>EDSP Action Item 3.4.2</i><br>As part of the on-going Zoning Bylaw Review, revisions have been made to the “Short Term Rental” (STR) bylaw to help prevent issues of land use incompatibility.                     |                 |                 |                 |                      |                           |                 |
| Recommend that City Council consider a request that allows EDAC to form a subcommittee to review options for   |           | <i>EDSP Action Item 3.3.1</i><br>recommends improvements to the Pier.<br>This item was defeated at the Oct.20 <sup>th</sup> EDAC meeting but was  |                 |                 |                 |                      |                           |                 |

\*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 |
|---|--|--|-----------------|-----------------|-----------------|----------------------|---------------------------|-----------------|
| re-establishing a publicly accessible west wharf float facility for the summer of 2022. |  | included in the subsequent workplan that was presented to Council on Oct.25 <sup>th</sup> . EDAC could remove this item from the workplan or update it to read "EDAC to form a working group to review options". |                 |                 |                 |                      |                           |                 |
| <b><i>Recommended to be included in Work Plan:</i></b>                                  |  |  |                 |                 |                 |                      |                           |                 |
| Review, provide input on and approve draft version of EDSP.                             | Support the update of the City's Economic Development Strategic Plan (EDSP). | Review, provide input on and approve draft version of EDSP.  | High            | 02/24/22        |                 |                      |                           |                 |
| Recommend appropriate report card metrics for the updated EDSP.                         |  |  |                 |                 |                 |                      |                           |                 |
| Explore all grant opportunities related to economic development.                        | Identify funding options for City initiatives                                | Recommend that Council establish a budget for a full-time grant writer position for the City of White Rock.  |                 |                 |                 |                      |                           |                 |
| Establish tax break incentives to attract more businesses. Eg. First year is            |  | The Community Charter does not allow for the allocation of tax breaks to support business in this way.   |                 |                 |                 |                      |                           |                 |

\*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 |
|---|---------------------------------------|--|-----------------|-----------------|-----------------|----------------------|---------------------------|-----------------|
| discounted for property tax for building owners or rentals (rebates given to building owners for their renters),                                    |                                       | Explore opportunities for grant funding from other levels of government to support local business instead.   |                 |                 |                 |                      |                           |                 |
| Develop an exposure plan for corporate sponsorships of City initiatives.  |                                       | Lead the development of a plan.  |                 |                 |                 |                      |                           |                 |
| Create a permanent Tourism position in the City for an experienced individual who can accomplish increasing day and overnight visits to White Rock. | Further develop Tourism in White Rock | <i>EDSP Action Item 3.4.1</i> recommends an evaluation of funding and resources needed to support tourism in White Rock. Suggest that this be completed before EDAC recommends that a permanent position be created. |                 |                 |                 |                      |                           |                 |
| Encourage more festivals for example, Birding, Kite Boarding and Vegan Food (off season events).  |                                       | Identify specific events and the potential groups / resources needed to support the event.   |                 |                 |                 |                      |                           |                 |
| Improve the tourist experience throughout the city by installing digital  |                                       | Will require capital expenditures. EDAC to recommend that Council direct staff to  |                 |                 |                 |                      |                           |                 |

\*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 |
|---|--|---|-----------------|-----------------|-----------------|----------------------|---------------------------|-----------------|
| information kiosks (one Uptown, one on Marine Drive and one at Five Corners).   |  | identify feasibility and trade offs   |                 |                 |                 |                      |                           |                 |
| Open discussion with TransLink to review the frequency and effectiveness of public transport options, specifically focussing on routes from Uptown to Marine Drive. |  | The Mayor is currently Council's Translink liaison. EDAC to identify specific routes and frequencies that are of concern and submit a report to Council.  |                 |                 |                 |                      |                           |                 |
| Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back alleys / Former industrial / Subject to easements or right of ways.              | Attract new investment to White Rock . | Pursue this initiative through a proactive identification of areas for which a specific theme / character is identified. Mechanisms to implement the themes would need to be evaluated. Staff does not have the capacity to lead this sort of area specific planning study. |                 |                 |                 |                      |                           |                 |
| Develop a future to repurpose mini commercial economic zones  |  |   |                 |                 |                 |                      |                           |                 |

\*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 |
|--|-----------|--|-----------------|-----------------|-----------------|----------------------|---------------------------|-----------------|
| throughout City - Back Alley becomes Brewery Row - Arts Clubs or Pop-up theater stations - City Business zones.                      |           |  |                 |                 |                 |                      |                           |                 |
| Develop a working plan to create a tech friendly environment   |           | To be led by EDAC members. The actions that are suggested would need to be considered in light of staff and funding resources that may be required |                 |                 |                 |                      |                           |                 |
| Invite a Higher Education Institution to open a White Rock campus, e.g., Emily Carr White Rock Fine Arts Campus, Tech BC White Rock. |           | EDAC could establish a working group to explore this particular opportunity.   |                 |                 |                 |                      |                           |                 |

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