



Economic Development Advisory Committee 2022 Work Plan

Issued on: To Be Determined

Approved by: Council

Updated: April 27, 2022

2022 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
Review, provide input on and approve draft version of EDSP.	Support the update of the City's Economic Development Strategic Plan (EDSP).	EDAC Motion moved and seconded at the March 16, 2022 meeting	High		03/16/2022		Endorse the EDSP goals and receive the report card metrics for information	
Recommend appropriate report card		recommending that Council endorse the EDSP goals and receive the report						

*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
metrics for the updated EDSP.		card metrics for information						
Develop an exposure plan for corporate sponsorships of City initiatives to support new festivals for example, Birding, Kite Boarding and Vegan Food (off season events).	Further develop Tourism in White Rock	EDAC Motion moved and seconded at the February 24, 2022 meeting recommending that Council approve including this item in the EDAC 2022 Work Plan.	Low	TBD	TBD	Council referred to staff for recommendations at the March 7, 2022 Regular Council Meeting .		
EDAC to recommend that Council direct staff to identify feasibility and trade offs related to improving the tourist experience throughout the city		EDAC Motion moved and seconded at the February 24, 2022 meeting recommending that Council approve including this item in the EDAC 2022 Work Plan.	Low	TBD	TBD	Council referred to staff for recommendations at the March 7, 2022 Regular Council Meeting .		

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

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By installing digital information kiosks (one Uptown, one on Marine Drive and one at Memorial Park).								
Open discussion with TransLink to review the frequency and effectiveness of public transport options, specifically focussing on routes from Uptown to Marine Drive.		EDAC Motion moved and seconded at the February 24, 2022 meeting recommending that Council endorse that Mayor Walker, along with TransLink, review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive.	High	03/04/2022	03/04/2022	Approved by Council at the March 7, 2022 Regular Council Meeting		
Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back	Attract new investment to White Rock .	EDAC Motion moved and seconded at the February 24, 2022 meeting recommending that Council approve	High	09/21/22		Approved by Council at the April 11, 2022		

*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
alleys / Former industrial / Subject to easements or right of ways. 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.		including this item in the EDAC 2022 Work Plan. EDAC Motion moved and seconded at the March 16, 2022 meeting to establish a single working group composed of 3 committee members to identify back alleys that have the potential for revitalization and explore opportunities in the tech sector and the possibility of attracting a higher education institution to White Rock				Regular Council Meeting		
Develop a working plan to create a tech friendly environment		EDAC Motion moved and seconded at the February 24, 2022 meeting recommending that Council approve including this item in	High	09/21/22	Approved by Council at the April 11, 2022 Regular Council Meeting			

*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
		the EDAC 2022 Work Plan. To be led by the EDAC working group						
Invite a Higher Education Institution to open a White Rock campus, e.g., Emily Carr White Rock Fine Arts Campus, Tech BC White Rock.		To be led by the EDAC working group.	High	09/21/22				

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