

# Staff Report to Council

Planning & Development

FILE: 13-7750-20/22

**REPORT DATE:** September 23, 2022      **MEETING DATE:** October 04, 2022  
**TO:** Mayor and Council  
**FROM:** Angie Lucas, Director of Planning and Development  
**SUBJECT:** Economic Development Strategy Engagement Summary

**CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:**



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**RECOMMENDATION(S):**

THAT Council:

- A. Receive for information the staff report titled “Economic Development Strategy Engagement Summary” as presented at the October 4, 2022 meeting of Council; OR
- B. Other.

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**PURPOSE**

The purpose of this report is to present a summary of engagement results that will assist in the preparation of the Economic Development Strategy for the City of Pitt Meadows and receive any additional input from Council to be incorporated into the document.

☒ Information Report      ☐ Decision Report      ☐ Direction Report

**DISCUSSION**

**Background:**

The Economic Development Advisory Committee serves as a steering committee for the preparation of a new Economic Development Strategy for Pitt Meadows in collaboration with Jamie Vann Struth, an economic development consultant. This project was launched in October 2021 and is supported by the policies in the Pitt Meadows OCP.

**Relevant Policy, Bylaw or Legislation:**

Official Community Plan includes policies that support:

- Fostering a business friendly environment;
- Growth that protects and enhances the “small town” feel in all neighbourhoods;
- Increasing the range of businesses in Pitt Meadows;
- The agricultural sector;
- Growth of local tourism, arts and culture; and
- Identifying for appropriate opportunities for growth at the airport.

**Analysis:**

The delivery of this project has been broken up into three phases with phase one including background research and undertaking public engagement and business consultation interviews, which will continue until the end of October. Mr. Vann Struth provided an update to the EDAC meeting on August 18, 2022 and presented to the AAC on September 8, 2022, which garnered further important input from the committee members.

The interim project presentation by Mr. Vann Struth, scheduled for the October 4, 2022 meeting, will include some of the key principles that will help shape the final vision statement, explain some of the data gathered so far through the public engagement and business interview sessions and outline the draft strategic directions and pending research to be completed.

**Next Steps:**

Phase 2 of the project includes the development of a full draft, multi-year strategy which will be a comprehensive document that builds on the identified vision and initial priorities with long-term projects and initiatives that look five or more years into the future. This draft document will be presented to the Economic Development Advisory Committee at their next meeting on December 1, 2022 which will inform 2024 Business Planning, budget/resource considerations and Council’s priority setting.

During the intervening year, until the initiatives stemming from Strategic Plan are considered in 2024 Business Planning, staff plan to complete the following initiatives in 2023 with the support of the Economic Advisory Committee:

1. Increase the amount and type of business and economic development communications provided to the public through the website, other online methods and via printed information packages, maps etc;
2. Review City bylaws and policies to ensure they are not causing limitations or restrictions on business growth and expansion;
3. Coordinate business and economic growth ideas and activities with the Chamber of Commerce; and

4. Discuss opportunities to assist in supporting the growth of new and existing tourism business development.

### **COUNCIL STRATEGIC PLAN ALIGNMENT**

- ☒ Principled Governance    ☒ Balanced Economic Prosperity    ☐ Corporate Excellence  
☐ Community Spirit & Wellbeing    ☐ Transportation & Infrastructure Initiatives

**Community Voice.** Engage stakeholders in meaningful discussion around the current and future success and prosperity of Pitt Meadows.

**Business Vitality.** Foster a vibrant and diverse economy where local businesses thrive.

**Employment.** Help residents improve their quality of life by encouraging diverse, well-paying employment opportunities close to home.

**Airport.** Encourage economic development initiatives for the Pitt Meadows Regional Airport and strengthen its interface with the community.

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### **FINANCIAL IMPLICATIONS**

- ☐ None    ☒ Budget Previously Approved    ☐ Referral to Business Planning

There are no financial implications associated with this report.

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### **PUBLIC PARTICIPATION**

- ☒ Inform    ☒ Consult    ☒ Involve    ☐ Collaborate    ☐ Empower

Comment(s):

In the initial stages of the project a survey was advertised on social media, in the newspaper, on digital signs around the City, and via postcards sent to all business and residential addresses in Pitt Meadows. Community members were invited to fill out surveys specific to business owners, managers, and operators and/or residents. Community volunteers were appointed to the Economic Development Advisory Committee and continue to serve as a steering committee, guiding the development of the draft strategy.

The consultant presented the feedback from the public gathered through the surveys and from interviews with the industry and business sector at the EDAC meeting on August 18, 2022 and gathered feedback and input from the members with regards to topics and concerns that could be addressed in the strategy.

The consultant presented overall information on the project and some of the feedback from the public, industry and business sector to the Agricultural Advisory Committee on September 8, 2022 and gathered feedback and input from the members with regards to topics and concerns that could be addressed in the strategy.

## **KATZIE FIRST NATION CONSIDERATIONS**

Referral    ☐ Yes    ☒ No

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### **SIGN-OFFS**

**Written by:**

Angie Lucas,  
Director of Planning and Development

**Reviewed by:**

Mark Roberts,  
Chief Administrative Officer

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### **ATTACHMENT(S):**

- A. Economic Development Strategy Engagement Summary PowerPoint