

Strategic Item	Notes	Timeline	Opportunity for EDAC or other engagement of business stakeholders
Economic Development Plan Update	EDP is set for an update as the current one "ends" in 2023. Develop a marketing strategy that leverages New Westminster's advantages in education and health care and targets business in these growth sectors, as well as tech and creative. To be considered in the update of the EDP: how to facilitate these three sectors in light of changing circumstances (i.e. post-Covid trends, local economic landscape and future projections)	2024	
<i>Invest Vancouver</i>	Regional Prosperity Service and other regional scope items	ongoing	
Administer a business survey every 3 years.	Business Survey in the budget for 2023 - will form the first step of the EDP update	Q3	
Work with City departments to review and revise, as necessary, business-related bylaws, policies, and practices	1. Retail Strategy- finalize strategy and move into implementation	Q2 - onwards	Draft document input, partnerships with
	2. Business Licence Bylaw review including adapting the food truck bylaw into it, as well as complementary bylaws (e.g. fees, zoning, and sign)	Q2	Working group in January 2023, draft bylaw for review.
	3. Liquor License Policy Modernization	Q2	As above.
	4. Social Impact Purchasing Policy. Current Social Impact purchasing policy is heavily-focused on diversity and climate related impacts and not on shop local		
	5. Sign Bylaw Education and Enforcement Plan	Q3	Partnership with education campaign
	6. Audit of internal processes, materials and programs towards indigenous business reconciliation	Q3	Process to be determined.
	7. Develop an audit / strategy to analyze procurement practices to encourage local spending internally, including procurement.	Q2	
	8. Review and update Terms of Reference for EDAC	Q2	
	9. Create Special Event on Private Property process/policy in collaboration w/ Special Events staff	Q4	Input/review of policy
	10. Develop Business Licensing electronic procedures manual	Q4	
Parklet Collaboration Program	Working with business groups to install, maintain, and fund outdoor patios for the purposes of coworking and community livability.	Q2	Provide input on policy development.
Work with city departments to incorporate digital solutions that drive operational efficiencies	e-Apply for Business Licensing: Implement an online platform for accepting, reviewing and issuing business licence applications. Work to commence in March (post-retail strategy) and end by October.	start Q2, finish by end Q3	Working group to provide functional testing prior to launch.
Sidewalk and On-Street Patios	With new bylaw in place and Economic Development overseeing the program, develop a system for keeping encroachment agreements up to date, and invoiced promptly. Outreach to businesses to support patio applications as needed.	ongoing, TESAs expire March 31, 2023	
Downtown Livability Strategies	Support existing work to revitalize downtown area including: business outreach and communication, advocacy, Permanent Accessible Toilet, etc.	ongoing, but informed by Council strategic planning	Ongoing, informed by the tactics specifically
Collaborate with local partners on programs and initiatives that encourage residents and businesses to spend dollars locally	<i>ReDiscover New West</i> fulfilled this item for 2021-2022, however the RDNW planning group found such value in the collaboration that they've decided to develop a new plan for 2023 with updated content. The City will work with Corporate Communications to develop a social media and in-person campaign.	ongoing	Review materials, provide feedback.
Updating picture database	Refresh stock photo database	Q2/3	
Identify and engage business community stakeholders by sector for regular dialogue with the City to identify	Work with public engagement to develop a strategy to engage with business stakeholders outside of EDAC and Be Heard - limitations to both formats mean we aren't reaching them consistently. Some possible tactics may be business surveys, focus groups, or social gatherings.	Q1	Input into an engagement plan for local businesses and can support the work by amplifying and promoting

challenges and opportunities.	Newsletter refinements: perform analysis on status of various newsletters being generated by various City departments to determine if there are efficiencies and a way to consistently brand and market, and use cross promotion.	Q1	
Non-Profit Support (Bursaries and Education)	Non-profit 1/2 day conference in fall 2023. Would work in tandem with Leg Services to provide an opportunity to promote grant streams .	Q3	
	The bursary program to be run through continued partnership with Vantage Point	Q1	
Business Education and Resources	Business Education Nights - partner with the business stakeholder(s) on this and consider in-person events as well as virtual and recorded offerings.	Q2	
	Creation of additional educational materials and updating and translating of existing materials, including the website content, info sheets, etc.	ongoing	
	Update Economic Development Indicators as census data is available.	Q4	
Business Association Launch Program	Facilitate the Business Association Launch Program to support organized business areas and improved advocacy, specifically targeted to 12th Street, Sapperton, and Queensborough as well as home-based organizations and Indigenous-owned.	launch Q1	
<div>Build and evolve partner relationships with key New West organizations and anchors and evolve strategic partnerships with targeted post-secondary institutions</div> <div>Create new partnerships to attract more expertise and more funding</div> <div>Collaborate with Internet Service Providers to market BridgeNet to existing and prospective businesses, as well as property owners.</div> <div>Enable spaces where tech companies work and grow together</div>	<div>INW events</div> <div>BridgeNet marketing</div> <div>Data for Good Datathon</div> <div>Project Greenlight participation</div> <div>As the INW strategy winds down, many tactics have been operationalized through regular Ec Dev work or through the Utility that oversees the BridgeNet operations.</div>	n/a	This is mostly connected and engaged through the Utility Commssion
Develop an inventory of existing local businesses by sector to monitor growth and identify opportunities for retention in New Westminster+A27	Business Inventory - refinements to open data and NAICS codes to clean up data.	Q3	