

2025 Economic Development Work Plan – project based items

Item	Activity	Outcome	Strategic Plan Key Objective/Outcome	Timeline
Economic Development Plan Update	<ul style="list-style-type: none"> Sector analysis, data review, development of recommendations and setting of vision Workshops, engagement activities to be determined 	Opportunity to engage with the community (business and resident) and set a refreshed vision for the city's local economy.	Policy Modernization: Update business-related regulations and plans to meet the needs of our modern economy and better serve our local community.	Q2 2025 - 2026
Liquor & Cannabis Policy Update	<ul style="list-style-type: none"> Review of existing policy and processing framework Recommended updates 	Review of policy and regulatory framework for liquor and cannabis related applications.	Policy Modernization: Update business-related regulations and plans to meet the needs of our modern economy and better serve our local community.	Q3 2025 - 2026
Retail Strategy implementation	<ul style="list-style-type: none"> Implementation of recommended actions, including <ul style="list-style-type: none"> Review of zoning changes to promote active street fronts and design guidelines Development of commercial tenant resource guide for redevelopment scenarios Review of street activation program Consider opportunities for pop up activations 	Implementation of recommendations in Retail Strategy.	Active Commercial Areas: Implement the Retail Strategy to support active and welcoming commercial areas with a mix of diverse and vibrant business and cultural offerings.	Ongoing
Lower 12th Street Plan	<ul style="list-style-type: none"> Work with planning on development of lower 12th Street plan 	Updated vision and land use plan for 12 th Street.	<p>Create a vibrant and resilient local economy that provides sustainable employment opportunities for all, to improve economic well-being, including Indigenous and equity-seeking communities.</p> <p>Leverage our commercial and industrial tax base while prioritizing people for a balanced economy with a range of business and employment opportunities.</p>	Q1- Q3 2025
e-Apply for Business Licensing	<ul style="list-style-type: none"> Development of online platform for business licence applications 	Implement an online platform for accepting, reviewing and issuing business licence applications	Policy Modernization: Update business-related regulations and plans to meet the needs of our modern economy and better serve our local community.	Q2 – Q4 2025
Crisis Response Pilot Project (CRPP)	<ul style="list-style-type: none"> Participation in intra-departmental staff work team to advance 2 year project Bring input from business community to staff team Consider good neighbour best practices Sharing of resources with business community Collaborate with business organizations on advocacy efforts to senior levels of government 	CRPP objective is to advance proactive, resilient and strategic organizational approaches that can be used long-term to address the inter-related crises of homelessness, mental health and substance use.	Touches on three different Strategic Priorities of Community Belonging and Connecting, Homes and Housing Options and People-Centered Economy.	Q1 2025 - 2026
Fee for Service work with Chamber of Commerce	<ul style="list-style-type: none"> Window Transparency Awareness Campaign Spring Clean Up event Business sector roundtables Business education webinars Commercial tenant 		Establish strong, positive, and collaborative relationships with local business-focused partners and regional organizations to promote and grow our local economy which includes arts, culture, tourism and non-profits that make New Westminster a richer place.	Q1-Q4 2025

2025 Economic Development Work Plan – core work items

Item	Activity
Administration of patio program	<ul style="list-style-type: none">• Review of new patio applications• Oversight of individual agreements, updating as required
Advertising and promotion activities	<ul style="list-style-type: none">• Collaborate with local partners on programs and initiatives that encourage residents and businesses to spend dollars locally• Shop local campaigns• Advertising in regional publications• Participating in community partner events
Updating business related materials, data	<ul style="list-style-type: none">• Updating economic indicators, how to start a business guide, other business information guides
Internal and external stakeholder collaboration	<ul style="list-style-type: none">• Within the organization through divisions such as Transportation, Parks, and Planning, and externally through initiatives including Invest Vancouver, Liquor Policy Working Group, Inter-Municipal Business Licensing, and others.• Build and evolve partner relationships with key New West organizations and businesses• BIA engagement and point of contact for renewal process
Liquor licensing processing	<ul style="list-style-type: none">• Review, processing and approvals for liquor license applications, changes to existing licenses
Business licensing oversight	<ul style="list-style-type: none">• Review and approvals of business licensing applications• Support for businesses through the licensing process when issues arise• Includes food truck program
Business support and enquiries	<ul style="list-style-type: none">• Providing information to enquiries from new or expanding businesses• Provide welcome emails with resources to new license holders, work with potential businesses to help make decisions for location in New Westminster• Sending out monthly Invest New West e-newsletter
Development application review	<ul style="list-style-type: none">• Review of development applications from a business and economic development perspective