



Subject: Economic Development and Culture Committee 2023 Results and 2024 Work Plan

Department: Community Services

Division: Economic Development

Report #: CMS-2023-047

Meeting Date: 2023-11-13

Recommendations

That report CMS-2023-047, Economic Development and Culture Committee 2023 Results and 2024 Work Plan, be received.

And that Council approve the Economic Development and Culture Committee 2024 Work Plan.

Background and Analysis

The Economic Development and Culture (EDC) Committee is comprised of seven (7) members, including one (1) member of Council, one (1) representative of the business community, two (2) members of the general public, and one (1) representative appointed by each of the following: the Dufferin Board of Trade, the Orangeville Business Improvement Area (BIA), and the Orangeville & District Real Estate Board.

The committee advises and makes recommendations to Council regarding policies, strategies, and implementation plans to support and enhance the Town of Orangeville's economic development, tourism, and cultural programs.

In 2023, the EDC Committee chose to meet monthly, rather than quarterly as indicated in the Terms of Reference. Five (5) meetings were held between April and October 2023. The remaining 2023 meetings will be held on November 21 and December 12.

In addition to presentations and reporting by EDC staff, the Committee received delegations throughout the year. Ms. Jessie McGibbon, Manager of Communications presented an overview of tools and resources used to promote the Town's events and initiatives. Mr. Matthew Mair, Planner, Development & Community Improvement, presented information about the Community Improvement Plan and its programs.

Throughout the year, EDC committee members provided sector-specific updates and information on behalf of the business community. This valuable input helped to inform EDC staff about initiatives being undertaken by local partners and to identify the opportunities and challenges being experienced in our business community.

Committee members also helped to promote and facilitate events hosted by the EDC office including “Connectivity through Humour” with Kate Davis in May, “Connect to Create” with Chelsea Johnson in October, the Orangeville & Area Job Fair in October, and the Economic Outlook Breakfast, hosted in partnership with TD Bank Group in November.

The Arts and Culture working group was established with a specific task to review and select submissions for the annual Call for Artists. Over seventy (70) submissions from local artists were received this year and the working group chose four (4) pieces for installation.

The EDC Committee is represented by Jeff Patterson on the Official Plan Steering Committee and by Melissa Vinden on the Community Improvement Plan Committee. Both members will report back to the EDC Committee with updates and potential action items.

The EDC Committee’s 2024 Work Plan can be reviewed in **Attachment 1**. Committee members will support Town initiatives such as the Community Improvement Plan and the annual Call for Artists. They will also leverage their local connections and experience to enhance engagement with Orangeville’s business community and support annual events. Regular sectoral updates will continue to provide relevant and important insights to help guide the work of the EDC office.

Strategic Alignment

Priority Area: Economic Resilience

Objectives: Ecosystem and Competitiveness

Sustainable Neighbourhood Action Plan

Theme: Economic Development and Culture

Strategy: Enhance economic resiliency

Notice Provisions

None

Financial Impact

There are no additional funds required to complete the EDC Committee's 2024 work plan. All proposed initiatives will be funded through the requested 2024 operating budget of the Economic Development and Culture/SBEC office.

Respectfully submitted

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Attachment(s): 1. Economic Development and Culture Committee 2024 Workplan