



**Subject: 2021 Annual Report – Business and Economic Development Advisory Committee**

**Department: Community Services**

**Division: Economic Development**

**Report #: CMS-2021-021**

**Meeting Date: 2021-11-22**

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### **Recommendations**

**That report CMS-2021-021 regarding the 2021 Annual Report - Business and Economic Development Advisory Committee (BEDAC) be received.**

### **Background**

The BEDAC is comprised of eight members, including one member of Council, one representative of the business community, two members of the general public, and one representative appointed by each of: the Dufferin Board of Trade, the Orangeville Business Improvement Area, the Orangeville & District Real Estate Board, and the Orangeville Home Builders' Association.

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

Despite constraints imposed by the COVID-19 pandemic, the BEDAC will meet four times in 2021 (meetings were held on March 23, June 22, September 21, and a meeting will be held on December 7). Throughout the year, the committee received updates and contributed to Covid recovery plans and initiatives of the Economic Development and Culture division.

The committee was presented with the finalized Tourism Strategy and Action Plan (2021-2016) at its first meeting of the year and at its last meeting in December, will

receive annual progress reports on activities and initiatives completed throughout the year to implement the Town's Economic Development and Tourism Strategies.

In addition to presentations and reporting by EDC divisional staff, the committee received several delegations throughout the year. Ms. Sarah Clarke, owner of Dufferin Media, presented information regarding services offered by her company. Mr. Jon Hack and Ms. Lindsay Cudmore of Sierra Planning and Management provided an overview of the Community Improvement Plan being developed for the municipality. Ms. Larysa Russell, Senior Planner, provided an overview of development activity planned and underway within the Town and Ms. Christine Hann introduced the Digital Main Street Program available to commercial enterprises.

Throughout the year, BEDAC members also provided sector-specific updates and information on behalf of the business community. This input was valuable as the pandemic continued to unfold and businesses worked to adapt to ever-changing requirements. BEDAC member Wendy Edwards stepped up to participated as the committee's representative on the Official Plan Steering Committee and she will provide updates to the BEDAC as required.

Committee members also helped to promote and facilitate two major Economic Development events delivered in the fall. A virtual presentation for more than 60 small business owners was delivered by Terry O'Reilly, host of CBC radio's Under the Influence, on October 14 and the division's annual Economic Outlook Summit was delivered virtually on November 2 in partnership with the TD Bank.

An annual work plan outlining the goals and objectives of the committee for 2022 can be reviewed in **Attachment 1** to this report.

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## **Strategic Alignment**

### **Orangeville Forward – Strategic Plan**

Priority Area: Economic Vitality

Objective: Attract, retain and expand businesses

### **Sustainable Neighbourhood Action Plan**

Theme: Economic Development and Culture

Strategy: Enhance economic resiliency through attraction, expansion and retention of diverse business industries

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**Notice Provisions**

N/A

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**Financial Impact**

None.

Respectfully submitted

Ray Osmond,  
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**Attachment(s):** 1. 2022 BEDAC Work Plan