



**SUBJECT: Burlington Economic Development Corporation
Governance Review**

TO: Environment, Infrastructure & Community Services Cttee.

FROM: City Manager's Office

Report Number: CM-19-20

Wards Affected: All

File Numbers: 155-03-01

Date to Committee: August 10, 2020

Date to Council: August 24, 2020

Recommendation:

Table City Manager's report CM-19-20 regarding the Burlington Economic Development Corporation and TechPlace to be considered at the Community Planning, Regulation & Mobility Committee meeting to be held on September 15, 2020; and

Direct the City Manager to work with Burlington Economic Development Corporation to develop next steps and provide an update on the proposed implementation of recommendations as part of the update to committee in September.

PURPOSE:

Vision to Focus Alignment:

- Increase economic prosperity and community responsive city growth
- Deliver customer centric services with a focus on efficiency and technology transformation

Background and Discussion:

Council approved 2018-2022 Burlington's Plan from Vision to Focus.

Contained within this plan is Focus Area 1: Increasing Economic Prosperity and Community Responsive Growth.

Key Actions: Work with Burlington Economic Development Corporation to create and implement strategies to focus on:

1. Creating jobs and achieving long term economic vision for the City of Burlington
2. Reducing commercial and industrial office vacancies and reducing barriers in attracting Businesses
 - Developing attraction and retention strategies for knowledge-based/technology-intensive industries
 - Developing and implement a Retail Strategy
 - Supporting small business and tech incubators
 - Assess the use of one or more Community Improvement Plans including options for incentive programs for business development
 - Remove constraints on availability of employment lands
 - Develop a plan to activate key parcels of vacant employment lands and facilitate vacant employment lands being shovel ready

In addition to the above approved Council direction in Vision to Focus the following Mayor's Report was approved at Council July 15, 2019 MO-04-19 containing the following recommendations:

1. Authorize the issuance of a Request for Proposal to an upset limit of \$100,000 from Strategic Planning Reserve Fund to review and report back to council by December 2019 a. on the efficiency, effectiveness and optimal structure of the Burlington Economic Development Corporation and TechPlace in achieving the city's business attraction and retention goals, including but not limited to bringing BEDC in-house under the City Manager; and b. Review the opportunities and optimal structure of a Municipal Development Corporation in achieving the city's business attraction and retention goals; incorporate any changes in economic development functions arising from the provincial Regional Review, the results of which are expected in November 2019; and
2. Authorize the Mayor and City Manager to form a steering committee to develop the terms of reference, oversee the work of the consultant(s) and engage council and the BEDC/TechPlace staff & board in the process, with representation on the steering committee from: Mayor's Office, City Manager's office, Capital Works, Planning, Legal, and Finance departments, BEDC/TechPlace staff & board, Regional Economic Development department, Ward 5 Councillor appointee on BEDC Board, Ward 1 Councillor, co-chair of Red Tape Red Carpet initiative.

3. Include this strategic initiative in the Council Workplan as a priority time-dated action item under the City Manager

Strategy/process

An RFP was awarded December 2019 to MDB Insights led by the Executive Vice-President Lauren Millier. The consultant worked through a Steering Committee to complete the work outlined in the RFP and also engaged the Board of Directors for BEDC.

The consultant's report has been presented to both the project Steering Committee and the Board of Directors for BEDC and both have provided support for the consultant's recommendations attached as Appendix A to report CM-19-20.

The main elements of the recommendations are:

- Review skills Matrix of BEDC Board
- Reduce number of council members on board to one
- Continue meaningful engagement with COB staff and council
- Increase support for local businesses
- Continue focus on innovation and entrepreneurship (TechPlace)
- Invest in attraction
- Enhance marketing and communications of work of BEDC

Options Considered

All options considered by the consultant in conducting the reviews contained in Part A can be found in their final report.

Financial Matters:

Total Financial Impact

The RFP was awarded by Delegated Authority by the City Manager.

Source of Funding

Strategic Planning Reserve Fund

Other Resource Impacts

City staff, Council members, BEDC board members and BEDC staff participated in Steering Committee meetings and at various points in the process.

Climate Implications

Not applicable

Engagement Matters:

The project Steering committee was made up of Council Members, The Mayor, BEDC Board Chair, BEDC Executive Director, City Manager and City Manager staff. In addition to this City Staff, TechPlace Staff, Council and BEDC Board members and Burlington Businesses participated in consultations, interviews, workshops and various other project engagement.

Conclusion:

Staff recommend the adoption of the recommendations contained within Appendix A, the MDB Insight Report pages 29-31, these will be considered at the CPRM meeting of September 15, 2020. Along with an update from the City Manager and Burlington Economic Development Executive Director on proposed next steps in implementation the recommendations.

Respectfully submitted,

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Appendices:

A. BEDC Report Part A by MDB Insight

Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.