



# Corporate Report

NO: C008

COUNCIL DATE: June 23, 2008

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## COUNCIL IN COMMITTEE

TO: Mayor & Council

DATE: June 17, 2008

FROM: Manager, Economic Development

FILE:

SUBJECT: Draft Economic Development Strategy

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## RECOMMENDATION

It is recommended that Council:

1. Receive this report for information; and
2. Approve in principle the draft Economic Development Strategy (the "Strategy") that is attached as Appendix "A" to this report.

## INTENT

The purpose of this report is to:

- Apprise Council of the process to date related to the development of an Economic Development Strategy for Surrey; and
- Present and seek Council approval in principle of the draft Strategy.

## BACKGROUND

On March 10, 2008, Council considered Corporate Report No. C003 (attached as Appendix "B"), which provided an overview of the proposed process for the development of an Economic Development Strategy for the City. Council adopted the recommendations of that report, setting in motion the work of developing the Strategy. The consulting team of Jamie Vann Struth Consulting in partnership with Eric Vance & Associates was retained by the City to assist with the development of the Strategy and has now completed the attached draft Strategy for Council's consideration.

The purpose of the Strategy is to provide strategic direction and a plan of action for implementation by the Economic Development Office along with other internal and external partners focused on continuing to build a strong economic development base in the City of Surrey. Currently, although the trend is in the right direction, the City of Surrey does not have a balanced mix of development. This is highlighted by the current jobs to resident workforce ratio that falls in the area of 0.70 jobs per resident worker. Moving

this ratio closer to 1.0 job per resident worker will have many positive ramifications for Surrey's citizens, the environment and the City.

## **DISCUSSION**

Over the last few months the consulting team has gathered information essential to the development of Surrey's Economic Development Strategy through meetings with business stakeholder groups, sector focus groups, other key informants, City Council and a multi-departmental staff steering committee.

The following is an overview of meetings that have been held to date:

Sector Focus Groups – representing: Major employers, transportation, agriculture, distribution & logistics, manufacturing, construction, development, real estate, education, tourism, professional business services, retail, high-tech, health care, financial services, environmental	March 26 (two sessions)
Business Stakeholders	April 17, May 21
Council Workshop	April 28
Other Key Informant Meetings (6)	various dates (6 sessions)
Staff Steering Committee	February 20, April 21, May 21

Input gathered at these meetings has been incorporated into the draft Strategy. Significant input was also provided by other City policy documents, initiatives and consulting studies, including several occurring concurrently with the preparation of this Strategy. These policy documents, initiatives and studies include, the Official Community Plan, Sustainability Charter, Employment Lands Strategy, Beautification Strategy, Sector Analysis and Export Profile and Transportation Plan.

The draft Economic Development Strategy, which is attached to this report, includes:

- a Vision, Mission Statement and three high-level objectives;
- an overview of Surrey's current economy;
- an assessment of Surrey's competitive opportunities;
- a comprehensive set of 17 strategies and actions grouped under the 3 high level objectives;
- a description of how the Economic Development Office will implement the Strategy; and
- how implementation should be measured and monitored by the City over time.

### **Next Steps:**

Subject to Council adopting the recommendations of this report, the Strategy will be finalized and roll out of the Strategy, including implementation of the recommendations and key initial actions, will commence.

## **CONCLUSION**

Under the guidance of a multi-departmental staff steering committee and with the benefit of considerable community consultation, Jamie Vann Struth Consulting in partnership with Eric Vance & Associates, has completed the preparation of a draft Economic Development Strategy for the City of Surrey, which is attached as Appendix "A" to this report. The implementation of the Strategy will significantly enhance the sustainability of the City of Surrey and will improve the quality of life for Surrey's current and future citizens. However, success in implementing the Strategy will not be achieved by Surrey alone.

Many of the recommended actions require cooperation and leadership from other community organizations, including key business groups, major institutions and other governments.

It is recommended that Council approve in principle the draft Economic Development Strategy.

Donna Jones  
Manager, Economic Development

Attachment (2)