

REPORT

PLANNING AND DEVELOPMENT COUNCIL MEETING

MEETING DATE: APRIL 15, 2019

FROM: Economic Development Department

DATE: March 22, 2019

SUBJECT: Economic Development Strategy

LOCATION: Town wide

WARD:

Page 1

RECOMMENDATION:

That the draft Economic Development Strategy 2019-2024, from the Economic Development department, be received.

KEY FACTS:

The following are key points for consideration with respect to this report:

- Research and consultation have been undertaken to develop a new five-year Economic Development Strategy
- A draft Economic Development Strategy is provided for Council and stakeholder review and feedback
- A final strategy will be presented to P&D Council later in the year

BACKGROUND:

Oakville's existing ten-year Economic Development Strategy was approved by Council in 2009. After ten years, a new strategy has been developed to re-establish priorities and direct the efforts of the Town to help sustain and grow the local economy. The draft strategy is attached to this report as Appendix A.

COMMENT/OPTIONS:

Considerable research and stakeholder consultation has been undertaken in the creation of the new strategy. The draft strategy is provided to Council through this report and staff will undertake further stakeholder consultation. Feedback will be incorporated into a final report to Council, which is anticipated to go to the July 8, 2019 Planning and Development Council meeting.

CONSIDERATIONS:

(A) PUBLIC

Community consultation was undertaken as part of the process to develop the draft strategy. Further consultation will be undertaken on the draft document prior to a final report being submitted to Council.

(B) FINANCIAL

There is no financial impact as this report is provided for information.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

N/A

(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS

This report addresses the corporate strategic goal to:

- enhance our economic environment
- continuously improve our programs and services
- provide outstanding service to our residents and businesses

(E) COMMUNITY SUSTAINABILITY

The Economic Development Strategy provides a roadmap for the Town's Economic Development department, setting priorities and actions to provide value to the business community and help foster economic growth.

APPENDIX A: Draft Economic Development Strategy 2019-2024

Prepared by:
Amanda St. John
Senior Economic Development Officer
Economic Development

Submitted by:
Dorothy St. George, MBA, EcD
Director
Economic Development