

# ***Elected Official's Role in Community Economic Development***

MOS - March 20, 2019



# **INTRODUCTION**

# ***Community Edge Training Modules***

- 1. An Introduction to Community Economic Development**
- 2. Community Economics and Pre-planning Analysis**
- 3. Community Economic Development Strategies**
- 4. Local Government Finance and Land Use Planning**
- 5. Strategic Planning**
- 6. Communications**
- 7. Marketing the Community**
- 8. Operations and Project Management**

# *Today we will talk about*

- Definition of Community Economic Development
- Goals of Community Economic Development
- Structures to Deliver CED
- Roles in Community Economic Development
- Time for Questions



# **Defining Community Economic Development**

# Definition

- In the Municipal Act of MB, “economic development” means the establishment, expansion or continuation of a business or industry
- Local communities choose deliberate actions to influence the local economy and to improve the quality of life for its residents – includes economic, social and environmental development *of* the community *by* the community.

# ***Definition***

Community economic development is characterized by community-based processes and priorities.

It is a process through which development of the community is pursued by the community.

Planning is a central activity and is based on participatory principles of community democracy.

Likewise, appropriate community organizations are developed to respond to the community's priorities and values, and to facilitate the maximum access to the process and the maximum control by the community.

David Douglas



# **Goals of Community Economic Development**



# ***Goals of Community Economic Development***

- Create and increase employment
- Retain and grow business
- Increase locally owned business
- Increase investment into the community
- Generate wealth in the community and reduce poverty

# ***Goals of Community Economic Development***

- Revitalize and stabilize the local economy
- Nurture local economic linkages
- Improve the physical and social environment
- Improve the quality of life and services in the community

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# **Structures to Deliver CED**

# *If you don't have CED office or staff*

- CED usually begins with
  - A group or individual looking for a way to address issues or build on opportunities
  - The spark needs to catch
- What to look for.....
  - Energy and enthusiasm
  - Willingness to invest time and/or money
  - Local government buy in
  - The capacity to carry things through

# *Volunteer Committee*

- No specific legal structure
- Operated by volunteers, rather than staff
- Municipality may or may not provide financial support and committee representatives
- This is where you will often find your community champions

# ***Development Corporation***

- Operates as an independent entity
- Functions through a board of directors
  - Sometimes appointed by stakeholder organizations
- May or may not have hired staff
- May be community based or privately owned
- Community Development Corporations (CDC) have a special corporate status in Manitoba and municipalities are “owners”.

# ***Within Local Government***

- Housed within municipal government structure
- Under the direction of Council
- Assigned staff and budget

# ***Blended***

- Board made up of council members and representatives from the community
- Arms-length corporation owned by the Municipality



# *Funding*

- Most funding for economic development is budgeted from the local municipality.
- Share overhead costs with other organizations or by pooling funds with adjacent municipalities.
- Consider business license revenues dedicated to funding CED.

# *Funding*

- Expenses for CED organizations covering multiple jurisdictions can be cost-shared based on property assessment or per capita.
- Arms-length organizations are able to access alternative funding sources. ie income from rent, selling of consultation services and corporate sponsorships.
- Specific project funding may be available from various government agencies.



# **Roles in Community Economic Development**

# *Roles in CED*

- Federal government
  - Community Futures offices
  - international trade
  - funding programs ie Invest Canada Community Initiative, CMHC
- Provincial government
  - Regulator
  - Funding Programs
  - Support and Resources – ag sector, housing

“It is well accepted that local governments play a significant role in the economic development process and that economic development success is largely dependent on effective local government participation.”

Evaluating the Economic Development Role of BC Local Governments

Union of BC Municipalities Study

# *Elected Officials' Role in CED*

- Municipal Act says:
  - “A Council may encourage economic development”
  - Adopt an economic development strategic plan
  - Give grants (**not directly or indirectly reduce or reimburse taxes paid or payable**)
  - Partner with another municipality or agency

# *Elected Officials' Role in CED*

- Tools
  - Land use planning
  - Bylaws
  - Strategic Planning
  - Process
  - Budget

# *Roles in CED*

- Economic Development Officer
  - Planning
  - Research
  - Networking
  - Mentoring and Advocacy
  - Promotion and Marketing
  - Business Prospecting
  - Business Counselling
  - Monitoring and Measuring Performance



# ***EDO Skills***

- people skills
- Communication
- technical expertise
- development and project management

# ***EDO Skills***

- clerical skills
- flexibility
- planning expertise
- marketing abilities

Ambitious and passionate Economic Development staff need to have ambitious and passionate people on their Council or Board and in the community. Together we build strong and sustainable communities!

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# Questions

***THANK YOU***