



REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: **Community Profile Update**

File #: 6750.00

Doc #:

From: Roy M. Beddow, MCIP, RPP
Deputy Director of Development Services &
Economic Development

Date: March 18, 2019

RECOMMENDATION:

That the updated Community Profile be received for information.

PURPOSE:

To receive the updated Community Profile.

POLICY:

The City's 2017-2021 Corporate Strategic Plan lists the following as a Revitalization initiative:

"Update and implement the recommendations of the Economic Development Strategy."

The 2016 Economic Development Strategy indicated the need to update the Community Profile with statistics from the 2016 Canada Census when they become available.

COMMENTS/ANALYSIS:

The City of Langley (with the assistance of Thrive Communications) has completed a new Community Profile to provide business investors and the general public with an overview of the local economy and the quality of life enjoyed by City residents and businesses. In addition to the generously illustrated descriptive content, the Profile

includes up to date statistical information from the Canada Census and other sources formatted to International Standards for Site Selection. The industry site selection standards for North America include over 1,200 data elements developed by a joint committee, comprised of members for the American Economic Development Council (AEDC), the Council for Urban Economic Development (CUED) and the Economic Developers Association of Canada (EDAC) along with six of the nation's top corporate site selectors.

This document is intended for distribution primarily through the City's website and as such has been designed in a landscape format for easy reading on screen while minimizing scrolling. The Community Profile is updated every five years coinciding with the release of Census information as part of the City's economic development program.

BUDGET IMPLICATIONS:

The Community Profile was completed at a cost of \$11,000. The project was funded under the 2018 Capital Improvement Plan (DS1 – Update Community Profile).

ALTERNATIVES:

N.A.

Respectfully Submitted,



Roy M. Beddow, MCIP, RPP
Deputy Director of Development Services & Economic Development

Attachment:

1. Community Profile

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.

Francis Cheung, P. Eng.
Chief Administrative Officer