



Meeting Notes

Economic Development Task Group

April 18, 2019

In Attendance:

- Councillor Teri James, Chair
- Councillor Paul Albrecht, Vice Chair
- Marlyn Graziano (Alternate), Vice President, External Affairs, KPU, representing post-secondary institution
- Njeri Kontulahti, Vancity Community Investment Manager, Vancity, representing financial sector
- Colleen Clark, Executive Director, Greater Langley Chamber of Commerce
- Peter Fassbender, Consultant, representing the Nexus Blue Ribbon Panel
- Shawn Bouchard, Vice-President, Quadra Homes, representing the development industry
- Stephen Richardson, Director, Development Services, Township of Langley, representing community knowledge and interest, and Langley City resident
- Francis Cheung, Chief Administrative Officer, City of Langley

Regrets:

- Dr. Alan Davis, President, KPU, representing post-secondary institution
- Rob McFarlane, Client Executive, Vice President, CapriCMW, representing Mid-size Business and Langley City resident

Discussion

- Councillors James and Albrecht welcomed the group to the inaugural Economic Development Task Group meeting and each member introduced themselves.
- The task group viewed the Langley City: Nexus of Community video.
- Francis Cheung made a presentation on the mandate of the task group and a review of the initiatives and their progress from the City of Langley Economic Development Strategy:

Mandate of the task group

- To develop strategies to advance partnership opportunities that connect the City to economic opportunities by working closely with the Urban Development Institute (UDI), the Downtown Langley Business Improvement Association and the Greater Langley Chamber of Commerce.
- To develop a work plan to promote, advocate and provide advice on economic development strategies and opportunities by working closely with business stakeholders to advance the City's Vision.
- To promote and develop strategies and initiatives to bring in new businesses; strengthen the businesses already located in the city; persuade businesses to remain where they are and expand operations when appropriate; expand and diversify city's tax bases.
- To develop strategies to leverage relationships to establish economic partnerships with other government agencies, communities or entrepreneurs that are mutually beneficial.
- To provide advice and implement strategies on how to grow and attract job creation in the education, health care, technology, and entertainment sectors.
- To develop strategies to support start-ups, 'scale-ups', and business relocations to Langley City.

Economic Development Goals

- A distinctive, vibrant downtown
- A diversified base of employment land
- Targeted development in emerging economic sectors
- Leveraged sector and institutional partnerships

Strategic Initiatives

Place Making – Increase the City's exposure and awareness in the business community through the deployment of a cost-effective marketing program:

- Community Profile/Site Selector Profile
- Sector Profiles
- Research
- Website as a business attraction tool
- GIS data access
- Trade show and conference participation
- Trade missions
- Destination retail stores
- Downtown anchor tenant

Place Building – Use land and infrastructure to stimulate private sector investment that creates jobs and enhances quality of life for residents:

- Tax incentives
- Development cost Charges
- Relationship building in the local area
- Downtown Master Plan
- Streetscape upgrades
- Control of undesirable uses
- Downtown building scheme
- Provisions for absentee landlords

Business Care – Collaborate on the retention and expansion of the existing businesses in the community:

- Business support
- Business Retention and Expansion
- Business Walks Program
- Job Fairs
- Downtown walking tour
- Night market
- McBurney Plaza programming and events

Creative Economy – Support creative economic sectors that leverage Langley's land and institutional assets while contributing to downtown development.

- Performing Arts Centre
- Education summit
- Innovation hub
- KPU Tech Campus
- Future rapid transit services
- Strategic land assembly
- Fibre optic network

Francis Cheung noted that the City has made significant progress with a number of initiatives from the Economic Development Strategy based on limited resources. Much more can be done if there was a dedicated staff person to pursue and implement the other initiatives from the plan.

Members of the task group noted that housing affordability for seniors, students and young workers/professionals create the capacity for attracting and retaining businesses in the City.

Each member was asked to submit their top five (5) short-term and five (5) mid/long term initiatives to be included in a prioritized work plan for 2019¹. The following initiatives were identified as the short-term and mid/long term work plan:

<u>Strategy</u>	<u>Short Term Initiatives</u>	<u>Mid/Long Term Initiatives</u>
Place Making - marketing and investment attraction		
Research	Develop an Executive Summary of the Economic Development Strategy along with a branding and marketing campaign.	Continue to view recommendations from these strategies to identify potential initiatives to pursue.
Website as a business attraction tool	Enhance economic development website	
GIS data access	Explore and develop web-based GIS capabilities to support economic development data with interactive map.	
Trade show and conference participation		Develop a targeted list of trade shows and conferences to attend. Develop a presentation package for the trade shows and conferences.
Trade missions		Develop a trade mission strategy and program.
Destination retail stores	Retain a contract retail recruiter to actively recruit destination stores to further expand and diversify the retail cluster in the City. Perhaps a	

¹ There are a number of initiatives that have been either been implemented or on-going and they will not be appear on the work plan.

	partnership with Chamber of Commerce and DLBA.	
Downtown anchor tenant	Retain a retail recruitment specialist to undertake a targeted investment attraction campaign to draw a desired anchor tenant to the downtown. Perhaps a partnership with the DLBA.	
Place Building – land use, municipal services and public infrastructure		
Tax incentives		Continue to explore tax incentives to attract and retain businesses.
Development cost Charges		Consider the percentage of assist factor in the future DCCs update.
Relationship building in the local area	Host UDI breakfast and luncheon, Chamber of Commerce Dinner and other functions.	
Downtown building scheme		Will be carried out after the completion of the OCP and Zoning Bylaw updates.
Provisions for absentee landlords		Develop a building maintenance standard bylaw.
Business Care – business retention,		

expansion and facilitation		
Business Retention and Expansion		Review recommendation from the Business Retention and Recruitment Strategy and develop a work plan.
Business Walks Program		Develop a targeted list of businesses to meet with a strategic communication/action plan.
Job Fairs		Create a made-in-langley job fair.
Downtown walking tour		Explore new technology (e.g Apps, etc.) to create a self-guided interactive walking tour.
Creative Economy – emerging opportunities in arts, culture, education and technology		
Education summit	Meet with KPU, TWU and the School District to explore the possibility of hosting a summit.	
Innovation hub	Meet with KPU to explore potential concept on what such a hub would involve and engage other interested partners in bringing together a firm development concept.	

KPU Tech Campus		Explore with KPU to invest in a high-tech innovation zone that would include a clean tech accelerator group, new technology programming and new industry-education partnerships.
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BUDGET IMPLICATIONS:

<u>Strategy</u>	<u>Short Term Initiatives</u>	<u>Estimated Cost</u>
Place Making - marketing and investment attraction		
Research	Develop an Executive Summary of the Economic Development Strategy along with a branding and marketing campaign.	\$10,000.00
Website as a business attraction tool	Enhance economic development website	\$5,000.00
GIS data access	Explore and develop web-based GIS capabilities to support economic development data with interactive map.	\$5,000.00
Destination retail stores	Retain a contract retail recruiter to actively recruit destination stores to further expand and diversify the retail cluster in the City. Perhaps a partnership with Chamber of Commerce and DLBA.	\$25,000.00

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Downtown anchor tenant	Retain a retail recruitment specialist to undertake a targeted investment attraction campaign to draw a desired anchor tenant to the downtown. Perhaps a partnership with the DLBA.	\$25,000.00
Place Building – land use, municipal services and public infrastructure		
Relationship building in the local area	Host UDI breakfast and luncheon, Chamber of Commerce Dinner and other functions.	\$10,000.00
Creative Economy – emerging opportunities in arts, culture, education and technology		
Education summit	Meet with KPU, TWU and the School District to explore the possibility of hosting a summit.	
Innovation hub	Meet with KPU to explore potential concept on what such a hub would involve and engage other interested partners in bringing together a firm development concept.	
Total		\$80,000.00

RECOMMENDATION FROM TASK GROUP TO COUNCIL:

THAT \$50,000.00, out of the \$80,000.00 budget to implement the short-term initiatives, be allocated from the Enterprise Fund, with the remaining budget being allocated from the Economic Development operating budget.

Respectfully Submitted,



Councillor Teri James
Chair
Economic Development Task Group



Councillor Paul Albrecht
Vice-Chair
Economic Development Task Group

Background Information

Members of the task group received the link to the following documents in advance of the meeting for their information:

- Terms of Reference, Economic Development Task Group
- Discover Langley City Community Profile, May 2019
(<https://documentcloud.adobe.com/link/track?uri=urn%3Aaaid%3Ascde%3AUS%3A122f377c-9222-4c89-aae7-7a5a7830f368>)
- Langley City: Nexus of Community, July 2018
(https://langleycity.ca/sites/default/files/uploads/Admin/Langley%20City_Nexus%20of%20Community_final%20single%20pages.pdf)
- Langley City Vision: Recommendations and Implementation Report, July 2018
(<https://langleycity.ca/sites/default/files/uploads/Admin/Langley%20City%20Vision%20Recommendations%20and%20Implementation%20Report%20JULY%2018%202018%281%29.pdf>)
- Economic Development Strategy, June 2016
(<https://langleycity.ca/sites/default/files/uploads/Development/Economic%20Development%20Strategy%202016%20-%20Final%20Report.pdf>)
- Update, Business Retention and Recruitment Strategy, May 2016
(<https://langleycity.ca/sites/default/files/uploads/Development/REP%20%20-%20Langley%20Business%20Retention%20and%20Recruitment%20Strategy%20Update%205-1-20...-1.pdf>)

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- Industrial Business Attraction & Expansion Study, December 2015
(https://langleycity.ca/sites/default/files/uploads/Development/Industrial_Business_Attraction_Study_2015.pdf)
- Downtown Business Action Plan, January 2014
(https://langleycity.ca/sites/default/files/uploads/Development/Downtown_Langley_Action_Plan.pdf)