



COMMITTEE REPORT

To: **Mayor and Councillors**

Subject **Economic Development Task Group: Langley
City Economic Restart Action Plan**

From: Councillor Teri James
Chair, EDTG

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Councillor Paul Albrecht
Vice Chair, EDTG

Date: May 22, 2020

COMMITTEE RECOMMENDATION:

THAT City Council approve the recommendation from Economic Development Task Group to endorse the Langley City Economic Restart Action Plan.

PURPOSE:

The purpose of this report is to seek approval from City Council to endorse the Langley City Economic Restart Action Plan, which focuses on encouraging and supporting residents, businesses, investments, and job creation opportunities in the City in order to restart the economy from the COVID-19 pandemic.

COMMENTS/ANALYSIS:

The COVID-19 pandemic necessitated the introduction of dramatic measures by senior levels of government in order to prevent the spread of the novel coronavirus. These measures have significantly impacted certain sectors of the economy locally, provincially and federally. The Langley City Economic Restart Action Plan ("Plan") proposes a series of action items that will help restart the economy in support of local residents and businesses.

The Plan includes 16 action items under the following five (5) themes:

1. Sharing Information
2. Outreach
3. Advocacy
4. Stimulating Economy
5. Financial Support

The success of the Plan requires partnership between all levels of government and agencies. The community is counting on us to guide the reopening process. We need to build trust and confidence in our local economy among the businesses, residents and patrons by demonstrating leadership in information sharing, expertise and overall support.

In conclusion, a member of Council offered the following sentiment which is fitting during this period of time:

"It may be that you're familiar with the quote "A rising tide floats all boats"? In my opinion, this is a good message for a robust marketplace when we all benefit from a healthy economy. However, I see our current situation quite differently. As individuals and as entrepreneurs, we can NOT rely only on the forward motion of a recovering world. Rather, we need to challenge ourselves and each other to take individual initiative for our positions. As such, I would submit that "We are NOT all in the same boat as much as we are all in different boats, going through the same storm together". I can see that taking personal responsibility in following accepted protocols and learning from each other is key to the success of individual businesses for a greater collective benefit.

Further, with my nautical theme, "It's time for all hands to be on deck".

BUDGET IMPLICATIONS:

The Economic Development operating budget has a balance of \$40,000 which could support the implementation of the action items as outlined in the Langley City Economic Restart Action Plan.

ALTERNATIVES:

That the Langley City Economic Restart Action Plan be amended.

Respectfully Submitted,



Councillor Teri James
Chair
Economic Development Task Group



Councillor Paul Albrecht
Vice-Chair
Economic Development Task Group

Attachments:

1. Langley City Economic Restart Action Plan
2. May 21, 2020 Economic Development Task Group Meeting Notes
3. May 14, 2020 Economic Development Task Group Meeting Notes