

2020-63 Attachment-1: Economic Development Strategic Plan progress summary

Economic Development Strategic Plan

Q3, 2019-Q2, 2020; 60% complete

Recent progress/achievements to date

- Launched landing page for [project information and timelines](#).
- Economic Development Base Analysis Report complete (Phase 1).
 - Environmental scan of strategies and policies influencing the local economy
 - Market outlook to review and assess Guelph's investment readiness
 - Activities and achievements associated with Prosperity 2020
- Business and staff roundtables conducted to collect feedback about Guelph's economic priorities, as well as the business community's current challenges, aspirations and opportunities.
 - Thursday, February 16, 2020; 9-11 a.m. and 3-5 p.m. (business)
 - Friday, February 17, 1-2 p.m. (staff)
 - Monday, January 20, 2020; 3 p.m. (business)
- Public engagement survey completed to collect feedback from businesses, business service organizations, City staff, Council and the general public on economic development priorities and opportunities.
 - January 23 – February 20, 2020
- Economic Development Review, Assessment and Engagement Report (Phase 2)
 - SOAR Analysis (Strengths, Opportunities, Aspirations, and Results).
 - Engagement feedback analysis and assessment.
 - Review of current staff, projects and financial resources, advisory committee mandates, composition, roles, responsibilities for BDE.
 - Best practice review of other community economic development structure/resources/advisory committees.

New opportunities or relevant challenges

- Both the Province of Ontario and the City of Guelph declared a state of emergency due to the COVID-19 pandemic. Non-essential businesses were ordered closed, and City Staff began organizing to assist in the economic recovery efforts.
- As a result, the City is now working towards the economic recovery of our community as we manage unprecedented job losses and business declines.

Next steps

- Given the extraordinary circumstances that COVID-19 has created for the City, Guelph's businesses and residents, the Economic Development Strategic Plan will be paused. The information collected to date has been valuable and will be built on once we resume.