Date: December 12, 2017
To: Mayor Mary Smith and Council Members
From: Meaghan McGowan, Acting Economic Development Coordinator
Subject: Final Draft BR+E Report
Status: For Information

Recommendation

That the report of the Acting Economic Development Coordinator regarding the Final Draft Business Retention + Expansion (BR+E) report be received for information; and

That Council endorse the Township’s Business Retention + Expansion (BR+E) Report; and further

That the Economic Development and Business Committee (EDBC) finalize the Action Plan to implement the BR+E initiatives and report back to Council with respect to the same.

Information

The Business Retention + Expansion (BR+E) Report has been prepared using the results of the BR+E program, which focused on the retail and service sectors within the Township of Selwyn. The program, provided by the Ministry of Agriculture, Food and Rural Affairs (OMAFRA), is a community-based effort to assist and encourage local businesses to stay and grow in the community. The draft report highlights the results compiled from the face-to-face surveys that were conducted with 71 retail and service sector businesses in Selwyn Township. Recommendations and action items were then created by a BR+E Task Team to address any issues identified through the BR+E program results to help improve the environment for local businesses.

After posting the draft BR+E Report on the Township website and social media platforms, the feedback received has been incorporated into a final draft (attached). The Economic Development & Business Committee (EDBC) will continue to work with Township Staff to create a Timeline for the BR+E Action Items and determine who the potential partners would be to support / deliver on these initiatives. The report will be posted on the Township website and copies will be printed and made available to Council and staff to distribute at various functions, etc.
A key Action Item from the BR+E plan is already underway. Strexer Harrop & Associates has been engaged to develop an Economic Development Strategy and Plan along with a Marketing Plan. Strexer Harrop & Associates is attending the December 14th Special Meeting to provide an update and to hear from Council Members to develop an economic vision for the Township.

I would like to commend the efforts of the volunteer interviewers who assisted Township staff with the survey and the EDBC members for their hard work and dedication to helping ensure that local businesses stay and grow in our community.

**Strategic Plan Reference**

- Foster a healthy, engaged and connected community
- Achieve excellence in governance and service delivery
- Cultivate partnerships and promote collaboration

**Financial Impact**

Costs related to the Committee and its initiatives are included in the approved budget. Any capital items or other initiatives would be considered by Council during the budget process.

**Attachment**

- Draft BR+E Report
- Draft Appendix A: BR+E Action Plan and Timeline

---

Meaghan McGowan

Prepared By: Meaghan McGowan, Acting Economic Development Coordinator

Angela Chittick

Reviewed By: Angela Chittick, Manager of Community & Corporate Services/Clerk

Janice Lavalley

Reviewed By: Janice Lavalley, Chief Administrative Officer