

## Economic Development Advisory Committee

### Committee Mandate:

The mandate of the Economic Development Advisory Committee (EDAC) is to provide a local perspective and advice to Council with respect to achieving the City’s strategic goals and accompanying strategic directions. The Committee will:

- Address priorities that relate to economic development, tourism and the visitor economy, festivals and events, film and corporate partnerships;
- Provide advice on how to advance implementation strategies and work in collaboration to move forward the Economic Development Strategy;
- Identify economic development impediments and opportunities for the City;
- Advise on business attraction and business retention and expansion activities;
- Advise on ways to provide information about business to the general public;
- Attend to economic development matters which may be referred to the Committee by Council or other standing committees of Council; and
- Consider and make recommendations to Council on matters identified in the Committee’s work plan.

ITEM	DEPARTMENT / LEAD	INITIATOR / RATIONALE
1) Committee Welcome	Legislative Services / Clerk	Staff / Administrative
2) Review and Approve 2026 Work Plan	Economic Development / Staff Lead	Staff / Terms of Reference
3) Review of the Economic Development Division	Economic Development / Staff Lead	Staff / Orientation
4) Festivals and Events Strategy Update	Economic Development / Manager Tourism and Visitor Economy	Staff / Business Plan B Priority

**2026 Work Plan**  
**Economic Development Advisory Committee**

<b>ITEM</b>	<b>DEPARTMENT / LEAD</b>	<b>INITIATOR / RATIONALE</b>
5) Corporate Partnership Program Review	Economic Development / Staff Lead	Staff/Critical Program and Foundational Work Item
6) Commercial Demand Study Implementation <ul style="list-style-type: none"> <li>• Content Strategy Development</li> <li>• Subsector Report (CanExport Grant)</li> <li>• B2B Strategy</li> <li>• Investor Deck &amp; Proposal Development</li> </ul>	Economic Development / Staff Lead	Staff/Business Plan C Priority
7) Business Ambassador Program & Business Recognition Program	Economic Development / Staff Lead	Staff/Economic Development Strategy Action Item
8) Business Improvement Area (BIA) Initiatives	Economic Development / Staff Lead	Staff/ Economic Development Strategy Action Item
9) 2026 Year-end Review / Identify Potential Items for the 2027 Work Plan	Economic Development / Staff Lead	Staff / Terms of Reference
10) Committee Members' Roundtable / Emerging Issues ( <b>Standing Agenda Item</b> )	Committee / Chair	Committee