

Economic Development 2017 Budget Briefing Note

Description

The Economic Development Branch is part of the Planning, Infrastructure and Economic Development (PIED) Department, a department that champions the city-building agenda – from planning and delivering growth activities and infrastructure, to managing our assets and investments, to fostering economic prosperity.

The Economic Development Branch facilitates economic growth in Ottawa by focusing efforts on investment attraction and businesses retention/expansion, entrepreneurship, tourism development, and research and information tools. The department delivers programs, services, and initiatives that advance job creation and economic diversification by positioning the city as a key destination for talent, investment and innovation.

Programs/Services Offered

The City's updated four year Economic Development Strategy, Partnerships for Innovation, was approved by Council in May 2015. The strategy outlines the City's vision for economic development as well as programs and services to be implemented over the Term of Council. Key programs, services and initiatives include:

Invest Ottawa

- Provide direction, funding and oversight to Invest Ottawa – the City's arm's-length economic development agency
- Coordinate activities between Invest Ottawa and the City in the areas of business acceleration, sector development and international outreach
- Manage performance through metrics outlined in Invest Ottawa's Annual Operating Plan

Community Improvement Plans (CIPs)

- Manage and implement the city-wide Community Improvement Plan (CIP) program including existing pilots in Orléans and Carling Avenue as well as new areas such as Bells Corners

Capital Investment Track Program (CIT)

- Manage the Capital Investment Track (CIT) Program to guide targeted/strategic investments through the City's approval process with timely and customer-sensitive service

Innovation Centre at Bayview Yards

- Provide secretariat and in-kind support to the Innovation Centre – a non-profit organization responsible for managing the development of a one-stop-shop for innovation and entrepreneurship that will be home to early-stage companies, anchor businesses, incubation and accelerations organizations, business service agencies, post-secondary institutions and professional services businesses

Business Improvement Areas (BIAs)

- Provide issues management support for BIAs, including liaising with City departments and the Ottawa Council of BIAs (OCOBIAs) to resolve the concerns of local businesses
- Facilitate new BIA formations and BIA expansions

Innovation Pilot Program

- Manage a program that pilots the goods and services of start-ups throughout City departments
- Businesses and entrepreneurs receive invaluable feedback geared towards improving their product or service

Events Ottawa

- Provide funding and strategic direction to Events Ottawa, a division of Ottawa Tourism dedicated to attracting large-scale sporting and cultural events to Ottawa

Ottawa 2017

- Act as liaison with Celebrations Ottawa Inc., who is tasked with delivering celebrations and economic development opportunities for Canada's 150th anniversary of confederation

Sponsorship and Advertising

- Develop and market sponsorship and advertising opportunities using City assets
- Negotiate and support agreements with community partners
- Provide strategic advice to all departments on their sponsorship activities

Markets Management

- Administer day to day operations of the Byward and Parkdale Markets
- Plan and coordinate promotional efforts including events and advertising
- Manage the Byward and Parkdale Revitalization project