

ECONOMIC RESILIENCE & VISION TASK FORCE WORKPLAN

July 14, 2020



STRATHCONA
COUNTY

ALIGNING WITH COUNCIL'S STRATEGIC PLAN

Goal 1

Build strong communities to support the diverse needs of residents



Goal 2

Manage, invest and plan for sustainable municipal infrastructure



Goal 3

Cultivate economic diversification, with the petro-chemical industry and beyond, through a business-friendly environment



DESIRED OUTCOME

To demonstrate leadership and take action in response to the immediate economic challenges being faced by business, industry and residents in the County due to COVID-19, while also working to advance an optimistic, long-term vision for the County's economy based on diversification, resiliency, building on competitive advantages and providing a high quality of life.

AREAS OF FOCUS

- **Stabilization**
- **Advocacy**
- **Policy and Legislative Frameworks**
- **Communications and Awareness**

STABILIZATION

Provide advice and recommendations to Council to support immediate business and industry stabilization initiatives and short, medium and long term strategies to strengthen the local economy

ADVOCACY

Provide advice and recommendations to support Council's advocacy role with respect to business and industry support from the provincial and federal governments.

POLICY AND LEGISLATIVE FRAMEWORKS

Work with Council advisory committees, including the Economic Development and Tourism Advisory Committee, to provide advice and recommendations for policy and legislative frameworks to support economic diversification, resilience and vision, and strategic foundations for maintaining a competitive and attractive economic environment for investment by small, medium and large businesses and industry.

COMMUNICATIONS AND AWARENESS

To act as ambassadors, amplifying corporate messages to increase awareness of business and industry supports available, to champion County business and industry, and to highlight successful adaptations to the impacts of the pandemic.



MONITOR PROGRESS

The Task Force will work with County Administration to identify methods to monitor the progress and impact of its work. This will include gathering input from members of the public regarding their satisfaction with Council's leadership, actions, fiscal management, collaborative approach and advocacy related to the municipality's recovery and resilience efforts. It will also work with Administration to record, review and present the outcomes related to the municipality's recovery economic recovery, resilience and vision focus areas and objectives outlined in the associated bylaw.

CONCLUSION

The Economic Resilience and Vision Task Force will use the outcomes of this workplan as the foundation to formulate recommendations to Council on short, medium and long-term strategies for the municipality's recovery and economic resilience.

THANK YOU!

Questions?