

Report CAOR-PCD-02-16

To: Chair McQueen and Members of the Planning and Community Development Committee

From: Kim Wingrove, CAO

Meeting Date: June 21, 2016

Subject: **Staffing Considerations for Tourism and Economic Development**

Status: Recommendation adopted by Committee as presented per Resolution PCD72-16; Endorsed by County Council July 5, 2016 per Resolution CC87-16;

Recommendation(s)

WHEREAS Economic Development and Tourism are important priorities for Grey County;

AND WHEREAS Grey County Council has completed an economic development strategy and tourism destination development action plan to guide its efforts over the next three to five years;

AND WHEREAS the appropriate alignment of staff resources is required to achieve Council's strategic economic goals;

NOW THEREFORE BE IT RESOLVED THAT Report CAOR-PCD-02-16 be received

AND THAT the funding and positions allocated to two vacant economic development officer positions be reallocated to support the creation of a Manager, Economic Development position and that the economic development and tourism functions report to the office of the CAO.

Background

Economic development is a top priority for County Council and one of three key priorities in the draft updated Grey County Strategic Plan. The focus of the department's work is the attraction and retention of investment in the Grey County economy to support growth in jobs and assessment. Securing investment is accomplished by marketing and promoting opportunities and addressing challenges

and barriers to business success such as labour force, access to capital, transportation, regulatory matters, etc.

In order to realize the goals in the Economic Development Strategy and the Destination Development Action Plan in a timely and efficient manner it is important that these functions have dedicated leadership. The current organizational structure with a single manager providing to oversight to both functions does not allow either to realize its full potential.

The recently completed destination development action plan recommended refining staff duties to be more efficient and challenges the department to move product development and stakeholder communication to a more advanced level. These efforts would benefit from allowing the current manager to focus on these initiatives.

Currently, on the economic development side, the department is carrying two vacant economic development officer positions. By combining these existing resources and creating a single manager position with responsibility for economic development, the County will be in a position to attract a leader with the experience and education to move the economic agenda forward across the county.

A high degree of awareness of emerging issues, efficient responses to stakeholders and nurturing collaborative relationships with external partners are integral to the work of the CAO's office. Tourism and economic development shares those requirements and a direct reporting relationship to the CAO's office will facilitate access to people and awareness of issues thereby increasing efficiency and impact.

Financial/Staffing/Legal/Information Technology Considerations

There are no legal or information technology considerations.

As noted earlier in the report, this reorganization means there is one less staff than the current complement approved in the budget. This results in annualized savings of approximately \$63,000.

Link to Strategic Goals/Priorities

Support for the development of the Grey County economy is a key strategic priority.

Attachments

Manager of Economic Development Job description

Job Description - Manager of Economic Development (2016)

Respectfully submitted by, Kim Wingrove
Chief Administrative Officer



Job Description

Position Title: Manager of Economic Development

Department: Office of the Chief Administrative Officer – Economic Development

Reports To: Chief Administrative Officer

Purpose

Reporting to the Chief Administrative Officer (CAO), the primary role of the Manager of Economic Development is to facilitate the growth of the local economy and promote Grey County as a place to invest, work and live. This position manages local market information, provides business support services and economic planning in the County. The Manager of Economic Development directs economic development initiatives to achieve the objectives outlined by the Economic Development Strategy, the Corporate Strategic Plan and guided by the Economic Development Advisory Committee of Council.

Responsibilities

Under the guidance of the CAO, the Manager of Economic Development has the following duties and responsibilities:

- Lead and report on the implementation of key projects within the Economic Development Strategic Plan. Conduct research for the purpose of development/sourcing information and resources for industry specific initiatives and clients/prospects by collecting, collating and analyzing data; local market conditions and recommend directions targeting various business sectors;
- Meet with business owners/senior executives/developers to present and promote the County for investment purposes and provide assistance to businesses in such areas as sourcing financing alternatives, identifying available space, facilitating business support contacts, labour force development, accessing government assistance programs, etc.
- Prepare an annual operating budget. Provide financial oversight by monitoring and controlling program expenditures and revenues.
- Plan, coordinate, promote and deliver economic development related events, prepare communication material and represent the County in media interviews.