

ITEM	11
MANAGER'S REPORT NO.	72
COUNCIL MEETING	86/12/08

RE: ECONOMIC DEVELOPMENT PROMOTION  
LOANED EXECUTIVE ASSISTANCE PROGRAM

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER 1986 December 03

FROM: DIRECTOR PLANNING &  
BUILDING INSPECTION

SUBJECT: ECONOMIC DEVELOPMENT PROMOTION-  
LOANED EXECUTIVE ASSISTANCE PROGRAM

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RECOMMENDATION:

1. THAT this report be received for information.

REPORT

1.0 INTRODUCTION:

Council will recall that the Loaned Executive Assistance Program (LEAP) was developed in 1980, and that its primary purpose is to bring together persons from the public and private sectors to work as a team on special projects. The program has helped staff to critically examine and improve certain operations, and has proven to be of value as a form of development that contributes to the growth of those who participate in it. It is administered by a committee comprised of six executives from the private sector and the Municipal Manager and the five Directors. Members of the private sector who serve on the committee donate their personal expertise, and also use their "connections" with their company and other companies to recruit persons to work with Municipal employees on projects. This report provides Council with information on a project that the committee considered and approved on 1986 November 14.

2.0 BACKGROUND/SUMMARY:

At the 1986 November 14 Loaned Executive Assistance Program (LEAP) meeting, Mr. P.D. Sanderson, the Municipality's Economic Development Coordinator presented a project proposal for consideration of the LEAP Committee regarding the Municipality's role in promoting Economic Development. A copy of the report amended to reflect the discussion by the committee is attached for the information of Council. The project essentially proposes to examine the means by which the Municipality as a local level of government can effectively encourage and facilitate economic development in the community. The expertise offered by and through membership of the LEAP Committee would be drawn upon to review and offer advice and feedback on the Municipality's program.

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3.0 GENERAL COMMENTS

- 3.1 The LEAP Committee reviewed and approved the proposal at the 1986 November 14 meeting. In addition, a number of people were identified from the Municipality and the private sector to undertake the tasks outlined on the project. It is expected that the project will be underway early in the new year under the coordination of the Economic Development Coordinator.
- 3.2 This project is intended to assist the Municipality in its efforts to facilitate economic development and enhance the full range of development, investment, living, and employment opportunities that are available in Burnaby.



A. L. Parr  
DIRECTOR PLANNING &  
BUILDING INSPECTION

PS:hr  
Attach.

cc: LEAP Committee  
Director Engineering  
Director Finance  
Director Recreation & Cultural Services  
Director Administration & Community Services

TO: LOANED EXECUTIVE ASSISTANCE PROGRAM COMMITTEE 1986 SEPTEMBER 25

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: PROMOTION OF ECONOMIC DEVELOPMENT

1.0 SUMMARY:

The purpose of this proposal is to examine the means by which the Municipality of Burnaby as a local level of government can most effectively facilitate economic development in the community. It is proposed that the expertise offered by the membership of the LEAP Committee be drawn upon to provide advice and direction on the Municipality's program for stimulating and encouraging economic growth and job creation.

2.0 INTRODUCTION:

Government and the private sector are deeply concerned about the need to recover from the economic recession of the early 1980's and to effectively compete in a much more aggressive, technologically rich world economy in order to provide meaningful employment and maintain a high standard of living for all. The Federal and Provincial governments have initiated a variety of programs intended to promote job creation and economic development. Many of these programs appear to be applicable to Burnaby and some involve local government as well as the private sector in a co-operative effort. The Municipality of Burnaby recognizes the importance of encouraging economic development in the community and will continue to actively pursue its program in this effort.

Municipal government is in an excellent position to plan for and stimulate economic growth since it works closely with the community and is responsive to the needs and desires of the people. Local government also has a wealth of knowledge about the community and considerable expertise since its primary role is to provide a broad range of services on a day to day basis. In so doing, it is often advantageous to draw upon the expertise of private industry to provide feedback on our various efforts so that local government can continue to provide the best possible service to the community. It is also essential to foster a positive environment in which the private and public sectors can work together in a co-operative manner. It is therefore appropriate to utilize the expertise that is available through the LEAP Committee to review the Municipality's efforts towards economic development and offer suggestions on how this service can be best provided.

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3.0 OBJECTIVES AND SCOPE:

- a) To determine the most appropriate means by which the Corporation of the District of Burnaby can facilitate economic development.
- b) To evaluate the merits of preparing an "economic development strategy" for the Municipality.
- c) To evaluate Burnaby's current program for promoting economic development.
- d) To recommend appropriate further actions and programs for facilitating economic development in the Municipality.

4.0 ACTION PLAN:

- a) Review of the various tools, techniques and methodologies that are available and successfully employed by local government in the field of economic development.
- b) Survey other local governments to identify their efforts and programs for economic development.
- c) Examine the various efforts that are presently utilized by the Municipality in its program for promoting economic development.
- d) Analyze the usefulness of preparing an "economic development strategy" and determine its applicability to Burnaby.
- e) Identify specific initiatives and programs that the Municipality should be pursuing in the area of economic development.
- f) Identify appropriate measures in order to evaluate the success of the economic development program.

5.0 HUMAN RESOURCES REQUIRED: (suggested list for discussion)

- a) From the Private Sector:
  - owner/manager small business
  - land developer/real estate executive
  - large corporation executive
  - public relations specialist
  - investment broker
- b) From the Municipality:
  - Senior Management
  - Planning and Building Inspection-senior level
  - Finance - senior level
  - Economic Development Co-ordinator

6.0 SCHEDULE OF WORK:

- a) Phase I - Initial review of proposal and establishing terms of reference.

Municipal Committee Members:  
2 hours per week for 2 weeks (2x2x4) = 16 hours

Private Committee Members:  
2 hours per week for 2 weeks (2x2x4) = 24 hours

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b) Phase II - Gathering of information and discussion of the tools and techniques employed in the field of economic development and a survey of programs employed by other local governments.

Municipal Committee Members:  
2 hours per week for 3 weeks (2x3x4) = 24 hours

Private Committee Members:  
2 hours per week for 3 weeks (2x3x6) = 36 hours

c) Phase III- Evaluation of existing Municipal program for encouraging economic development.

Municipal Committee Members:  
3 hours (3x4) = 12 hours

Private Committee Members:  
3 hours (3x6) = 18 hours

d) Phase IV - Review of the applicability and general context of an "economic development strategy" to Burnaby.

Municipal Committee Members:  
3 hours (3x4) = 12 hours

Private Committee Members:  
3 hours (3x6) = 18 hours

e) Phase V - Identify specific initiatives for Burnaby to implement in its economic development program and the measures to evaluate its success.

Municipal Committee Members:  
3 hours (3x4) = 12 hours

Private Committee Members:  
3 hours (3x6) = 18 hours

Total Municipal Time = 76 hours ÷ 8 hours per day = 9.5 man days

Total Private Time = 114 hours ÷ 8 hours per day = 14.25 man days

#### 7.0 COST/BENEFIT ANALYSIS:

It is difficult to determine the direct or monetary benefits derived from this exercise. Promoting and encouraging economic development in a community is a valuable service that local government should provide in order to ensure that the community can offer a wide range of employment, recreational, cultural, educational and housing opportunities. There are many external and uncontrolled forces that determine and affect these essential components of a community and the success of these endeavors cannot be attributed to any single factor. However, in its capacity as a local level of government, the Municipality must ensure that the delivery of this service to the community must be readily available, of the highest quality, and responsive to the needs of the user.

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8.0 IMPLEMENTATION PLANNING:

- a) Recommendations of the LEAP Committee to be submitted to Manager/Council.
- b) Economic Development Program to be pursued as required.
- c) Allocation of appropriate budget and staffing for continued delivery of the Municipal Economic Development Program.

9.0 PROJECT TEAM CO-ORDINATOR:

Phil Sanderson, Economic Development Co-ordinator.

  
A. L. Parr,  
DIRECTOR PLANNING &  
BUILDING INSPECTION

PDS:hr