Business Concierge Program

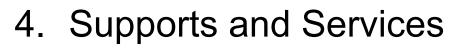
Status Update, Launch and Implementation



March 1, 2021

1. Program Objectives

- 2. Phased Work Completion
- 3. Project Eligibility Criteria



5. Next Steps and Recommendations



On the

Agenda

Program Objectives

- Continue to expedite the Town's review process;
- Collaborate with external agencies to ensure key files are expedited;
- Provide an elevated customer service experience;
- Identify and implement innovative solutions to issues;
- Enhance the Town's 'Open for Business' approach and economic competitiveness;
- Grow and diversify the economy by attracting top-tier businesses;
- Continue to leverage and strengthen inter-departmental and interagency collaboration; and
- Support and supplement implementation of related strategies.



Phased Work Completion

Phase 1	Research, Concept Development & Phased Work Plan
Phase 2	Internal Consultation
Phase 3	External Consultation & Conceptual Draft
Phase 4	Concept Finalization
Phase 5	Program Launch & Implementation



Project Eligibility Criteria

- Large development in Town Employment Areas;
- Minimum of 100,000 sq. ft. of gross floor area;
- High profile and complex proposal;
- Major employment (100+ jobs) and assessment generator;
- Major office, commercial/retail, mixed-use or tourism use;
- Large monetary investment;
- Key sector aligned with the Town's priority sectors; and
- Project facing urgent timelines.



Supports & Services





Next Steps & Recommendations

- Recommendations and Program Implementation
- Communications, Marketing and Education
 - -Website launch
 - Advertising
 - Staff Education
- Resourcing Strategy
- Continuous Program Enhancements



THANK YOU

