

Document 5 - Economic Development Programs and Initiatives

Economic Development Grant Programs:

- **Community Economic Development Grant Program (CED):** The City provides an annual application based CED grant program totaling \$285,000 aimed at positively impacting under-represented segments of the Ottawa population (residents of lower income neighbourhoods, youth, older adults, rural residents, new immigrants, racialized and indigenous populations, etc.) through financial support to non-profit organizations for new, or expanded, initiatives that enable the creation of jobs and new enterprises. An Economic Development Officer administers the program and liaises regularly with program participants to support and ensure project success. Examples of past project funding include: Connected Canadians received a funding contribution of \$50,000 toward a project titled "Increasing Newcomer Employability Through a Digital Senior Digital Literacy Support Program", Matthew House received a funding contribution of \$23,809 toward a project titled "Social Employment Program for Ottawa Refugees", and the Ottawa Chinese Community Service Centre received a funding contribution of \$80,000 toward a project titled "Women IT Teleworkers".
- **Business Improvement Area (BIA) Grant Programs:** The City provides annual application-based BIA grant funding totaling \$340,000 under four program streams: Mural & Architectural Design Feature, Research, Anti-Graffiti, and Formation & Expansion. The projects and initiatives funded under these programs support prosperous and attractive districts that attract shoppers and new businesses, resulting in stronger commercial main streets and neighbourhoods in Ottawa.

Main Economic Development Programs and Services:

- **Service Delivery Partner Oversight:** Economic Development Services manages multiple funding agreements to service delivery partners for the provision of sector specific economic development programs and services as well as for project execution. Oversight includes ensuring alignment with City economic development priorities, determining value for money and impact, negotiating terms and conditions, and reviewing reporting requirements for compliance and adherence to funding terms and the delivery of activities and outcomes, all in compliance with the City's Grants and Contribution Policy. As part of this work, Economic Development Services communicates regularly with the senior leaders of each service delivery

partner for regular updates and attends and participates in Board of Directors or Board Committee meetings, depending on the terms of the partnership. Economic Development Services also works regularly with other City departments and external organizations to find strategic alignment and collaboration opportunities with funded partners. All funded service delivery partners are encouraged to leverage funding from other levels of government and diversify funding sources where possible.

- BIA and Ottawa Coalition of Business Improvement Areas (OCOBIA) Support: In addition to the BIA grant programs, an Economic Development Officer liaises regularly with BIAs on opportunities, issues resolution, governance support, and formation and boundary expansions. Economic Development Services also works closely with OCOBIA leadership on advancing BIA priorities and provides funding support for small projects.
- Rural Economic Development Strategy and Programming: Approved by Council in March 2020, the City's Rural Economic Development Strategy addresses the unique challenges and opportunities of Ottawa's rural economy with a focus on a supportive environment for rural businesses, rural tourism, innovation in agriculture, and advocacy for rural priorities. Since the approval of the Rural Strategy, several actions and initiatives have been implemented by Economic Development Services and partners, including the creation of a Rural Business Tool-Kit, Ward specific rural tourism itineraries and cycling routes, on-farm diversified use permissions, rural internet connectivity advocacy and support, and the creation of Ottawa's Smart Farm operated by Invest Ottawa. The City's Rural Affairs Office also supports the rural economy through the Rural Association Partnership Program and the Rural Community Building Grants Program, while also providing a streamlined interface to City rural programs and services. The Rural Economic Development Strategy will be updated early next year to align with the Economic Development Strategy and Action Plan and reflect any direction and opportunities that may arise from the planned 2024 Rural Summit.
- Nightlife Economy Action Plan: Approved by Council in May 2023, Ottawa's first-ever Nightlife Economy Action Plan addresses the economic opportunities and challenges of Ottawa's nightlife. The Action Plan's recommendations establish a framework to grow a more vibrant, diverse, inclusive, viable, safe, and well managed nightlife. A new Nightlife Commissioner, expected to be in place by spring 2024, will lead the implementation of the Action Plan and support the growth and development of Ottawa's nightlife economy, establishing the city as a nightlife destination of choice for residents, visitors, investors, and businesses. Working with key nightlife sectors and stakeholders, the Commissioner will engage with the nightlife audience and businesses, liaise with City officials and regulators, and deliver the City's nightlife vision in collaboration with partners. The Nightlife Economy Action Plan

builds on the development of the Ottawa Music Strategy (2018-2020), intended to support the growth of the local music industry, and establish Ottawa as a global music city. The Nightlife Economy Action Plan will also be reviewed to ensure alignment with the Economic Development Strategy and Action Plan.

- High Economic Impact Project (HEIP) Program: HEIPs are significant development initiatives that support the City's economic development and city building priorities. As an investment attraction and business expansion tool, the program provides a dedicated account management approach, assigning a Planner and Economic Development Officer to eligible projects to aid in site selection, issues resolution, and navigating the planning approvals process to ensure economic development objectives are realized in a timely manner. Program eligibility criteria includes metrics such as project scope, economic impact and job creation, and applies only to commercial, industrial, and institutional developments. Recent examples of HEIPs include the Amazon Warehouse in Barrhaven, the new Nokia campus in Kanata North, the Hard Rock Hotel and Casino, and the UOttawa Advanced Medical Research Centre.
- Immigrant Entrepreneur Awards (IEAs): Since 2012, Economic Development Services has delivered the City's annual IEAs program. These awards recognize the business success of individuals born outside of Canada who now make Ottawa their home. The program acknowledges the considerable contribution of immigrant entrepreneurs to the Ottawa economy and the city's entrepreneurial culture while also inspiring other new Canadians to start their own businesses. The IEAs are delivered in partnership with TiE Ottawa, a non-profit organization dedicated to promoting and supporting entrepreneurs. New in 2023, the IEA added an award category to recognize the achievements of immigrant youth entrepreneurs.
- Innovation Pilot Program (IPP): This program provides entrepreneurs, businesses, and researchers the opportunity to test and refine products in a real-life environment, with either the City or one of its economic development partners. The program supports local innovation by providing companies with valuable testing data and feedback prior to bringing a product or service to market. While not a pathway to procurement, the program introduces City staff and partners to innovative technologies. In 2020, Economic Development delivered a special Economic Recovery IPP aimed at solutions to support COVID-19 economic recovery. As part of the Economic Development Strategy and Action Plan, the IPP will be updated, improved, and relaunched based on lessons learned over the past several years.
- Community Improvement Plans (CIPs): The City uses Community Improvement Plans (CIPs) as an economic development tool to intervene in targeted areas experiencing physical declines in local building stock, and/or declining social,

environmental, or economic conditions, and to help to achieve specific economic development or urban renewal outcomes including business attraction, main street/urban renewal, job creation, and supporting heritage preservation and restoration. CIPs are the only incentive tool allowed under the Planning Act of Ontario and the Ontario Municipal Act. There are currently three active Council approved economic development CIPs: the Montreal Road CIP, the Integrated Orléans CIP, and the Heritage CIP. In each of these, incentives are provided in the form of a Tax Increment Equivalent Grant calculated based on the incremental increase in municipal property taxes attributable to the CIP project.