

Document 4 - Economic Development Partners

Service Delivery Partners Receiving Operating Funding:

- Invest Ottawa (IO): IO is the City's long-standing and primary delivery partner for economic development in the knowledge-based sector. As an independent, not-for-profit organization with the Mayor as Board Co-Chair, IO receives funding from all three levels of government, including operating funding from the City through a \$4.625 million annual funding contribution (administered through a multi-year funding agreement). Guided by a vision to help realize Ottawa's full potential as a globally recognized, innovative, inclusive, and future-ready city, Invest Ottawa facilitates knowledge-based sector growth and job creation through a variety of programs and services focused on incubation and acceleration services for start-up and scale-up businesses, foreign direct investment facilitation, business retention and expansion services, as well as talent attraction and retention. Invest Ottawa provides targeted coverage and support in the areas of software, telecom, aerospace, defence, cybersecurity, cleantech, digital health, smart mobility, life sciences, semi-conductors, and software e-commerce. Programming is delivered at Bayview Yards, a purpose built one-stop business acceleration shop that facilitates innovation and collaboration. In addition, IO also operates Ottawa's Smart Farm and Area X.O, a research and development complex that enables the development, testing, and implementation of mobility, connectivity, and autonomous technologies. IO offers tailored programming focused on Women Founders and immigrants and incorporates diversity, equity, and inclusion in all its programs and services. Beyond the provision of core funding, IO has a one-dollar-per-year lease agreement with the City for Bayview Yards and the City transfers additional funds totaling \$293, 500 from the Rural Affairs Office to IO to support the Smart Farm and Area X.O. Between 2012 and 2022, IO has supported: thousands of start-ups and scale-ups, \$1.880 billion in capital, creation of 15,231 jobs, and \$1.476B in domestic and foreign investment. In 2022 alone, IO's impact included the creation of 5,223 jobs and \$663 million in GDP impact of which \$404 million was employment income.
- Ottawa Film Office (OFO): OFO is a not-for-profit organization that receives \$400,000 in City funding annually (administered through a multi-year funding agreement) for the continued development, retention, competitiveness, and enhancement of Ottawa's film, television, and animation sector. OFO is governed by a Board of Directors which includes one representative from City Council and the General Manager of Planning, Real Estate and Economic Development. OFO promotes the city as a preferred industry destination, attracts new screen-based projects to Ottawa, supports the growth of the local industry, and helps producers find locations, crew, and the services needed for production. Through the Events

Central Office in the Emergency and Protective Services Department, the City also provides a streamlined process for film permitting. In 2023, the city hosted thirty feature length films, including eight holiday movies, as well as 8 French-language television series. These productions generated over \$42 million in economic activity, with money spent directly on local labour, goods, and services.

- **Ottawa Music Industry Coalition (OMIC):** OMIC is a not-for-profit member-based organization that receives \$200,000 annually from the City (administered through a multi-year funding agreement) to grow the local music industry for the benefit of the economy and Ottawa's brand identity and quality of life. OMIC brings together artists, music businesses, venues, and music festivals to work towards common goals, including the evolution of Ottawa as a Music City. OMIC also researches and advocates on behalf of the industry and supports the growth and development of local artists, entrepreneurs, and music professionals. OMIC administers the Ottawa Music Development Fund and hosts the annual Capital Music Awards. The City has partnered with OMIC on the City Sounds Live outdoor concert series for the past three years. In 2023, the series delivered free, evening concerts in 12 neighbourhoods across Ottawa supporting main street vibrancy and positive community engagement with the live music sector.

Other Economic Development Partners:

- **Ottawa Tourism (OT):** OT is Ottawa's destination marketing, management, and development organization. They drive the local visitor economy by attracting business and leisure travelers, meetings and conventions, and major events to the city. As a not-for-profit, membership-based organization governed by a Board of Directors, OT previously received \$1.5 million in annual funding from the City to support the Major Events Fund. This fund, managed by the Major Events Office with oversight from the Tourism Development Council, allows OT to execute the "Bid More, Win More, Host More" program which supports the delivery of major sporting and cultural events that generate significant economic impact for Ottawa. As approved in the 2024 City Budget, the Municipal Accommodation Tax (MAT), which is billed per room night to accommodation guests and funds sales, marketing, and destination development activities led by OT, was increased from 4.0 per cent to 5.0 per cent. The additional funds collected from the MAT increase will support specific tourism initiatives including major events, marquee festivals, destination infrastructure, and air service development to name a few. In addition to promoting Ottawa as a visitor and major event destination, OT also leads place branding efforts for Ottawa as well as the development of the city's visitor experience through its Destination Development Fund which supports the creation of new and innovative destination offerings.

- Business Improvement Areas (BIAs) and the Ottawa Coalition of Business Improvement Areas (OCOBIA): Ottawa has 18 BIAs located in urban, suburban, and rural areas who deliver physical improvements, enhance customer experience, and promote economic development in their respective districts. BIAs are established through specific provisions in the Municipal Act and each BIA is governed by a Board of Management. All property owners within a BIA boundary pay a levy to support BIA operations and activities. As the collective voice of BIAs, OCOBIA was established in 2015 and works to advocate and influence policies that impact BIAs, small business, and the surrounding community. OCOBIA also provides a central point of communication, collaboration, and guidance between the BIAs and City departments. The City regularly collaborates with BIAs and OCOBIA and specifically supports BIAs through several annual grant programs including the BIA Anti-Graffiti Funding Program, BIA Mural & Architectural Design Feature Funding Program, BIA Research Funding Program, and BIA Formation & Expansion Funding Program.
- Ottawa Festivals (OF): OFN is a not-for-profit organization that advances the city's festival industry through research, advocacy, and education. OFN works to create an effective networking environment for festivals and special events, speaks with one voice to address common issues and barriers, and supports opportunities that benefit the industry. While the City does not provide operational funding to OFN, the City does partner with OFN on projects that support the city's festival industry, including sector specific research and the development of a special event toolkit.
- Ottawa Board of Trade (OBOT): OBOT is member-based organization that advocates for collaborative and sustainable community prosperity and gives a voice to the local business community. OBOT delivers programs that remove barriers to economic growth and delivers the local business perspective to policy and program initiatives. While the City does not provide operational funding to OBOT, the City does partner with OBOT on several events including the annual Ottawa Economic Outlook Luncheon and City Building Summit as well as ad hoc projects such as the Buy Local campaign and Ottawa Ambassador Program during the pandemic. Most recently, the City has partnered with OBOT on the development of a Downtown Action Plan.
- Regroupement des gens d'affaires de la capitale nationale (RGA): RGA is Ottawa's Francophone and Francophile chamber of commerce that serves businesses and entrepreneurs in Ottawa's Francophone and Francophile business community and brings the Francophone perspective to policy and program initiatives. While the City does not provide operational funding to RGA, the City does partner with RGA on projects that support Ottawa's Francophone business community and enhance bilingual service delivery, such as the 2021 production of videos promoting the delivery of bilingual services by local businesses.

- Ottawa Local Immigration Partnership (OLIP): OLIP is a multi-sectoral partnership of approximately 60 local stakeholders working on a shared vision and common priorities to build local capacity to attract, settle, and integrate immigrants. OLIP advocates for immigrant education, economic integration, settlement services, employment services, and anti-racism policy. In addition, OLIP promotes strategic alignment of partner plans and priorities, facilitates collaboration across sectors, and mobilizes resources to develop effective responses to barriers and challenges. The City collaborates with OLIP through participation in their various sector tables, including one focused on economic integration. The Economic Development Strategy and Action Plan recommends expanding the City's partnership with OLIP by co-chairing its Economic Sector Table and collaborating on projects and programs that advance the economic integration of immigrants.
- Community Economic Development Partners (CED): CED partners work to advance economic equity and remove barriers to employment and entrepreneurship for underrepresented groups, including racialized and immigrant populations. In addition to OLIP, CED organizations include Ottawa's Centre for Social Enterprise Development, Ottawa Community Foundation, Ottawa Community Loan Fund, Hire Immigrants Ottawa, and the United Way, to name a few. The City's CED annual grant program provides financial support for CED focused projects and the Economic Development Strategy and Action Plan seeks to expand CED City partnerships with a focus on more under-represented groups including Indigenous, Black, and racialized.