

**Report to
Rapport au:**

**Finance and Economic Development Committee
Comité des finances et du développement économique
7 February 2017 / 7 février 2017**

**Submitted on December 13, 2016
Soumis le 13 décembre 2016**

**Submitted by
Soumis par:
French Language Services Advisory Committee / Comité consultatif sur les
services en français**

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2016-CCS-FLA-0002

**SUBJECT: SUPPORTING THE GROWTH OF FRANCOPHONE AND
FRANCOPHILE BUSINESSES IN OTTAWA**

**OBJET: SOUTENIR LA CROISSANCE D'ENTREPRISES FRANCOPHONES ET
FRANCOPHILES À OTTAWA**

REPORT RECOMMENDATION

That the French Language Services Advisory Committee recommend that the Finance and Economic Development Committee receive this report for information.

RECOMMANDATION DU RAPPORT

Que le Comité consultatif sur les services en français recommande que le Comité des finances et du développement économique de prendre connaissance de ce rapport à titre d'information.

BACKGROUND

The French Language Services Advisory Committee (FLSAC) received a presentation from staff from the Economic Development branch, Planning, Infrastructure and Economic Development Services Department on September 8, 2016 outlining the current services offered for local businesses. The FLSAC developed a Sub-Committee to review the information received and to develop a set of recommendations that were discussed and adopted at the FLSAC meeting of November 10, 2016.

DISCUSSION

The mandate of the French Language Services Advisory Committee is to advise Ottawa City Council on issues that impact the implementation of the Bilingualism Policy and its application to City's services, programs, policies and initiatives. The FLSAC developed a three year work plan from 2015 to 2108 in accordance with the City's Strategic priorities. The third objective of the FLSAC work plan is to be informed and provide advice to the Economic Development and Innovation Branch on the development of a communications strategy aiming at forming strong links within Ottawa's Francophone and Francophile business community.

To support this objective, the FLSAC created a Sub-Committee of two members to lead the Advisory Committee's work.

In the September 8, 2016 presentation from staff, four open questions were raised to FLSAC to help guide the discussions and recommendations so they would be in line with the objectives of the department. The four questions were:

1. Can the FLSAC advise us on developing criteria for determining whether an organization can be defined as Francophone or Francophile?
2. Does the FLSAC have advice for encouraging the Francophone and Francophile business community to take part in the programs offered by the Economic Development Directorate?
3. Can the FLSAC suggest Francophone or Francophile businesses that could benefit from the Business Outreach Program?
4. Does the FLSAC have recommendations on the way in which the City of Ottawa and its partners position the bilingual work force in their efforts to attract investment?

Following the September 8, 2016 meeting, the Sub-committee engaged the members of the FLSAC for their comments on the four questions and to develop recommendations for the FLSAC meeting of November 10, 2016.

The French Language Services Advisory Committee response to the four questions along with recommendations for the Finance and Economic Development Committee are attached as Document 1.

RURAL IMPLICATIONS

There are no rural implications associated with the report recommendations.

CONSULTATION

The French Language Services Advisory Committee meetings of September 8, 2016 and November 10, 2016 were open to the public.

No public delegations and no public submissions were received at the FLSAC meetings.

The Economic Development Branch, Planning, Infrastructure and Economic Development Department participated in discussions with the Advisory Committee leading to the development of this report. The report touches on the many points of service delivery discussed and provides useful advice to guide future discussions and program development.

COMMENTS BY THE WARD COUNCILLOR(S)

This is a City-Wide report.

ADVISORY COMMITTEE(S) COMMENTS

This report is developed by the French Language Services Advisory Committee.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk implications.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with this report.

FINANCIAL IMPLICATIONS

There are financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications with this report.

TERM OF COUNCIL PRIORITIES

EP1 – Promote Ottawa

SUPPORTING DOCUMENTATION

Document 1 – French Language Services Advisory Committee recommendations in supporting the growth of Francophone and Francophile Business in Ottawa.

DISPOSITION

The Economic Development Branch, Planning, Infrastructure and Economic Development Department staff will undertake the appropriate action following Committee’s consideration of the report.