

Canmore COVID-19 Business Recovery Taskforce Terms of Reference

Date approved by Council: June 2, 2020

Committee Name: Canmore COVID-19 Business Recovery Taskforce

Type: Ad hoc/advisory

Purpose: This Task Force will work alongside the Town of Canmore Economic Development Department to help implement the recovery plan, monitor its progress, and advise adaptations as needed.

Scope: The Business Recovery Taskforce will look to develop recommendations to support the return to work of Canmore's workforce, to support business operations in their recovery efforts and future growth, and to identify opportunities to propel our community beyond the recovery stage. Their recovery work will align with the key principles outlined in the Town of Canmore Economic Development 5 Year Strategy and includes the development of actions that will affect the long-term economic impact of Canmore.

Authority: The Task Force is advisory. The Task Force will work to develop recommendations based on their combined expertise and experience that will help prioritize areas of focus and priority for the Economic Development Department. Final decisions will be at the discretion of the Manager of Economic Development, Senior Administration and Town Council.

Taskforce members:

The Taskforce will consist of up to 9 members made up out of the following:

Two (2) Town Councilors

Industry Representation (max. 5): Priority will be given to representative from the following industry sectors¹, while focusing on diversity of industrial voices in the final selection process.

- Health Science and Services
- Arts, Culture, and Entertainment
- Professional, Scientific, and Technical Services
- Tourism
- Manufacturing
- Building and Development Sector
- Retail

Members eligibility:

- Currently own, be a retired owner, or operator of a business within Canmore if representing industry sectors, and/or
- Resident or semi-permanent resident of Canmore

¹ Top 5 are growth sectors as identified by the Economic Development Strategy for the Town of Canmore

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Outside Agencies (2):

- Community Futures Centre West
- Job Resource Centre Canmore/Banff
- Representative from the Immigration partnership
- Not-for-profit community

Members eligibility not for profit sector:

- Resident or semi-permanent resident of Canmore

Meeting arrangements

Meeting bi-weekly initially with scheduled meetings then reviewed on a quarterly basis. Taskforce will re-assess the situations after 12 month, or 6 months post stage 3 whichever comes sooner.

Reporting: The taskforce will report to the Manager of Economic Development. Reports will be provided to Senior Administration and Town Council to prioritize focus and efforts in the recovery work proposed when required.

Resources and budget: TBD

Deliverables

Key Priorities:

1. Identify critical “pain points” in industry sectors
2. Workforce retention and development strategies
3. Identify and address barriers to businesses and the success of their operations
4. Identify supports and or programs needed for businesses and or industry sectors to recover and thrive
5. Support business expansion and acceleration tactics

The Taskforce will review key priority areas and determine capacity and focus areas at first meeting.

Examples of ideas that would be in scope:

- Develop a cluster assessment to identify common pain points, actions, vision, information, or resources and identify course of action to address. Review the effectiveness of current economic recovery efforts and advise on recommended changes.
- Identify critical data to decision making processes, and determine how to collect, and/or report on this in order to effectively make decisions.
- Mentorship Program: If identified as a priority, the taskforce could provide recommendations or program outline, assist in recruitment of mentors.
- Broadband Implementation: The impacts of COVID-19 on business has emphasized the need for reliable high-speed internet to accommodate businesses adaptation towards online services such as e-commerce, electronic or cloud-based platforms and mobile point-of-sale systems. As

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we move forward a broadband planning study, there is an opportunity for the Taskforce to advise on network design project terms of reference to moving into RFP.

Elements included in the Economic Recovery Plan that have already been implemented through the Economic Response work:

Key Principles: ✓

Compile all available resources into a one-stop-shop accessible to all partner organizations

United voice in moving the economy forward

Avoid Duplication of services and programs

Partnership and Collaboration

Consistency and effectiveness in communication

Key Priorities: ✓

Online Resource: COVID Business Support Hub

Connect businesses with resources and tools

Financial support and centralize application process

The Business Recovery Taskforce will receive progress reports and provide recommend adjustments if improvements are identified.

ⁱ <https://www.ontario.ca/page/guidelines-develop-economic-cluster-plan>