

Implementation: Pairing Planning and Economic Development

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What are our respective goals?

Planning

- develop plans
- implement adopted plans
- consistent application of bylaws

Economic Development

- tax diversification
- job creation

Traditional Approach to Planning



- implement plans
- long term focus
- property specific
- rigid application of bylaws

Traditional Approach to Economic Development

- marketing and promotion
 - short term focus
 - client specific
- overly accommodating



Problems with Traditional Approaches

- creates conflict
- lack of certainty
- delays in responding to client inquiries
- disconnect between short term actions and long term goals

What if the approaches were merged?

Planning Economic Development + Planning Economic Development

implement plans market and promote plans marketing and promotion

long term focus short and long term considerations short term focus

property specific right client for the right property client specific

rigid application of bylaws responsive and current bylaws overly accommodating

Mechanics of Integrated Approach

- Economic Development is a City function
 - physical integration of key staff
- involvement of EDO in Planning processes
 - involvement of Planning in Economic Development processes

Benefits of Integrated Approach

- shared vision
 - immediacy
 - certainty
- fosters innovation
 - team focus
 - trust

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Success From All Perspectives

- Economic Development: Makes us more competitive; client focused; “one stop”
 - Planning: Implementation
 - Community: Vision realized, faster

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