



CITY OF IQALUIT
2015 – 2019
COMMUNITY ECONOMIC
DEVELOPMENT PLAN
PART II - IMPLEMENTATION



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PREPARED BY THE CITY OF IQALUIT

Table of Contents

Goals and Objectives

Economic Sectors for Development and Implementation

Business.....	page 1
Tourism.....	page 2
Mining.....	page 3
Environment & Renewable Resources.....	page 3
Education & Training.....	page 4
Arts and Crafts.....	page 5
Culture and Social Wellness.....	page 6
Responsibilities for Communication and Report of the CED Plan.....	page 8

Business Sector

Objective #1: Review By-laws to ensure that they are business friendly

Tasks	Lead	When	Expected Outcome
Research best practices in business licensing	EDO		
Simplify process for obtaining a business license			Revised process that is more business friendly
Work together with WSCC, GN – Legal Registries, Health & Fire Inspections to simplify process			Easier process and proper schedule of deadlines, clear requirements, stronger relationships with other regulators

Objective #2: Encourage the development of businesses:

Tasks	Lead	When	Expected Outcome
Encourage new entrepreneurs in pursuing new business ideas	EDO		More small businesses and new entrepreneurs
Provide funding information for start up to potential entrepreneurs			More funding applications for small businesses

Objective #3: Ongoing communication with businesses

Tasks	Lead	When	Expected Outcome
Review and update list of all businesses	EDO		Regular contact with the businesses and entrepreneurs
Provide businesses with information on all programs available for their use, be it start up, expansion or wind down services			Fully informed businesses of various programs available
Assist businesses in answering any queries or in the preparation of their applications for funding			Stronger applications

Tourism Sector

Objective #1: Develop a Tourism Strategy

Task	Lead	When	Expected Outcomes
Prepare ToR and RFP for the tourism strategy	EDO		Completed ToR and RFP for a Tourism Strategy
Circulate & receive proposals			
Review proposals and award contract			A consulting firm selected by the Tourism Committee
Apply for funding for a strategy and marketing plan			A funding for a tourism strategy and marketing plan
Receive completed strategy			Final Tourism Strategy and Marketing Plan
Implement Tourism Strategy and Marketing Plan			Strong tourism committee

Objective #2: Provide support to local businesses in developing their products and services

Task	Lead	When	Expected Outcome
Promote new funding and programming and provide assistance as required	EDO		Increase number of queries into business funding.
Announce updates to all entrepreneurs through information sessions, radio, posters, advertisements			Better informed clients as to what is happening
Hold information sessions on business start up			Well prepared session and better informed individuals
Assist entrepreneurs in securing their funding			Increased number of businesses starting up or expanding

Objective #3: Attend Trade Shows to promote the community

Task	Lead	When	Expected Outcome
Prepare list of trade to attend	EDO	Ongoing	List of trade shows to attend – updated annually
Share list with outfitters and hotels and bed/breakfasts			Increased awareness of tourism operators of trade shows and benefits
Secure funding for trade show attendance			Maximum number of participants from the community can attend trade shows
Attend trade shows at least one a year			Increased exposure for outfitters/hotels/B&B owners

Objective #4: Update the Iqaluit Website on a regular basis

Task	Lead	When	Expected Outcome
Review information on current web site	EDO		Information is reviewed on a monthly basis
Update the web site on a monthly basis			Updated information including listings for outfitters and tourism packages available for tourists

Mining Sector

Objective #1: Encourage mining companies to set up satellite offices in Iqaluit

Tasks	Lead	When	Expected Outcome
Determine the number of mining companies operating in the territory	EDO		A list of all mining companies operating in the territory
Prepare a document outlining the benefits of having an office in the Capital City			A complete brochure outlining the benefits of establishing an office in Iqaluit with lease rates and licensing processes
Identify potential office space for the mining companies			A list of possible office spaces for the mining companies to be offered including the lease rates, and positions
Contact mining and forward a brochure to interested companies			Mining companies setting up satellite offices

Environment and Renewable Resources Sector

Objective #1: Assist in Promoting Fisheries Training

Tasks	Lead	When	Expected Outcome
Offer to assist in advertising the fisheries training program			Better awareness of programs offered

Objective #2: Provide better support to the HTO

Tasks	Lead	When	Expected Outcome
Contact HTO to schedule a meeting	EDO		
Meet with HTO Board of Directors to establish their needs			A list of issues faced by the HTO
Prepare possible list of solutions for the issues faced by the HTO			A summary of solutions along with identified funding
Implement solutions with HTO			

Objective #3: To continue holding annual community cleanups

Tasks	Lead	When	Expected Outcome
Prepare flyers and posters for annual clean up	EDO		letting people know about the annual spring cleanups
Encourage participation by offering prizes			Increased participation of community members
Host a community feast as a thank you to all volunteers			to make everyone feel appreciated for their efforts.

Objective #4: Hire summer students to collect garbage on the roadways for the summer months

Tasks	Who	When	Expected Outcome
Secure, prepare job descriptions & salary for the positions	EDO		Complete job descriptions for the positions
Advertise the position and accept applications & hire students			A number of applicants for the positions

Objective #5: Install more garbage bins

Tasks	Lead	When	Expected Outcome
Determine the cost per garbage can including installation	EDO		A firm unit price to be budgeted for
Determine the number of garbage bins required for the City			A firm number of bins required
Prepare budget for submission, and purchase bins			Complete budget for the installation
Installation of bins			Bins installed

Objective #6: Review dog bylaws to ensure owners clean up after their pets in common areas used by all residents

Tasks	Lead	When	Expected Outcome
Participate in City administration to review the Bylaw			A re-written bylaw regarding dog waste
Submit for debate and approval			A finalised agreed upon By-law
Implement Bylaw			

Education and Training Sector**Objective #1: Organize Career Fairs with schools and the NAC**

Tasks	Lead	When	Expected Outcome
Hold meeting with NAC, High School Principal and businesses	EDO		A date set
Organize space			A secured space to be held on an annual basis
Hold Career Fairs			Potential opportunities identified by young people as to their future careers

Arts and Crafts Sector

Objective #1: Explore the value of an Arts and Crafts Working Group for Iqaluit

Tasks	Lead	When	Expected Outcome
Schedule meeting with NACA	EDO		Open discussion
Discuss initiation of an arts/crafts working group			Arts/crafts working group purpose, vision for Iqaluit
Determine members, structure, timelines			Clarify possible groups purpose, vision and goals

Objective #2: Participate in exploring an arts/crafts studio

Tasks	Lead	When	Expected Outcome
Obtain updated information from NACA on their project	EDO		Less duplication of structure, size, sit and funding
Schedule meetings to determine if there is space for a studio or continue to pursue for one in planned developments			Knowledge of whether or not to pursue
Determine next steps – pre-feasibility of an arts/crafts studio			Preparing applications with better knowledge of information required to apply for funding

Objective #3: Assist in promoting workshops for Artists

Tasks	Lead	When	Expected Outcome
Maintain regular contact with NACA and assist in promoting workshops for Artists in Iqaluit	EDO		Better communication and stronger relationships with NACA and the arts group

Objective #4: Promote and assist in Business Planning Workshops to Artists

Tasks	Lead	When	Expected Outcome
Meet with funders and trainers on scheduling a business planning workshop	EDO		A date set for delivery
Advertise, promote and encourage participants			More individuals trained in business planning

Objective #5: Provide program packages on quarry carving stone

Tasks	Lead	When	Expected Outcome
Assist individuals with funding applications to quarry carving stone	EDO		More carving stone available
Providing funding packages to outfitters on large scale project for quarrying carving stone			List of available individuals to go quarry carving stone
Assist in completing applications to fund individuals to go quarry carving stone			Secured funding for the project
Work with local business to ensure the project's success			Carvers having access to carving stone

Culture and Social Wellbeing

Objective#1: Promote Traditional Skills Workshops

Task	Lead	When	Expected Outcome
Connect with organizations offering traditional skills and help promote their programs	EDO		Build strong relationships

Objective #2: Participate in promoting youth and elder camps

Tasks	Lead	When	Expected Outcome
Offer promotional assistance for the youth/elder camps	EDO		Promote existing programs, collate info, build strong relationships

Objective #4 – Participate in Exploring the Establishment of a Thule Qammaq

Task	Lead	When	Expected Outcomes
Attend meetings involved in the project	EDO		Working group to establish a Thule Qammaq
Determine if they need any help from the EDO office			Determination of whether the group needs any assistance

Objective #5 –Promote Inuktitut Literacy

Task	Lead	When	Expected Outcomes
Assist and encourage City staff to take Inuktitut lessons	T&D Officer/EDO		More municipal staff able to speak Inuktitut
Support the library in the promotion of Inuktitut literacy			Increased volunteers through the Friends of the Iqaluit Centennial Library
Promote Inuktitut reading circles where Elders can read to youth on an ongoing basis			Increased connection between Elders and the very young

Objective #6 – Assist in Promoting Cross Cultural Workshops

Task	Who	When	Expected Outcomes
Offer T&D Consultant assistance in promoting courses			Better cross-cultural communication and understanding

Objective #7: Develop Socio-Economic Indicators

Tasks	Lead	When	Expected Outcome
Collect and update indicators on Iqaluit	EDO		A list of socio-economic indicators
Analyze indicators and merge information into one			Develop base line indicator data to use for future comparison.

Objective #8: Develop a Welcome Package for new residents

Tasks	Lead	When	Expected Outcome
Create a welcome package for new residents			A package with all information that a new resident might need – a simpler version of the Visitor's Guide
Distribute in key locations around town			A full package for new residents

Infrastructure

Objective #1: to establish infrastructure that facilitates growing community economic needs

Tasks	Lead	When	Expected Outcome
Work with planning & lands to ensure new developments include industrial and/or commercial land			Knowledge of land availability to provide to new business(es)

Responsibilities for the Implementation of the CED Plan

Communication

Under the direction of the CED Committee, the CED Officer will be responsible for reporting to the community on the content and progress being made with the CED Plan. In order to keep projects moving, the development of an Interagency Committee is recommended. This will ensure projects will not be left idle and ensure full implementation of the CED Plan.

Monitoring, Reviewing and Updating the Plan

The CED Committee of the City of Iqaluit will be responsible for monitoring the overall progress being made with the plan, presenting quarterly reports as well as annual reviews and updating the plan to the council.