

Terms of Reference

Southwest Middlesex Economic Development Committee

1. Name

The following Committee of Council shall be established and named as follows:

Southwest Middlesex Economic Development Committee

2. Statement of Purpose

To identify, develop and evaluate potential economic development opportunities that ultimately improve the tax base of Southwest Middlesex in a sustainable manner.

3. Objectives

- i. To promote the municipality as a place to live, work and play;
- ii. To support the retention and expansion of existing businesses located in the municipality;
- iii. To identify new industrial, commercial/retail and residential development possibilities and other appropriate economic development prospects;
- iv. To evaluate opportunities to carry out these objectives and bring them to Council for consideration; and
- v. To ensure that sustainability is a consideration in all opportunities.

4. Role of The Committee

- i. Development and implementation of an appropriate strategic action plan;
- ii. Development of a cost effective marketing program to promote the municipality;
- iii. Monitor economic development activities within the municipality;
- iv. Prepare and submit a proposal for annual operating requirements including any long term capital projects for Council consideration and approval.
- v. Identify potential funding sources.
- vi. Identify the potential for shared responsibilities/expense/ revenue with Middlesex County.

- vii. Align objectives and provide input on the Middlesex County Economic Development Strategic Plan.
- viii. Identify projects that will help diversify the municipality's economic base and explore new projects that will support and lead to economic growth.
- ix. Collaborate on joint initiatives when possible with Middlesex County's Department of Economic Development.
- x. Ensure economic activities are considered/undertaken in a sustainable manner.

5. Membership

Voting members shall be appointed by Council for the term of Council, and shall include at most:

- four members from the **Southwest Middlesex** business sector with consideration for key economic sector diversity in representation (manufacturing, agri-business, tourism, small business);
- three **Southwest Middlesex** property owners (one for each ward);
- five members of **Southwest Middlesex** Council;
- one member from the not-for-profit sector operating in **Southwest Middlesex**.

Quorum shall consist of 50% plus one of the appointed members.

The membership shall be re-evaluated at the end of 2019.

6. Staff Support/Additional Resources:

- i. C.A.O/Clerk
- ii. Deputy Clerk - Recording Secretary
- iii. Additional Lower Tier Municipal Resources as required
- iv. Middlesex County Economic Development Resources as requested and available