

NO: R199

COUNCIL DATE: October 18, 2021

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 14, 2021**

FROM: **General Manager, Investment & Intergovernmental Relations**

FILE: **0520-01**

SUBJECT: **Admission into Consider Canada City Alliance Membership (CCCA)**

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## RECOMMENDATION

The Investment & Intergovernmental Relations Department recommends that Council:

- a) Receive this report for information; and
- b) Authorize the City's membership in the Consider Canada City Alliance ("CCCA").

## INTENT

The intent of this report is to inform Council that the City of Surrey ("the City") has been admitted as the 13<sup>th</sup> member of the national CCCA.

## BACKGROUND

At the March 12, 2021 Investment & Innovation Impact Committee ("I3C") meeting, the City was encouraged by *Invest in Canada*, the federal foreign direct investment agency, to apply for membership into the CCCA. The City subsequently applied and was formally accepted into the CCCA on September 15, 2021. The alliance is comprised of the largest municipal and regional economic development agencies in Canada, representing Halifax, Quebec City, Montreal, Ottawa, Toronto Region, Waterloo Region, Hamilton, London, Winnipeg, Calgary, Edmonton, Vancouver, and now Surrey and the Niagara Region.

## DISCUSSION

Established in 2011, the CCCA is an exclusive alliance of municipal economic development agencies focused on maximizing foreign direct investment inflows. The purpose of the CCCA is for member municipalities to collectively sell Canada's value proposition while driving foreign direct investment into their respective cities and regions. In 2019 alone, member cities attracted 341 projects with a value of \$4.6 billion, creating over 23,000 jobs.

## **Benefits of Membership**

CCCA members are afforded certain advantages at the federal level, including:

1. Access to *Invest in Canada's* national customer relationship management ("CRM") system that databases all of Canada's high priority investment leads;
2. Access to dedicated *Global Affairs Canada* department staff for foreign direct investment;
3. National investment intelligence sharing between member jurisdictions;
4. Participation in "Ottawa Days" for members to have meetings with federal ministers and senior *Global Affairs Canada* staff to lobby for policy changes and resources that support investment attraction within member jurisdictions;
5. Participation in up to two international trade missions per year; and
6. Professional development and best practice sessions amongst peer cities.

With the increasing shortage of industrial land in the region, it is more important than ever to attract companies and industries that will deliver local economic impact, including high value jobs. Joining the CCCA has already provided early benefits to the City in terms of being included in investment deal proposals that the City would otherwise have been excluded from.

## **Eligibility Criteria**

Membership into the CCCA is granted by way of a vote of the current members and not all applicants are successful. Since March 2021, the City has worked closely with CCCA staff to prepare a formal application for submission to the CCCA Board. Prospective members are required to meet the CCCA's strict criteria, which includes being:

1. An economic development agency that represents a city or city region area with a population exceeding 250,000;
2. An organization with a mandate for foreign direct investment, promotion and attraction as well as economic development;
3. An organization that supports the goals, objectives, code of conduct and policies of the CCCA; and
4. An organization that is not part of any regional agency representing their municipality/region at the CCCA board.

On September 15, 2021, the CCCA Board voted at their Annual General Meeting to include the City of Surrey and Niagara Economic Development as the 13<sup>th</sup> and 14<sup>th</sup> members of the CCCA.

## **SUSTAINABILITY CONSIDERATIONS**

The City of Surrey's inclusion into the CCCA supports the objectives of the City's Sustainability Charter 2.0. Specifically, our inclusion into the CCCA supports the following Desired Outcome ("DO") and Strategic Direction ("SD"):

- Economy DO4: Surrey's economy is diversified with a mix of service, industrial, agricultural, and innovation-based businesses;

- Innovation SD10: Support the development and growth of key sectors including health technology, clean technology, advanced manufacturing, agri-innovation, and the creative economy.

## **CONCLUSION**

The City was recently approved as a member of the CCCA. Membership in this exclusive group will enhance the City's ability to access critical data, networks, investor intelligence and a wide variety of opportunities that will help drive foreign direct investment into the City.

Donna Jones

**General Manager, Investment & Intergovernmental Relations**

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