AND WHEREAS in June 2018, the Executive Policy Committee directed the Public Service to return within 180 days with a report cataloguing all current measures taken by the City of Winnipeg with respect to poverty reduction and recommendations on specific measures to further reduce poverty in Winnipeg within existing budgets;

AND WHEREAS in April of 2019, the Executive Policy Committee directed the Winnipeg Public Service to report back within 365 days with a City of Winnipeg Poverty Reduction Strategy, including a detailed implementation plan for the additional measures to further reduce poverty;

AND WHEREAS the City of Winnipeg adopted the Winnipeg Poverty Reduction Strategy (2021 – 2031) in November, 2021;

AND WHEREAS economic growth and development is a policy view that requires similar high policy priority, in terms of budget consideration, as now provided by the Winnipeg Poverty Reduction Strategy;

AND WHEREAS the small business community of Winnipeg is the backbone of our local economy providing job creation, training and innovation;

AND WHEREAS the Mayor, in the 2023 State of the City, identified the need for the City of Winnipeg to launch an initiative that would require constant improvement by the City of Winnipeg with regard to service delivery and responsiveness by calling for a "cultural change" in the City of Winnipeg;

AND WHEREAS Winnipeg's small and medium sized business community has always welcomed opportunities to improve the City of Winnipeg's response to and involvement with business, specifically to help facilitate and foster new wealth creation;

AND WHEREAS Winnipeg's Indigenous community and new Canadian community offers great hope for economic development and wealth creation within those communities;

THEREFORE BE IT RESOLVED that the Winnipeg Public Service be directed to develop an official Economic Growth and Development Strategy that will be endorsed by Council and will be a living document and policy, to include, but not be limited to, the following:

1. The development of a matrix of measurements that facilitates economic growth and development in the City of Winnipeg, to be tracked and applied to all departments and Special Operating Agencies.

2. Formal reporting on the strategy via the operating and capital budget process, applying all approved measurements.

3. Identifying opportunities for changes within the City of Winnipeg's existing 'culture of doing business', in terms of service response and delivery improvements and efficiencies, and that the Public Service report back to Council on a quarterly basis on a plan for constant improvements and efficiencies with timetables for their implementation.

Wyatt