

Town of Norman Wells Economic Development and Tourism Committee Final Report:

Economic Development Strategic Plan:

- The committee started researching and contacting consultants in late 2020.
- Interviews were conducted with MDB Insight and Innovative Business Solutions (IBS).
- The committee ultimately chose to work with IBS who is a Yellowknife-based management consultancy firm, engaged in, among other services, developing economic development strategic plans to help create an environment that is conducive to attracting and retaining current, new and diverse investment that will create employment, diversify the tax base and generate more wealth throughout the Community
- The Strategy details the goals for economic development; Specific strategies through which the goals will be realized; Performance measuring for assessing the progress made; An implementation plan which prioritizes the actions that will be taken in the short-term and long-term to implement the strategy. The strategy also defines, for each action, the anticipated cost, the funding source and the lead or 'champion'.
- Development process:
 - a. extensive research program including an extensive document, data and literature review, a survey of key stakeholders in the region as well as a youth survey, interviews with key business and community leaders, a situational analysis of the existing sectors, economic drivers and development efforts, a review of best practices, and a roundtable session.
- The draft strategic plan was extensively reviewed by the Governance Manager, Economic Development Committee as well as Mayor and Council.
- The final document was adopted by Council and is now in the implementation phase.

Development of Economic Development and Tourism Committee By Law:

Addition to the repealed committee by law include:

1. Members of the Committee should include:
 - a. Mayor
 - b. One Councillor
 - c. One Representative from each of the following sectors:
 - i. Tourism
 - ii. Minerals
 - iii. Arts, Craft, and Film
 - iv. Agriculture and fisheries
 - v. Aviation, transportation, and logistics
 - vi. Real Estate (developers/realtors/builders/planning and engineering)
 - vii. Post Secondary
 - viii. Retail
 - ix. Hospitality
 - x. Business Owner

- d. One member of the Norman Wells Land Corporation
- e. One representative from the Norman Wells Chamber of Commerce
- f. One representative from GNWT ITI
- g. One representative from GNWT Tourism
- h. Any additional representatives as deemed appropriate by Council

Establishment of Multiplex Working Group:

- The EDC pursued a longstanding goal of having further discussions regarding a potential multiplex in Norman Wells.
- The Working Group consisted of Chairs from the Economic Development, Recreation, and Town Planning and Land Use Committees.
- The goal of the working group was to engage key stakeholders, Council, and the committees in initiating the process of investigating the possibility of a multiplex in Norman Wells.

Economic Development Conference:

- Established a working group to plan an annual Economic Development Conference which is scheduled for August 11-14, 2022.
- Working group has established a budget and funding sources, and has started the process of searching for key note speakers and entertainment.
- The working group is now at a place where an event facilitator is needed to further the planning process.
- Short list of key note speakers includes:
 - Arlene Dickinson, Graham Sherman, Mandy Gilbert, Jennifer Barroll, Kate Davis, Chris Koch, Doug Keeley, Tony Chapman, Lanny McDonald, and Hayley Wickenheiser.
- The Economic Development Conference is intended to be an annual event in which all local businesses will benefit.